



# EDITOR & PUBLISHER



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Exclusive Stenographic Reports of Society of Newspaper Editors' Annual Meeting

## American Press Best in the World President Coolidge Tells Editors

Newspapers Must Be Free to Function Intelligent Public Opinion and Economically Sound to Adequately Supply Needs of Reading Millions—Brilliant Scene at the New Willard Banquet

NO assembled newspaper men, not even those crowded gatherings of the Associated Press which habitually entertain the President of the United States, have ever heard a Chief Executive talk more certainly or more forcefully on the philosophy of a free press than did President Coolidge in his address at the annual banquet of the American Society of Newspaper Editors at Washington, January 17.

The principal characteristics of the press of 1925—its gigantic success as an advertising medium, its news enterprise, and its editorial idealism (the last sometimes at cross purposes with the second quality), the wealth of newspaper proprietors and its promise or menace for the press and nation in years to come—all were discussed as though the President of the United States had given years to the study of this engine of public opinion.

His address, which is given in full below, was one of four brilliant after-dinner speeches heard by the 250 editors and publicists in the small Willard ballroom. James Melvin Lee, director of the New York University School of Journalism, delved deep into his lore on Benjamin Franklin, the editor; Walter Lippmann, chief editorial writer of the New York World, discoursed on his favorite topic, "Public Opinion," calling for a return of the American Republic to a less centralized scheme of government; and Glenn Frank, editor of the Century Magazine, in an epigrammatic address on "The Mind of the Man Who Buys the Newspaper." The addresses of the latter three will be found in other columns.

Following is the text of President Coolidge's address:

The relationship between governments and the press has always been recognized as a matter of large importance. Wherever despotism abounds the source of public information has been the first to be brought under its control. Wherever the cause of liberty is making its way, one of its highest accomplishments is the guarantee of freedom of the press. It has always been recognized, sometimes instinctively and oftentimes expressly, that truth and freedom are inseparable. An absolutism could never rest upon anything save a perverted and distorted view of human relationships and upon false standards set up and maintained by force. It has always found it necessary to attempt to dominate the entire field of education and instruction. It has thrived on ignorance. While it has sought to train the minds of a few, it has been largely with the purpose of attempting to give them a superior facility for misleading the many. Men have been educated under absolutism not that they might bear



HONORABLE CALVIN COOLIDGE

witness to the truth but that they might be the more ingenious advocates and defenders of false standards and hollow pretenses. This has always been the method of privilege, the method of class and caste, and the method of master and slave.

When a community has sufficiently advanced so that its government begins to

take on that of the nature of a Republic, the process of education becomes even more important but the method is necessarily reversed. It is all the more necessary under a system of free government that the people should be enlightened, that they should be correctly informed, that it is under an absolute government that

they should be ignorant. Under a Republic, the institutions of learning, while bound by the constitution and laws, are in no way subservient to the government. The principles which they enunciate do not depend for their authority upon whether they square with the wish of the ruling dynasty but whether they square with the everlasting truth. Under these conditions, the press which had before been made an instrument for concealing or perverting the facts must be made an instrument for their true representation, for their sound and logical interpretation. From the position of mere organs constantly bound to servitude, public prints rise to a dignity not only of independence but of great educational and enlightening factors. They attain new powers which it is almost impossible to measure and become charged with commensurate responsibility.

The public press under an autocracy is necessarily a true agency of propaganda. Under a free government it must be the very reverse. Propaganda seeks to pervert and present a part of the facts, to distort their relations and to force conclusions which could not be drawn from a complete and candid survey of all the facts. It has been observed that propaganda seeks to close the mind, while education seeks to open it.

This has become one of the dangers of the present day. The great difficulty in combating unfair propaganda or even in recognizing it arises from the fact that at the present time we confront so many new and technical problems that it is an enormous task to keep ourselves accurately informed concerning them. In this respect, you gentlemen of the press face the same perplexities that are encountered by legislators and government administrators. Whoever deals with current public questions is compelled to rely upon the information and judgments of experts and specialists. Unfortunately, not all experts are to be trusted as entirely disinterested. Not all specialists are completely without guile. In our increasing dependence on specialized authority, we tend to become easier victims for the propagandist and need to cultivate sedulously the habit of an open mind. No doubt every generation feels that its problems are the most intricate and baffling that have ever been presented for solution, but with all recognition of the disposition to exaggerate in this respect, I think we can fairly say that our times in all their social and economic aspects are more complex than any past period. We need to keep our minds free from prejudice and bias, have education and real information, we cannot have too much, but of propaganda which is tainted

and perverted information we cannot have too little.

Newspaper men therefore endlessly discuss the question of what is news. I judge they will go on discussing it as long as there are newspapers. It has seemed to me that quite obviously the news-gathering function of a newspaper cannot possibly require that it give a photographic impression of everything that happens in the community. That is an obvious impossibility. It seems fair to say that the profession of the news bears about the same relation to the whole field of happenings that a painting does to a photograph. A photograph might give the more accurate impression of details but in doing so it might sacrifice the opportunity the more clearly to delineate character.

My college professor was wont to tell us a good many years ago that if a painting of a tree was only the exact representation of the original, so that it looked just like a tree, there would be no reason for making it. We might as well look at the tree itself. But the painting if it is of the right sort gives something that neither a photograph nor a view of the tree conveys. The emphasis is something of character, of quality, of individuality. We are not lost in looking at thorns and defects. We catch a vision of the grandeur and beauty of a king of the forest.

So I have conceived that the news properly presented should be a sort of cross-section of the character of the human events, current experiences, should delineate character, quality, tendencies and implications. In this way the reporter exercises his genius. Out of current events he does not make a drab and sordid story but rather an informing and enlightening epic. His work becomes no longer imitative but rises rather to an original art.

Our American newspapers serve a double purpose. They bring knowledge and information to their readers and at the same time they play a most important part in connection with the business interests of the community both through their news and through their advertising department.

Probably there is no rule of your profession to which you gentlemen are more devoted than that which prescribes that the editorial and business policies of the paper are to be conducted by strictly separate departments. Editorial policy must not be influenced by business considerations; business policy must not be affected by the editorial program. Such a dictum strikes the outsider as involving a good deal of difficulty in the practical adjustment of every-day management. Yet, in fact, I doubt if these adjustments are any more difficult than have to be made in every other department of human effort.

Life is a long succession of compromises and adjustments and it may be doubted whether the press is compelled to make them any more directly than others do. When I have contemplated these adjustments of business and editorial policy, it has always seemed to me that American newspapers are peculiarly representative of the practical idealism of our country.

Quite recently the construction of a revenue statute resulted in giving publicity to some highly interesting facts about incomes. It must have been observed that nearly all the newspapers published these interesting facts in their news columns, while many of them protested in their editorial columns that such publicity was very bad policy. Yet this was not inconsistent. I am referring to the incident by way of illustrating what I just said about the newspapers representing the practical idealism of America. As practical newspaper men, they printed the facts, but as editorial idealists, they protested that there ought not to be any such facts available.

Some people feel concerned about the commercialism of the press. They note that great newspapers are great business enterprises earning large profits and controlled by men of wealth, so they fear that in such control the press may tend to support the private interests of those

## EDITORIAL SEXTETTE AT WASHINGTON CONVENTION



Front row (left to right): C. H. Dennis, managing editor, Chicago Daily News; Casper S. Yost, editor, St. Louis Globe-Democrat; E. S. Beck, managing editor, Chicago Tribune. Top row: Edmund Booth, editorial director of the Michigan Booth Newspapers; E. C. Hopwood, editor, Cleveland Plain Dealer; A. R. Treanor, Saginaw News-Courier.

who own papers rather than general interests of the whole people. It seems to me, however, that the real test is not whether the newspapers are controlled by men of wealth but whether they are sincerely trying to serve the public interest. There would be little occasion for worry about who owns a newspaper so long as its attitude on public questions is such as to promote the general welfare.

A press which is actuated by the purpose of genuine usefulness to the public interest can never be too strong financially so long as its strength is used for the support of popular government.

There does not seem to be cause for alarm in the dual relationship of the press to the public whereby it is on one side a purveyor of information and opinion and on the other side a purely business enterprise. Rather it is probable that a press which maintains an intimate touch with the business currents of the nation is likely to be more reliable than it would be if it were a stranger to these influences.

After all, the chief business of the American people is business. They are profoundly concerned with producing, buying, selling, investing and prospering in the world. I am strongly of the opinion that the great majority of the people will always find these the moving influences of their lives. The opposite view was poetically set forth in those lines of Goldsmith which everybody repeats but few really believe—

"Ill fares the land to hastening ills a prey,  
Where wealth accumulates and men decay."  
Excellent poetry, but not a good working philosophy. Goldsmith would have been right if, in fact, the accumulation of wealth meant the decay of man. It is rare indeed that men who are accumulating wealth decay. It is only when they cease production, when accumulation stops, that an irreparable decay begins.

Wealth is the product of industry, ambition, character and untiring effort. In all experience the accumulation of wealth means the multiplication of schools, the increase of knowledge, the dissemination of intelligence, the encouragement of science, the broadening of outlook and the

expansion of liberties, the widening of culture. Of course the accumulation of wealth can not be justified as the chief end of existence but we are all compelled to recognize it as a means to well nigh every desirable achievement. So long as wealth is made the means and not the end, we need not greatly fear it, and there never was a time when wealth was so generally regarded as a means, or so little regarded as an end, as it is today.

Just a little time ago, we read in your newspapers that two leaders of American business whose efforts at accumulation had given \$50,000,000 or \$60,000,000 as endowments to educational work. Now that was real news. It was characteristic of our American experience with men of large resources. They use their power to serve not themselves and their own families, but the public. I feel sure that the coming generations which will benefit by those endowments will not be easily convinced that they have suffered greatly because of these particular accumulations of wealth. So I think there is little cause for fear that our journalism merely because it is prosperous is likely to betray us, but it calls for additional effort to avoid even the appearance of the evil of selfishness.

In every worthy profession of course there will always be a minority who will appeal to the baser instincts. There always have been, probably always will be some who will feel that their own temporary interest may be furthered by betraying the interest of others. But these are becoming constantly a less numerous and less potential element in the community. Their influence whatever it may seem at a particular moment is always ephemeral. The race is not traveling in that direction. The power of the spirit always prevails over the power of the flesh. These furnish us no justification for interfering with the freedom of the press because all freedom, though it sometimes tends towards excesses bears within it those remedies which will finally effect a cure for its own disorders.

American newspapers have seemed to me to be particularly representative of this practical idealism of our people.

Therefore I feel secure in saying that they are the best newspapers in the world.

I believe that they print more real news, more reliable and characteristic news than any other newspapers. I believe their editorial opinions are less colored in influence by mere partisanship or selfish interest than those of any other country.

Moreover, I believe that our American press is more independent, more reliable and less partisan today than at any other time in its history. I believe this of our press precisely as I believe it of those who manage our public affairs. Both are cleaner, finer, less influenced by improper considerations than ever before. Whoever disagrees with this judgment must take the chance of marking himself as ignorant of conditions which notoriously affect our public life, thoughts and methods even within the memory of many men who are still among us.

It can safely be assumed that self-interest will always place sufficient emphasis on the business side of newspapers so that they do not need any outside encouragement for that part of their activities. Important, however, as this factor is, it is not the main element which appeals to the American people. It is only those who do not understand our people who believe that our national life is entirely absorbed by material motives. We make no concealment of the fact that we want wealth, but there are other things that we want much more. We want peace and honor and that charity which is so strong an element of all civilization.

The chief ideal of the American people is idealism. I cannot repeat too often that America is a nation of idealists. That is the only motive to which they ever give any strong and lasting reaction. No newspaper can be a success which fails to appeal to that element of our national life. It is in this direction that the public press can lend its strongest support to our government. I could not truly criticize the vast importance of the counting room, but my ultimate faith would be placed in the high idealism of the editorial room of the American newspaper.

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# EDITORS ANALYZE DUTIES TO THE PUBLIC

Report Progress on Teapot Dome Investigation—Approval Given to Graduate Journalism Courses—Debate Crime News, Medical Reports, Propaganda, Syndicates and Press Services, Postal Affairs—All Officers and Directors Re-elected

By ARTHUR ROBB

THE slow, steady, natural and unforced progress that has marked its life from the beginning four years ago will continue to be a characteristic of the American Society of Newspaper Editors. That is indicated by the report of its third annual meeting, at the New Willard Hotel, Washington, D. C., last Friday and Saturday.



PRES. CASPER S. YOST

This gathering of more than 100 directing editors of American newspapers was not spectacular. Only one resolution was adopted, and that was the fruit of three years' investigation. The program, whose main heads touched on the relations of the press and the syndicates, the press and the law, the press and medicine, and the progress of schools of journalism, was carried out almost in entirety, with carefully prepared addresses and ensuing discussions which in the main illuminated the topics.

The subject of newspaper men and the Teapot Dome investigation, referred to the directors at the 1924 meeting after a warm discussion, was reported to be the centre of a careful investigation by the board. The only member of the society discovered by preliminary investigation to be involved, has been notified of charges laid against him, President Casper S. Yost reported for the board. He has asked for a statement of the charges and reasonable time to prepare a defense. His name was not mentioned nor was there any dissenting voice when the president stated his belief that discussion of the matter in its present state would be inappropriate.

As presaged by the developments related in the last paragraph, all directors and officers were re-elected. President Casper S. Yost, editor of the editorial page of the *St. Louis Globe-Democrat*; Secretary E. C. Hopwood, editor of the *Cleveland Plain Dealer*; Treasurer E. S. Beck, managing editor of the *Chicago Tribune*; and Vice-Presidents George E. Miller, editor of the *Detroit News*, and Edgar B. Piper, editor of the *Portland Oregonian*—all are starting on their fourth year in charge of the Society's destinies.

The four directors re-elected for three-year terms are:

Ralph E. Stout, managing editor *Kansas City Star*.

Willis J. Abbot, editor *Christian Science Monitor*, Boston.

George E. Miller, *Detroit News*.

Edgar B. Piper, *Portland Oregonian*.

Of first importance among the addresses and discussions was that of Dean Walter Williams of the University of Missouri School of Journalism, on "Are the Schools of Journalism Getting Anywhere?" and the comment of Arthur Howe, *Brooklyn Eagle*, and James T. Williams, Jr., *Boston Transcript*, which followed it. Dr. Williams traced the history of instruction in journalism in answering the question affirmatively. He outlined briefly the services that the comparatively few first-rank schools have been able to render newspapers, both in supplying trained men and in eliminating early those unfit for newspaper work. Closely related to both of these points was his firm statement that newspapers will not be able to hold their best men until publishers learn to pay more money to reporters and desk men, even at the expense of money for faster presses. He

also suggested a study and classification of the schools offering journalism instruction by the Society in co-operation with the American Newspaper Publishers' Association and the National Editorial Association. He went on to detail the respects in which the journalism of today is superior to that of past decades.

Dean Williams' suggestion of a survey of journalism schools was taken up by his namesake of the *Boston Transcript*.

"There are an increasing number of good schools of journalism," said Mr. Williams, "but they are not increasing as rapidly in number, they are not advancing as fast in thoroughness, as the courses of certain colleges are being cluttered up with quack courses in journalism which students are either permitted or encouraged to take at the expense of fundamentals.

"I for one would very much regret to see the Society lend any encouragement to these courses. I don't believe we will get much co-operation from the best educators if we do, and I don't believe that the day of better pay for reporters will come any sooner by flooding the market with half-baked journalists or half-trained reporters, whose only qualification for their job is a certificate that they have taken a course in journalism in some college that has not established a regular school of journalism, but merely added a course in journalism for the sole and material purpose of increasing the numbers attending the college and therefore increasing the income of the institution. . . .

"For those students who can afford graduate work, it seems to me that we should support and encourage the development of schools of journalism admitting students to graduate work. For those who cannot afford a complete graduate course, it seems to me we should support

schools of journalism that would permit, under very rigid regulation, the undergraduate to take, one, perhaps his very last year, or in certain cases, his last two years in journalism. In addition to that, it seems to me we ought to make it possible for the undergraduate who wants to theory that there is no substitute for it in the training of his mind and the building of his character, to do so. . . . It is possible, I think, for some of our well-established schools of journalism, and for some of the summer schools of our greater universities to provide certain courses in journalism open only to bonafide undergraduates, so that men could go ahead with their regular undergraduate course and instead of loafing three months in the summer, spend at least two of those months at a summer school of journalism. . . .

"The fact that we have had this subject on our program, I hope indicates that the Society is no longer disposed to debate or to question the value in the training of a newspaper man of a thorough course in a thorough school of journalism. If we declare ourselves in sympathy with that kind of school, we can then approach the editors and possibly exercise some influence upon them in enabling the colleges more thoroughly to meet the demands of our calling by sending to us men who are thoroughly trained."

The Boston editor and E. S. Beck of the *Chicago Tribune*, the committee appointed by President Yost to draft the Society's views on the journalism schools question, brought in the following resolution, which was adopted, the only action of this kind taken by the Society:

"It is the sense of the American Society of Newspaper Editors that academic and professional training for journalism should take one of two forms:

"1. A complete course at a university

school of journalism leading to a degree.

"2. Attendance at a summer school of journalism maintained by a recognized institution of learning and supplementing the regular college course.

"The Society recommends as the ultimate goal of schools of journalism their development into graduate schools to the end that their educational standard shall be on a par with those maintained at the best schools of law and medicine.

"The Society disapproves courses in journalism at institutions of learning that have no regularly established school of training for the profession and believes that such courses are taken at serious expense to the undergraduate's training in journalism."

The Teapot Dome matter received from the Committee on Ethical Standards only the mention that a report had been filed with the directors; the action of the latter to date and the motives which have influenced it are set forth by President Yost in this report:

"At the last meeting of the Society, the following resolution was adopted:

"RESOLVED, that the sense of this Society is that the Board of Directors investigate charges which have been made against certain members of the newspaper profession in the course of investigations current in Washington, and in case charges are sustained against members of the Society, the Board take such action as the offense merits, and in case charges are sustained against non-members, the Board adopt proper resolutions protecting against violations of sound journalistic practice as laid down in the Canons of Journalism."

"In accordance with these resolutions, the Committee on Ethical Standards was instructed to make a preliminary investigation and report to the board. The committee accepted this assignment, met in Chicago after individual analysis of the transcript of the proceedings before the Senate committee, and there gave collective consideration to the evidence. Its conclusions were subsequently embodied in a report which recommended, among other things, that no decision be reached

## A METROPOLITAN GROUP AT EDITORS' MEET



Front row (left to right): Herbert Bayard Swope, executive editor, *New York World*; George E. Miller, editor, *Detroit News*; Paul Bellamy, managing editor, *Cleveland Plain Dealer*; D. E. Smiley, executive editor, *Philadelphia Public Ledger*. Top row: Loring Pickering, *North American Newspaper Alliance*; David Lawrence, Washington correspondent.

until any accused person be granted a hearing.

"Not until this preliminary work had been done was the board in the position to give collective consideration to the questions involved in the resolution adopted by the Society. The board gave thought to this report and examined in connection with it the minutes of the proceedings before the Senate Committee as well as the final report of the majority of that committee, but now the question arose as to our legal status and as to the proper method of procedure.

"The Society being without precedent in such a matter, it seemed to be of the utmost importance that the precedent established be legally sound and morally just.

"That any person accused should be heard in his own behalf, as the committee recommended, did not permit of an argument. No action ought to be taken in this or any similar instance without the recognition of that right. But the board realized at once that if it is to function as a court, it must be upon judicial principles and that its procedure must be legally sound and morally right, not only because that is the way of justice, but because if its decisions were contested they should be so supported as to be effectively defended in a court of law if need be.

"Therefore, the secretary was instructed to retain competent counsel and obtain his advice as to the methods of procedure to make the position of the board fair, right, and secure. The secretary has complied with this instruction and acting under advice of counsel has notified the only member of the Society involved in the matter and the only person over whom the Board has jurisdiction, that charges against him are under consideration. In reply he has asked for a definite statement of the charges, for the privilege of an oral hearing before the board and for reasonable time for the assemblage of evidence in defense, to all of which the board considers him entitled.

"That is the situation at the present time. The board has moved with careful deliberation in this matter because it is treading an untried road, because it wishes to be both right and just, because it is responsible for the welfare of this Society, and will not endanger it by haste. It will proceed as expeditiously as the gravity and the novelty of the circumstances will permit, and it will act promptly in accordance with its judgment when the time for decision arrives. Meantime, the board believes it would be harmful and improper to discuss or for the Society in session to discuss the case in hand. The Society has instructed the board to investigate. It is investigating. All of this applies to the case of the one member of the Society involved in the resolution adopted.

"As to implied charges against persons not members of the Society, it is the conclusion of the board that it has, in the first place, no jurisdiction; that, in the second place, upon careful examination, it is unable to find sufficient affirmative evidence that newspaper conduct was involved in the personal transactions of the publishers concerned to justify an expression of condemnation by this Society."

In concluding the meeting after election of directors, President Yost declared that the time was near when the Society could take definite action on more of the proposals that were placed before its annual session. Efforts had been bent largely in the past, he said, to avoiding the things which should not be done, including hasty action on important affairs, and no agency had been created within the organization for the presentation in concrete form of policies for group consideration. This agency, he believed, should be brought into being at the next convention.

Among the resolutions presented, but not brought to a vote were these:

1. Recording the Society as opposed to ungrammatical or vulgar speech in comic strips.
2. An amendment to the Canons of Journalism to the effect that the Society pledged intelligent fidelity to the Constitution of the United States.

3. Seeking endorsement of the Canons of Journalism from the American Newspaper Publishers Association.

Except for the banquet speakers, and Dean Williams, the only non-member of the Society accorded floor privileges was Dr. Morris Fishbein, editor of the Journal of the American Medical Association, who read a catalog of indictments against newspaper methods in dealing with the news of medicine. The editor-physician had chapter and verse to support every statement. The largest newspapers and the most noted editors were called by name and their sins against medicine chronicled. Dr. Fishbein found that newspapers offended by printing unconfirmed and often unfounded reports of new discoveries of cures for ills like cancer and tuberculosis; by mis-naming diseases and parts of the body; and by prudery in refusing to discuss matters relating to sex hygiene from an intelligent medical viewpoint.

Dr. Fishbein's paper elicited almost an hour's discussion. Arthur Howe, E. C. Hopwood, Paul Bellamy, Frank P. Glass, and E. S. Beck all cited instances of fruitless attempts to obtain the co-operation of local physicians in the verification of important medical news or abstruse medical terms. The Doctor told of the information service available at the office of the American Medical Association for all newspapers and press services, but the editors of morning papers particularly found it less serviceable than described, in that it was not available during the night, when most medical and other news finds its way to the copy desk. News won't keep till the A.M.A. comes to life the next morning was the general verdict.

The zest of having a worthy opponent to present the other side was lost by Willis J. Abbot and Herbert Bayward Swope when illness prevented the appearance of Solicitor General J. M. Beck, scheduled to lead the discussion of "The Law, Crime, and the Press." Mr. Abbot then undertook the role of provocateur, his central theme being that "in relation to the general public, newspapers which exploit crime, which give exaggerated importance to it, are doing themselves and the public a general disservice."

Mr. Swope in a brilliant response, held that "truth and truth alone, is the measure of the right to print. Good taste may not restrain such right but its application. Good taste is standardized by custom. Truth—who can define it? Since we have no universal touchstone that unfailingly indicates its nature; since we cannot find its absolute zero, we may say that

truth is that special faith by which each soul finds itself, and which, if followed, makes a formula for life."

Propaganda raised its head for the cudgel Saturday morning, when Karl A. Bickel, president of the United Press Associations, spoke at length and in detail on the hurdles leaped by foreign news before publication in the United States. The propaganda prevalent in American politics and business was also mentioned by the speaker, who praised the Brooklyn Eagle and its Washington correspondent for their courage in exposing the recent repudiation by the White House of an utterance concerning Ambassador Jusserand. Parenthetically, it should be said that this action of the Eagle received high commendation from the Committee on Integrity of the Press, whose full report appears elsewhere in this issue.

Mr. Bickel let facts do the talking—facts reported to him by his correspondents in Moscow, Berlin, Paris, Rome, and London. All except the last pictured the correspondent facing a constant disposition of foreign politicians to have news facts presented abroad in the most favorable light, sometimes enforcing that disposition by changing, losing or delaying dispatches which did not match their viewpoints.

Mr. Hopwood commented on the close watch kept by readers of large-city newspapers on foreign and domestic political news and the immediate protests that were evoked by news disliked by small, but organized, groups of these readers.

Mr. Beck, responding to Mr. Bickel's address, stated his belief that "the newspapers that are represented in this organization pretty successfully dodge propaganda," as he understood that term.

"But when it comes to putting into the world the rule or method by which that desired result is accomplished," he continued, "it is not such an easy thing to formulate. Trying to analyze the matter, I conclude that it is done by a compound of instinct and experience, rather than by any designated rule of action."

Ralph Pulitzer, editor of the New York World, raised the interesting question of how a newspaper's news columns can be protected from the influence of its own editorial policy or propaganda.

"If you are making a fight, of course, in one sense you do use your news columns, and I think legitimately, you use boxes, to bring out features of the fight," Mr. Pulitzer said. "You are apt to print interviews with people, making your points, to a larger extent than you print

interviews with people on the other side and it is very difficult to make the news people realize just where they are to draw the line between what I would call the feature stuff, where you deliberately go out and make a thing, and where you have the right, I think, to forward your own campaign, and between the straight reporting of news which, of course, ought to be absolutely and scientifically accurate and untainted by any personal predilection on the part of the reporter, or the copy-reader, or the editor, or the owner."

Mr. Abbot gave the editors a surprise in the next discussion with an illustration of apparently deft propaganda by British public men. "I won't say that it is governmental propaganda," said Mr. Abbot, because it originates in Great Britain and I know that they are exceedingly tenacious of the proposition that the government does not stoop to propaganda, but there has been in progress, as you all know, for many weeks past, an anti-narcotic conference at Geneva, the head of the American delegation being Mr. Stephen A. Porter.

"In that conference the American contention has been that these habit-forming drugs are so small in volume that they can be readily smuggled and that the effort to keep them out of the country by the ordinary methods of coast guard is impracticable and that they should be attacked at their source. Accordingly the American delegation has urged a progressive limitation upon the production of opium in various countries in the Far East.

"The delegates from India have consistently antagonized this proposition. The delegates from Great Britain, so far as I know, have thus far withheld their vote, but have expressed doubt as to the possibility of enforcing a prohibition of this sort upon the widely scattered tribes in India.

"The paper which I am with has been taking rather a strong ground in support of the American contention. I can't say that we have produced any material effect upon the British mind until I happened to write an article for the London Times. I write a monthly article for them on American topics, and I touched in a paragraph on my last article, which must have been printed the early part of this week, upon American sentiment growing out of this Geneva Conference, and I said in a very mild way that I did not propose to judge of the merits of the contention at Geneva, nor to defend American public sentiment, but I did believe there was a feeling in the United States that the interference, that the maintenance by Great Britain of the right of Indian producers of opium to produce and ship as they would, would make it almost impossible for us to check this narcotic evil, and that I felt that in the interest of the good feeling that should exist at all times between the English-speaking nations, the British government should give consideration to this widespread sentiment which I believe to exist in the American mind.

"I drew it very mild, I didn't want to be offensive. Next, I got a cable yesterday to the effect that Lord Olivia, who was a member of the Cabinet, had written a long letter to the Times taking issue with my position and saying that Indian opium was such in quality that morphine and its derivatives could not be manufactured from it. I don't know, that may be true. 'He went on to say that the greater part of the opium raised for this purpose came from Persia, but even aside from that, he pointed the attention of the United States to Japan. Every time we get into a conference, some one tries to tip us off on Japan. 'He said the United States should find out about all this opium which is shipped from the Straits possessions, from Persia and India to Japan and there manufactured into habit-forming drugs, and he went on to sneer at the inability of the United States to keep its markets clear by intervention at the various ports of entry.

"This letter was cabled to my paper. I held it for the purpose of looking up the question as to whether Indian opium is in fact unfit for the manufacture of morphine and other habit-forming drugs.

### YEAR BOOK NEXT WEEK

- ☐ The "Big Red Book" of journalism and advertising will be published again next week. It is EDITOR & PUBLISHER Year Book for 1925.
- ☐ It is complete, up-to-the-minute, and accurate.
- ☐ New features of the highest interest to newspaper executives and those with whom they do business have been added to the departments which now have become familiar to the newspaper business.

### "AS NECESSARY AS INK"

- ☐ Personnel, Advertising Rates and Circulations of British Daily Newspapers.
- ☐ Circulations, physical dimensions, and field served by all important publications of Central and South Americas, Mexico, and the West Indies.
- ☐ The Literary Market—a compendium of all the latest and best information on where manuscripts, scenarios, and pictures can be profitably placed.
- ☐ Directory of Press Galleries at State Capitals of the American Commonwealth.
- ☐ These are a few of the new features which are now on the press.
- ☐ Just a few of the old features which have made this volume priceless and which will be in their usual places are: Complete Personnel, Circulations, Rates and Miscellaneous Data on all daily newspapers of the United States and Canada.
- ☐ A. B. C. Circulation Analysis of American and Canadian Daily Newspapers.
- ☐ Foreign Language Newspapers, with personnel, circulations and advertising rates.
- ☐ Comparative circulations of leading magazines and daily newspapers, with the cost of space in each and all.
- ☐ No distribution of this edition will be made beyond the regular subscription and newsstand list.

# PRESIDENT COOLIDGE AND EDITORS AT A. S. N. E. BANQUET



The Nation's Chief Executive expressed emphatically his ideas upon freedom of the press at the banquet which concluded the sessions of the American Society of Newspaper Editors in Washington, Jan. 17. These at the speakers' table included (left to right): George E. Miller, Detroit News; James W. Brown, EDITOR & PUBLISHER, Rep. Sanders, President Coolidge's new secretary; E. S. Beck, Chicago Tribune; James Melvin Lee, New York University; C. H. Dennis, Chicago Daily News; President Coolidge; Casper Yost, St. Louis Globe-Democrat; Walter Lippmann, New York World; Arthur Howe, Brooklyn Eagle; Bishop of Washington; Glenn Frank, Century Magazine; Willis J. Abbot, Christian Science Monitor.

"But I found in this morning's papers that the International News Service had carried a whole column from London with a number of very distinguished Englishmen and editorials in various English newspapers all taking the view that the United States must look to Japan, and that England was not interfering to protect the drug trade.

"I find my own paper, the day before yesterday, carries a whole column cable pointing out the same thing, and obviously, clearly brought to our office or given to our correspondents over there by some one connected with the British government. You can't read it without seeing that it is an inspired article. I am very glad we printed it because it is our policy to print both sides of every question. But now I want to suggest that this seems to me a very positive form of propaganda, the suggestion being made that the American people are inclined to look askance upon the unrestricted manufacture of opium in India, that English hands are absolutely clean, and that we should look at Japan, the country some people want to make it appear is our natural and normal and hereditary enemy."

Postal affairs, referred to in President Yost's report, again came before the meeting when J. D. Barnum, *Syracuse Post-Standard*, was permitted to tell the editors what his postal committee of the American Newspaper Publishers Association had done to date toward preventing enactment of new rate schedules unjust to the newspapers and to the general public. Mr. Barnum declared that the newspapers were being charged with the cost of many services which Congress had intended to be for the benefit of the general public, regardless of their cost or the profit they netted the government. He appealed to the editors to be less timid in asserting the newspapers' rights for equitable treatment, since a blow at the newspapers struck equally hard at the foundations of representative government and public welfare.

"In What Degree are Syndicates and Press Services, Rather than Editors, Editing the Newspapers," was the discussion opened by Mr. Glass, who said that the present age has placed editors in the discard and put the emphasis on news rather than opinion. "Eagle-eyed" vigilance over the news furnished by the

press services was prescribed by Mr. Glass as the course necessary for an editor who wanted to insure complete and well-balanced news presentation. Prompt complaint against propaganda or inadequate service should be supplemented by independent efforts by the news staff.

The great space given to features, Mr. Glass said, indicated to him that "we are building up unconsciously great engines for the undermining of the real education of the people through our news columns and through our more sober discussions in our editorial columns—diverting attention from the fundamental purpose of newspaper, which is to educate the public through the truthful statement of the important facts that are transpiring every day in our country and in the world."

News features of local origin were recommended by the speaker. Marvin H. Creager, *Milwaukee Journal* presented a survey of feature material in 33 newspapers dated Jan. 10. Prefacing his report, he stated that the exchange editors of the *Journal*, which uses much good reprint, found that comparatively few American newspapers contain enough original, distinctive material of general interest to warrant steady attention to them.

In the 33 papers surveyed, it was found that the average space devoted to syndicate material, including comic strips, was 16 columns. The larger of these papers, used less syndicate material than the smaller papers, he said.

Ten Sunday papers were measured and the average syndicate material found in them was 142.4 columns. Two of the 10 used only 80 columns of syndicate material each. The average for the other eight was 165 columns each, including, of course, the comic sections.

"Press services," continued Mr. Creager, "are coming more and more to edit the newspapers of their clients. It is not surprising that they should seek to have their product used 'as is' and they are finding many editors and copy desks who apparently feel that when a press service sends a story, they must 'take it or leave it.'"

"We find a large number of stories, especially in the A. P. service, over which we are required to use a credit line. Undoubtedly there is a hesitancy among some editors to do much with such a story except to get it into type with the least possible change, even in phraseology, and an editor is not permitted to add to that story facts that he may get from another source. Additional facts may be used in 'follow stories,' of course, but that system does not appeal to all editors, so the net result is that a good deal of newspaper editing is done in this way by the A. P.

"To get down again to figures, there were in one day's report of the A. P. to us this week 30 general wire and cable stories with mandatory A. P. credit lines. Anything in the way of explanatory matter added to any of these stories would have to be handled so as to absolve the press association from all responsibility for it, yet all the facts in each story have to be plainly credited, if used."

Loring Pickering of the North American Newspaper Alliance, declared he could see little force in the argument against syndicated features that they appeared in papers all over the United States, so long as the features were good. Syndicates, he said, are inclined to follow demands of those editors who clearly express them, and naturally the feature they want is the type that we will get."

## SOCIETY'S BANK BALANCE UP \$600 IN EIGHT MONTHS —TREASURER BECK

FINANCIAL transactions of the Society since last April were detailed by Treasurer E. S. Beck as follows: "At the last annual meeting there was a balance on hand of \$2,122.01. In the eight months that have followed, I have

received in membership fees exactly \$3,200. My list of members who paid is somewhat different from Mr. Hopwood's list because some 20 or 21 have failed by reason of negligence or for some other reason to pay their annual dues. But I

have received this year annual dues from 132 members. There are perhaps 12 or 15 that have been voted in by the Board of Directors since the first of the year who are not included in that list and who undoubtedly will send in their dues whenever I get the notices out to them.

The bank balance is \$2,122.01; membership fees \$3,200.00; interest on bank balances in the year \$21.44. We had from banquet tickets in April, 1924, paid in after the Society had charged itself with some guests' tickets, a matter of \$60.00, and during the year I received from purchasers of the book "The Problems of Journalism," \$182.00, making receipts and balance together \$5,585.45. We disbursed during the year for the printing of the proceedings of the 1924 meeting and for all stationery, \$1,115.05; for the salaries of the assistants or the secretaries of Mr. Yost and Mr. Hopwood and my secretary, the total paid during the year was \$870.83; postage \$48.40; miscellaneous expenses \$31.75; expenses of the annual dinner, the Society's part of that dinner at the Atlantic City meeting, \$647.39; traveling expenses under the instructions of the Board of Directors for an inquiry, \$126.00; mailing and wrapping of "Problems of Journalism," \$26.45; exchange on checks from members for their dues, \$6.58.

The most interesting item is the bank balance which is \$2,713.00, even, and as I reported to the Board of Directors yesterday, this indicates that we are solvent and there is some \$600 more than the balance at the time of the Atlantic City meeting last April.

"I would like to renew by suggestion that we have an audit of the books."

### Misleading Medical Ads Scored

Advertisements of medical preparations claiming to cure tuberculosis and cancer were declared "dangerously misleading" in a resolution passed recently by the Association of National Advertisers. The resolution urges publishers to refrain from publishing such advertisements "for the human protection of their readers and also in order that the general belief in advertising may not be impaired." Every advertisement that perpetrates a fraud or causes a sneer from intelligent readers increases the reputable advertiser's task and his selling cost, the resolution declared, calling attention to the recent increase in such fraudulent copy.

## GLENN FRANK'S ADDRESS

## Sees a "Literature of Hope" Rising to Offset Past Ten Years' "Literature of Despair"

FOLLOWING is the banquet address of Mr. Glenn Frank, editor of *Century Magazine*:

I want to speak about the mind of the man who buys the paper. Obviously I am not referring to any Captain Kidd of American journalism who likes to seize and sink newspaper properties. I am not referring to the sort of man whose lobby is the periodic purchase and sale of newspaper properties, the man in whom the collector's instinct has happened to turn to newspapers instead of to Chinese porcelains.

I am referring rather to that garden variety of American reader who lays down his two or three cents at the news stand. Unfortunately I am afraid many of us spend more time speculating on the danger of writing over the heads of our readers or the desirability of writing down to our readers than we spend in trying to find out what is going on inside the heads of our readers.

Out of what I am forced to admit is a scandalously short journalistic experience, happily supplemented by another rather constant sort of contact with the public mind for twelve or fifteen years, I want to submit three or four brief observations on the mind of the man who buys and reads our newspapers and magazines.

Observation Number One—the man who buys the paper is more intelligent than the low-brow journalist assumes and less informed than the high-brow journalist assumes. I suggest that under-estimating the intelligence of readers is the outstanding sin of what for convenience we will call low-brow journalism, much of which is obviously based on the assumption that the American mind may be tickled but must not be challenged.

I think perhaps it might be a very good thing if every editor in America were sentenced to a term of enforced labor for at least two months every year on a lecture platform or something equivalent to it that would compel him to face all sorts of audiences, ranging from eager Missouri farmers under a Chautauqua tent, to ardent trade unionists in Pittsburgh, to ambitious business men in a Rotary Club in Buffalo, on up, or down, to audiences of satisfied respectability in Union League Clubs.

Now, I am perfectly certain that no editor could submit to that grueling process and watch the eager faces of the audiences to which he would speak and face the intolerable fatigue of trying to answer the eager questions they would put to him afterwards, without coming back to his desk convinced that there is a genuine mental hunger in America that reaches all the way from Main street, to Wall street, a real hunger for a real consideration of real things, provided only the journalist in question recognizes the obligation to be intelligent.

If the outstanding sin of low-brow journalism is under-estimating the intelligence of its readers, I suggest that the outstanding sin of high-brow journalism is in some of our weeklies and monthlies the over-estimating of the information of its readers.

I think it was William Hazlett who suggested that it is always safe to assume anew each morning the world's ignorance. Of course, the plain fact is that few of us know very much accurately and in detail about anything.

I think there is a great deal of vital stuff locked up in the columns of our high-brow journalism, stuff which if multiplied thousands of Americans would eagerly read, provided they could read it without having to surround themselves in the process with a dictionary, an encyclopedia, an index to periodical literature and a private corps of specialists in science, art, history, music and philosophy.

I suspect, therefore, that an ideal editor, if one should ever appear on this planet, if he had to exaggerate at all, would over-estimate the intelligence of his readers and under-estimate the informa-

tion of his readers, and he would probably by that twin combination strike a divine and effective average.

I have a feeling that if American journalism is ever to realize its maximum social effectiveness, its articles and its editorials will ultimately have to be written as if they were to be read by men and women who had that morning dropped from the planet Mars, able to read the English language, but with minds in virgin ignorance of the fields and facts with which the editorials and the articles deal, that is, I have a feeling that in an ideal journalism, the articles of it and the editorials of it would probably invariably carry their own background with

who buys the paper I think secretly suspects a paper of a "policy." I have a feeling that the assumption that every newspaper and every magazine must have a clearly defined and inflexible policy has been responsible for more harm than good in American life. I suggest that an inflexible press may be about as dangerous as a venal press.

Whenever you get fixed points of view and crystallized opinions in control of a newspaper or a magazine, sooner or later, those fixed points of view and crystallized convictions become barricaded frontiers separating various groups and sections of the reading public.

Today we have a country that is parked off behind these barricaded frontiers that are labeled "conservatism" and "liberalism" and "radicalism." I suggest that there isn't enough interstate commerce of the mind across these frontiers that separate these various temperaments and varying points of view.

I suggest that there isn't enough visiting across these intellectual frontiers, and

even when he doesn't read them. It is always interesting to note how a nice, benevolent person like Bergson will come along with a philosophy. William James will come along with his jaw-breaking pragmatism, and Freud will come along with his libido, and before long the very phrases of these philosophies of life have filtered down and become the patter of the flappers and the cake eaters, and affect the temper and the point of view and the direction of the minds of multiplied millions that have never read or heard of Bergson or James or Freud or Jung.

May I suggest, that today especially the mind of the man who buys the paper is being affected both directly and indirectly by an enormous literature of despair that has been pouring in an unceasing stream from our presses, particularly during the last ten years, a literature the net effect of which is to say that our civilization is doomed, that it is going to pieces and that we are heading into a new Dark Ages.

Dean Inge, the gloomy dean of St. Paul's Cathedral in London, a man who possesses perhaps the keenest mind and the most trenchant pen that the Church of England has produced since the days of Dean Swift, in his "Second Volume of Outspoken Essays" says without qualification that we are today witnessing the suicide of a social order and that our descendants will marvel at our madness.

In the last eight or ten years we have had all sorts of books, the net effect of which is to say that we are in for a period of decline and ultimate doom. It is a literature that has been inspired by all sorts of dark, forbidding and freezing fears.

You will find in the literature that has been pouring from our presses in the last ten years, a definite fear that biologically the races of the western world are plunging downward because they are reproducing from their less and their least fit human stocks rather than from their better and their best human stocks. You will find that sort of fear inspiring books like those of Lothrop Stoddard, to name only one conspicuous American prophet of disaster.

And you will find a definite psychological fear in this current literature, that today the creative, independent-minded individual is being shoved to the wall by the crowd processes of thinking. You find that inspiring, to name only one, a book like Everett Dean Martin's, "The Behavior of Crowds."

Then you will find a definite economic fear which says that a machine civilization like ours is carrying the seeds of its own destruction around in its own body and in its own processes, that we have over-reached ourselves and are due for a collapse. You will find that inspiring, to name only one, a book like Austin Freeman's "Social Decay and Regeneration."

Then you will find an administrative fear bobbing up that the modern world has become so big and complicated that we simply aren't up to the job of managing it effectively any longer, that the twin diseases of bigness and complexity, have smitten modern civilization to the heart. You find L. P. Jaques scared with that fear, the late Lord Bryce giving voice to it many times in the last few years of his life.

Obviously you will find a definite political fear, that this vast experiment of democracy isn't working out, that democracy isn't today delivering the goods that we thought it would deliver in the beginning of the experiment, that democracy, as Mr. Irving Babbitt has suggested, has to spend so much time talking about the rights of man that it forgets the equally important doctrine of the right man in positions of leadership.

Then you will find a very definite moral fear—all this talk about the younger generation, ranging all the way from the rolled stockings of the flappers to the heretic theology of rationalist rectors on lower Fifth avenue or clergymen who are in the right pulp but the wrong denomination or men of that type.

You will find also a definite historical fear bobbing up in men like Petry, which tries to convince us that history moves always in cycles, that people create cultures which are alive and vital things,

## EAST AND MID-WEST



Front row: Willis J. Abbot, editor, Christian Science Monitor; Frank P. Glass, editor, St. Louis Star; Frank E. Gannett, New York State editor and publisher. Top row: Stuart H. Perry, editor and publisher, Adriaan (Mich.) Telegram; Grove Patterson, editor, Toledo Blade.

them, and within the space of an article or an editorial, to do that effectively, is of course a challenge to very high journalistic technique.

Of course I am exaggerating with this reference to the men and women from Mars, but I do it to suggest that certainly until our more serious and so-called high-brow journalism approaches some technique that takes into account more than it takes into account today the lack of background in the mind of even its most intelligent readers, many of our monthlies and weeklies will remain as they are today more in the nature of confidential communications than real journals.

Now, this man who buys the paper thinks and talks in the vernacular and is therefore most reachable by a vernacular journalism that is neither marred by the sloppy slang of the low-brow journalist nor muddled by the academic jargon of the high-brow journalist, neither of which is vernacular.

Of course low-brow journalism is more intelligible to more people than high-brow journalism, but I submit that the rank and file of American readers no more talk and think in the language of many popular articles than they talk in the language of the self-conscious and over-sophisticated high-brow writer.

I have a feeling that popular journalism could be just as popular if it dispensed with much of its present artificial chumminess and deliberately manufactured slovenliness of style, and certainly our high-brow journalism would be more valuable if it were translated into English.

The third observation is that the man

I suggest, in addition to that, that in order to get that cross-fertilization of minds, that helpfulness that comes from a conflict between divergent points of view, the ordinary American reader should not have to buy three newspapers or three magazines.

I think the reason that we fall so easily victims to fixed policies and to crystallized opinions is that so many of us approach the job of editing from the point of view of the moralist rather than the engineer or scientist.

The engineer, when he faces a situation, asks only two questions. First, what are the facts in the case. Secondly, what is the ordinary horse-sense conclusion that the facts indicate? Then he follows that horse-sense conclusion that the facts indicate wherever it may lead. An engineer isn't concerned to determine in advance whether his conclusions shall be conservative conclusions or liberal conclusions or radical conclusions. Just so I suggest that this mythical character I am talking about, the ideal editor, would approach the facts of the news in the spirit of the engineer instead of the spirit of the moralist and would be perfectly willing to be conservative on Monday, liberal on Tuesday and radical on Wednesday if the facts of the three problems dealt with on those successive days pointed inevitably to those three divergent conclusions.

Now, fourth and last I want to suggest that this man who buys and reads the newspaper is being profoundly affected today and is always affected by the current modes of thought that prevail among the philosophers and scientists

and then after a while the culture begins to crystallize and becomes a civilization, and that a civilization is only the first stage of the death of a culture, and that we are pretty well along in the last stage of crystallization so far as our civilization is concerned.

What I want to suggest is that this enormous literature of despair is affecting the popular mind even in the quarters where the specific books of this literature of despair are not being read, and we are living, we are editing and writing for a generation that is going around pretty largely glancing apprehensively over its shoulder, which of course isn't a healthy mood.

There is in existence alongside this literature of despair that is affecting the temper of the public mind an equally important literature of hope about which we hear little.

I am not referring to the sickly sweet journalistic outpourings of our male Pollyannas. I am not referring to any formulated literature out of which you can make a five-foot shelf. I am not referring to any literature that is prophesying that there is a good time coming. I refer to a jumbled, uncoordinated, unrelated mass of effective raw materials that we aren't yet using.

The real literature of hope that we have today is hidden away in research reports in the dusty corners of laboratories, in incredibly hard to read books on educational theory and upon political theory. That is, the sciences, the philosophies and the great practical adventures of the modern mind in the last seventy-five or one hundred years have been throwing up all sorts of new ideas, new idealisms and new spiritual values which haven't yet been co-ordinated into a definite and salable literature of hope in the way the prophets of doom have correlated and made salable the literature of despair.

I merely suggest, that perhaps this amorphous, uncoordinated condition of this literature of hope is a challenge to American journalism, and that perhaps if we meet the challenge of real technique, journalistic technique; instead of first finding a sensation for the Sunday section and then looking for some scientific window dressing to put on to it, that we might meet the challenge of really going into our laboratories and our philosophers' closets and finding the really new and creative and germinal ideas upon which the future must inevitably depend and then meet the challenge of making those now dull ideas legitimately sensational and readable.

WALTER LIPPMANN'S ADDRESS

New York World's Chief Editorial Writer Analyzes Public Opinion Processes

WALTER LIPPMANN, chief of the New York World's editorial page, was introduced to the Society and its guests at the Saturday evening banquet by President Yost who referred to Mr. Lippmann's intensive study of the abstract and concrete problems of public opinion, its nature and its activity.



WALTER LIPPMANN

Mr. Lippmann said: "Mr. Yost was kind enough to suggest that I speak tonight on a good broad subject like public opinion. I say it was kind of him, because I can interpret this suggestion to mean only that here at least was a topic for a speech about which no one could say I had wandered from the subject, and no one could possibly know whether I had dealt with it or not. The more I began to think about the assignment, the more I began to feel like one of those Democratic Senators who has recently been explaining the mistakes of the Democratic Party. He couldn't go wholly wrong because there were mistakes enough to fit any explanation. In the field of public opinion there are problems enough for a good many speeches.

"I was rather forcibly reminded of one of them by the visit of a graduate student during the Christmas holidays. He was writing a doctor's thesis on methods of informing the voter. He had gathered up all his material on the constructive work done by Chambers of Commerce, Leagues of Women Voters, City Clubs and the like. Now logically it was time for him to study the darker side of the problem, the methods of misinforming the voter. And so, in his quest of truth, he happened in on me. Would I not, as a newspaper man, explain to him how we misinformed the voter? I explained genially that that was not our aim, a remark which struck him, I think, as remarkably like those statements an official gives out when he had much rather not make a statement at all. However, he was patient with me, and we began to argue.

"I inquired whether he had ever asked himself what information the voter ought to have. 'Certainly,' he replied, 'the voter ought to know everything that his

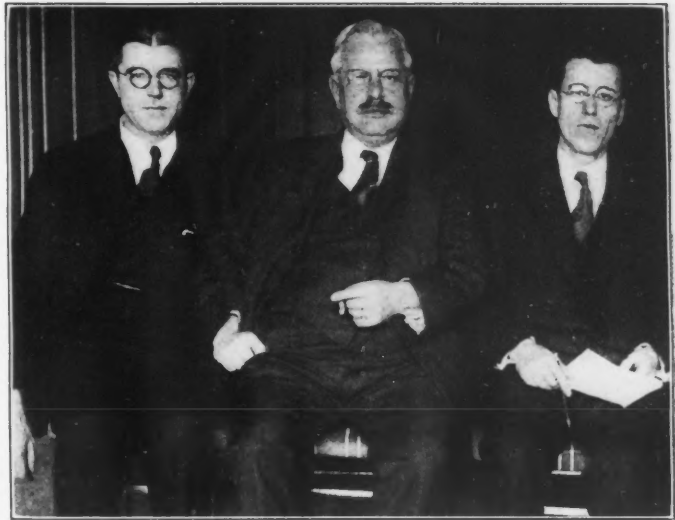
government is doing.' Then I knew I had him. 'Did it ever occur to you that there are several hundred thousand government employees, more Departments, Bureaus and Commissions than you can shake a stick at, not to mention forty-eight States, 3,000 counties, no end of cities, at least 50 diplomatic missions, and that official acts are being performed in all of them for several hours every day? Now assume that every one of these acts is reported to you every day in a newspaper, this ideal newspaper you seem to desire, which would be as thick as a telephone book and about as fascinating. Imagine yourself confronted with that newspaper. Would you read it for thirty minutes a day, for an hour, including the cross-word puzzle?' That ended our interview. But it only states the problem.

"The whole of public affairs cannot be reported, and in that simple, and rather obvious, but unappreciated fact lies one of the fundamental problems of public opinion. Since everything can't be reported, somebody has to pick out an act here and there for the citizen to notice. For this business first of selection and then of emphasis there are no complete and established intellectual standards. The profession is too young to have produced as yet a Blackstone or a Bentham.

"In the absence of any authoritative standard to determine what is news, and to determine in the news what is important news, there is room for a tremendous play of the personality, the social philosophy, and the unconscious prejudices of reporter and editor. There is nothing to be gained by pretending that the newspaper is a mirror held up to nature. The newspaper, like any other work of art, is a selection, an abstraction, and an arrangement of some few aspects of the life of the world.

"In this process of selection, abstraction, and arrangement the newspaper audience, or rather the editor's notion of the audience, plays a decisive part. It is a curious fact which many critics of the press have never taken the trouble to understand. In theory the public is supposed to be concerned about those events which most deeply affect its welfare and its happiness. But it is not so interested. The items the public finds interesting do not always and do not often coincide with its real interests. Unfortunately for democracy, the interests of the public are not very interesting to the great public. And I sometimes think that if the experiment of popular government is in doubt it is not because mankind is turbulent and violent but because it is so very easily

A CONVENTION TRIO



Left to right: C. B. Forbes, Nashville Tennessean; F. F. Shedd, Philadelphia Bulletin; John W. Maynard, Newark News.

bored with the things that concern it most.

"Is there a more amazing comment on the working of popular government than in the decline in the percentage of the eligible votes actually cast? In 1872 seventy-five per cent of the eligible vote was cast. In 1920 only fifty-two per cent was cast. And last November, I am told, the percentage fell below fifty in spite of the tremendous effort to get out the vote. We have reached, or on the verge of reaching a point where our officials are elected by a majority of a minority of the electorate.

"This enormous indifference is reflected in the success of newspapers which make no pretense of dealing with public affairs. It is reflected in the apparent loss of influence by the editorial page. Yet all of these things coincide with a rapid increase in the proportion of people who have gone to high school and college. Nor is there anything to indicate that the American people have lost their interest in life because so many of them show such vast indifference to public affairs. The springs of their energy are not exhausted. It is only their political and public attention which seems to be wandering.

"Now why? In part, I think, because of a shrewd realization that the real story of public events is not always revealed by official reports. Among a minority large enough to be important, the sense that they are watching the show at a distance and can't hear what the actors are saying has developed into a quite sinister suspicion of government and of the press. But even among the more trusting majority it is understood that the business of government is decided not by public speeches but in private conferences, and that the enlightenment to be had by following the public reports does not repay the labor and boredom of reading them carefully.

"Public men on the other hand do not dare confide their whole mind to the public. They believe they would not be understood. They keep their own counsel because they are in fear that their hesitations would be exploited and their intimate reasons misinterpreted. It seems to me that this separation between the public and the public official is becoming wider, and I attribute it, in part at least, to the removal of public affairs from the local scene to a national and international stage.

"For matters that concern us have escaped from the neighborhood and from the control of people known to the community. The issues have become vast, intangible, and remote. The actors have become, not men, but distant eminences, and sometimes synthetic celebrities. The judgment of the community has come to

deal less and less with things known directly, and more and more with abstractions known indirectly.

"This process of centralization, for that is what it is, went too far in the last generation, and it is, I think, our business in this generation to resist it.

"It is not a party question. It is the historic doctrine of the Democratic Party. It is the sincere and wholesome practice of that quiet man, the present leader of the Republican Party, who came from New England and has not forgotten the lesson in popular government which the New England town-meeting with its direct meeting of minds gave to America. If centralization is not resisted and local self-government cherished, if public opinion becomes still more separated from the things it can see and know, it will languish at its roots. It will be denied responsible contact with affairs. It will become either the victim of great organized propagandist suggestion, or simply indifferent and bent on amusement. Here I believe the interests of the press and of sound constitutional democracy run entirely parallel.

"The more subjects we can reasonably keep for decision within the communities in which we live, the better for the community in the long run, because there is no training in democracy like the exercise of responsibility. And the better for the newspapers because there is nothing so good for their influence, nor for their morals, as to feel that what they say is not an opinion at large, like a solemn warning to the King of England, but an opinion on which their own readers can and will act."

THE NEW RESPONSIBILITY

THE day is at hand when the journalist more than ever must shoulder the responsibilities of interpreter.

We chronicle news, yes. So does the radio.

We influence public opinion, yes. So does the politician.

We organize public opinion, yes. So does the propagandist.

But to interpret the news, to interpret our fellow men one to the other, to interpret the nation to the world, calls most of all for character.—James T. Williams, Jr., editor, Boston Transcript, before American Society of Newspaper Editors, Washington, Jan. 17.

## JAMES MELVIN LEE'S ADDRESS

## B. Franklin, Journalist, Contributed Much to Present Editorial Practice

PROF. James Melvin Lee, speaking on Benjamin Franklin, the journalist, at the Editors' Society banquet, said:

Franklin entered journalism in the right way. He wrote items which he slipped under the editor's office door with no special request for publication. In other words, he brought *The New England Covenant*, of which mention has just been made by President Yost, items which it could use.

How did Franklin become a little later the editor and publisher of that paper—in name if not in fact? Boston at that time was witnessing a sort of Teapot Dome affair. *The New England Covenant* had made the exposure and the editor, Franklin's elder brother James, had been arrested and put in jail. But let Franklin himself furnish the facts:

My brother's discharge was accompanied with an order, and a very odd one, that "James Franklin no longer print the newspaper called *The New England Covenant*." On consultation held in our printing-office amongst his friends, what he should do in this conjuncture, it was proposed to elude the order by changing the name of the paper. But my brother, seeing inconveniences in this, came to a conclusion, as a better way, to let the paper in future be printed in the name of Benjamin Franklin; and in order to avoid the censure of the Assembly, that might fall on him, as still printing it by his apprentice, he contrived and consented that my old indenture should be returned to me with a discharge on the back of it, to show in case of necessity; and, in order to secure to him the benefit of my service, I should sign new indentures for the remainder of my time, which were to be kept private. A very flimsy scheme it was; however, it was immediately executed, and the paper was printed accordingly, under my name, for several months.

Such an arrangement was bound to be unsatisfactory. The result was that Franklin left Boston and came to New York in the hopes that he might find a job with William Bradford. (In parentheses in my notebook I have made the entry that on November 8 of this year will occur the 200th anniversary of New York's first newspaper—*The Gazette* published by William Bradford.)

Bradford needed no help in his printshop, but suggested that possibly his son, Andrew Bradford, publisher of *The Mercury* in Philadelphia, might be able to use the services of young Franklin. Andrew Bradford, like his father, had no place for Franklin, but advised the lad to see another printer in Philadelphia—Samuel Keimer. In the latter's shop Franklin found work. Conceiving the idea of starting a rival paper to the Mercury Franklin unfortunately mentioned the fact to a friend who, in turn, passed it along to Keimer, who promptly seized the idea and lost no time in publishing the following prospectus which will doubtless remind you of modern magazine braggadocio:

Whereas many have encouraged me to publish a Paper of Intelligence; and whereas the late *Mercury* has been so wretchedly performed as to be a Scandal to the Name of Printing, and to be truly styled Nonsense in Folio, This is therefore to notify that I shall begin in November next a most useful Paper, to be entitled, *The Pennsylvania Gazette or Universal Instructor*. The Proposer having dwelt at the Fountain of Intelligence in Europe, will be able to give a Paper to please all and to offend none, at the reasonable Expense of Ten Shillings per annum, Proclamation Money.

On December 24, 1728, under Keimer's imprint, appeared *The Universal Instructor in All the Arts and Sciences; and Pennsylvania Gazette*. But Franklin, equal to almost any emergency, soon became a contributor to *The Mercury*. In its columns he so criticised Keimer's paper that, after nine months of attack

Keimer was glad to sell out to Franklin for almost a pittance. In this way Franklin became the publisher on October 2, 1729.

Let me now call your attention to a few things that Franklin did. First of all, appreciating the value of a short title for a newspaper, he boiled the name down to *Pennsylvania Gazette*. Keimer had started reprinting Chambers' "Dictionary of the Arts and Sciences"—a book just imported from London. This feature Franklin promptly cast into the hell-box because it would take fifty years to get from A to Z. Keimer had also started reprinting "Religious Courtship" by De-Foc—a "courtship" which Franklin cut short.

Franklin, being a good journalist, knew that he must give his subscribers what they wanted. The editorial note of the first story in the issue of October 16, 1729 is:

At the Desire of some of our Country Subscribers, we insert what we find in Chambers' Universal Dictionary, relating to HEMP.

The last item in this same issue also indicates how well Franklin knew his business:

Our Country Correspondents are desired to acquaint us, as soon as they can conveniently, with every remarkable Accident, Occurrence & fit for publick Notice, that may happen within their Knowledge; in Order to make this paper more universally intelligent.

Here we find the beginning of newspaper correspondence—though the work is not paid for at so much per column. I should like to lift from the item the phrase, "fit for publick Notice." Here, in my opinion, is the first newspaper slogan, and possibly the precursor of the modern phrase to which the *New York Times* has given so much publicity—"All the News That's Fit to Print."

Franklin was possibly the first American editor to boil down the news by putting it in the form of a table. This appeared first in recording deaths in Philadelphia. The list gave church connections; first came the Church—that referred, of course, to the Church of England—then followed Quakers, Presbyterians, Baptists, and then Strangers. The last was subdivided into Whites and Blacks.

Evidently Franklin thought that subscribers kept a file of his paper. Every once in a while he would print an item that would refer his reader back by specific mention to an issue published thirty or forty weeks previously.

The precursor of the modern fudge may be found in the issue for February 19, 1730. House ads were lifted and under a head POSTSCRIPT with the subhead "This Evening the Post came in and brings the following Advices" Franklin printed the latest news.

When Franklin published an exclusive story he wanted full credit. Here is proof from the issue of March 19, 1730:

When Mr. Bradford publishes after us, and has Occasion to take an Article or two out of the Gazette, which he is always welcome to do, he is desired not to date his Paper a Day before Ours, (as last week in the case of the Letter containing Kelsey's Speech &c) lest distant Readers should imagine we take from him, which we always carefully avoid.

But Franklin was not always careful of the credit line. During 1730 he published a series of nine stories headed "The Plain Dealer"—taken from *The Maryland Gazette*. This source, however, was not given until the last was printed. Possibly Franklin may have received a letter of complaint from the editor of his Maryland contemporary.

It might amuse you to know that in *The Pennsylvania Gazette* for January 23, 1734, the word "editor" appears for the first time in the periodical literature of America—so far as I am able to learn. The word, however, does not appear in reference to the editor of a paper but to

the editor of a book. I am still hoping to find out some day just when that word "editor" was first applied to one who conducts a newspaper.

One great contribution to American journalism furnished by Franklin is the editorial—as that term is understood today. Editorial opinion had been expressed in various ways, chiefly in the form of letters, but if I were asked to name the first editorial to be printed in an American newspaper, as the term is understood today, I should select Franklin's contribution to *The Pennsylvania Gazette* for January 13, 1737. It starts off with a quotation from Poor Richard's Almanac, "nothing more like a fool than a drunken man." What follows is a clear-cut modern editorial on the subject of prohibition. In this same issue will be found Franklin's famous "Drinkers' Dictionary" which has been so often reprinted.

Franklin could write good advertising copy. Take this, for example, from the issue for July 14, 1737:

Taken out of a Pew in the Church some months since, a Common Prayer Book, bound in Red, gilt, and lettered DF (Deborah Franklin) on each Corner. The Person who took it is desired to open it and read the Eighth Commandment, and afterwards return it into the same Pew again; upon which no further Notice will be taken.

In all probability Franklin's copy was hard for the compositor to follow for the next issue of *The Gazette* had a similar ad, in which "corner" is changed to "cover." More drastic action is threatened:

Taken Out of a Pew in the Church some Months since, a Common-Prayer Book, bound in Red, gilt, and letter'd DF on the middle of each Cover, with the Owner's Name printed in the Beginning. The Person who took it, is desired to open it and read the Eighth Commandment, and afterwards return it into the same Pew again; otherwise they will be further exposed.

Evidently this advertisement "pulled" the prayerbook back to the pew for nothing farther appears about the book in *The Pennsylvania Gazette*.

The issues of *The Pennsylvania Gazette* during the spring months of 1738 deserve more than passing mention because of the space devoted to John Peter Zenger, publisher of *The New York Weekly Journal*, and the suit brought in 1734 against him on the charge of libel.

As you doubtless know, this is the most famous libel suit in the history of American journalism. For the first time a jury took upon itself the right to decide, not only who was the printer of the alleged libel, but also whether the matter printed was actually libelous. The jury also decided that good motives and worthy ends might justify even the printing of libelous matter.

It is strange, that a special request had to come to Franklin from New York to notice the case. But here is the way an English editor described the treatment of Hamilton by New York as it was reprinted in the *Pennsylvania Gazette* for April 6, 1738:

The Mayor, Recorder, Aldermen and Assistants of the City of New-York, had such a Sense of the Publick Service done by Mr. Hamilton, in this Cause, that they presented Him with the freedom of their Corporation, in a Gold Box of considerable Value; upon which were engraved the Arms of the City, and several Mottos expressing the Circumstances of that Colony, and the Great Services of Mr. Hamilton, which will redound to the immortal Honour of that learned Gentleman.

That is the right way to treat a lawyer who wins a libel suit for a newspaper. An advertisement which immediately followed the matter just quoted is equally interesting:

To be SOLD by the Printers hereof. A Brief Narrative of the CASE and TRYAL of John Peter Zenger, Printer of *The New-York Weekly Journal*. Price 2 s 6 d.

Another honor—if I might call it such—belongs to B. Franklin, journalist. He was the first to give advertisements preferred and island positions.

During 1754 Franklin made possibly his greatest contribution to American journalism—the wordless editorial, the cartoon. In the issue of the *Pennsylvania Gazette* for May 9, 1754, is an item forwarded by George Washington to the effect that the fort at the forks of the Monongahela had been surrendered to the

French. To supplement this news dispatch Franklin published a cartoon which represented a snake cut into eight parts: the head represented New England and the seven other parts the remaining colonies. Under the cartoon Franklin printed the words "Join or Die."

Please remember that this cartoon was inserted to get the colonies to unite against the French. In all probability it was the greatest cartoon ever printed in an American newspaper. It was reprinted in *The New York Gazette*, *The New York Mercury*, *The Boston Gazette*, and *The Boston News-Letter*. *The Boston Gazette*, by the way, improved the cartoon slightly by quoting the following words spoken by the snake "Unite and Conquer." Other papers mentioned the cartoon, while *The South Carolina Gazette*, doing the best it could with the mechanical facilities at its disposal, printed a "near snake" with straight lines to represent its parts.

I have not traced the snake back to its origin but I have followed this snake through its later career. It reappeared at the time of the Stamp Act in such papers as *The Boston Evening Post*. In the days of the Revolution it stretched itself out full-length across the front page of *The Massachusetts Spy*; it returned to its old home in Philadelphia, but instead of appearing in *The Pennsylvania Gazette* of which Franklin was no longer the editor, it sunned itself in a rival paper, *The Pennsylvania Journal*.

A reporter should not inject himself into the assignment he is covering. Consequently, I should like to become, with your permission, a European correspondent for a moment or two. I will take the snake along with me. On the way overseas this common, or garden variety, snake becomes a huge python. On its arrival on European shores let it be cut into parts representing "French Aims," "British Aims," "Italian Aims," "Divided Councils," "Mutual Distrust," "Jealousy," etc. Then bring over General Dawes with his solutions for European problems. Then, if you will, put into Dawes' mouth the words, "Unite or Die!" and you will have the cartoon which Herbert Johnson drew for a recent issue of *The Saturday Evening Post*—in a certain sense the successor of *The Pennsylvania Gazette*, and at least *The Universal Instructor in Arts and Sciences* for over two million readers.

But to become an ordinary reporter again and return to B. Franklin, journalist. He gave us our first stylebook in the instructions which he issued to compositors about the spelling of words and the use of punctuation points.

If time permitted I should like to outline some of the campaigns conducted by Franklin—for he was a fighting editor. In a certain sense he was the father of the Kiwanis, Rotarians, and similar civic clubs. In the columns of *The Pennsylvania Gazette* he conducted an interesting campaign which might have had as its motto "Push Philadelphia." Another of his interesting campaigns was to make Philadelphia a place of refuge for the French driven out of Nova Scotia by the British. It is barely possible that Evangeline's lover eventually found his way to Philadelphia because of this campaign by B. Franklin.

This fact may be new to you: Franklin was a great publicity man—a propagandist, if you will. When sent to England to represent the colonies he thus describes the conditions he found in that country:

Newspapers were constantly supplied with paragraphs, under the form "Intelligence from Pennsylvania," but in reality manufactured in London, and conveying gross reflections upon the assembly and the inhabitants of the province.

Franklin also testifies that he used the press to give the people of England the right attitude toward America—a courtesy that was returned during the late war.

Franklin not only gave his readers what they wanted, but some things they ought to have, as this quotation will show:

I considered my newspaper also as another means of communicating instruction and in that view frequently reprinted in it extracts from *The Spectator*.

I honestly wish I had time to show you how Franklin made scientific truths and



economic theories interesting through dramatizing the facts—the same method used to make Sunday specials interesting. A great truth about newspaper editing and making may be found in the following words of Franklin:

The leading men seeing a newspaper, now in the hands of those who could handle a pen, thought it convenient to oblige and encourage me.

In other words, the reading public, when it saw a newspaper well written, carefully edited, pleasing in typographical appearance, and neatly printed, supported that paper both in subscriptions and in advertising. Has human nature changed since Franklin's day?

A string of newspapers under one ownership is supposed to be a recent development of American journalism. But Franklin had such a string. It was secured in this way: he trained the apprentice, furnished the type and press to this apprentice, when he learned his trade, and then received one-third of the profits when the apprentice had established a newspaper.

In addition Franklin had a financial interest in newspapers run by relatives, such as *The Newport Mercury* conducted by James Franklin, Jr., and the papers started by Benjamin Mecom, a son of Franklin's favorite sister, in Connecticut and in New York.

On the business side I have time only for a word or two. Yet to the so-called back office Franklin gave careful attention. If subscribers were back in their pay, duns were published in *The Pennsylvania Gazette*. When this method did not bring in the cash or the bacon—for subscriptions were often paid in products of the soil—Franklin hired collectors to make the "dead leats" pay their bills to

him. Such a system of collections may account for the fact that the profits of *The Pennsylvania Gazette* from 1748 to 1766 amounted to over £12,000 for subscriptions and over £4,000 for advertising—not a bad ratio.

I do not want to close this rambling chat about B. Franklin, journalist, without telling you that Franklin had his share of criticism. If he featured on the first page the lotteries to raise funds for churches, colleges, and Heaven knows what not, he was accused of commercialism, because the lottery literature, including the tickets, came from the print shop of B. Franklin. (Lottery tickets may be purchased at the same place.) If Franklin advocated, as he did, paper money for the colony he was suspected of a sinister motive. It is true that the paper money was printed on Franklin's press. If he promoted the interests of Philadelphia he was said to do so in order to market his booklet about the advantages of the harbor of Philadelphia. If he advocated daylight saving—possibly he was the first American editor to do so—he was charged with a desire to have extra hours in which to overwork his employes. If he praised recent books the reason was found in the fact that these books might be obtained at his print shop.

Enough from the critics! For a second let me be an editor and express this opinion—that no one contributed so much to the growth and development of American newspapers as B. Franklin. President Coolidge today sent a wreath to be placed on the Franklin statue here in Washington in honor of Franklin, the statesman and diplomat. But let us this evening, as well we may, honor B. Franklin—the journalist.

Ochsner, of Chicago, received considerable attention. After each of these announcements was broadcasted through the press, letters and telegrams poured into the headquarters of the American Medical Association, asking as to the authenticity of the reports, and in many instances, asking whether a trip to the shrine of healing would be worth while. And it is a pitiful task to write the letters that will carry disappointment and the knowledge that impending death cannot be warded off to these inquirers. Time does not permit, and it is not within the scope of this manuscript to give the facts regarding each of these cures for tuberculosis and for cancer. It is enough to say that at this time there is not an iota of really scientific evidence that anyone of them is a specific treatment or cure of the disease concerned, in anything even remotely resembling the degree to which diphtheria antitoxin is a cure for diphtheria.

"Now let us contrast with these announcements, merely for the sake of contrast, two other notable discoveries of recent years which came through newspaper channels properly to the public. I refer to the discovery of insulin, by Banting in Canada, and to the discovery of the cause of scarlet fever by George F. and Gladys Henry Dick in Chicago.

"When Banting's discovery began to reach the point where it was believed that he had a definite contribution to the treatment of diabetes, demands began to pour in on the University of Toronto for the facts concerning the work. Arrangements were made by the authorities to issue these statements through authentic channels, so that such publicity as was given out directly from the University was sound as to content and thoroughly considered as to any possible effects it might have. Indeed, those who can remember the statements in the press relative to the fact that the daughter of Secretary of State Hughes had gone to Toronto for treatment, and to the fact that Frank A. Vanderlip was using the insulin treatment, must realize that the natural result was the pouring in of thousands of inquiries and of telegraphic demands for the method. Fortunately, this had been anticipated, and various centers were established in the United States where the treatment might be given under controlled conditions, and whereby its use in unworthy hands could not lead to disaster for either the patient or the method.

"In the same way, the discoveries by

Doctors George F. and Gladys H. Dick of a new method of testing for scarlet fever and of the organism causing the disease were first given to the medical profession through the official publications of the American Medical Association. Simultaneously, the news was issued through the publicity department of the association to the press and interviewers who called to see the Doctors Dick at their laboratory were given the official statement. As may well be imagined, there were numerous appeals for human interest stories and personal interviews with the discoverers accompanying such publicity. In some instances, even these delicate matters may be arranged. In this way, premature and unofficial publicity concerning the methods referred to were controlled, and the public was not led to believe that anything had been done until scientists had been convinced that something actually was done.

"The ideals of sound newspaper men and of the modern physician, who, it must be admitted, has modified to some extent his views of publicity, are about the same. Each is anxious to secure adequate presentation of news. The newspaper man wants to inform his public of the progress of medical science, for his readers are interested in their health. The physician wants to aid the public health by giving information to the press, but he does not wish to be made ridiculous by sensationalism or misrepresentation, or to be accused of unethical conduct by his fellow practitioners because of undue advertisement given to the reports of his progress.

"After all, scientific medicine has a real message for the public. The wonders of bacteriology, the discovery of insulin, the prevention of diphtheria, the extension of life expectancy through periodic physical examination which may detect disease in its incipency; the prevention of goiter by the administration of small quantities of iodine either directly to the individual or by wholesale treatment of water supplies; the checking of a typhoid epidemic by modern sanitation, the boiling of water and the giving of vaccine; the gradual progress of the study of cancer; the researches as to the physical and chemical basis of life—all of these modern researches and their practical applications to every day life are of great interest to the public, and it is the duty of a modern newspaper to present them to its readers.

"On the other hand, there are the peculiar vagaries of an Albert Abrams, who,

DR. MORRIS FISHBEIN'S ADDRESS

American Medical Society Expert Tells How the Press Looks to the Doctor

DR. MORRIS FISHBEIN, editor *Journal of the American Medical Society*, furnished the convention with a discussion which held the interest of every editor and provoked an illuminating debate. Dr. Fishbein is the official authority of the medical society upon newspaper publicity. He deplored misstatements in newspapers concerning medical matters and held out to the editors an invitation to call upon the American Medical Society for any assistance necessary to conserve the principle of truth-telling in the news. He mercilessly attacked medical fakes. He gave newspaper publishers high praise for cleaning up the advertising columns.

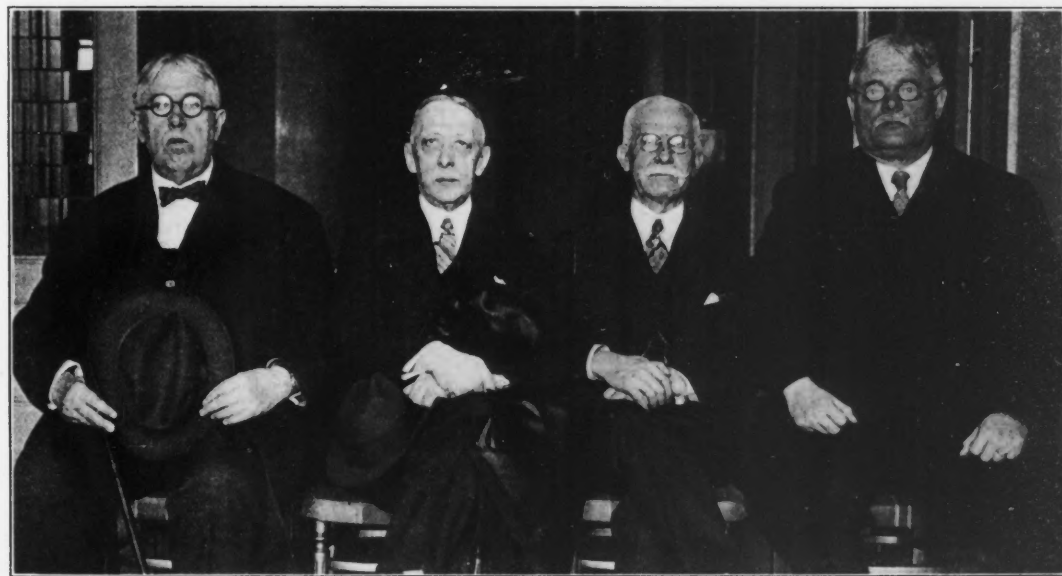
The speaker said that if there was one fault that the doctor has to find with the newspaper it is premature announcement and emphasis on the value of new "discoveries," amounting to an exploitation of half-baked, incomplete experimentation, without regard to terrible consequences to unfortunate sick people who grasp at any straw.

Five "cures" for tuberculosis had been announced by the American press last year, he said, and added: "Our records show that one of the cures was carbon dioxide gas such as is used to make soda water, one was inhaling a certain amount of soot and lime, one was a vaccine designed by a Swiss named Spahlinger, one was a vaccine designed by an Englishman named Dreyer, and then there was Professor Moellgaard's gold cure, of only a few days ago. It was a notable year for the poor consumptive! And now that the year is over and the books ready to be balanced, there lies the consumptive who depended upon the new cure, coughing and spitting, as bad off as ever.

"During the last year there blossomed forth numerous announcements of cures for cancer. There was the story that Blair Bell, University of Liverpool, had discovered a chemical cure; there was the announcement that Professor Adami

had promised a cure. Cures were accredited to Professor Koch, of Detroit, and Professor Glover, of Toronto and Philadelphia. There were minor scattering reports of a cure accredited to one Dr. M. J. Scott, of Omaha, and a gold cure supported by Professor Kahlenberg, of Wisconsin, and Edward

GROUP OF EDITORIAL VETERANS



Left to right: James W. Green, Buffalo Express; F. A. Walker, Munsey publications; Frank P. Glass, St. Louis Star; A. W. Cummins, Washington News.

without the slightest scientific evidence, postulated electronic vibrations for various diseases and similar vibrations to cure them; there is the first work of some ardent research worker on the natural history of cancer, or in some method of treating tuberculosis, interesting to the scientist but absolutely worthless in its early stages to the public; there are the preposterous claims of the cultist—the chiroquack, the Coueite, the healer who heals by laying on hands and taking off cash;—there is perhaps the claims of the Steimach or Voronoff that he can rejuvenate old men by tying off tubes or transplanting glands, supported by uncontrolled evidence that will not bear the careful scrutiny of true scientific observation. How is the newspaper man to know which is true and which is false? How is the public to be protected against the quack and the exploiter?"

The speaker told of the medical mistakes of the press. He specified the following as common errors: "Miliary tuberculosis" frequently appears as "military tuberculosis"; "hypostatic pneumonia" as "hypothetic pneumonia"; "exploratory operation" as "explanatory operation"; "cardiac decompensation" as "cardiac decomposition"; "vertebra misplaced" as "vertebrate misplaced"; vasoligation" as "vasoligation"; "cocci" as "cockeye"; "prostate gland" as "prostrate gland"; "iritis" as "eyeritis"; "angina pectoris" as "angora pectoris"; "inguinal hernia"; and "interstitial nephritis" as "intestinal nephritis." These errors result possibly from the queer triple play, leg-man to telephone to rewrite man.

In matters of anatomy, organs, muscles, bones and joints may find themselves strangely displaced in newspaper reports, he said. One reads of a "mastoid abscess of the eye," whereas the mastoid is behind the ear. The pleura is the membrane lining the chest cavity. It is spelled p-l-e-u-r-a, as can be found in any dictionary, and yet it far more frequently appears that someone has died from "p-l-u-r-a-l" pneumonia. During the illness of President Wilson, the *Official Bulletin*, published under George Creel, contained in a boxed statement on its first page, the following absurd announcement:

"Owing to the various rumors that are going about regarding the condition of President Wilson, we state that he has not had a paralytic shock, nor has he had any of the other troubles about which the gossips are busy. The President is suffering from inflammation of the prostatic gland, which is properly known as acute bowel trouble." The speaker said: "If 'inflammation of the prostatic gland' is properly known as 'acute bowel trouble,' the medical profession has been wrongly instructed about the matter ever since it first found out there was a prostate. Yet this solemn buffoonery was copied verbatim in the leading papers of the country."

Certain remarkable tales circulate through the press periodically much as an influenza epidemic returns at intervals to devastate the populace. A news bulletin will carry the astounding information that "a noted specialist" has cured the eyesight of a patient by removing the eyeball, washing it or scraping it, and returning it to its cavity. Only two weeks ago, some press service circulated this perennial tale about a Congressman in Washington. It is a figment of the imagination, Dr. Fishbein said.

A story that has recently made the rounds of hundreds of newspapers concerned a girl at the Shrine Hospital who had a snake in her stomach. Doctors thought that it must have crawled in her mouth when she was sleeping or in swimming. The snake is about two feet long.

"This tale appears again and again," the speaker went on, "and varies according to the imagination of the reporter who happens to start it on its way. \* \* \* The errors that have been cited are easily preventable. It is clearly the duty of the writer of a piece of news to verify the spelling of the terms he uses, and to make sure that such terms actually exist. The essential medical facts could be verified by any well educated physician. No doubt, much of the diffi-

culty is traceable to the fact that newspapers have not been and are not ever today supplied with men competent to pass on or edit medical news."

The speaker condemned loose writing and then attacked the "publicity hound." "It should be obvious from what has been said that the average reporter falls an easy prey to the medical exploiter of the press," he said. "Mr. Bingay, *Detroit News*, in a recent address, offered a paragraph which neatly broaches the situation:

"Unfortunately the average doctor does not have an understanding of newspapers and newspaper practice," says Mr. Bingay. "He either fears all newspapers and refuses to consider the constructive possibilities, or he loves all newspapers whether they be sensational or sane just so long as they play his name in big type. I think the honest newspaper man and the honest doctor agree on one thing, and that is in their holy hatred of the publicity hound. When you find one of these notoriety seeking doctors and get him into contact with an irresponsible and sensational newspaper man you have a combination that will do more than any other one thing to wreck all this effort to educate the public on the larger social values."

Lorenz, Friedman and Coue came in for condemnation, and the speaker said: "We know that Emile Coue was a gigantic business venture, involving exploitation through newspapers, lectures, movies, radio, magazines, books, and every possible form of publicity. How many newspapers played fair with their readers by telling them what was behind the exploitation of this now defunct major prophet? Today, he is only a memory. \* \* \*

"A few weeks ago, a Chicago Sunday newspaper called attention in its first section to the record of a physician named Schireson. It appeared that Schireson had been refused a license in several states, that he had on various occasions been sued for various sums as the result of dissatisfaction by his patients with the results of his cosmetic surgery. The occasion for the news item was another suit along the same line. In another section of the same issue appeared a full page magazine blurb to the effect that the same Schireson had accomplished marvels in greatly reducing the weight of one Truly Shattuck by wholesale removal of fat from those portions of her anatomy where it was most abundant. Now only a few months before, information had appeared in the same paper and in others as well, that the same Schireson had been sued by his press agent for certain fees, and it was quite clear in the records that, even though legally entitled to practice his art on the community or on such as applied, Schireson was shrewdly exploiting the press for his personal gain. \* \* \* Last year the New York health department, indexing the cultists and quacks and nondescript forms of healing practiced in that community determined that there were over a hundred varieties. All of these had received mention in the press."

Concerning the "prudery of the press," the speaker held that in the education of the public, the newspaper is the greatest implement, yet every newspaper man knows the unusual vocabulary that is employed in discussing certain matters. He advocated plain language in newspaper discussion of medical matters.

"I hope that I am not unduly crude in my attitude toward life," said he, "and that I have enough good taste to be unwilling to shock the refined readers of our daily press, but the inconsistency of the attitude which will refuse to permit such terms in a sane discussion of matters of health and will embark in the same paper on the most pretentious details of some shocking crime, has been confusing to what I believe is an orderly brain. \* \* \*

"No comment of the physician on the press would be complete without a note concerning medical advertising. When one compares the metropolitan paper of today with the product of twenty years ago he finds so much cause for rejoicing that he would be a cynic indeed to find too much fault. The newspapers have for the most part cleaned house. The medical profession, too, has for the most part cleaned house. And in this particular the public has, to a large extent, become educated."

In conclusion Dr. Fishbein said: "I

am no believer in easily achieved Utopias. But is well to have an ideal before one. Mr. Stephen Paget has outlined the perfect functioning of a competent medical editor on a perfectly honest and conscientious newspaper.

"The medical editor will inform the general reader of all real and valid facts of the first magnitude in the medical sciences, all tested and proven discoveries in medicine and surgery. He will say nothing unless it be worth saying; he will not write for the sake of writing; he will not indulge his temperament nor air his own opinions, nor be on either side in matters under dispute, nor handle difficult subjects with easy going assurance. He will be the censor of occasional paragraphs, reports, trivialities, advertisements, and so forth; and his advice will help to decide the acceptance or nonacceptance of letters to the editor. He will resolutely oppose and forbid the publication of all dressed up and worked up news of wonderful treatments. And, in general, he will so defend the columns of any great paper as to make them from the point of view of science and practice, good as good can be; thoroughly sensible and thoroughly truthful."

Arthur M. Howe, *Brooklyn Eagle*, in reply said: "Dr. Fishbein, I think, to a certain degree, has taken over the functions of a district attorney and written a rather formidable indictment of the newspapers. With almost all, I am in agreement. I think a great deal of the medical news, so far as it has come under my observation, has been misleading, has done a distinct injury, and I think that the newspapers are too ready to lend themselves to statements that are made by quacks. \* \* \* The difficulty that the newspapers have, in my experience, is that of establishing contact between themselves and the medical profession. \* \* \* In the last year or so, we had a medical convention in Brooklyn. The Kings County Medical Association sought publicity of the news columns and editorial comment, and they received both. But when the newspapers came to deal with the physicians, it wasn't such an easy matter. We sent an intelligent, skilled reporter to see a distinguished nerve specialist, attending the convention. He asked the specialist to dictate to the newspapers a synopsis of a paper he was about to read. The doctor's answer was, 'I never talk to newspaper men.'

"I have often told doctors that if they will only discuss alleged medical discoveries or actual medical discoveries with our newspaper, I will guarantee that the proof of the article shall be submitted before publication, and yet I have always run up against a stone wall: that that sort of thing is likely to be considered unethical. So far as the newspapers are concerned, then, that becomes more or less hopeless."

Paul Bellamy, *Cleveland Plain Dealer*, said: "That was a fine speech, but Mr. Howe put his hand on a trouble. Doctor, I would like to know if there is some special device invented to select young men for the medical profession based on their secretive ability? The doctors I know, as a newspaper man, have the greatest right to the title of shrinking violets. There doesn't exist in Cleveland any way by which the city editor can get the medical information he needs. I feel sorry for reporters who go up against this secrecy."

Frank P. Glass, *St. Louis Star*, said: "I think I can explain the cause of this great secretiveness. Some years ago, the name of a physician appeared in my newspaper I think three times within one month. That wasn't very great advertising. Nevertheless, a formal committee from the local medical society of that city waited on me to find out how that happened. There is the cause of the secretiveness—ethics.

E. C. Hopwood, *Cleveland Plain Dealer* told of an instance of an old man who had been found in bed apparently choking. An X-ray showed a shadow in his throat, and he had swallowed his false teeth. Surgeons operated on him, but no false teeth were found. The old man died next day, and his teeth were found under his bed. These facts were published, and, Mr. Hopwood said, from that time he had noticed an increased reticence on the part of local physicians.

E. W. Booth, *Grand Rapids Press*, asked Dr. Fishbein whether he did not think the medical code, prohibiting doctors from speaking out on medical mat-

ters, wasn't in the way of newspapers getting doctors to talk.

Dr. Fishbein then said: "There is nothing in the principles of ethics of the American Medical Association that says that a physician shall not give to the newspapers the facts concerning any matter that may involve him or his patients. It does state that a doctor's information concerning a patient is privileged information. There are certain things which you wouldn't want your doctor to go around telling.

"There is also a statement in the principles of ethics that a doctor shall not use undue methods in advancing his own interests. \* \* \*

"There is a changing point of view in the medical profession concerning the education of the public in matters of health, and that has given rise to these attempts on the part of organized medicine to form legitimate contracts with the newspaper profession."

Edward S. Beck, the *Chicago Tribune*, told of an incident connected with the so-called tuberculosis cure of a Danish physician. At near midnight, the *Tribune* received from its Columbus, Ohio, correspondent a 500-word dispatch purporting to quote a professor from Johns Hopkins, who spoke before some public meeting, making an optimistic report of the alleged discovery. Subsequently, we had similar optimistic reports from Copenhagen direct, through the Health Commissioner to Chicago.

"We printed this original dispatch from Columbus," said Mr. Beck, "and I made an effort to build a moderate head on it. I don't suppose had we called any physician at that hour we would have been very warmly received, and I doubt whether any of the newspaper men here would have considered it proper to hold a dispatch like that for investigation before publication, inasmuch as it purported to quote a high-class authority. It seemed to be an interesting piece of medical news."

Dr. Fishbein replied: "The man who made the address at Columbus was Professor Allen Freeman, of the Johns Hopkins University Medical School, who had recently been in Europe and had seen something of the early treatment of the Melgard tuberculosis cure. His statements were taken down presumably by a reporter attending the session and sent out from Columbus. The statement was printed in the *Chicago Tribune*, and in fact, practically every Associated Press paper at once, and I personally would not blame the newspapers for printing that information, if it did come in just on the dead line in that way. I will say, however, that Dr. Allen Freeman immediately wrote a letter to the Journal of the American Medical Association denying entirely everything that he was supposed to have said and which the reports credited him with saying.

"I have nothing particular to say against the Health Commissioner of Chicago endeavoring to find out what he could about this matter."

#### FORESHADOWED EVENTS

- Jan. 27—New York Business Publishers Assn., 35th anniversary dinner, New York.
- Jan. 28-29—Board of Directors, Associated Press, New York.
- Jan. 29-30—Fifth District, A. A. C. W., annual convention, Detroit.
- Jan. 29-30—Indiana Republican Editorial Assn., meeting, Indianapolis.
- Jan. 30-31—Kansas Press Assn., annual convention, Topeka, Kan.
- Jan. 31—New England Daily Newspaper Assn., Boston.
- Feb. 3-4-5-6—Associated Ohio Dailies, and Buckeye Press Assn., annual convention, Columbus, O.
- Feb. 3-4-5—American Paper and Pulp Assn., 48th annual convention, New York.
- Feb. 5-6-7—New York Associated Dailies, convention, Syracuse.

KARL BICKEL ON PROPAGANDA

Foreign Variety Not Nearly So Deft or Effective As That of U. S. Business

KARL A. BICKEL, president of the United Press, assigned to talk on propaganda, went to original sources for his material. Most of his address was composed of letters from U. P. correspondents at Moscow, Paris, Berlin and Rome, whose contents were read without reservation to the editors' meeting, and appear below with the omission of some matter regarded by the speaker as confidential. Discussion which followed Mr. Bickel's address is presented fully in the general story of the meeting and the substance of his address follows:



K. A. BICKEL

"I suppose that our commercial propaganda is infinitely the best in the world. The governmental propaganda of many foreign nations is so clumsy and so cumbersome that to an American newspaper man in Europe it is frequently a subject of wonder as to why these Governments attempt to do the work at all.

"Take a concern like the American Telephone & Telegraph Company; its relations with the public are intimate and personal and widespread.

"An item of interest comes up in connection with the operation and working and policy of the American Telephone & Telegraph Company. You want to get the Company's point of view. You could send a reporter over to 195 Broadway or any of their great subsidiary offices in the larger cities of the United States, and unless that reported had a definite, intimate understanding of the workings of the American Telephone & Telegraph Company, he could bump his way around from office to office and floor to floor for a whole day without being able to get the correct and accurate information that you want.

"The American Telephone & Telegraph Company therefore organized a publicity bureau. It is very ably handled. You can telephone Mr. Ellsworth and within a moment, or at the outside, a half hour, you can probably get a definite statement of the company's point of view, and that is a very real service to the American newspapers and it is a very real service to the American people. Of course, it is the company's point of view, but every editor discounts that. He knows he is getting the company's point of view from Mr. Ellsworth.

"It is much more effective than all the intricate, cumbersome machinery that has been developed, particularly in Europe in the last fifty years, with the idea of fooling the people, fooling the press, distorting the facts, throwing the wrong emphasis in the wrong place—all that flow of misinformation that frequently comes from the great European capitals which reeks with untruth, which is almost instantly detected; not only by the publisher but by the average newspaper reader it is discarded and discounted, and not only does it fail in its effect, but generally creates an absolute counter effect.

"I have reports here from Paris and from Germany, from Madrid, Berlin and Moscow, as to just what the governments are doing in their efforts to control the flow of news from their particular capitals to the United States, and I am going to start with the report that I received from Paris."

[Mr. Bickel withheld from publication the reports from his correspondents, hence their omission from this account. —EDITOR.]

Mr. Bickel then concluded his address with the following:

"That practically completes the reports I received except a very brief report from London. Practically all of you know that there is no censorship of any character in London and their type of propaganda is, I find, about the same as the American type of propaganda. It might be interesting to American newspaper men to appreciate the fact that foreign correspondents and foreign newspapers think that the American type of propaganda is one of the most dangerous and insidious of any of the governmental propagandas.

"Mr. Gentleman-in-high-authoritative-circles' or 'well-informed circles' or 'the spokesman for the White House,' that rather phantom-like creature that flits through the American press and launches most of the trial balloons that are released from this city, is regarded abroad in Japan and in London and in France and Germany as a propaganda gentleman. We all know who this man is who travels in well-informed circles or who speaks with high authority. We can discount him in our own country, and I suppose it comes somewhat as a shock—I know it did to me—if any one had asked me whether we had a propaganda in Washington by the government, I would have said no, but I presume in a large degree that is what the gentleman who travels in well-informed circles is doing for our government.

"I think in this particular that the recent action of the *Brooklyn Eagle* in declaring its independence of the gentleman who speaks with authority and is closely acquainted with those who travel in well-informed circles is to be particularly commended. The United Press, as news agency, to a slight degree, has suffered in the past from officials from various departments speaking assumedly with considerable authority, even if anonymously, and then, finding that the trial balloon had met rather stormy weather along the line, had come forward with a denial of the statement.

"I don't think that the American press, that the American press associations can tolerate that.

"Every time that a Washington correspondent goes to a press conference here in Washington and is introduced to the gentleman who travels in well-informed circles and gets his interpretation or his exposition of a policy and he writes it with the idea that he is writing the idea of the department, that he has a real story, that he has real news, based on real facts, if the reaction is bad and the department comes out with an official and quite authentic and entirely substantiated denial, that weakens the public regard and respect for the integrity of the press, it lessens the value of your newspaper, it injures the reputation of the press association or the correspondent that handles it, and I have a great deal of admiration for the courage and the frankness of the *Brooklyn Eagle* when they attacked that matter recently. I think they presented the matter fairly.

"I think it is a subject that sometime in the future perhaps this organization or some other organization ought to consider and perhaps take up with the gentleman who travels in well-informed circles down here and distributes this information."

Discontinues Shopping Service

The *Philadelphia North American* has discontinued the shopping service it has been conducting for the last few years although old orders will be cared for during this month. Miss Ernestine Allen, manager of the department, and who has been connected with the newspaper for 27 years, will take a year's vacation, it is announced.

E. S. BECK ON PROPAGANDA

Standard of Judgment for Editors Suggested By Executive of Chicago Tribune

E. S. BECK, managing editor of the *Chicago Tribune*, followed Mr. Bickel's address with this extempore discussion of the general subject:

It seems to me that in practice the newspapers that are represented here by men in this organization pretty successfully dodge propaganda as I understand that term.

But when it comes to putting into words the rule or method by which that desired result is accomplished it is not such an easy thing to formulate. Trying to analyze the matter, I conclude that it is done by a compound of instinct and experience, rather than by any designated rule of action.

The most interesting discussions developed in these meetings develop a question as to whether on the whole we are handling crime correctly; the observations of our distinguished medical friend yesterday afternoon demonstrated that we have not reached perfection in the presentation of medical news; but I do contend that we are able to control propaganda in the vicious sense of that term.

There are degrees of varying sorts of propaganda. In its broad sense, there are some kinds that are entirely legitimate and I think the newspaper men can discriminate. For example, there is the annually recurring advance publicity for a drive for the town's charities or for the Salvation Army, which enlists the sympathy of all of us, or a movement for a new hospital.

In our city there are two universities, both of which are seeking publicity in their efforts for large gifts. Naturally, we feel it is right to help and we do help.

When, in looking at the question of propaganda, or the use of newspaper columns for the influencing of people's minds and hearts, we try to draw a line it seems to be a line between an unselfish undertaking, which likewise is practical and attainable, and an undertaking for commercial and selfish advantage. This latter kind of propaganda is generally disguised with much skill nowadays, but I suppose it is our business to detect it, recognize the disguise, and spike the item.

I think Mr. Bickel's comment regarding the more dangerous form of propaganda as that publicity which is most frank, is extremely interesting, because the other type is pretty well known and pretty thoroughly understood by all of us.

There is a middle ground type of propaganda, not selfish—in fact, disinterested

—but nevertheless propaganda, based on perhaps misdirected enthusiasms. It is not necessary to specify these movements; we can all recognize them. When such movements gain enough momentum because of their own appeal, and without extraneous exhortation, to become news matter—mass meetings, real fund collections, etc.—we all recognize our obligation to record them.

I couldn't get up much interest in, for example, the "movement" for the purchase of Sulgrave Manor in England; but when they brought in a list of contributors to the fund for that purpose it seemed to become news.

There are innumerable instances of propaganda that it has seemed sensible to avoid, such as paint-up and clean-up week; good enough in their way, but plainly intended to stimulate the sale of paint; Apple week, to brace up the demand for apples. Not a bad thing, either, but not news, and plainly intended to influence people's tendencies.

Tied up with the problem of the treatment of propaganda—perhaps a part of it, is the matter of publicity agents, press agents, we used to call them. My own feeling is that in the main they should be persistently discouraged as being a detriment to the untrammelled presentation of news.

On the other hand, is there not some value in the argument that the publicity agent often helps guard against inaccuracy of quotation of statement?

And is the quality of accurate reporter work on the up-grade?

I hope to hear from other men here on the subject of propaganda. Getting back to it, I wonder if the addition (some years ago) of a press bureau or agent to the Rockefeller offices was a benefit to the people as a whole? Was it a legitimate aid to the press in obtaining an accurate measure of Mr. Rockefeller? Did it clear up and improve the mutual understanding between the Rockefellers and the public? Certainly there came about, perhaps as the result of it, a modification of public sentiment toward Mr. Rockefeller. Did it bring about a modification of newspaper treatment of Mr. Rockefeller?

Or, contemporaneously with the installation of this publicity service, did Mr. Rockefeller himself alter his attitude and so bring about a change of the public mind toward him? I wish we could have the views of others here on that point or on the general problem of which that is merely a specific case in point.

LIST OF ATTENDING EDITORS

The complete list of editors attending the convention of the American Society of Newspaper Editors in Washington, Jan. 16-17, follows:

WILL OWEN JONES, Lincoln Nebraska State Journal.

CASPER S. YOST, St. Louis Globe Democrat.

HARVEY INGHAM, Des Moines Register and Tribune News.

CHARLES B. FORRES, Nashville Tennessean.

A. H. VANDENBERG, Grand Rapids (Mich.) Herald.

W. U. CHRISTMAN, Pittsburgh Post.

J. M. NORTH, JR., Fort Worth Star Telegram.

W. G. VORPHE, Cleveland Plain Dealer.

JOHN V. RILEY, Rockford (Ill.) Star.

GEORGE F. MILTON, Chattanooga News.

PAUL BELLAMY, Cleveland Plain Dealer.

GEORGE M. HARTT, Passaic Daily News.

FRANK E. GANNETT, Rochester Times-Union.

CHARLES H. DENNIS, Chicago News.

MARK A. ROSE, Buffalo Evening News.

E. ROBERT STEVENSON, Waterbury Republican-American.

GEORGE B. ARMSTEAD, Hartford Courant.

MARVIN H. CREAGER, Milwaukee Journal.

GEORGE A. HOUGH, JR., New Bedford Standard.

COOPER GAW, New Bedford Standard.

JAMES A. STUART, Indianapolis Star.

EDMUND W. BOOTH, Grand Rapids Press.

TOM WALLACE, Louisville Times.

VERNE MARSHALL, Cedar Rapids Gazette.

JOHN P. COAKLEY, Newark Star-Eagle.

JOHN D. DUN, Toledo Times.

ARTHUR M. HOWE, Brooklyn Eagle.

DAVID E. SMILEY, New York Evening Post.

ALBERT W. CUMMINS, Wilmington News.

JOHN W. MAYNARD, Newark Evening News.

CURTIS H. HOBBS, Indianapolis News.

FRANK P. GLASS, St. Louis Star.

E. B. DORAN, Dallas News.

E. S. BECK, Chicago Tribune.

DONALD STERLING, Portland Oregon Journal.

STUART H. PERRY, Adrian (Mich.) Telegram.

A. C. ROSS, Rochester Democrat-Chronicle.

GROVE PATTERSON, Toledo Blade.

WILLIS J. ABBOT, Christian Science Monitor.

C. M. MORRISON, Philadelphia Public Ledger.

JOHN S. KNIGHT, Akron Beacon Journal.

GEORGE NOX MCCAIN, Philadelphia Public Ledger.

E. J. OTTAWAY, Fort Huron Times Herald.

A. R. TREANOR, Saginaw News Courier.

LORING PICKERING, North American Newspaper Alliance.

GEORGE E. MILLER, Detroit News.

M. S. SHERMAN, Springfield (Mass.) Union.

GEORGE T. RICHARDSON, Worcester Post.

DAVID S. TAYLOR, Buffalo Courier.

E. C. HOPWOOD, Cleveland Plain Dealer.

JAMES W. GREENE, Buffalo Express.

HERBERT BAYARD SWOPE, New York World.

W. P. BAKER, Syracuse Post Standard.

JEROME D. BARNUM, Syracuse Post Standard.

J. M. PATTERSON, Chicago Tribune.

FRED FULLER SHEDD, Philadelphia Evening Bulletin.

PHILIP A. PAYNE, New York Daily News.

RALPH PULTZER, New York World.

PAUL B. WILLIAMS, Utica Press.

FRED A. WALKER, New York Sun.

OLIVER T. KELLER, Lancaster New Era.

JAMES W. BROWN, Editor & Publisher, New York.

ARTHUR T. ROBB, JR., Editor & Publisher, New York.

## WHAT OF JOURNALISM SCHOOLS?

They Have Helped, Says Dean Williams,  
Who Wants Higher Standards

"ARE the Schools of Journalism Getting Anywhere?"

This provocative question is answered



DEAN WALTER WILLIAMS

"The schools and departments of journalism of the first rank, of which there are, perhaps, ten or fifteen in the United States, give a four-year course in academic and professional work upon the same plane as other courses in their institution and leading either to a degree in journalism or to some notation upon the academic degree showing that the student has specialized in journalism. Their teachers, as a rule, have had considerable experience in journalism, as well as academic training, before coming to their unusual task of instruction therefor.

"It is of these schools that I assume the inquiry is made.

"In such a school the organization sets aside and correlates courses deemed desirable in preparation for journalism. There are, first, cultural, foundational, academic courses, as in all university or collegiate education. There are, second, courses in those particular academic subjects which are generally regarded as most valuable to the prospective journalist—history, economics, sociology, philosophy, political science, psychology, languages—and, third, courses in journalistic technique or practice, in the history of journalism, in its ethics or principles, in its practice—in reporting, copy editing, editorial writing, the law of the press, feature writing, advertising, specialized journalism.

"What, then, is the purpose of such a school?

"(a) To afford a collegiate or university background—studies most helpful to the student, that he may know, that he may know where to find, and most of all that he may know how to think. Ours is a tip-toe profession. Intellectual alertness, the thinking mind, is necessary therefore. Intellectual curiosity and the ability to know how to gratify that curiosity are essential.

"(b) To give professional purpose, that the student may know how to use his knowledge, may be trained in accuracy and clarity of expression, terseness of statement, force, persuasiveness in writing; that he may be taught, as far as it is possible to teach, to observe for himself, to write rapidly and accurately and comprehensively, to view and interview and review, with open eyes and unshuttered, understanding mind; to interpret, to evaluate; that he may have ingrained in him the ideals of the profession, that he may know its history; that, as far as the wisdom that comes from observation may teach, he will learn to avoid its pitfalls, and seek its summits, know of libel and public opinion and high purpose and achievement. All this is included in the study of journalistic practice and technique.

"Nor are these courses in journalism mere theory, but, in the best schools, thoroughly practical. Students learn to do by doing. The same laboratory method found successful and necessary in medicine is applied in journalism. The acid test of all writing is its effect upon the

reader. This the school supplies as essential part of its laboratory courses.

"(c) The school has large possibilities also in research, in studying about the profession, its past, its present, its prospects, its problems. The journalist must, of all men, have an open mind. This forward-looking profession of ours must know the past—but know the past with a view to improvement of the present and the future.

"(d) The school may also add to the literature of the profession—a literature all too scanty and too style-bookish. Texts of some value to the student of journalism may be produced. The best I know is by the president of this association.

"(e) The school has a mission also in the development of a professional faith among those who go out from the school, which is to help to the solidarity and spirit of journalism.

"(f) It may also keep in touch with its former students and graduates, with suggestions that instruct and inspire and keep alive the interest in journalistic ideals, progress and growth.

"How much of this and what else has been accomplished?

"(1) Certainly there is larger acquaintanceship among college and university students with the history of the press and with its position as an institution in society today. The more the public is acquainted with journalism, the better the journalism will be in response to this acquaintanceship.

"(2) Specific training has been given for journalism. Graduates of these schools have gone faster and further in the decade since their graduation than those who have not had the opportunity of such technical and professional training. Eighty-five per cent of the men graduates of the School of Journalism of the University of Missouri are engaged in some phase of journalistic endeavor.

"(3) The School of Journalism has been a sieve, eliminating some of the incompetent.

"(4) It has added to the knowledge of journalism by research, and is planning much more.

"(5) It has increased the professional spirit, the pride in our calling, the dignity of our occupation. We may today, as we could hardly twenty years ago, use the words 'journalism' and 'journalist' without blushing.

"Many difficulties are in the way of adequate education for journalism. In some of these difficulties you can help. The poor pay and the uncertain tenure of newspaper workers, particularly of reporters—upon whom, in last analysis, the newspaper depends—often make the continued practice of the profession of journalism unattractive. The salary should not be the chief end of a journalist's existence but 'the laborer is worthy of his hire.'

"Until more money is paid for reporters, better reporters may not be expected except in rare instances and temporarily. If you wish better reporting, you must pay your reporters larger salaries. Responsibility rests here with the owners of newspapers and those who direct their financial expenditures. Publicity work in various phases, with its high salaries, threatens to emasculate or destroy the high efficiency of the reportorial staffs. The newspaper publisher must learn to pay more money to reporters, copy readers, and re-write men, even at the expense of money for faster presses. Men are more important than machinery in the profession of journalism.

"You may help also by a sympathetic attitude and, perhaps most of all, you may help by differentiating between schools and departments of journalism which have adequate personnel and equipment and purpose and those which have not.

"If this society would undertake a study and classification of the institutions offering instruction for journalism, combining with its committee a committee from the American Newspaper Publishers' Association—representing the publishers—and from the National Editorial Association—representing the rural press—much might be done to stimulate the schools of journalism to even better work. I suggest, if I may, a committee looking towards such cooperation with these other organizations with a view to such survey and classification. It would be welcomed, I am confident, by the teachers of journalism.

"Are the schools of journalism getting anywhere?

"The oldest is only sixteen years old. The methods are experimental. How long did it take courses in law and medicine to attain their present value? Even yet has the last word been said as to educational methods in schools of law and schools of medicine? That there can be and is help to the profession of journalism from the schools seems assured. The number of better trained men and women, the dignifying of the calling, the ingrain of ideals in the formative period of educational life—these have been done. That education is necessary for a journalist all must agree. That education outside the newspaper office has decided advantages is demonstrable. Every position requires education for its proper fulfillment—except that of idiot.

"Are the schools of journalism getting anywhere?

"Examine the status of journalism today as compared with twenty years ago. Despite many examples of low ideals and poor practice, American journals today are better in appearance, more persistent in seeking after truth, fairer, more ably edited, more intelligently covering a broader field, and conducted upon a generally higher plane than two decades ago.

"Extend the period of time for comparison and even the most superficial examination shows decided betterment in newspaper content and character. The *New York Times* news service under Ochs photographs more accurately the events upon which its reporters turn their eyes than it did under the brilliant Raymond. The *New York World's* editorial page was more incisive, stimulating and powerful under Cobb, and still is, under his successor Lippmann, than under the scholarly Marble.

"The *St. Louis Globe-Democrat* is fairer, more independent and with larger vision under Lansing Ray and his associates than in the pungent period of

Joe McCullagh, prince of paragraphists. "And thirty years ago there was no *Christian Science Monitor*.

"And these are but four of the many examples which go to make the general average of excellence higher.

"American newspapers are far from what they should be, but they are better today than they were yesterday and promise to be even better tomorrow. There are journalistic giants in these days.

"The personnel of the staffs has improved. The workers are more mature, more serious-minded, more concerned with a profession than a job. There is less of bohemianism, more of dependability; less of itinerancy, more of intellectualism; more open mindedness; more vision. The journalist today takes himself less seriously and his calling more seriously. Learning sits more lightly upon him, though he has more of it, and less heavily and drearily upon his readers.

"And with it all, from within the profession, as well as from without, there is effort at continued improvement in journalism. The various criticisms of journalism are proof. Men within and without our craft study journalism with interrogations and sometimes with axes. This organization is itself a proof of the growing interest in the improvement of journalism.

"In all this the schools of journalism in the last decade and a half have played and are playing a not inconsiderable part. They will play a larger part if they have your confidence, your constructive criticism and your sympathetic support.

"The new journalism is a profession which holds its ideals high, ideals we all have in our inmost hearts, whatever we sometimes in our weaker moments say or do. Sometimes we dare express these ideals, and occasionally we succeed in putting them into practice.

"What is the new journalism? Is it not a journalism of adventure and opportunity, of high minded, unselfish service unto the common good? Is it not a fascinating, unfinished, new adventure?

"When do we enter into the kingdom of the new journalism or the democracy thereof? The French peasant by the roadside was asked by a passing traveler, 'Where is the city of Lille?' 'I do not know,' said the peasant, 'but the road to it lies that way.' The road to the new journalism lies 'that way,' through a professional spirit, high ideals and consecrated personality within the profession. And the road is pointed out and made plainer and more sure for struggling feet by the newly lighted lamps of schools of journalism."

NET GAIN OF 47 MEMBERS REPORTED  
BY SECRETARY HOPWOOD

SECRETARY ERIE HOPWOOD'S report advised the members that the found copies of the proceedings of the first two conventions had been distributed, except for a few copies held by the secretary. Dealing with the matter of membership, he said:

"At the Atlantic City meeting you will recall the constitution was amended to provide for the admission to membership of one editor from each newspaper from cities of 50,000 to 75,000; two from cities of 75,000 to 100,000; and to increase the representation allowed in cities above 100,000 from three to four. As a result of this change in membership regulations, there have been brought into the Society a number of able and interested men who otherwise would have been ineligible, and who have manifested a very helpful interest in the activities of the Society.

"Despite the fact that the annual meeting this year is held only nine months after the meeting of last April, there has been a very satisfying growth in the membership. The Society had on its membership list 119 members in 1922; 127 in 1923. There are now enrolled 174 members, with several names still to be acted upon by the Board of Directors. Members admitted since last April are:

GEORGE M. ARMSTEAD, Managing Editor, *Hartford Courant*.

VICTOR F. BARNETT, Managing Editor, *Tulsa Tribune*.  
STILLMAN H. BINGHAM, Editor, *Duluth Herald*.  
W. E. BOWMAN, Managing Editor, *Newark Star-Eagle*.  
FRED L. CRANE, Editor, *Elizabeth Daily Journal*.  
WARREN V. CHRISTMAN, Managing Editor, *Pittsburg Post*.  
E. K. GAYLORD, Editor, *Oklahoma City Oklahoman*.  
CALVIN GOODRICH, Editor, *Newark Star-Eagle*.  
GEORGE M. HARTT, Editor, *Passaic Daily News*.  
OLIVER J. KELLER, Editor, *Lancaster New Era*.  
JAMES KERNEY, Editor, *Trenton Evening Times*.  
OLIN W. KENNEDY, Managing Editor, *Miami Herald*.  
VERNE MARSHALL, Managing Editor, *Cedar Rapids Gazette*.  
F. A. MILLER, Editor, *South Bend Tribune*.  
WALTER P. PLUMMER, Managing Editor, *Albany News*.  
JOHN V. RILEY, Editor, *Rackford Star*.  
FRANK B. SHUTTS, Publisher, *Miami Herald*.  
MERLE SLANE, Publisher, *Peoria Journal-Transcript*.  
A. T. SPIVEY, Editor, *East St. Louis Journal*.  
F. A. STOWE, Editor, *Peoria Journal-Transcript*.  
GEORGE W. SWIFT, Managing Editor, *Elizabeth Journal*.  
E. ROBERT STEVENSON, Managing Editor, *Waterbury Republican and American*.  
A. R. TREANOR, Editor, *Saginaw News-Courier*.

W. G. VORPE, Sunday and Feature Editor, *Cleveland Plain Dealer*.  
 CHARLES B. WELCH, Editor and General Manager, *Tacoma News-Tribune*.  
 LEE M. WOODRUFF, Editorial Writer, *Grand Rapids Press*.  
 E. J. OTTAWAY, *Port Huron Times-Herald*.  
 A. L. MILLER, *Battle Creek Enquirer and News*.  
 W. B. BAKER, *Syracuse Post-Standard*.  
 L. G. ELLINGHAM, Publisher, *Fort Wayne Journal-Gazette*.  
 H. V. JONES, Publisher and Editor, *Minneapolis Journal*.  
 E. J. LYNETT, Editor, *Scranton Times*.  
 PHILIP A. PAYNE, Managing Editor, *New York News*.  
 J. DAVID STERN, Editor, *Camden Courier*.  
 CHARLES H. TAYLOR, Manager, *Boston Globe*.  
 J. K. WALSH, Editor, *Kalamazoo Gazette*.  
 CARL F. WHITE, Managing Editor, *Kansas City Kansas*.  
 MERITT BOND, Managing Editor, *New York Post*.

"The first meeting of the Board of directors for the year was held April 25, 1924, at Atlantic City. All the members of the board were present except Mr. Howe, Mr. Piper and Mr. Dennis, Willis J. Abbot, editor of the *Christian Science Monitor*, was appointed temporary chairman. Casper S. Yost was nominated for the presidency for the third year and was unanimously elected. E. C. Hopwood was re-elected secretary; E. S. Beck, treasurer; George E. Miller, first vice-president; and E. B. Piper, second vice-president. \* \* \*

"The regular mid-year meeting of the board was held in Chicago, October 14, 1924. The board voted that the annual

meeting of the Society should be held Jan. 16 and 17, 1925, at the New Willard Hotel, Washington, D. C. \* \* \*

"A proposal of the American Bar Association that the Society should co-operate with it in common aims having to do with the administration of justice was discussed at some length. The opinion generally expressed was that such co-operation should not be undertaken at this time and that efforts of the Society should be limited to matters directly concerning the newspaper profession.

"The matter of the inquiry concerning the action of certain members of the newspaper profession, as directed to be undertaken according to the resolution adopted at the last annual meeting of the Society was considered at length at this meeting.

"The Nominating Committee for the 1925 election reported to the secretary the following nominees for directors:

RALPH E. STOUT, *Kansas City Star*.  
 EDGAR B. PIPER, *Portland Oregonian*.  
 GEORGE E. MILLER, *Detroit News*.  
 WILLIS J. ABBOT, *Christian Science Monitor*, Boston.  
 LAFAYETTE YOUNG, *Des Moines Capital*.  
 JOHN S. COHEN, *Atlanta Journal*.  
 JAMES W. GREENE, *Buffalo Express*.  
 I. A. STUART, *Indianapolis Star*.

"From this list four directors are to be chosen for a period of three years.

"It is a pleasure for the secretary to report that this year there have been greater evidences of interest in the activities of the Society than at any time since its inception. He wishes again to express his very real appreciation of the spirit of helpfulness and co-operation shown by the members on all occasions."

REPORT OF COMMITTEE ON INTEGRITY

Attacks on Press Are Decreasing But Some Writers Still Play Old Harps

PAUL BELLAMY, managing editor *The Plain Dealer*, Cleveland, O., reported as chairman of the committee on Integrity of the Press. Members of this committee in addition to Mr. Bellamy are: J. M. Patterson, *Chicago Tribune*, James T. Williams, *Boston Evening Transcript*; Herbert Bayard Swope, *New York World* and E. W. Booth, *Grand Rapids Press*.



PAUL BELLAMY

The committee's first act was to send to the membership a letter asking each to look out for unjust attacks upon the Press. "We hoped," said Mr. Bellamy, "in this way to derive information concerning many cases which must necessarily escape the committee's detection. Furthermore, the question of method almost immediately obtruded itself. How are we to proceed against offenders?"

"In the first place we might write a letter to each offender, in the name of the Society, objecting to the unfair utterance, pointing out wherein we considered its error lay and asking for an explanation. This method has been followed in a number of cases and I think some good has been accomplished. Public men thus addressed have not failed to respond and have usually gone out of their way to say that they did not know of the existence of such a society or such a committee and to express the opinion that our efforts ought to accomplish beneficial results.

"In the second place we might seek publication of replies to the unfair charges in the same publications which printed the originals.

"This brought us face to face with the question of how to deal with hardened offenders, with men and publications who habitually and often with the idea of advancing their own interests discharge attack after attack against the newspapers

of the country. We all know who these men are and in many cases understand what their motives have been.

"It is a quite significant fact that the newspapers of the country have themselves maintained almost complete silence under these attacks on the ground that they were not worth bothering about and that there was no sense in advertising untrue charges against the newspaper business in a newspaper with say 200,000 or 300,000 circulation when the original offending publication had only 25,000 to 50,000 circulation in the entire country.

"Then too what was the use of the committee writing a letter to the editor of say the X magazine, requesting him to publish a statement calling himself an intentional prevaricator, for in many instances it could be no less. Suppose he published the statement. It would be only to return to the charge and to sling more mud, feeling that at least he had gained the recognition from the newspaper profession for which he had been so long and so ardently wishing. An endless discussion might thus be started and it would result in a mud slinging competition which I venture to say we might wish we had never started.

"Frankly, the members of the committee would like an expression of opinion from the membership of the society at large with regard to best way of proceeding with its entire job, but particularly with what I have called hardened offenders.

"What we are pleased to call the newspaper profession has not, I regret to say, been so recognized by the general public or by statute. We do not possess power like the bar associations of the country to throw out our own members who transgress the ethics of the calling. We may disapprove of them and say so publicly, but that is where our power stops.

"Confronted by these and other considerations, the committee thought that during the first few months of its life, it would do well to feel its way and until it had received a more explicit mandate from the Society to confine its activities to collecting a quantity of data dealing with attacks on the integrity of the press and so far as disciplinary measures were

concerned to limit these to dealing with cases of individuals and publications who, we had reasons to feel, were amenable to reason, and who, on a showing of facts, would be willing to make honorable amends.

"As a result, however, of its own efforts aided somewhat by the membership at large, I think the committee is in a position to say that attacks on the integrity of the press have been somewhat less frequent in the period following the creation of the committee, not that this creation had any material effect on the situation, than in the twelve months preceding last August.

"The let-up has been due largely, in our opinion, to the changed aspect which has come over public affairs. For some time previous to August, 1924, the country had been confronted with a remarkable succession of public scandals. This was in addition to the accelerated production of public issues which always accompanies the process of getting geared up for a presidential election. During this process politicians of every stripe are at their busiest trying to get something on the other fellow. Then followed the nominations after which the country obviously settled down and a widespread resolve began to become manifest to let well enough alone. This general opinion showed itself clearly in the elections of November. It was as if the people had decided that they had had enough agitation of all kinds, enough probing into official conduct and enough questioning into the nature and efficiency of all kind of public institutions, including the press. Of course there were the usual charges by the La Follette crowd that the Republican and Democratic press was corrupt and by the Republicans and Democrats that the La Follette press was Bolshevik, but this was an old story.

"In fact most of the attacks on the integrity of the press which have come to the attention of the committee have been old stuff. The old charge that we editors had resigned our jobs to the press agent seems to have got about the most widespread circulation of all during the last six months. Following a highly imaginative article on the subject by Roy L. McCardell in the *Saturday Evening Post*, I found a number of local critics of the press just discovering the evils of press agency. In fact, it is interesting and surprising to find how quickly local celebrities take up an idea which is thus advertised in a periodical of national circulation and claim it for their own. This added to the feeling, I have once before referred to in this company, which exists in every man's breast that he could run any newspaper better than its editor, accounts for the fact that a single obsession, like Mr. McCardell's dream about the Press Agent, travels from coast to coast on the wings of the wind.

"Mr. Oswald Garrison Villard and Mr. H. L. Mencken we have always with us, but it seems to me that they have been quite unresourceful during the period under discussion, the last six months, in inventing new things to say about the press or new reasons why the earnest seeker after the truth should stop reading the daily newspaper and rely solely on their tribunes of light and life.

"On the other side of the picture, I have seen recently a number of what I consider on the whole, constructive criticisms of the press. For example, while I did not agree with all the statements advanced, I felt that the article in *Century* magazine for September by Ernest W. Gruening, entitled, 'Can Journalism Become a Profession?' was in the main a reasonable discussion of this interesting subject. Similarly, the more recent series on American newspapers by Carl W. Dickey in the *World's Work* magazine has been informational in the highest degree and the author has evidently been at great pains to be fair.

"Now let me recite the steps which have been taken by the Society to deal with three typical cases of what we considered unfair criticism on the newspaper business.

"The first was the article by McCardell hitherto referred to. This case was handled by President Yost before the creation of the committee. Mr. Yost informs the committee that he wrote an indignant protest and that he had in reply a letter from George Horace Lorimer promising to have an article later presenting the other side.

"In EDITOR & PUBLISHER for November 1, 1924, appeared an interview with Clarence Darrow which was specially called to the attention of the committee by Joseph Pulitzer of *St. Louis Post Dispatch*. Mr. Darrow in the article is made to say that newspapers are rapidly destroying trial by jury by the manner in which they handle sensational cases. The interview proceeds:

"In all cases that attract any attention the newspapers with their publicity and their eagerness to get special stories destroy the real right of trial by jury, and not only do the newspapers publish all the facts but they spend time and money working with detectives to hunt up every weird tale possible that may prejudice the jury and the court.

"Everybody knows the effect of these continuous publications both in the news columns and in editorials. Everyone knows that it deprives the defendant of a fair and impartial trial if the case is made sufficiently public.

"Trial by jury is being rapidly destroyed in America by the manner in which the newspapers handle all sensational cases. Of course, it could not happen in England, as far as I know, or in other European countries. It is a species of mob law more insidious and dangerous than the ordinary mob law.

"I don't know what should be done about it. The truth is the courts and the lawyers don't like to proceed against newspapers. They are too powerful. As the law stands today there is no important tribunal case where the newspapers are not guilty of contempt of court day after day. All lawyers know it, all judges know it, and all newspapers know it. But nothing is done about it.

"With the present attitude toward the newspapers I see no way to prevent this growing evil.

"No new laws are necessary. The court has full jurisdiction to see that no one influences a verdict or a decision. But everyone is afraid to act!

"Concerning this point of view, Mr. Pulitzer, in his letter to the committee, observed:

"You doubtless saw the enclosed, and I think will agree that it is an unfair attack on American newspapers. While some newspapers are reckless in handling news and criminal cases, pending or on trial, and while a few newspapers undertake to create prejudice for or against a defendant, usually most newspapers are not open to this charge. The mistake that Mr. Darrow and most lawyers make, is to blame public hostility against the newspapers that recite the facts of the crime, rather than against the perpetrator of the crime itself. Whenever a particularly brutal crime is committed in a remote country district in which there are no newspapers, it does not take long for news of that kind to travel by word of mouth. Very often it prevails in exaggerated form, and very often the result is public hostility, and, if you please, public prejudice against the criminal with lynching not infrequently a final chapter. Mr. Darrow overlooks the fact that murder and rape are unpopular manifestations of human weakness, and that one suspected of murder or rape must necessarily confront a hostile, or, if you please, a prejudiced public opinion. To be sure, that very fact should lead newspapers to be scrupulously careful in their handling of facts. But that the facts and all of the facts in a criminal case should be printed, surely goes without saying. For, obviously, without the facts, public opinion, in which the jury shares, cannot operate fairly. Suspicion is always likely to create more suspicion and prejudice than publicity. This criticism is so often made against newspapers that I venture to hope that you and your committee will take notice of it and answer it."

"The committee got in touch with Mr. Darrow early in December and while it must be said that he stands by his guns with regard to most of his original position, he admits that his remarks may have been too broad and says that in the future he will attempt to distinguish. He writes:

"Of course, I know perfectly well that all newspapers are not alike, and while I do not remember my exact words, it is entirely possible they were too broad. Anyhow, in the future I shall attempt to distinguish.

"As to your question, I am firmly convinced that it is impossible to get a fair trial in criminal cases where most of the newspapers carry on a vigorous campaign against the defendant, as is very common in this country. Neither do I think that the ideal juror, from any standpoint, is the one who habitually reads such stories. When an opinion is firmly fixed, it is very hard to change it, and I am satisfied that the lawyers are right in their judgment of this matter. I know of no lawyers who do not feel the same way about it.

"I am quite certain that in England the papers are not permitted to make comment on

the facts of the case and to express opinions as to the guilt or innocence of the defendant and as to what should be done with them. I have no doubt that the public is entitled to be informed upon crimes as well as upon any social activities, but in important cases, practically all of the jurors come into the box with a definite fixed opinion on every important question connected with the case. The so-called intelligent jurors tell the court that the opinion cannot be changed and that it would influence the verdict.

"I am very glad to know of your organization and sincerely trust that it may do some good work. I think your organization is proof of the general fact that the papers go too far in reference to the matters that we are discussing. A large percentage of the papers not only publish facts, but are partisan and assist the State's officers and detectives in the preparation of cases."

"The committee is indebted to Mr. E. S. Beck of the Chicago Tribune for calling its attention to an alleged attack upon the integrity of newspapers by Fred B. Smith of New York, who in a speech at Baltimore is quoted as having said that the country is being flooded with full page advertisements in newspapers inserted by the liquor interests with the general understanding that any person or organization taking such an advertisement will receive a favorable editorial mention. On lodging a vigorous protest with Mr. Smith, who is chairman of the Citizens Committee of One Thousand of the National Movement for Law Enforcement, the committee received the following reply from Mr. Smith, under date of November 28th:

"Pardon delay in answering your letter of November 19. I have been almost constantly on the road and therefore delay in answering. "Permit me to say as strongly as I know how, that not in any shape, manner or form did I suggest that the 'editorials' were influenced in any way whatever by reason of these full-page advertisements. Perhaps when I tell you that this comment was made in Baltimore it may give you a little angle upon the state of mind a good many people are in there, and also when I tell you that I made exactly the same comment in the States Hotel in Cleveland, with representatives of the press, including the Plain Dealer, and no attention whatever was paid to it.

"The fact is that when this question was raised in Baltimore I was then defending the newspapers, for a man had spoken from the floor indicating that he thought the newspapers were bought up by the liquor interests, and I said I didn't believe, generally speaking, that was true, and I don't believe it."

"Incidentally the remarks which Mr. Smith says he made in Cleveland were never called to my attention there by our reporters.

"The committee cannot but feel that many times the most, if not the only really, effective reply to detractors of the

press must be made in the columns of the newspapers themselves and that so long as the newspapers take so complaisant a view of the matter as they do, failing for the most part to pay any attention to vigorous attacks in their own local territory, it is bound to be somewhat a work of supererogation for a committee of the National Society to take up the cudgels for them.

"In this connection the committee wishes to give its approval to the manly and emphatic stand taken by the *Brooklyn Eagle* very recently in connection with the repudiation of an interview given to Washington correspondents by the White House. Most of you are familiar with the incident. It related to a speech made by Ambassador Jusserand and the story was that the White House had gently but firmly reprimanded that distinguished diplomat for making a certain speech in Washington. This story was sent out of Washington by a number of correspondents, including that of my own newspaper. It created a flurry in Washington and a statement was subsequently issued at the White House denying that any reprimand had been intended.

"Instead of meekly accepting the charge of misquotation, the *Brooklyn Eagle* chose to publish on page 1 a complete account of the incident, backing up its correspondent solidly and explaining to its readers that the rather unsatisfactory condition under which the President is interviewed but cannot be quoted. The *Eagle* in thus airing an anomalous situation and repulsing an attack on its own integrity rendered a service to the entire newspaper profession.

"Three possible courses are open with regard to the work which your committee on integrity of the press has been attempting, under difficulties, for the past five months, namely:

"1. Drop it.

"2. Continue it on practically the same basis as before, in which case the present committee bespeaks for the new committee a greater degree of cooperation from the membership at large than has existed in the past.

"3. Extend the work, through the employment of a permanent secretariat and make it equivalent in our field to what is being accomplished by the National Vigilance committee of the Associated Advertising Clubs of the World.

"It is for the society and directors to decide."

## COMMITTEE ON ETHICAL STANDARDS

### Call for Finer Taste in News Editing and Justice to All Written About

THE report of the Committee on Ethical Standards was presented to the convention by Grove Patterson, *Toledo Blade*, and was as follows:

"The disposition of the main business of the Committee on Ethical Standards of the American Society of Newspaper Editors is contained in a preliminary report, now in the hands of your board of directors, bearing on the subject matter referred to your committee by last year's convention. (This refers to the investigation of activities of newspaper men mentioned in the Senate oil committee hearings.)

"In addition to the submission of that report to the Board which is a separate—and our most important—item, I beg to submit for your consideration the following matters:

"FIRST: The committee recommends the addition of the following paragraph to the Canons of Journalism:

"To its privileges under the freedom of American Institutions are inseparably joined its responsibilities for an intelligent fidelity to the Constitution of the United States."

"SECOND: The committee desires to go on record as distinctly in approval of the president's appointment of a special committee for the consideration of attacks on the press. We feel that here is an opportunity for the fullest coop-

eration of all future committees on ethical standards. The new committee on attacks on the press and the committee on ethical standards should at all times work in the fullest accord and cooperation for the purpose of determining what attacks are just and for the correction of those cases wherein editors have laid themselves liable to just attack.

"THIRD: The Committee recommends that the Canons of Journalism be laid before the American Newspaper Publishers' Association in an effort to get the indorsement of that body. The committee regards this as a matter of prime importance.

"FOURTH: The committee desires to record its observation of a growing tendency, especially apparent in the year just closed, on the part of newspapers, and on the part of journals devoted to the newspaper profession, to be increasingly watchful of violations of newspaper ethics and to discuss, editorially, such violations in outspoken terms.

"In this connection, please note three noteworthy exhibits.

"The following editorial under the caption: 'This Matter of Privacy,' from EDITOR & PUBLISHER, of Dec. 6, 1924, relating to the unwarranted printing of the rumors relating to the private life of Rev. Percy Stickney Grant of New York, is a case in point:

Turning from the uproar occasioned by so-called press invasion of the privacy of individuals, is no uproar over what happened to returns taken from the public records, discussed in this space last week, we have in New York the case of Dr. Grant.

It offers an instructive comparison of qualities of conscience in news editing. This is no uproar over what happened to Dr. Grant. The *New York World*, however, has commented on the case, raising the question of privacy of such individuals as Dr. Grant, and has declared that "conscientious newspapers would welcome an alert public recognition of what is right and what is wrong in the protection of personal affairs."

A few days ago Dr. Percy Stickney Grant, in his 64th year, since 1893 rector of the Church of the Ascension, entered a hospital, suffering from pernicious anemia. It was a first page story for all New York papers.

Dr. Grant for years has been a very liberal-minded clergyman. In his church he has practiced the principle of free speech. In his congregation one would see all classes of people, dignified Episcopal members, followers of other Gentile denominations, Buddhists, descendants of such workers, Jews, queer old women in shawls, red-skinned men with high cheek bones, shabby kids and others wearing white collars and red neckties.

The clergyman, one way and another, got the reputation of being a "radical." He acquired influential enemies and loving friends. He was always a prime newspaper topic, usually being depicted in hot water.

Everyone remembers the stories that were written about his engagement to marry a rich, divorced society woman, the prohibition of the wedding by the bishop, and the romantic incident of the finding of a baby waif on the clergyman's doorstep and its subsequent death, while the clergyman and the society woman bowed in grief. The metropolis was kept wondering about these people. It was all more like fiction than fact. Dr. Grant kept on his way, serene, cheerful, his quiet old woman having been his devoted companion for years.

When Dr. Grant went to the hospital, apparently desperately ill, his congregation gave evidence of love and esteem. The parsonage would be his as long as he wanted it. His salary would be continued. His resignation was held up.

During the first week of his confinement under treatment a scandalous story was circulated, concerning Dr. Grant and a housemaid long employed by him. It was in no wise substantiated and any public record. We do not know, and are not concerned, whether it was true or false. The *New York World* is authority for the statement that it was a "cruel and unfounded allegation."

At least two New York newspapers (we do not know how many other newspapers followed) picked up this gossip and published it. The name of the supposed unfortunate girl that Dr. Grant had befriended and employed in his house, and then had made love to, was actually printed.

Dr. Grant sent word from his sick room that it was a cruel falsehood. The statement was published, but his friends had urged him to bring libel suits, but that he had shaken his head, saying he would not resist the evil.

Another story published at about this same time indicated, though it did not assert the fact, that Dr. Grant's physical disorders might have broken down his friends had urged him to bring libel suits, but that he had shaken his head, saying he would not resist the evil.

Another story published at about this same time indicated, though it did not assert the fact, that Dr. Grant's physical disorders might have broken down his friends had urged him to bring libel suits, but that he had shaken his head, saying he would not resist the evil.

The *New York World* raises the question of what is right and wrong. The answer is simple. The line between right and wrong is, or should be, as clear to any editor as it is clear to any gentleman in his place of business or in his home. Backstairs personal gossip, calculated to ruin the reputation of individuals, is not repeated, until it becomes a matter of public concern through some action by the public's responsible representatives.

The leading editors of the United States have clearly declared their position in the matter of the right of individuals to privacy. The rule, as set forth by the American Society of Newspaper Editors, is:

"A newspaper should not invade private rights or feelings without sure warrant of public right as distinguished from public curiosity."

The case of Dr. Grant does not, unfortunately, stand alone. The newspapers responsible are not, by any means, to be singled out for condemnation. There is a general tendency by many newspapers to pander to morbid curiosity without warrant. Particularly is this true in metropolitan centers. Small cities will not stomach it.

It is our opinion, and we state it for such effect as it may have upon the newspaper as a business, aside from moral consideration, that temporary gains made at the expense of decency, ultimately are registered as definite losses. A newspaper is not that of a single editorship or of a single generation. Readers are people with sensibilities.

"The following editorial from the *New York World*, of Nov. 29, 1924, under the caption: 'The Domain of Privacy,' is a timely, intelligent and purposeful discussion of newspaper ethics of such value as to warrant a permanent place in the records of this Society and is, in our opinion, properly made a part of this report:

The week's news has attracted attention to three cases which touch deeply the private affairs of individuals. We refer to the black-and-white case involving an anonymous correspondent, the unhappy marriage of young Mr. Rhinelander and the cruel and unfounded al-

legations about Dr. Grant. In various degrees these stories raise the question of how far is necessary and right for the public to invade the privacy of the individual.

No one can claim that any concern of any body is everybody's business. There are clearly many aspects of the private lives of men and women which are nobody's business but their own. No one can claim, on the other hand, that in an organized society a person is entitled to unlimited privacy. But where to draw the line in concrete cases is often very puzzling, involving nice judgments of public policy and fine distinctions of taste.

The Rajah's case has reached the public through a lawsuit. The facts which are being published are being revealed almost entirely through testimony in open court.

The marriage of Mr. Rhinelander was a matter of public record, as all marriages are. The allegations on which the suit for annulment is based are given in a document issued to the public by Mr. Rhinelander's lawyer. Before this document was issued the same allegations were published, based on naturalization records.

The stories about Dr. Grant originated in a purely private source. There was no public contact of any kind, there was no action before any public agency nor before any semi-public body such as his church.

In the case of Dr. Grant only one conclusion is possible. His privacy was ruthlessly invaded, and no conceivable reason of public policy can justify the attack upon him. He is the victim of an indefensible journalistic practice as any one can imagine. The fact that this practice was repudiated by the conscientious metropolitan press is evidence of common agreement as to the canons of good taste in the story of this case.

The case of Mr. Rhinelander stands on a different level. Marriage is a public institution and the fact of a marriage is a public fact. A suit for the annulment of marriage is an appeal for relief to organized society and is a matter of public concern. So far the rules of policy, morality and good taste is clear enough. The Rhinelander case involved public attention twice. But how far the surrounding circumstances of the marriage were legitimate public property is a matter that can well be questioned. It is a question of how far the public is entitled to inquire into a rather dramatic instance of its own customs.

The case of the Rajah is still clearer. Here a great British bank acting through an attorney has brought all the known facts into an open court room. It is an invitation to public curiosity and conscientious newspapers have temporarily where the detail of the testimony is pander to morbid curiosity and was unnecessary to an understanding of the issues and the drama of the case. If the Rajah is grieved at the publicity, his complaint lies not against the newspapers and the public but against his blackmailer and the bank.

The whole subject of privacy is a very important part of the problem of liberty in the modern world. It must not be supposed, however, that there is less privacy than there used to be. On the contrary, in the small community there has been less privacy than there is today in the complex modern city. The invasion of privacy in great communities is more spectacular than it is in a village or a small town, but it is far less common. The case stand out so vividly in the newspapers because they burst upon the public so unexpectedly. In the small community everybody knows about everything from the start and there is little elements of surprise. But just because publicity about private affairs in great communities is so poignant, the public should, if it cares for liberty, watch jealously for the public justification where privacy is invaded. The World has no doubt that conscientious newspapers would welcome an alert public recognition of what is right and what is wrong in the protection of personal affairs.

"We conclude these exhibits by attaching hereto this recent brief editorial from the *New York Herald Tribune*, under the caption: 'A Question of Ethics.'

A question of ethics has been raised by Senator Caraway's use of the text of a speech by Secretary Wilbur, furnished in confidence to the newspapers but never delivered or released for publication. We agree entirely with the World that the Senator's action was "thoroughly cheap and inexcusable," showing "incredible bad taste and unfairness."

A certain type of politician cannot be restrained from misconduct of which he would be loudest in complaint if he were a victim of it. Mr. Caraway knew that speeches sent out conditionally for release are under seal for all the agencies to which they are delivered. He acted himself a trusted agent, but he was seeking to profit politically from some such agent's breach of faith.

Newspapers have to be rigidly on their guard in protecting communications which they obtain under reservations. They cannot laugh off a violation of confidence, as a politician can. They ought to rebuke it, as the World did the other day in a jocosely editorial, treating the speech as if it had become legitimate public property. What Mr. Wilbur may have intended to say but never said is hardly an admissible subject of comment by a newspaper of the Times' ethical and professional standards.

"Now may I say, by way of summing up, that it seems to me that the earnest and honest newspaper editor is called upon to live much in that realm which lies between the two Great Domains of human action.

"The late Lord Moulton, speaking before the Authors' Club in London and quoted in the *Atlantic Monthly*, ex-

(Continued on Page 18)

AN ADVERTISEMENT THAT WAS WRITTEN BY A USER

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Reprinted from an article in the NEW BEDFORD STANDARD, describing its new plant

“PARADOXICALLY, The Standard’s composing room is economical because it saves nothing. All type once used is thrown in the scrap heap to be returned to the melting pots and run through the machines. In the old days, even after the body type came to be cast by Linotype machines, such material as display type, borders, spacing slugs, and other equipment was saved, kept in racks, and distributed as needed. Under the present non-distributing system practically nothing is saved, and every letter of type that goes into the paper is new and will be used but once. This not only saves the labor of distributing and hand-setting the material, but it gives the advertiser and the reader a fresh face on the type.”

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## ETHICAL REPORT

(Continued from page 16)

plained with clarity and force the domain of 'Obedience to the Unenforceable.'

"First comes the domain of Positive Law," he said, 'where our actions are prescribed by laws binding upon us which must be obeyed.'

"Next comes the domain of Free Choice, which includes all those actions as to which we claim and enjoy complete freedom.

"But between these two there is a third large and important domain in which there rules neither Positive Law nor Absolute Freedom. In that domain there is no law which inexorably determines our course of action, and yet we feel that we are not free to choose as we would. . . . This is the domain of Obedience to the Unenforceable. Man is the enforcer of the law upon himself."

"This country which lies between Law and Free Choice," says Lord Moulton, 'I always think of as the domain of Manners. To me, Manners in this broad sense, signifies the doing that which you should do although you are not obliged to do it. I do not wish to call it Duty, for that is too narrow to describe it, nor would I call it Morals for the same reason. It might include both but it extends beyond them. It covers all cases of right doing where there is no one to make you do it but yourself.'

"Mere obedience to law does not measure the greatness of a nation. . . . Nor is the license of behavior which so often accompanies the absence of Law, and which is miscalled Liberty, a proof of greatness. The true test is the extent to which the individuals composing the nation can be trusted to obey self-imposed law. . . . If I were asked to define tyranny, I would say it was yielding to the lust of governing."

"So much for the very excellent analysis of Lord Moulton. 'Editors of newspapers do indeed have their abode in this wide middle realm—the domain of Manners. Manners, in the highest sense, must be the standard of much of our judgment. In this high sense it is the safe test of ethics.'

"If we are honest we should be the first to admit that newspapers print a great deal too much that is trivial. Again, if we are honest, we must confess that newspapers, not purposefully so much as negligently, print a great deal which is not only unfair to those who participate personally in the publicity but which could hardly be construed as of service to the common good."

"It is our problem. It is a personal problem. Only as we become men of finer taste, more sensitive to the demands of high citizenship in that domain of Manners, shall we come to satisfy the righteous claims of ethics and move toward the achievement of both Taste and Justice in the columns of our newspapers."

No action was taken on the committee's recommendations.

## Research Is Topic of N. Y. Agents

Research and its relation to advertising agency service was discussed at a meeting of the New York Council of the American Association of Advertising Agencies held at the Pennsylvania Hotel, New York, Jan. 22. Paul Cherrington of the J. Walter Thompson Company was principal speaker. Stuart L. Mims of the J. Walter Thompson Company is council chairman, and William J. Bordman of the George Batten Advertising Agency is secretary-treasurer.

## Texas Agency Sold

SAN ANTONIO, Tex., Jan. 22.—F. R. Colgann, Thursday announced sale of his interest in the Clifton H. Tupper Agency and the Tupper Colgann Advertising Company to Clifton H. Tupper, who became sole owner of the business. Colgann has taken charge of the advertising and business management of the Texas Republic, San Antonio weekly.

## COMMITTEE ON SYNDICATES

## Syndicate Men Declare Editors Are Responsible for Many Abuses in Syndicate Material

SILENTLY, but with evident interest, the editors heard the syndicates' defense against the charges laid against them at the 1924 meeting of the Society. Marvin H. Creager, *Milwaukee Journal*, who formulated the 1924 report on the basis of letters from editors, this time sought expression of the other side through statements from syndicate owners. Mr. Creager read the report, without interjecting any comment, and it was received without expression of sentiment by his audience. For the benefit of EDITOR & PUBLISHER readers who haven't time to read the complete document, the points the feature manufacturers adduced may be summarized thus:

1. Editors do not buy in many instances; they permit themselves to be sold, sometimes against their better judgment.

2. Editors and circulation managers are to blame for unsatisfactory price conditions, because:

a. They often attempt to induce a syndicate to withdraw a feature from a competing paper for their own benefit.

b. Many of them are known to syndicate salesmen as drivers of hard bargains and prices are quoted with sufficient margin to permit an apparently large reduction.

c. Often exorbitant bids are offered by editors for a feature in great demand.

d. Editors refuse to pay an increased rate for a feature which will enable the syndicate to hold its producer, yet they will pay a greatly advanced price for the same feature to another syndicate which has succeeded in luring the producer away from the original organization.

3. Editors ought not encourage syndicates which do not manifest a determination and ability to remain in the field. Patronage of fly-by-night syndicates is held responsible for the great increase in number of syndicates and sales arguments which now consume the time of newspaper executives.

4. Editors do not show the respect for contracts necessary to the conduct of a stable syndicate business. Some editors, it is charged, consider a contract a one-way agreement.

5. Difficulties over territory are often caused by newspapers seeking unfair advantage over their opposition, sometimes by purchase of features which are not published, sometimes by suppressing features when it is thought that the newspaper may lose it at expiration of the contract.

6. Syndicates are open to the charge that they do not develop new material, because they have found it difficult to get an opportunity for a new feature from most editors, who demand proof of the feature's success in other cities.

The complete report, with one or two unimportant elisions, follows:

"There has been, so far as the committee knows, no development in the syndicate situation in the last year to demand special attention by the committee and so it was suggested that some of the views of syndicates be submitted to the Society as a means of assisting in bringing about a better understanding between newspapers and syndicates. Sometimes it is beneficial, if not altogether flattering, to peep into the mirror and see ourselves as others see us. In this case the syndicates are holding up the glass for us.

Memoranda from various syndicates show, however, that there is not complete agreement among them even on some vital points, such, for instance, as contracts between syndicates and newspapers and sales methods. It also is apparent that there is a divergence of ways of determining prices to be asked for features and in some cases syndicate men themselves express the wish that the editors could devise a way of scaling prices equitably. In previous reports of this committee it has been suggested that the editors themselves are very largely to blame for having in some cases to pay exorbitant prices for features. This same point is brought out by several syndicate men.

One syndicate manager says he believes editors fall too easy a prey to syndicate salesmen and frequently buy features against their better judgment. He says in his memorandum:

"One evil that has grown up should be corrected, and that is the tendency of editors to yield to the persuasion of salesmen and load up their papers with more features than they can possibly use, to the detriment of features

that should really have a place in their papers. I think that editors depend too much on the bully-hoo of the syndicates and allow their own judgment to be overcome by salesmanship. Many editors never give a standard feature a good tryout. A glib salesman comes along and talks to them into buying his product and perhaps a superior feature is thrown out.

"The manager of another large syndicate has this to say of sales methods:

There are stupid people in every profession, I think. The stupid editor frequently doesn't want to see syndicate features. The stupid syndicate man takes an editor's time uselessly. The good editor, in my opinion, always wants to see features, but that doesn't mean that he wants to buy them.

"And another man old in the syndicate business says:

"We analyze hundreds of newspapers from all over the United States. Some of our finest features would be highly inappropriate for many of these papers. Some of our most appealing features are quite out of place in many communities. So it is that we are often loath to sell a feature to a paper for the reason that we do not solicit business unless a transaction is based on our expert diagnosis of what our client needs. It is clear then how strongly we urge an editor to scrutinize and weigh the merits and qualifications of anything we submit before he takes it on. But once his decision is made, equally important it is that he should in fairness to the feature, to its paper, and to his readers, hold the feature until it has had a real chance to make good.

"Forceful suggestions as to how the task of editors might be lightened are contained in this comment on the sales situation by a syndicate manager:

It seems to me that the relation between newspapers and syndicates should be one of selective cooperation. I think that the syndicates do not spend enough time or thought in acquainting themselves with what editors actually need in advance of trying to fill their requirements. They are disposed on their own judgment to secure vast amounts of material and are then under the necessity of getting up expensive publicity campaigns in order to lure, cajole editors into buying material which had they been consulted in the first place, they would have said they did not want.

While this statement sounds true and logical, there are a great many holes in it, and the biggest hole is the variability and fallibility of human judgment. Because we have from time to time gone after very big features necessitating a vast outlay of money, we have had considerable experience of taking editors into our confidence and obtaining their decision in advance, and in a few cases many thousands of dollars have had to be paid for a feature not



## Bureau of Canadian Information

THE Canadian Pacific Railway, through its Bureau of Canadian Information, will furnish you with the latest reliable information on every phase of industrial and agricultural development in Canada. In the Reference Libraries maintained at Chicago, New York and Montreal are complete data on natural resources, climate, labor, transportation, business openings, etc., in Canada. Additional data is constantly being added.

Development Branch—If you are interested in the mining wealth and ever increasing mining industry of Canada or in the development or supply of the very great variety of industrial raw materials available from resources along the Canadian Pacific Railway you are invited to consult this Branch. An expert staff is maintained to acquire and investigate information relative to these resources and to make examinations of deposits in the field. Practical information as to special opportunities for development, use of by-products and markets, industrial crops, prospecting and mining given on application.

No charge or obligation attached to the above services. Business men and organizations are invited to make use of it.

## Canadian Pacific Railway Company

Department Colonization and Development

C. P. R. Building  
Windsor Station Montreal, Can. Madison Ave., at 44th St. New York. 165 E. Ontario St. Chicago, Ill.

FOR the calendar year 1924, the Baltimore Sun (morning, evening and Sunday issues) carried

32,786,478

agate lines of paid advertising, a gain of 694,180 agate lines over the year 1923.

Everything in Baltimore Revolves Around

THE  SUN  
Morning Evening Sunday



yet secured and sight unseen. Sometimes the result has been tremendously satisfactory and other times it has been disappointing. Where it has been disappointing the editors involved have realized that we and they have gambled and if to any degree we have lost we have lost together. This, of course, has only applied to very big features. Many times we have taken on features that, had they been submitted in their first raw shape to a board of editors to pass on, would have been turned down. But some one has had a vision about such material and has worked it over at considerable expense into a newspaper feature, and it has been a success. I could give you instance after instance of the taking of a magazine feature or a book and creating out of it a newspaper feature. This is something, I believe, that can be accomplished only by a person who has the ability, time, and syndicate feature experience to do it. After it is done, fifty or a hundred newspaper editors recognize it at a moment's glance as a good feature and buy it. Perhaps five out of that fifty or a hundred would have expressed any interest had they seen it in its first shape, —not because these men have not ability, knowledge and newspaper experience, but because they have not the time nor the interest. The transformation of a magazine feature or a book into a newspaper feature is a business by itself.

As to the wide fluctuations in prices of syndicate features another veteran syndicate manager says:

\*\*\* Editors and circulation managers are to blame for the unsatisfactory price conditions. It is the newspaper which has taught the syndicate that it should accept the highest bid for the feature.

When an editor shows to a salesman an interest in a feature appearing in an opposition paper, he has laid the foundation for the syndicate to secure more money from the opposition paper or from his paper.

There appear to be three prices for a feature: too high, too low and a fair price, and it has been my experience that the editor always is willing to pay a fair price in preference to one which is too low or too high.

The salesman, before he offers a feature to an editor, knows the right price to quote and is prepared to name it, but when an editor in decency says, "That's a good feature," the price is apt to increase.

It would be interesting to compare the prices being paid by various cities of about the same importance,—says Boston, Philadelphia and Detroit or Worcester, Springfield and Hartford. Such a comparison would show what eagerness has done to prices on certain features. It is regrettable, but true, that the editor is largely responsible for the big variation in prices and for the disposal of features (especially important text features and comics) to the highest bidder.

"Another angle to the price situation

is brought out thus by an observant syndicate manager:

Of course there are editors who always offer you a lower price than you set and you anticipate him by setting your price higher and coming down to his figure. They are a number of these,—all good fellows,—of course. All reputable syndicates wish some system of price-making could be evolved that would be fair to the papers and the syndicates. Some methods have been tried, notably one based on circulation, but it is common knowledge that there is no exact way at present by which the prices of syndicate features can be fixed on an equitable basis. If the editors could suggest a fair method, I think the larger syndicates would agree to try it out.

"The tendency of some editors always to seek to drive a bargain in syndicate prices is thus touched on by the head of another syndicate:

I have heard it remarked, and by editors for whom I have the most friendly feeling, that the syndicates set one scale of prices expecting to take another. I think I can speak for all the leading syndicates when I say this practice is not indulged in. I have also heard it remarked by some of these same editors when a syndicate man comes in to sell a feature they invariably offer him half the price he asks. Naturally the salesmen, who are the personal points of contact between the syndicates and the newspapers, get to know this and in spite of the fact the syndicates establish what they think is a fair rate of prices for the different territories, the salesmen ask a higher rate when they know beforehand that a man is going to insist on a cut.

"Here is what another syndicate head has to say of the price situation:

We find that a newspaper's attitude toward feature prices is highly significant of its feeling toward the whole scheme of syndication. The average newspaper resents the average feature charge, no matter what the figure may be. This reaction rises from two causes: ordinary newspaper copy can be got very cheaply; and there have been so many cases of hold-up when a writer or artist of nation-wide fame insists on unreasonable remuneration. This service recognizes both of these causes of ill-feeling against feature prices; but find in them nothing to swerve us from a basic policy in fixing our own figures. A feature writer or artist of talent is very hard to get. And, when one is got, he must be trained and developed to produce good newspaper material over a long period without retrogression. Compensation must be in keeping both with the proficiency of the creator and with the demand for his services. Moreover, the shrewd handling that a group of such creators requires invariably entails a very substantial overhead in the syndicate office.

Of equal importance in newspaper syndication is the bearing distribution has on prices. Here our analogy is with the insurance business. Life insurance premiums are based on mortality tables and on the known overhead of an insurance company. Similarly we base our prices on circulation tables and on the average overhead on a given feature in relation to the response it wins from its market. We do not capriciously raise prices just because we think "the trade will stand it." When we raise the price on a feature it is because we are trying to hold a good creator within reasonable limits instead of losing him to a competitor who may be wholly unscrupulous in his methods of charging papers for feature material.

"Several members of this Society have expressed the feeling that there are more syndicates than there is any use for—in fact that the constantly increasing flock of salesmen is becoming pretty much of a nuisance. Naturally, the established syndicates share this view for they are, of course, not eager for increased competition. The editor of one of the oldest syndicates writes in this connection:

Criticism of syndicates by editors is probably the natural result of the amazing increase in the number of syndicates. What was originally intended to be a working agency for newspapers and authors and a friendly intermediary between newspapers and authors has become a competitive business. Any syndicate editor now, instead of having to think only of his source of supplies and his market, has to give at least a third of his mind to what other syndicates are securing, the sales methods they are using, and the prices they are procuring. This, of course, is unavoidable; perhaps in some ways it is advantageous; and in any case there is no cure for it except the ultimately healthy law of letting the best man win.

"And here is what another syndicate manager has to say of the increasing number of feature sellers:

I do not think that editors should encourage the many fly-by-night syndicates that are springing up. They sell their stuff for what ever they can get and consider it so much gain. No feature should have a standing unless it is tried and tested in a paper of great influence and circulation. For instance, I think that editors would rather run along with our syndicate on features produced at great expense than to deal with private syndicates that have nothing back of them but an office and a telephone.

"Of special interest is the comment on contracts. It is a bit surprising, perhaps, to have from the manager of one big syndicate, these words:

As for myself, I do not believe in syndicate contracts, but I suppose they are necessary in-

asmuch as some syndicates are not above taking established features away from one paper because of greater financial inducements offered by another. However, as they would discontinue anyway at the end of the contract period, it seems to me that the contract is no great protection. For the general run of features I would just as soon have no contract because if an editor does not want our stuff he will find some way to get rid of it anyway and if he does not like the feature or if it does not meet his expectations, what is the use of holding him to a contract?

"And in a similar vein another writes:

It is the custom in selling features to show the editor a few samples, perhaps only one article of a series of articles. It would appear that as the editor in this case buys from a "sample," expecting that subsequent articles will be up to the standard set in the "sample," that the editor should have the right, if in his judgment, the feature is not holding up, to an immediate cancellation.

For a daily or three-times-a-week feature, copy is prepared usually a month in advance of release, hence it would appear that the right to cancel by giving thirty days' notice should be the privilege of the editor.

"The necessity of contracts between syndicates and their writers and artists as a protection against abduction by other syndicates is brought out thus by a manager:

In the last few years in particular a very unfortunate situation has arisen for the syndicates. Authors will take their material to some syndicate and will sign up only a one year contract. After the syndicate has gone to the enormous initial expense through the mail and through salesmen of selling them, authors will remove their product at the end of a year to another syndicate and sign up a contract on the terms of receiving as a guarantee all the business that the other syndicate built up and a share of any new business that the new syndicate may put on. This was probably the original cause of the price raising to which editors bitterly object. Several years ago we lost a prominent newspaper feature. We approached all the leading editors using that feature and asked them if they would be willing to stand a moderate raise to enable us to meet the price demanded. More than two-thirds of the editors absolutely and indignantly refused to stand any raise. We lost our man and had the bitter experience of learning that those very same editors, in order to retain the feature, which was an extremely popular one, were paying double and more to the new syndicate than we had asked them to stand. This is an example where co-operation between editors and syndicates would be of tremendous value to both. There have been outrages in the way of raising prices to a newspaper for a feature that had become too popular to be lost. But there (Continued on page 34)

# The ONLY CROSS-WORD COMIC

## EQUALS THE CROSS-WORD PUZZLE IN INTEREST!

### Have More Than a Puzzle!

Puzzle Hounds and Otherwise Will Want to Follow the Adventures of Cross-Word Charlie

#### CROSS WORD CHARLIE

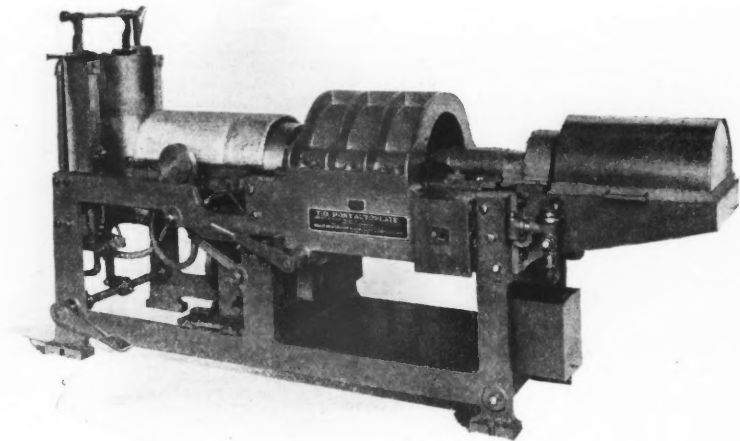
By Art Helman



YOUR COMPETITOR HAS CROSS-WORD PUZZLES BUT— HE CAN'T HAVE CROSS-WORD CHARLIE IF YOU BEAT HIM TO IT!

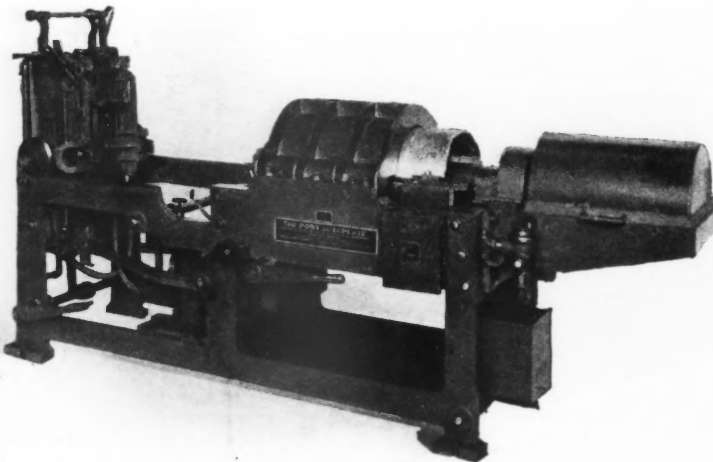
Already Boston, Philadelphia, Kansas City, Vancouver, Richmond, Savannah, Norfolk, Springfield, Grand Rapids, etc., are closed Wire for Your Territory

The Eastment Syndicate 703 Knickerbocker Building, New York



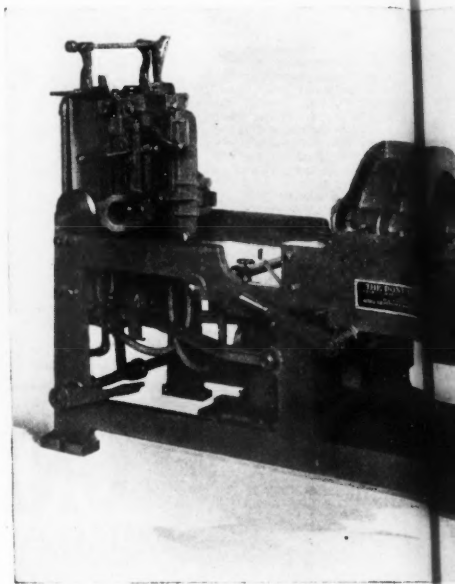
*The* FIRST CAST IS DELIVERED

For the first time in a one or two press plant plates may be made with swiftness, economy, accuracy of curvature and thickness, and a perfect printing face.



*The* FIRST CAST IS SHAPED, SHAVED, *and* TRIMMED

*Illustrating the pe*  
 PNY  
 AUTOPLATE  
*with 00*

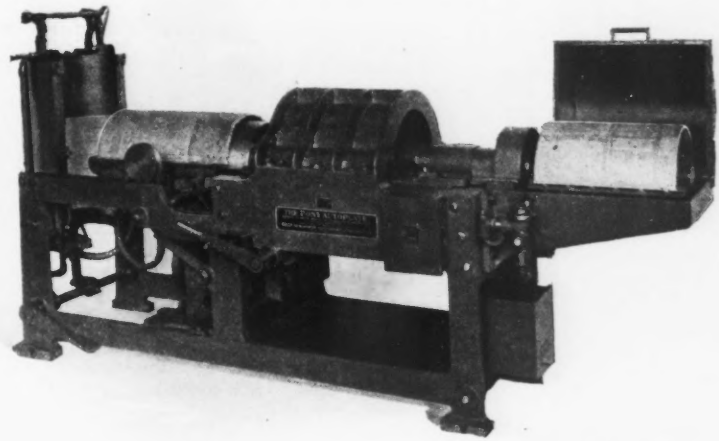


A COMPACT  
 fully motorized, which is shipped as a unit  
 to work by your stereotyper.

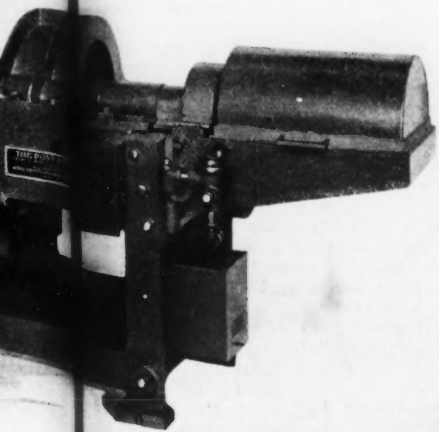
The PONY AUTOPLATE  
 may be had at a moderate  
 easy terms of payment  
 or more, send for our

WOOD NEWSPAPER MACHINE  
 501 Fifth Avenue

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MACHINE  
with cooler



The FINISHED PLATE IS COOLED, WHILE THE SECOND CAST GOES TO THE SHAVING ARCH

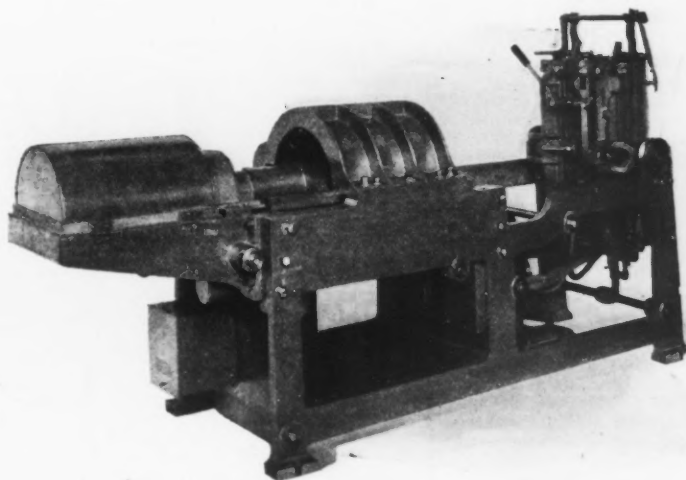


It casts, shapes,  
shaves, trims, and  
cools the plate,  
delivering it dry,  
ready for press.

OMPAC MACHINE,  
opped as it and may be set up and put instantly

UTOLATE MACHINE  
moderate price, and upon  
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r our ten purchase plans.

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REAR OF MACHINE

# EDITORIAL

## NEW PROFESSIONAL STATUS

IT becomes increasingly clear that the course of the American Society of Newspaper Editors leads to a true and evident professional status for those who make the news and editorial side of newspapers.

Compare the deliberations of last week's gathering at Washington with similar conferences of members of the organized professions. There is the same searching for the lines of truth, honor, competency; open-minded exchange of experience; uncompromising denunciation of improper practice and means to control individual conduct; frank and full discussion of vital problems in relation to public and private responsibilities; organized conclusions reached through free, public debate; action based on an established code of principles and objectives.

The question has been asked, "Is Journalism a Profession?" and we submit to our readers that the proceedings at Washington clearly reply in the affirmative.

The successful launching of the Society should be, and we are confident is, the subject of rejoicing among the newspaper workers of the country. At last there is a solid body of daily newspaper editors joining thought and action for the establishment of written standards of practice.

It is worthy of note that the practices of the average individual newspaper editor, dictated merely by conscience and good manners, are now well confirmed by the Society. We read the debates of this new editors' organization and find in them all the old familiar principles of all the good old editors we have ever known.

The Society has never been needed as a means of reform or radical change. It brings no great new light to the situation. There is no suggestion of fundamental changes. There are many worthy projects, but each is in the nature of a refinement. It proposes to defend the principles that have stood for generations. Reaction is to be noted and checked. The Society has set out to make the newspaper better understood by other professions and editors better to understand the public policies of other professions.

We particularly call our readers' attention to the argument and debate last week on the treatment of medical news. This is getting light on a subject which has been sore for generations, merely because everyone's business has been no one's business. Here we have a vision of practical service by the Society.

The gradual, well-considered development of this organization already bears a fine fruit, and true wisdom has been shown by those who have been guiding it. Great credit is due President Casper S. Yost and his associate officers, for the calm and determined course the Society has taken.

The country now has the foundation of an organization which will endure and benefit every earnest press worker. From the professional point of view this fact is subject for congratulation, but naturally the broader significance lies in better assured public benefits.

President Coolidge lent to the Washington occasion not only the dignity of the first office in American life, but a personal testimony which has caused pride to glow afresh among the men and women of the craft. Ours are the best newspapers in the world. We know they are by no means perfect. They falter and stumble after the ways of men. But they do possess certain positive elements of public service and private pride which, we feel, merit the President's high and candid comment.

Newspaper men who attended the Saturday night dinner testify that better after dinner speaking has not been heard at any function—all in the spirit of earnest men, thinking their way through the complex maze.

The business that the Society transacted clearly indicates a disposition to tackle the deepest common problems with bare hands. One reads the proceedings convinced that these editors mean to make something more of this Society than a pleasant fraternal organization. They mean to give newspaper work the professional status it deserves.

*A highbrow wants to know how the cross word craze "phenomenon" can be explained. It is a good little game, and the normal person is a child at heart and enjoys play. It is also one means of escape from the horror of incessant American talk about money, automobiles, booze and sex.*



Boast not thyself of tomorrow; for thou knowest not what a day may bring forth.  
Let another man praise thee, and not thine own mouth; a stranger, and not thine own lips.  
—Proverbs; XXVII, 1-2.

## AN EXPENSIVE GIFT

WE have just been reading a proof page of a feature service mailed to newspapers free of charge. It has a half-page Thanksgiving Dinner story, with an attractive proposed menu and a delightful line-drawing of a housewife preparing a turkey for the roaster. "Matrix will be supplied upon request." It is all as free as the blessed sun-drawings.

In three columns of type we find the words "enameled ware" appearing no less than 28 times. This suggestion of the use of enameled ware in kitchen service is, of course, just woven through a story which has the appearance of legitimate newspaper writing. The average reader would not imagine that the story was intended to advertise a type of merchandise, but nevertheless he would be left with a distinct impression that a Thanksgiving dinner could scarcely be prepared without the use of enameled ware utensils.

The stuff was broadcast by the "Service Department, Room 1501, 46 Cedar street, New York." We need not tell you that it is the work of the press agent of an industrial advertiser. How many newspapers "fell for" it we do not know. Probably not many. A few clippings would have satisfied the press agent. He would have been able to tell his employer that if he had purchased at space rates an equivalent amount of display advertising the cost would have exceeded the press agent expense.

Nibbling—nibbling—nibbling!

But, year by year, the old game of free space grabbing grows more feeble. However subtle press agents' offerings may be, the average editor steers off when the red flag of "something for nothing" flies at the masthead of a syndicated proof.

*Buffalo Enquirer, published in standard form for 34 years, takes on picture tabloid form as Buffalo Daily Star and Enquirer. Here, indeed, is an interesting test of the revived idea in dailies. Buffalo has been a good news-picture city for many years.*

January 24, 1925 Volume 57, No. 35

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. Schwyler

James Wright Brown, Publisher.

J. B. Keeney, Business and Advertising Manager.

Fenton Dawling, Promotion Manager.

George Strate, Circulation Manager.

Washington: J. Bart Campbell, Homer Bldg.

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

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

London Editor: Herbert C. Ridout, 10 Radcliffe Road, Winchmore Hill, N. 21.

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

## OUR NEW COLLEAGUE

AS an outgrowth of the famous 1924 convention of the Advertising Clubs of the World, in London, an operating alliance has developed between the two leading trade journals of America and Great Britain through whose instrumentalities that convention was in part carried to the greatest success that has ever attended a gathering of advertising men.

These journals are *Advertising World*, the leading journalistic and advertising periodical of Great Britain, and *EDITOR & PUBLISHER*.

With great satisfaction we note in the current issue of *Advertising World* expressions of approval of this working alliance by distinguished British advertising men and journalists.

These spontaneous commendations came from the Right Honorable Viscount Burnham, proprietor of the *London Daily Telegraph*; C. Harold Vernon, president of District No. 14 of the A. A. C. W.; Sir Charles Higham; Mr. Horace Imber, advertisement director of the *London Daily Chronicle*, and Mr. Gordon Selfridge, director of the famous Selfridge department store of London. We appreciatively acknowledge their kind references to *EDITOR & PUBLISHER*.

The alliance is a very simple arrangement. *Advertising World* undertakes to collect for *EDITOR & PUBLISHER*, in Great Britain, news and credited opinion for the interest of our readers, while *EDITOR & PUBLISHER* shall perform in this field a similar service for its London colleague.

Both papers are entirely in the attitude of correspondents for the other, and naturally this relationship involves no change of policy on the part of either journal. Through the splendid resources of *Advertising World* we confidently promise to our readers an improved news service from Great Britain.

By the same agreement *EDITOR & PUBLISHER* becomes the active advertising representative here of *Advertising World*, while *Advertising World* will act in the same capacity for *EDITOR & PUBLISHER* in Great Britain. Thus is afforded to national advertisers and advertising agencies in both countries single sources of service.

*Advertising World*, as many of our readers are aware, is highly progressive in its field and possesses the confidence of journalists and advertising interests throughout the world. There are few publications on either side of the Atlantic that can compare with it for handsome typography. Its huge issue published for last year's convention will be remembered by advertising men as a model both in physical appearance and contents.

*Advertising World* is under the editorial guidance of Mr. Sydney Walton, a distinguished British journalist, also editor of the *Yorkshire Evening News*. It is under the business direction of Captain R. B. Crewdson, equally well known, and its advertising director is Mr. Thomas McDougall, a frequent visitor to America and needing no introduction to our readers.

Recent years have given undeniable proofs of common purpose among English speaking peoples and those who attended last year's convention are in accord that the future holds for the journalistic and advertising crafts of Great Britain and America many opportunities for mutual achievement and profit. It is our hope that this alliance may better cement understanding and co-operation in the realm of newspapers and advertising, while serving the practical requirements of the readers and patrons of both journals.

*EDITOR & PUBLISHER'S Year Book for 1925 will be published next week—an indispensable aid to every worker in this field.*

## HERE'S A GOOD STORY

WE respectfully call to the attention of the coterie of magazine writers who specialize on newspaper criticisms this month's file of *EDITOR & PUBLISHER*, suggesting that a very wholesome and, we dare say, marketable article might be written on the general subject of Our Public Spirited Press. The proceedings of the editors' convention of last week would provide a solid basis. Such enterprises as that of Dick Smith, of the *Kansas City Journal-Post*, and one need only consult our file to find them, would provide the romance.

**PERSONALS**

**LEE SATTERWHITE**, publisher of the *Amarillo* (Tex.) *Herald*, and member of the Texas legislature, was elected speaker of the House recently.

Herman Roe, editor of the *Northfield* (Minn.) *News* and president of Country Papers, Inc., has been elected president of the Minnesota Agricultural Society.

J. H. Furay, vice-president of the United Press Associations, in charge of foreign news, left New York this week on a 10-day trip to Palm Beach, Fla. and Havana, Cuba.

E. A. Alexander, publisher of the *New York Daily Mirror*, is spending his winter vacation at Pinehurst, N. C.

**IN THE BUSINESS OFFICE**

**WILLIAM E. SULLIVAN** has resigned as classified advertising manager of the *Scranton* (Pa.) *Republican*.

C. E. Ketring of Goshen, Ind., is now advertising manager of the *Mount Carmel*, (Ill.) *Daily Republican-Register*. He was formerly with the *Elkhart*, (Ind.) *Times*.

F. M. Grim has rejoined the *Jacksonville* (Fla.) *Journal* as circulation manager.

Kenneth Kerr, advertising manager of the *Wilmington* (O.) *News-Journal*, is recovering from an operation.

**IN THE EDITORIAL ROOMS**

**GENE FOWLER**, managing editor of the *New York American*, is visiting at the Hearst ranch in San Simeon, Cal. He plans to be away from New York about a month.

Robert Murray, formerly on the staff of the *Boston American*, has been appointed art editor of the *New York American*.

John H. Sines, associate editor of the *Trenton Times*, is seriously ill in a hospital in Trenton.

L. L. Evans has been made assistant city editor of the *St. Paul Dispatch* in place of V. E. Fairbanks, resigned.

C. H. Derby has resigned as city editor of the *Scranton* (Pa.) *Sunday Telegram*.

Kenneth Mack, formerly on the *Boston Telegram*, is now managing editor of the *Bangor* (Me.) *Commercial*.

A. Leonard Smith, Jr., has been named Albany correspondent of the *New York Evening Post* succeeding Hans J. Adamson, resigned.

Dudley Nichols, who left the *New York Evening Post* last October to take post-graduate work at New York University, has returned to the staff of that newspaper as special writer.

Raynor Seelig, authoress of "The Eternal Huntress," a novel, has joined the staff of the *New York Daily Mirror*.

Austin Scannell, formerly city editor of the *Bangor* (Me.) *Commercial*, has become city editor of the Cambridge edition of the *Boston American*, succeeding Herbert Caryl, who has returned to the main office.

Frank A. Mallen, for the past six years with the New York City News Association, has joined the night editorial staff of the *New York Evening Graphic*.

Henry H. Bolz, industrial reporter on the *Decatur* (Ill.) *Herald* for the past 16 years has been appointed secretary of the Decatur Association of Commerce.

Miss Katharine Wheeler of Kansas City, has joined the staff of the *Tarrytown* (N. Y.) *News*.

Robert H. Horton, son of State's Attorney Ezra M. Horton has joined the staff of the *Springfield* (Mass.) *Republican*.

Robert Hughes, reporter for the *Cleveland Press*, outfitted as a policeman last week, patrolled the "toughest" beat in the city to get a feature for his paper.

Archie Ward, for the last three years sports editor of the *Rockford* (Ill.) *Morning Star*, has joined the sports staff of the *Chicago Tribune*.

A. Whisnant, for six years editor of the

*Bend* (Ore.) *Press* has left newspaper work to become secretary of the Pacific Logging Congress.

E. J. Hart and Harold Myers are representing the *Scranton* (Pa.) *Times* and *Republican* at the state legislature in Harrisburg.

Albert L. Sylvester of Hanover, Mass., has joined the reportorial staff of the *Springfield* (Mass.) *Republican*.

Joseph M. Coburn, labor reporter on the *Lynn* (Mass.) *Daily Item*, has received a commission as second lieutenant in the military intelligence department, U. S. Army Officers' Reserve Corps.

Dale Hostetter, formerly reporter for the *Canton* (O.) *Repository*, has succeeded Guy Clemmitt as publicity manager of the Canton Chamber of Commerce. Clemmitt is now city editor of the *Canton Daily News*, succeeding S. Boyd Hilton, recently resigned.

Homer C. Bow, of Canton, has joined the staff of the *Canton* (O.) *Repository* as assistant sports editor.

Mrs. Helen Duff Chalfant, formerly of the staff of the *Ashland* (O.) *Times-Gazette* is now office secretary of the Ohio County Farm Bureau at Wheeling, W. Va.

**HOLDING NEW POSTS**

**DON WILEY**, from New York City News Association, to copy desk, *New York Evening Post*.

Howard N. Gallup, from advertising department, *Syracuse Herald*, to advertising staff, *Lockport* (N. Y.) *Union Sun and Journal*.

W. A. Lawhon, artist, from *Houston Post-Dispatch*, to *Los Angeles Examiner*. Miss Barbara Beane, from *Boston American* staff, to staff, *Springfield* (Mass.) *Republican*.

Joseph Gordon, from sports staff, *New York Daily Mirror*, to sports staff, *New York American*.

**CHANGES OF OWNERSHIP**

**H BROWNFIELD SCOTT** of Pittsburgh, Pa., has bought the *St. Francisville*, (Ill.) *Times* from John Prout.

L. E. Busenbark, owner of the *Garden City*, (Kan.) *Telegram*, has sold the paper to E. F. Ewing, of Kinsley.

Malcolm (Ia.) *Leader* has been purchased by E. E. Doty, former owner of the *Letts* (Ia.) *Record*.

M. M. Scholls, editor and publisher of the *Cooper* (Tex.) *Delta County Courier*, has sold his paper to Max T. Turbeville and associates.

Hatton, (N. D.) *Free Press*, owned and published by C. P. Anderson has been sold to H. G. Wambheim.

**SPECIAL EDITIONS**

**BOSTON HERALD**, 24-page New England Mill edition, Jan. 19.

*Ft. Madison* (Ia.) *Democrat* a 20-page Community Clearance Sales number, Jan. 12.

*Manchester* (Ia.) *Democrat* a special edition Jan. 16 commemorating its 50th anniversary.

**PRESS ASSOCIATION NOTES**

**JOE WASNE** has been appointed manager of the Pittsburgh bureau of the United Press Associations, succeeding John Nimick, transferred to Atlanta, Ga.

Ralph Cropper, formerly of the *Philadelphia Bulletin*, has joined the New York staff of the International News Service.

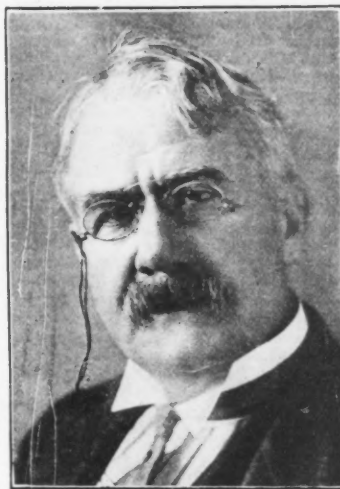
*Klamath Falls* (Ore.) *News* is now taking the leased wire service of the United Press.

William F. Carter has been transferred from the Pittsburgh office of the Associated Press to operate the AP leased wire for the *Hagerstown* (Md.) *Morning Herald*.

J. L. Meddoff, formerly of the staff of the *Huntington* (W. Va.) *Advertiser*, has been appointed manager of a new bureau opened by the International News Service at Charleston, W. Va.

Copeland C. Burg has been transferred from the International News Service Los Angeles bureau to San Francisco, replac-

**FOLKS WORTH KNOWING**



**FRANK L. STANTON**, of the *Atlanta* (Ga.) *Constitution*, was named poet laureate of Georgia in a proclamation published this week by Governor Walker.

Mr. Stanton has been with the Constitution since 1857, gaining wide popularity from his daily column of prose and poetry "Just From Georgia." In 1916 Gov. Nat E. Harris of Georgia designated the last Friday of October as "Frank L. Stanton Day" as an annual state celebration to be observed in honor of the newspaper poet.

The new poet laureate's journalistic career began with type, graduating from a printer's devil into a printer himself. He first worked on the mechanical side of the *Smithville* (Ga.) *News*.

Two of his poems—"Lynched" and "They've Hung Bill Jones" once caused an Oklahoma Governor to commute the sentence of a man condemned to hang. He is author of the popular song hits "Mighty Lak' a Rose," "Just a-Wearyin' For You" and "Sweetes' L'il Fellow," and was a friend of James Whitcomb Riley, Eugene Field, Henry W. Grady and Joel Chandler Harris.

Mr. Stanton will be 68 years old Feb. 22, and Governor Walker has called upon all Georgians to observe his birthday.

ing Ellis H. Martin who comes to the New York office. Burg has been succeeded by William G. Cayce from the San Diego bureau, with Kent Cochrane relieving Cayce.

H. L. Mott has been transferred from the New York office of the International News Service to the staff of the *Harrisburg*, Pa., bureau.

Frank Weller, of the Indianapolis bureau of the International News Service, has been sent to the *Springfield*, Ill., bureau, replacing Harold Robinson, transferred to St. Louis, succeeding C. J. Cejnar. Cejnar has been placed in charge of the Des Moines bureau.

Kenneth Clark of the Washington bureau of the International News Service, is at present at Austin, Tex., where he reported the inauguration of Mrs. M. A. Ferguson as Governor.

Claude Leavelle has joined the staff of the Kansas City, Mo., bureau of the International News Service.

**ON THE MECHANICAL SIDE**

**HENRY DOCKENDORF**, formerly mechanical superintendent for the *Buffalo Commercial*, now is with the Open Shop Publishers Association.

Russell Stirling, foreman of the composing room at the *Trenton Times*, has been promoted to mechanical superintendent.

**WITH THE SPECIALS**

**ALCORN & SEYMOUR COMPANY**, New York and Chicago, has been appointed to represent the *New York Staats-Herald* in the West.

**SCHOOLS**

**OHIO UNIVERSITY**, Athens, O., has joined the educational institutions offering professional training in journalism. Eight courses in journalism and five in advertising are offered. Professor George Starr Lasher, a former Michigan newspaper man, who has had considerable experience in university teaching, is head of the department.

**ASSOCIATIONS**

**BALTIMORE PRESS CLUB** has agreed to undertake the perpetual maintenance of the Edgar Allen Poe shrine in the Westminster Presbyterian Church, Baltimore. The newspaper men asked permission to restore the grave to a condition becoming to a memorial to the poet.

**Rochester** (N. Y.) *Press Club* staged its second annual Press Club Show at the Lyceum Theater, Jan. 13 and 14. Members from the editorial staffs of the five Rochester dailies "roasted" the town. Guests of honor included Lieutenant-Governor Seymour Lowman; State Commissioner of Farms and Markets Berne A. Pyrke and city officials. Norman Nairn is president of the club.

**Scranton Newswriters' Union** will hold a banquet at the Elks club on Jan. 31, at which publishers of Scranton will be honor guests.

**North Dakota Press Association** held its annual convention at Valley City, N. D., Jan. 16 and 17. Among the speakers was W. J. Keyes of Winnipeg, editor of the *Country Publisher*.

**Northern Minnesota Editorial Association** held its annual mid-winter meeting at Little Falls, Thursday, Friday and Saturday, advertising, printing, circulation and production problems were discussed.

**Newspapermen's Benevolent League, Inc.**, at its annual meeting held in the New York Newspaper Club, recently elected William Preston Beazell, *New York World*, president; Harry C. Klemfuss, *New York Daily News*, 1st vice-president; Joseph Endler, *Herald Tribune* 2nd vice-president; Charles E. Seelig, *Herald Tribune*, 3rd vice-president; Forrest R. Trafford, *Commercial*, secretary-treasurer, and James A. Doherty, *Times*, assistant secretary-treasurer.

**Parliamentary Press Gallery** of the Quebec Legislature for the 1925 session elected officers as follows: President, E. E. Donovan; first vice-president, Herve Lapiere, *Montreal La Canada*; second vice-president, G. W. Ghewy, *Montreal Star*; secretary-treasurer, Damase Potvin, *Quebec Le Soleil*; librarian, Philippe Desjardins, *Montreal La Patrie*.

**Advertising Club of New York** voted Jan. 21 to engage a special car to take delegates to the international convention of the Associated Advertising Clubs of the World, to be held at Houston, Tex., May 9 to 15. Accommodations are to be provided for 150. The club will entertain Mayor Holcomb of Houston at luncheon next week.

**NEW PLANTS AND EQUIPMENT**

**MARQUETTE** University Press, publisher of *Marquette* (Wis.) *Tribune*, has installed a new Intertype, and other machinery.

*Muncie* (Ind.) *Star*, has installed new Ludlow Typograph equipment.

*Augusta* (Me.) *Kennebec Journal* has installed Ludlow equipment.

*Sioux Falls* (S. D.) *Press* has purchased a new Intertype.

*Springfield* (Mo.) *Leader* has installed a new Hoe 16-page press unit.

**Linotype Firm Wins Safety Award**

In a competition conducted by the New York State Department of Labor, the Mergenthaler Linotype Company recently won a certificate of merit for the safety record of its manufacturing plant. The Mergenthaler factory employs on an average of 2,400 persons a year, and last year had no fatal accidents, and no accidents resulting in total or partial disability.

## ADVERTISING AGENCY AFFAIRS

**H**A. BARTON has been elected vice-president of the Albert P. Hill Company, Inc., Pittsburgh, Pa. H. O. Reif has been named secretary of the organization. Mr. Barton was formerly associated with Street & Finney and the Joseph Richards Company of New York. He was also instructor in advertising at New York University and Johns Hopkins University. Mr. Reif has been connected with the Hill company for two years.

Hannah-Crawford, Inc., Milwaukee, was to move Jan. 24, to new offices in the Broadway-Wisconsin Building, Milwaukee. The agency also has an office in the Sagerman Building, Green Bay, Wis.

A charter of corporation under the laws of Massachusetts was issued last week to the National Advertising Corporation of Boston for the conducting of a general advertising business. The capital is given as \$300,000 and the incorporators are John J. O'Neill of Brookline, James G. Longhurst, Jr., and P. Cyril Shaw, of Boston.

James T. Mangan, formerly advertising manager of the Mills Novelty Company, Chicago, has joined the staff of the Burnett-Kuhn Advertising Company, Chicago. Mr. Mangan will devote his efforts to the preparation of copy and plans for a number of national accounts.

Benjamin S. Trynin, a well known advertising man of California has joined the staff of the Greenleaf Advertising Agency, Boston.

Stanley E. Gunnison, president of the New York advertising agency bearing his name, has been elected a Director of the Flatbush Savings Bank. Mr. Gunnison is a director of several Brooklyn institutions; active in the New York Advertising Club, the Sphinx Club, and vice-president of the Flatbush Community Center.

Donaldson Douglas has been elected treasurer of the World Wide Advertising Corporation, New York.

## WHAT'S WHAT IN THE FEATURE FIELD

**C**CHESTER ROWELL, editor of the *Fresno (Cal.) Republican*, and a former professor of languages in the University of Illinois, has been added to the editorial staff of the NEA of Cleveland, it was announced last week. Prof. Rowell will write a daily editorial feature. Prof. Rowell is noted as a "friend of many presidents," NEA announces, and served on the shipping board at the request of President Wilson, has been the guest of President Coolidge on the Mayflower, was frequently called into service by President Roosevelt and was a close friend of President Harding. He speaks Spanish, French, German and Italian and reads from the languages of Scandinavia and Czecho-Slovakia.

The Putnam Syndicate New York announces arrangements have been completed with the *Kansas City Star* whereby contents of the *Star's* Magazine are to be syndicated to newspapers outside the *Star's* territory.

Thomas A. Gallager, formerly editor of the *Chesterfieldian Magazine*, has been appointed news editor of the Universal Trade Press Syndicate, New York. At one time he was with the *New York Sun* and later associate editor of *Business Digest*.

The George Matthew Adams Service has made arrangements to release the Walt Mason and Edgar Guest features to the trade field through the Universal Trade Press Syndicate, New York.

Miss Zoe Beckley, special writer for the Famous Features Syndicate, Inc., New York, sailed from New York this week for a vacation on the Continent.

William H. Crawford, veteran newspaper reporter, has written a series of 15 articles for the New York World Syndicate under the caption "Close-ups of Great Men" or "Intimate Pictures of Persons Who Made or are Making History—From an interviewer's Note-Book." The material for the articles comes from his intimate acquaintance with the foremost figures of the United States and Europe during the last thirty years. The "close-ups" include Calvin Coolidge; Grover Cleveland; Edward VII, of England; George V, of England; the Prince of Wales; and the last Czar of Russia.

O. O. McIntyre who writes a daily New York letter for the McNaught Syndicate, New York, sailed for a trip abroad on the *Mauretania* this week.

### Jewish Editors Aid Vienna Weekly

Editors of New York Jewish newspapers are raising a fund to aid the *Vienna Morgen Zeitung*, said to be the only newspaper in Middle Europe which advocates the cause of the Jew.

### ADDRESSES WANTED

A. Sauers  
Karl W. Kessler  
James W. Rhodes

## Obituary

**F**REDERICK E. GOODRICH, 81, dean of New England editorial writers and in active association with the *Boston Post* for 51 years died at his home in Jamaica Plains, Mass., recently after a short illness.

JOHN O'BRIEN, 84, *Boston Globe* correspondent at Sharon, Mass., died recently at his home in Boston.

J. C. DIEDRICK, 58, of Kent, O., former publisher of the *Canton News* and *East Liverpool Review*, died this week at Gulfport, Fla.

HENRY WALTER SIMKINS, 56, founder of the *Palo Alto (Cal.) Times*, is dead. He sold the *Times* in 1919 and became editorial writer on the *San Francisco Journal*.

CHARLES EVERETT DUNCAN, 49, editor and manager of the *Scaton (Ill.) Independent* 27 years, died Jan. 18, after a long illness.

GEORGE W. HUGHES, publisher of the *Clinton (Ill.) Register* since 1885, died here recently. He was known throughout Central Illinois and has been prominent in Democratic politics.

MRS. LOUISE C. YOUNG, 77, formerly an art critic on the *Boston Herald*, died at her home in Salem, Mass., recently.

FREDERICK MARRIOTT, 74, publisher of the *San Francisco News Letter*, a weekly, died Jan. 11.

LADY WILLISON, wife of Sir John Willison, former managing editor of the *Toronto News* and one of the best known newspaper women in Canada, died on Jan. 19, after a brief illness.

JOHN THEBALD, 85, veteran Iowa City, Ia., printer, who came to Iowa City when it was the end of the frontier railroad line, and had lived there since, died Jan. 13.

CHARLES L. KISER, 58, for the last eight years managing editor of the *Champaign (Ill.) News-Gazette*, died Jan. 15.

IRVING WASHINGTON, former assistant city editor of the *Rochester (N. Y.) Herald*, died in Winnetka, Ill., recently.

DEFOREST PORTER, 49, dean of Buffalo advertising men, and head of the agency bearing his name, died Jan. 16, after an illness of several weeks.

JUSTUS A. GRIFFIN, 80, who founded the *Winnipeg Tribune*, the first newspaper to be published in that city, is dead in Hamilton, Ont., where he was head of the Griffin and Richmond Printing Company.

CHARLES D. BARRON, 62, of the circulation department of the *Rochester Herald*, died recently.

WILLIAM E. JOHNSON, 49, editor of the *Madras (Ore.) Pioneer*, died recently in Portland.

THOMAS GUERNSEY MOORE, one time art editor of the *Saturday Evening Post*, died recently in Philadelphia.

JOSEPH SCHULTZ of the *Cleveland Plain Dealer* press room force, died Jan. 2, in Altoona, Pa.

WILBUR T. NORTON, 80, former owner and editor of the *Alton (Ill.) Telegraph* and the old *Alton Republican*, died in his home in Alton, Jan. 8.

MRS. INEZ COLBYRNE WARREN, wife of George C. Warren, dramatic editor of the *San Francisco Chronicle*, died Jan. 3.

## Pertinent Facts vs. Traditions

**E**VERY newspaper that installs the Ludlow system immediately loses many of its obsolete composing-room short-comings because upon the minds of all concerned breaks the light of a new day—the Ludlow in action has shown them the better way to produce display composition.

The voice of half-knowledge, backed by old-time composing-room training and practice in the use of single types, however, often continues for a time to whisper that the old fashioned single type way is best—that the Ludlow is slow, and so on.

But time always tells. The facts are irrefutable.

With a Ludlow in your plant all such threadbare expressions as "It can't be done," "Sorts are all out," "We must pull the letters from a live ad" and "Spaces all gone" have no longer a place in the printer's vocabulary and soon the printer begins to see that the Ludlow effects wonderful savings in the plant.

The owner soon discards his single type system for he knows that from his Ludlows he can secure all the display faces he needs in new slug lines up to 60 point, including bold and extended, and that Ludlow faces are always fresh, clean-cut and sharp.

Because he sets matrices instead of type he is sure that, regardless of how much display has already been set, there is an unlimited supply of any Ludlow face so long as the slug metal holds out.

He is also sure of speed because he has learned from experience that the Ludlow way is the simplest, fastest and most satisfactory way to produce run-of-the-hook display composition.



**Ludlow Typograph Co.**

2032 Clybourn Avenue

San Francisco  
Hearst Bldg.

CHICAGO

New York  
World Bldg.

LUDLOW QUALITY COMPOSITION

Trade Mark **FLEXIDEAL** Reg. U. S. Pat. Off.

THE IMPORTED DRY MAT  
OF SUPERIOR QUALITY

Write for Free Samples

**FLEXIDEAL COMPANY, Inc.**

15 WILLIAM STREET

NEW YORK CITY

### "NEWSPAPERDOM" IN NEW OWNERSHIP

**James W. Brown, T. S. Trebell and James W. Brown, Jr., Are Officers—Name Is Changed to "Advertising"**

Announcement was made this week of a change in ownership and control and name of *Newspaperdom* founded in 1888 and reorganized in 1912 by the late H. Craig Dare and for several years edited by Mrs. Dare, his widow, with other associates, including Mr. Andre W. Pearson. The new name of the publication is *Advertising* and the new editor and publisher is T. S. Trebell, a newspaper man of experience in both the editorial and business departments, recently Director of the Extension Division of the Associated Advertising Clubs of the World, also President of the Company. Other officers of the corporation are James W. Brown, Jr., treasurer, and James W. Brown, publisher of *EDITOR & PUBLISHER*, secretary. Publication office of the company remain as formerly: 18 East 41st street, New York City.

*Advertising* appears this week in new dress, three column page, and will concentrate, it is said, on the news of the national advertising and merchandising fields.

Mr. Trebell said: "*Advertising* has a distinct field of useful service open to it—a field not now covered intensively by any of the established publications. This week's issue speaks for itself. Our program is constructive, not destructive, and will unfold as we get under way."

James W. Brown said: "*Newspaperdom*, which has long been held in affectionate regard by newspaper and advertising people has passed to the ownership of The Journalist Company, Incorporated, of which I own the controlling interest, and will be under the complete managerial control of Mr. Trebell and his associates. I am in hearty agreement with them that the opportunity for helpful service in the field they envision is boundless and I have faith in their ability and integrity to conduct *Advertising* in a way to reflect credit upon themselves and the whole field of advertising and merchandising. The aid and assistance I shall render to them will in no way affect the vigor and single-mindedness of purpose of *EDITOR & PUBLISHER* which shall remain as always: the newspaper advocate. Indeed, I see in the *Advertising* idea the second step in the logical development of the service ideal that I have had long in mind.

"All those who have followed the course of Mrs. Dare will join with me in saying that her contribution to trade journalism following the untimely death of Mr. Dare, a man beloved by all who knew him, has been of a high order and deserves the full commendation of the craft. Her desire to retire from the arduous duties of this work has been gratified."

### TO AWARD HARVARD PRIZES

**Bok Advertising Winners to Be Named at Boston Banquet Jan. 26**

Winners of the Harvard University Advertising Awards for 1924, founded by Edward Bok, will be officially announced at a dinner to be given at the Harvard Club, Boston, Jan. 26, by the dean and faculty of the Harvard Business School.

The winners, who have already been notified, will be guests of honor at the dinner, together with the members of the prize jury. Prominent newspaper and advertising men will attend.

Members of this jury, who will attend the dinner next week, are: Milton Towne, of the Joseph Richards Company; George Carter Sherman, of the Sherman & Lebar Agency; Philip Thomson, of the Western Electric Company; H. K. McCann, of the H. K. McCann Agency, and O. C. Harn, of the National Lead Company, all of New York; E. W. Parsons, advertising manager of the *Chicago*

*Tribune*; Harry Dwight Smith, of the Fuller & Smith Agency, Cleveland; M. T. Copeland, director of the Bureau of Business Research of the Harvard Business School, and Daniel Starch, professor of advertising at Harvard Business School.

The Harvard Advertising Awards are offered annually for meritorious work in advertising appearing in American and Canadian newspapers and periodicals.

### TO HEIGHTEN INTEREST IN PULITZER PRIZES

**Jerome Landfield Named Executive Secretary of Advisory Board— Aim to Make Awards More Valuable to Journalism**

Jerome Landfield, formerly associate editor of the *Independent*, has been appointed executive secretary of the advisory board in charge of the Pulitzer prizes in journalism, it was officially announced this week.

The purpose of the appointment, it was stated, was to make the Pulitzer awards perform more service to the field of journalism than at present.

Mr. Landfield, addressing the convention of the American Society of Newspaper Editors in Washington last week, asked co-operation of the editors in his new undertaking.

"We wish to make these prizes of real value in the improvement of the profession," he declared. "We want to assist you in getting better men, and in general to bring about better results."

"For several years past, the amount of material placed in competition has not been what the committee desired, or what would bring forth the best results."

"I am going to appeal to you now, and I hope that I may have the opportunity to appeal to you personally later on, to see if you will not be willing to designate members of your several staffs who will from time to time note things in your respective journals that you believe worthy of competing for the prizes."

"There are four chief prizes. One is to the newspaper which performs the greatest public service during the year. Second is a prize for the best editorial article. That is a prize of five hundred dollars. There is a prize of one thousand dollars for the best piece of reporting, and there is a prize of five hundred dollars for the best cartoon."

### VANDBERG ROBBED

**Michigan Editor Loses \$200 and Watch in Washington Hotel**

A. H. Vandenberg, editor of the *Grand Rapids Herald*, and an active member of the American Society of Newspaper Editors, found his Washington visit last week unusually expensive. Mr. Vandenberg arrived at the New Willard Thursday evening for the editors' opening session the next morning and retired early.

He awoke early, too, and when he reached for his watch in his vest beside the bed, neither watch nor vest nor coat touched his hand. He searched the room thoroughly but fruitlessly before calling the hotel office. The hotel detective then searched the adjoining rooms, one of which had been vacated during the night. Mr. Vandenberg's clothes were found in a passageway connecting this room with his. His papers were scattered over the floor, with evidences that all had been carefully read, and his watch and \$200 in cash were missing. They had not been recovered before Mr. Vandenberg left for home Sunday.

### Buys Wisconsin Daily

Frank J. Russell, publisher of the *Marquette* (Mich.) *Daily Mining Journal* and the *Iron Mountain* (Mich.) *Daily News*, has purchased the *Rhineland* (Wis.) *Daily News*, formerly owned by William R. Jaeger.

Permanent roads are a good investment —not an expense

# This Is the Road That Gets the Traffic

No matter how many roads there are leading in or out of your town, the ones best paved get the traffic.

This is especially true if these roads are of Concrete. For every motorist appreciates the many advantages of driving over its true, rigid, unyielding surface.

No wonder Concrete Highways are crowded for mile after mile. 16,000,000 motor vehicles are using them today. And new cars are being produced at the rate of 4,000,000 a year.

Here is a situation of vital concern to you. Everywhere we need more or wider Concrete Roads, or both, to take care of the ever-increasing traffic. And now is the time to plan for their construction.

Your highway officials want to be of the greatest possible service to you. Get behind them with ways and means that will provide more Concrete Roads and Streets. Such an investment will pay you big dividends year after year.

### PORTLAND CEMENT ASSOCIATION

111 West Washington Street CHICAGO

A National Organization to Improve and Extend the Uses of Concrete

OFFICES IN 29 CITIES



# 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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## The Crew Rescued

Mr. Bennett took prompt action to rescue the crew, and the same day that he received news of the disaster, he cabled Secretary of State Frelinghuysen, that he had sent 6,000 rubles for relief, while Mr. John P. Jackson was immediately ordered to Siberia as his courier, to organize and superintend the work of rescue. Though unaccustomed to the hardships of Arctic travel in mid-winter, with the temperature constantly below zero, he faithfully discharged his arduous duties, not neglecting to supply the Herald with the latest news as to the details of the tragedy and the work of relief.

A startling incident had occurred in 1881, when the relief steamer "Rodgers" had been burned on the west side of Behring Sea, and Colonel William Henry Gilder, the Herald's correspondent on board, and Captain Berry, made a winter journey of 2,000 miles across Siberia to send news of the disaster. Col. Gilder subsequently participated in the search for DeLong's party in the Lena delta. He had represented the Herald on numerous other Arctic expeditions prior to his death in 1900.

Chief Engineer Melville and two of the crew were ordered on to New York, and on Sept. 14, 1882, a reception and banquet was tendered to Mr. Melville, with Judge J. R. Brady, presiding.

The Secretary of the Navy had sent Lieutenants Harber and Schuetze to recover and bring to the United States the bodies of the "Jeannette's" dead, and under the most favorable auspices and with the aid of the Russian Government, the work of bringing them back occupied two years. The public funeral took place on February 22, 1884, and was of the most solemn and impressive character. The procession formed at Battery Park, and comprising 4,000 navy men and citizens, including 220 members of the New York Herald Club, passed the Herald Office; crossed the Brooklyn Bridge to the Navy Yard, where in the Equipment Building the bodies lay in state, prior to interment.

The body of Jerome J. Collins, the Herald's pioneer meteorologist, was later taken to Ireland for burial by his brother, Bernard A. Collins, who had succeeded him as the Herald's Weather Forecaster.

In May, 1882, Mr. Bennett replied to the aspersions of "two non-descript sheets," which commented "on the cruelty of the Proprietor of the Herald," and which roused the Sun and Tribune to propound the question:

"Is anything to be done for the wife and child of DeLong, or for the families of the brave men who perished with him?"

He then editorially stated that three years before, when the "Jeannette" was ready to sail, he had arranged to aid and care for "the widows and orphans" of any man that might be lost. And he made good, giving the widow of DeLong \$50,000 in United States bonds; providing for the children of the boatswain, Jack Cole, who became insane, by paying \$75 a month for their support, besides employing the oldest son at a salary of \$21 a week, and liberally aiding others.

## Obituary of Januarius A. MacGahan

When Mr. MacGahan returned from his last Arctic trip, he was sent to investigate the terrible misrule of the Turks in the Balkans, representing the Herald and the *London Daily News*. He rode through the mountain passes and roads of Bulgaria, visiting the scenes of Turkish barbarity and vividly describing the horrors he saw. These letters brought on the great struggle and served as the war cry for the Russian invasion. MacGahan went through the campaign at the sacrifice of his health and died at Constantinople on June 9, 1878, of spotted fever, leaving a young Russian widow. He was buried at Pera.

## Obituary of Sir Henry Morton Stanley

When Stanley returned from a thorough exploration of Central Africa, and found himself unable to interest British capitalists in exploiting its vast natural resources, he accepted the offer of King Leopold of Belgium, in 1878, to lead an expedition into the Congo region and open up the territory to commerce. He there founded the Congo Free State.

Stanley arrived in New York on Nov. 27, 1886, to deliver a series of fifty lectures throughout the United States—just 20 years after he came from Omaha to New York and set out upon his adventures in the Old World. The Lotos Club gave a dinner in his honor; Mr. Whitelaw Reid presiding, while Mr. Chauncey Depew delivered the speech of welcome, saying, "he shows what a reporter can do."

Stanley finally settled down in England, and in 1890 wrote a book

entitled "In Darkest Africa," one of the most thrilling narratives of adventure. In July of the same year he married Dorothy Tennant, an artist, while the Universities of Oxford and Cambridge conferred degrees upon him. He was subsequently knighted; was elected to Parliament, and died on May 10, 1904, leaving behind him what has been pronounced "the most brilliant record of any journalist." He accomplished more than any other explorer in Africa.

The Evening Post of Oct. 3, 1916, in relating an amusing anecdote relative to Stanley, erroneously stated that the Paris Herald gave to Stanley "the most magnificent assignment that ever fell to a newspaper man, 'Go and find Livingstone!'"

Now, as a matter of fact, Stanley received his orders personally from Mr. Bennett in October, 1869, 18 years before the Paris Herald's first issue on October 3, 1887.

The Post went on to say (in 1890) "an evil rumor came to the office of the Paris Herald that Stanley was unhappy with his newly married wife. Aubrey Stanhope was sent to interview the explorer. He knew Stanley's temper and the bad taste of his mission. He found Stanley at a hotel, lonely and depressed. Mrs. Stanley was ill. For two days the explorer talked to his interviewer before it occurred to him that the latter had come for a purpose.

"Come now, tell me what you are after? Is it Africa?"

"The interviewer went to his task desperately. 'No, Mr. Stanley. It isn't Africa. Do you beat your wife?'"

"Under his breath he added: 'Now kill me.' He saw Stanley's fingers tighten into the palm of his hands and prepared for the worst. The fingers relaxed as the explorer gasped:

"God, I used to do that myself!"

(To be continued next week)

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## A. P. RADIO VIOLATORS BEFORE DIRECTORS

Members Who Broadcast Election Returns Scheduled for Hearing in New York Jan. 28-29—Exclusive Property Right to News Is Issue

The pros and cons on the subject of news radiocasting will be heard in New York behind closed doors at the meeting of the Associated Press board of directors Jan. 28-29.

The question came to a head last November when more than 25 daily newspapers, many of them A. P. members, broadcast election returns. Returns for broadcasting purposes were supplied by the United Press Associations.

All A. P. members who used radio that night will, it is understood, be given a hearing before the directors next week. Citations to appear, it is known, were widely issued.

EDITOR & PUBLISHER knows definitely that citations were handed the *New York American*, the *New York Sun*, *Chicago Tribune*, and *Chicago Daily News*.

Victor Lawson, owner of the *Daily News*, is one of the oldest and most influential of the A. P. directors. Keats Speed, managing director, will represent Frank Munsey in replying to the Sun's citation, while Bradford Merrill, general manager of the *Hearst newspapers*, will speak for the American.

Exclusive Associated Press property right to news, embodied in the association's constitution and upheld by a Supreme Court injunction, and limitation of A. P. news to publication in member newspapers, are the questions involved. It is alleged that in broadcasting election night, certain A. P. members gathered local returns, which became thereby A. P. property, and put them on the air, in violation of the by-laws.

Just when news gathered by a member becomes A. P. property and should therefore be withheld from radio dissemination, is the fine line the directors are seeking to draw with more definiteness than it is drawn at present.

Of close relation to the problem is the recent use of radio made by Clark Howell, editor of the *Atlanta (Ga.) Constitution*, and an A. P. director.

Mr. Howell sought an opinion from the A. P. general management as to the legality under the association's by-laws, of his newspaper broadcasting the proceedings of the Georgia legislature.

He was told that if a Constitution reporter went to the legislature, gathered details, and wrote a story on proceedings, his story became A. P. property and could not be broadcast. It was decided, however, that if the Constitution placed a microphone in the Capitol building, and broadcast direct from the Senate or House chamber, no A. P. ruling would be violated.

### CRESSEY IN CONTROL

Stock in Bridgeport Times Transferred to Him Following Sale

Complete control of the Times Publishing Company, publishers of the *Bridgeport (Conn.) Times*, passed into the hands of Kendall B. Cressey, when the entire issue of common stock was sold at public auction Jan. 15, to satisfy notes overdue since Jan. 2. The stock was purchased by Sumner Simpson, sole bidder, and transferred by him to Mr. Cressey.

All moneys advanced by Mr. Simpson for the original stock owners of the Times Publishing Company have been satisfied to Mr. Simpson by Mr. Cressey and the legal and financial situations in which the Times Publishing Company has been involved since 1920 and until Mr. Cressey took control of the Times on Nov. 17, 1924, are now cleared up.

It's all right for Gerald Chapman to be safely in the toils again, but what are the country's sleuths going to do for some one on whom to pin daring crimes? —*New York World*.

## U. P. CHANGES FOREIGN STAFF

Webb Miller Named Assistant to General European Manager

Two important changes in the foreign staff of the United Press Associations were announced this week by Fred Ferguson, vice-president in charge of news.

Webb Miller, formerly manager of the Paris bureau, has been transferred to London as assistant to Ed L. Keen, general European manager. He will have immediate charge of all European news for the United Press. A. L. Bradford, formerly of the United Press Washington staff, succeeded Miller in Paris.

Miller joined the U. P. during the Mexican border troubles in 1917, being a correspondent then with Gen. Pershing's army. Later he was transferred to Washington and during the war served partly in London and partly as correspondent with the American armies in France. He has been manager of the Paris bureau since the Armistice.

Bradford, who has been in newspaper work since he was 18, when he started as reporter on the *Washington Post*, has been with the United Press for the past four years.



WEBB MILLER



A. L. BRADFORD

## WISCONSIN DAILIES TO CONTINUE AD DRIVE

Advertising Managers Approve Progress to Date at Annual Meet in Milwaukee—H. A. Alarick Elected President

Newspaper Advertising Managers of Wisconsin, at the annual meeting held last week in Milwaukee, made plans for the continuance of the national and local advertising campaigns now appearing over the signature of Wisconsin Daily Newspapers. Copy has been appearing in metropolitan newspapers in the East and Middle West, in advertising trade publications, and in some 40 Wisconsin daily newspapers. Present plans include the extension of the campaign and its continuance over a period of three years.

At the instance of H. A. Alarick, advertising manager of the *Wausau Record Herald*, it was unanimously decided to invade the Houston Convention of the Associated Advertising Clubs of the World to be held May 9-15. Fostered by Wisconsin Daily Newspapers "On To Houston" delegation of Wisconsin boosters will make the trip in a special train.

W. F. Dunlap, President, Klau-Van Pietersom-Dunlap-Younggreen, Inc., Milwaukee, the agency in charge of the advertising, spoke on the subject of "How Dealer Co-operation Helps or Hinders the Success of the Newspapers."

At the business session, H. A. Alarick, advertising manager of the *Wausau Record Herald*, was elected president. Other officers are: vice-president, M. M. Kelly, advertising manager, *Eau Claire Leader Telegram*; secretary-treasurer, Paul J. Skemser, advertising manager, *Superior Telegram*.

H. S. Mann, business manager, *Racine Journal-News*, because of his effective work in the development of the Wisconsin Daily Newspaper Advertising

Campaign, was appointed Chairman of the Advertising Committee to head plans for the continuation of the campaign. Other members of this committee are: H. A. Alarick, Thos. G. Murphy, advertising manager, *Janesville Gazette*; E. J. Robinson, advertising manager, *Green Bay Press Gazette*, and H. R. Young, advertising manager, *Kenosha News*.

This committee will work in conjunction with the following committee of publishers: John Black, *Milwaukee Wisconsin News*; E. G. Hourst, *Milwaukee Journal*; I. U. Sears, *Madison State Journal*; T. L. Lenehan, *Milwaukee Sentinel*; Charles Broughton, *Sheboygan Press Telegram*.

### New Literary Editor in Brooklyn

Ruth Hale, wife of Heywood Brown, conductor of the "It Seems to Me" column in the *New York World*, is now literary editor of the *Brooklyn Eagle*, succeeding Johnnie Weaver, resigned.

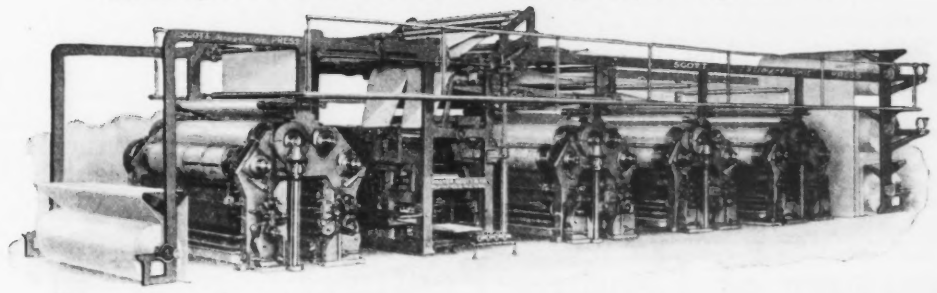
**M**OST of the far-sighted publishers who were quick to recognize the economies of the Associated Press in its infancy have again shown their alertness by obtaining the exclusive rights in their respective cities to the Consolidated Press—the first service designed to avoid duplication and to furnish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

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## PRESS USE OF NAVY RADIO OPPOSED

Cable and Radio Interests Said to Be Fighting Congressman Free's Bill Which Provides Continuation of Present Service

WASHINGTON, Jan. 20.—There is evident opposition from large cable and radio interests to the bill introduced in the House by Congressman Free, of California, (H. J. R. 311) for renewal of authority to the Navy for the use of its radio facilities on the Pacific for the transmission of commercial messages at commercial rates, when and if the privately operated stations are not prepared to give service, and for news messages at the low word rate necessary to insure maintenance of independent and reliable news reports.

The proponents of the measure are deeply concerned lest the existing agreement with the Navy expire without action by the present Congress. They say it means, for one thing, that if the low press rate is not continued newspapers in the Philippines will be forced by the high commercial rates to abandon American news connections and get their service from Japanese, British and German sources. The question is being asked: "Is it a good thing for the Philippines, for which our government is responsible, to be compelled to depend on foreign news services?"

"There is more safety for the Philippines and the United States in a normal flow of American and Philippine news than in a fleet of battleships," is the way one press association man viewed the matter here this week.

The U. S. Navy facilities were authorized for press use by Congress in 1920, renewed in 1922, but the authority is due to expire June 30, 1925.

Before 1920 there was no such direct interchange of news reports, the delay, uncertainty and exorbitant rates by cable making it impossible, and forcing the Philippines to secure their news of United States and the world from London through an English news service with inevitable English coloring. If authority for use of the Navy radio is not renewed communication between Manila and San Francisco will revert to the conditions which existed in 1919.

The Radio Corporation of America has been granted a franchise by the Philippine Government to operate radio stations, and promises direct communication with United States in about three years, but even then the Corporation may not be in position to concede the low word rate necessary for maintenance of daily news reports.

The newspapers of Hawaii are also enabled to serve the territory with adequate reports covering news of the mainland and the world by use of Navy radio, while the commercial messages are

handled exclusively by the Radio Corporation of America, which gives excellent service at satisfactory commercial rates. If forced to rely upon the Radio Corporation the news reports published in Hawaii must be cut down nearly one half.

To meet the requirements of the situation, Congressman Free introduced his measure renewing the Navy authority.

The measure was favorably reported by the House Merchant Marine Committee, but with a modification under which the authority would cease Jan. 1, 1927, the understanding being that in the meanwhile some permanent plan for meeting the situation would be devised.

Continuation of use of Navy radio for the purposes named has been strongly recommended in national interest by Governor General Wood of the Philippines, by Governor Farrington of Hawaii, by the Chambers of Commerce of Manila, Honolulu and of various Pacific Coast seaports, by the National Foreign Trade Council, by the Pacific Foreign Trade Council, and by other organizations.

Great Britain insures news communication with her dominions and colonies by maintaining a remarkably low rate for cable communication, and she is now erecting wireless stations which will insure better service—and a still lower rate. Under the plan adopted by Congress the Navy gave a six cent word rate for news transmission between San Francisco and Manila and three cents between San Francisco and Honolulu. It was also in position to establish and maintain a general nine cent word rate for news between San Francisco and the eastern coast of Asia if the respective governments concerned would co-operate by similar use of their government controlled radio facilities.

V. S. McClatchy, of San Francisco, has for years been fighting for this press arrangement in the Pacific which he holds is obviously a public necessity.

### KANSAS PRESS TO MEET JAN. 30

Topeka Will Be Host to 33rd State Press Assn. Convention

Newspaper editors and publishers of Kansas, members of the Kansas Press Association, will hold their 33rd annual meeting in Topeka, Jan. 30 and 31.

W. F. Hill, editor of the *Westmorland Recorder* and president of the group, will preside.

Among the more prominent speakers secured for the meeting are: Wallace J. Ferry, of the Ferry-Halley Advertising Agency, Kansas City; George W. Marble, editor of the *Fort Scott Monitor-Tribune*, and president of the National Editorial Association; Prof. C. N. Flint, head of the department of journalism at the University of Kansas, and Marcellus Murdock, publisher of the *Wichita Eagle*.

### Chicago Jewish Daily Expands

The *Chicago Daily Jewish Courier* has started a special Milwaukee edition.

## CIRCULATION MEN ASK A.B.C. REPRESENTATION

New England Group Requests Election of a Director from Circulation Field at Meeting in Providence Jan. 21-22

(By Telegraph to Editor & Publisher)

PROVIDENCE, R. I., Jan. 21.—Election of a circulation manager to the Board of Directors of the Audit Bureau of Circulations is requested in a resolution adopted by the New England Association of Circulation Managers during their annual convention in Providence Jan. 21 and 22.

The resolution, drawn up by President E. D. Dolhenty of the *Worcester Telegram-Gazette*, was unanimously passed by the convention. It declares that "as members of the N. E. C. M. A., and being in direct charge of the circulation departments of our several newspapers, holding membership in the Audit Bureau of Circulations, we realize the importance of having a direct voice in the deliberations of the A. B. C. We request that at the next annual meeting of the Bureau a circulation manager be elected to the Board of Directors."

It was voted to negotiate with the New York State Circulation Managers' Association to hold a joint convention, and Albert W. Fell, manager of the New England Daily Newspaper Association was appointed chairman of a committee on arrangements.

Various members thought it unfair to have varying limits for circulation auditing of different newspapers, declaring a

fixed radius should be maintained for all. Where the newspaper disagrees with the A. B. C., it was suggested the disagreement be submitted to the local Chamber of Commerce for settlement.

Included in topics discussed were: feasibility of newspaper vending machines; importance of advertising salesmen to circulation; house or wholesale delivery; treatment of stops; cross word puzzle and radio effects on circulation, and cost of subscriptions.

The Association was entertained by the Providence Journal Company at a banquet. Officers elected were: Charles M. Schofield, *Waterbury Republican and American*, president; vice-president, Thomas Farrelly, *Providence Journal and Bulletin*; secretary-treasurer, L. M. Hammond, Jr., *Boston Transcript*; board of directors, A. B. Croshere, *New Bedford Standard and Mercury*; T. F. Murphy, *Springfield News*; James Hennessey, *Fall River Herald*; Edward Dolan, *New Haven Times Leader*; N. C. Johnson, *Hartford Times*; A. H. Holdsworth, *Lowell Courier-Citizen*.

Waterbury, Conn., was selected as the next meeting place.

### Pew Will Appeal

Motion for an appeal in the case of Marlen E. Pew suing the International News Service for \$65,200 for alleged breach of contract will be made before the Appellate Division, New York, shortly, according to Moore, Hall, Cunningham & Swan, New York attorneys, counsel for Mr. Pew. Verdict was returned in favor of the defendant last week before Justice James C. Van Sicken in the Queens Supreme Court.

## Has Helped General Business

The Southeast Missourian at Cape Girardeau, Mo., for several years has been donating space urging church attendance. It has used copy prepared by the Church Advertising Department of the Associated Advertising Clubs of the World.

This year the paper is using copy prepared locally to link up with local events.

The publishers of the paper say concerning their previous advertising campaign:

"Nothing has helped the general business of our town more than our church campaign, in that it has eliminated strife, unfair competition, etc., and has made our people take a greater interest in all the legitimate affairs of our community. Your splendid copy had much to do with the success we have achieved here and we hope you will be able to extend the use of your copy."

Perhaps you would like to start your paper on a similar campaign. Proofs can be obtained without obligation from Herbert H. Smith, 723 Witherspoon Building, Philadelphia, Pa. Price for use is 3 cents per week per thousand circulation.

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Harrisburg, Pa.

### Fiction

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Famous stories by famous authors  
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Tri Feature Syndicate, 110 W. 40th St., N. Y.

# P. O. COST ASCERTAINMENT REPORT STILL IN CONGRESS WASTE BASKET

## Difference of Opinion Exists Upon Whether Postal Rate and Salary Will Escape Legislative Jam— Debate Continues

By J. BART CAMPBELL

WASHINGTON, D. C., Jan. 22.—Parliamentary procedure tied the progress of the Moses postal rate and pay bill into several tight knots this afternoon. As soon as the Senate met today, Senator Swanson raised the point of order that the Senate, under the Constitution, could not originate a revenue-producing measure, and he moved that all rate-fixing provisions be stricken from the bill, leaving only the sections relating to increased postal pay and the joint Congressional investigating commission proposed by Senator Moses.

Debate continued all afternoon on this motion and the Senate recessed tonight until Friday noon with the question still in the air. The Moses bill is still the unfinished business of the Senate, but the point of order will have to be either upheld or overruled before progress can be made in either direction.

Republican leaders are scurrying around for precedents which might upset Senator Swanson's point of order, and on the other hand Senator Swanson is confident that it will be upheld.

Senator Medill McCormick of Illinois remarked that as the Senate had made postal rates in times past, it was evident that it also had power to raise them. Democratic spokesmen contradicted this view as applied to the Moses bill, which would raise postal rates for the purpose of obtaining revenue needed to increase Post Office salaries.

Senators of long experience state that even if the point of order is not sustained, it is altogether likely that the House will reject the Senate bill and consider either the Sterling bill or a new measure, which would throw the entire matter into conference, whence there is little chance of its emergence in this session.

It is also put forward by the Democrats that even if the House and Senate should both pass the Moses legislation and it received the President's signature, it could be attacked in the courts on the constitutional ground that revenue-producing bills cannot originate except in the House of Representatives.

The post office department's repudiated postal cost ascertainment report was still reposing in the congressional waste-basket.

Senator Moses, who will be chairman of the senate post office committee in the next Congress, was among those who turned their backs upon the discredited report even while he pressed for favorable action in the senate Thursday upon what has now become known as the Moses Bill.

Clyde Kelly, of the House Post Office Committee, professed complete confidence in the passage before the end of the present congress of a bill moulded upon the lines of the measure he introduced recently.

The Kelly Bill would keep second class rates, he explained, virtually on their present basis and he declared the bill he

expected to be enacted a temporary measure for a ten-months period would also keep them there.

Mr. Kelly made it plain he would welcome, almost any kind of rate-making if only the postal wage increase of which he has been one of the chief advocates could be secure. Both he and Senator Moses propose that following the enactment of a "stop-gap" bill, they and several other members of the senate and house post office committees shall be specially constituted a joint congressional commission to go exhaustively into the whole postal rate situation after congress adjourns *sine die* in march.

Spokesmen for some of the publishing interests demanded this week, that if such a postal rate probe undertaking is to be authorized, the proposed commission should also go with equal thoroughness into the postal wage situation.

Postal rates and wages having been apparently inextricably interwoven, these spokesmen contended the two should be considered jointly. Protests against the Moses Bill, as the amended Sterling Bill is now entitled, continued to pour in upon Congress this week.

H. C. Hotaling, executive secretary of the National Editorial Association, sent the following wire from St. Paul:

"The National Editorial Association protests amended Sterling Bill. Considers it places unjust burden upon country press. Furthermore the time is inopportune for increasing postage rates as publishers problems are very serious at present with high and increasing costs for labor and supplies. Additional burden should not be imposed in this period of agricultural depression."

From Herman Roe, of Northfield, Minn., president of the Country Newspaper Association, Inc., came this message:

"Publishers of weekly country newspapers have not had opportunity to study amended Sterling Bill affecting postal rates but they vigorously protest against any increase at this time even of a temporary nature. Thorough impartial investigation and study of costs should precede legislation which adds higher postal burden to any group of publishers particularly the more than 12,000 publishers of country weeklies."

In some quarters the impression prevailed Thursday if Senator Moses succeeding in getting his bill in some form through senate, the house was bound to pass a similar measure, if only because of the political exigencies of the postal wage controversy.

Mr. Kelly was obviously so anxious to effect even a temporary settlement of

this controversy he expressed the rather sanguine belief the house might accept any bill passed by the senate without material change in order to prevent the whole question from running the risk of a deadlock in a conference to senate and house members.

While both Senator Moses and Mr. Kelly were as busily engaged as the traditional bees in their "drive" to secure the passage of some kind of a bill which "wouldn't hit the pocket nerve of anybody too hard," as Senator Moses expressed it, there was a growing impression if senators and representatives favoring a postal wage increase were permitted to record their votes accordingly, the bill might "die" in conference, and not become a law before the present "short session" terminates a little more than five weeks hence.

Aside from such pronounced advocates of the proposed legislation as Senator Moses and Mr. Kelly, political prophets willing to wager any bill would be passed finally by this congress continued to be scarce in both senate and house.

To add the troubles of the administration leaders, the Democratic minority in the senate was understood to be planning a concerted attack upon all the rate making features of the Moses Bill in an effort to have them stricken out and thereby reduce the measure to one dealing with wage increases only.

Success of the contemplated Democratic maneuver, either in the senate or house, it was pointed out would probably result in a bill identical with one President Coolidge vetoed.

## NEW TABLOID PLANNED FOR PHILADELPHIA

Lee Ellmaker, Former Newspaper Man and Secretary to Congressman W. S. Vare Promoting Project, Is Report

PHILADELPHIA, Jan. 21.—A new tabloid newspaper is being planned for this city. It will probably appear in three weeks. Lee Ellmaker, formerly a local newspaper man and later a Washington correspondent and subsequently secretary of Congressman William S. Vare, a millionaire leader of the Philadelphia Republican organization, is promoting the project and, it is understood will be editor or publisher of the paper which will, according to present plans, be called the *Daily News*.

It is said that the financing has been completed and that the paper will be backed by several powerful local organizations. A circulation campaign is under way and the paper, it is claimed, will

start off with a substantial home delivery. One report is that the plant of the *Jewish World* has been purchased and that considerable new equipment has been ordered.

Congressman Vare is in Florida and could not be reached. Mr. Ellmaker refused to make any statement for publication, but said that a formal announcement might be forthcoming next week.

Officers of the company are: President, Albert H. Kadner, lawyer and prominent Mason; vice-president, Edward A. Daly, president of the Holy Name Society; Secretary, Lewis Levinthal, secretary of the Jewish Welfare Board; Treasurer, Lemuel B. Schofield, an assistant district attorney of Philadelphia. Another member of the board of directors is Gilbert Kraus, a wealthy attorney.

All of these officers are known as friendly to Congressman Vare.

Mr. Ellmaker was born at Rochester, Pa., Aug. 7, 1896 and entered newspaper work with the *Philadelphia Press* in 1912. He went to Washington in 1916 for the *Philadelphia Telegraph*, later joining the *Evening Ledger's* bureau there. He has represented the *Cleveland Times* and the *Chicago Journal of Commerce* in Washington and has also been with the *Washington Herald* and the *International News Service*.

## New Haven Register

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NEW JERSEY NEWSPAPERS, INC.  
National Advertising Representatives  
(New Jersey Newspapers Exclusively)  
New York Chicago Philadelphia Newark

## THE PHILADELPHIA RECORD

Always Reliable

The Second largest morning daily Circulation in Philadelphia

and GROWING!



**THE CHARLES PARTLOWE COMPANY**  
America's Largest Circulation Building Organization  
- RESULTS COUNT -  
6<sup>th</sup> floor OCCIDENTAL BLD  
INDIANAPOLIS, IND.



**Detroit Times**  
Evening 220,000  
Sunday 250,000

## POOR RICHARDS CELEBRATE FRANKLIN'S BIRTHDAY WITH "JUNGLE NIGHT"

Rowe Stewart Launches Move to Bring 1926 A. A. C. W. Convention to Philadelphia at Banquet Festivities—  
About 1,200 Ad Men Attend

"WE propose to bring the 1926 convention of the Associated Advertising Clubs of the World to Philadelphia."

This was the keynote struck by Rowe Stewart, vice-president of the *Philadelphia Record* and former president of the Poor Richard Club of Philadelphia, at the 20th annual banquet of the Club, Jan. 17, celebrating Benjamin Franklin's birthday.

Mr. Stewart, who was one of the ad men who made the trip to London last year for the world's convention of advertising men spoke of the benefits derived from the journey abroad, and told the members of the club it was up to them to assist in bringing the 1926 convention to the city.

More than 1,200 ad men attended the banquet to enjoy—"A Night in the Jungle" as the festivities were called. The ball room at the Bellevue-Stratford resembled the jungles of darkest Africa.

Around the balcony were arranged cut-outs of Jungleland warriors each holding out a modern electrically lighted advertising sign.

Notable features of entertainment were cross-word puzzle dances, Zulu jugglers, monkey quartette high in banana fronds, Hottentot Acrobats, baby elephant dance, motion pictures of four Poor Richardites shooting elephants, lions and hippopotami.

The speakers in addition to Mr. Stewart, were: Captain Charles Nungesser, most famous of surviving French aces; Thomas McDougall, member of the famous "Thirty Club of London," and Neal O'Hara, humorist and newspaper columnist.

The big advertising stunt was the slogan contest. Twenty advertising slogans were shown, one at a time, for thirty seconds. The names of the firms using the slogans were to be written on cards provided. Those whose answers approached 100 per cent correct were given prizes. Not one of the 1,200 ad men were 100 per cent correct.

Here are the slogans and firm name:

- (1) Built Like A Skyscraper,
- (2) Takes Place of Potatoes,
- (3) It Cleans As It Polishes,
- (4) Worthy Of Its Name,
- (5) The Flavor That Lasts,
- (6) His Master's Voice,
- (7) Such Popularity Must Be Deserved,
- (8) Ask The Man Who Owns One,
- (9) Good To The Last Drop,
- (10) Time To Retire,
- (11) Thruhu—The Silk of Quality,
- (12) Eventually—Why Not Now?
- (13) Geared To The Road,
- (14) Have You a Little Fairy In Your Home?
- (15) For Real Enjoyment,
- (16) 99.44% Pure. It Floats,
- (17) The Easy Office Chair,
- (18) Half Century Quality,
- (19) Fit For Her.
- (20) Master Makers of Quality Papers,

Firm

Shaw Walker Company.  
Mueller's Macaroni.  
O'Cedar Polish.  
Red Cross Mattress.  
Wrigley's.  
Victor Talking Machine Company.  
Chesterfield-Liggett & Myers.  
Packard.  
Maxwell House Coffee.  
Fisk Company.  
Thruhu Silk Company.  
Washburn Crosby Company.  
Miller Tire Company.  
Fairy Soap.  
El Producto Cigars.  
Ivory Soap.  
Sikes Company.  
Walkover Shoe Company.  
Real Silk Hosiery Mills.  
Dill & Collins.

"A Surprise from the Apple Butter Jar," was the big attraction of the evening. Numbers were drawn; and the guest's card (all of which were numbered) corresponding to these number received handsome prizes. Here are the prizes for the lucky numbers, and the firms presenting them:—

- (1) Music Master Loud Speaker,
- (2) Bridge Lamp,
- (3) Three Boxes Monito Socks,
- (4) Life of Benjamin Franklin,
- (5) Corkolin Rug,
- (6) Three Boxes Monito Socks,
- (7) Tool Bench,
- (8) Custom-made Shoes (ladies),
- (9) Custom-made Shoes (men),
- (10) Electric Cooking Range,
- (11) Dressing Gown,
- (12) Custom-made Suit Clothes,
- (13) Gentlemen's Watch,
- (14) Solid Silver Set,

Music Master Corporation.  
Philadelphia Electric Company.  
Morehead Knitting Company.  
Groschupf & Co.  
Armstrong Cork Company.  
Morehead Knitting Company.  
Murta, Appleton Company.  
Michael G. Price.  
Michael G. Price.  
Westinghouse Electric Company.  
Scott & Hunsicker.  
Chas. Rizzo.  
Barley Doyle.  
Gustav Mayer, *Philadelphia Gazette-Democrat*.

Among the advertising gifts to Poor Richardites and their guests was a package containing this assortment:—

Letter Opener, courtesy of *Harrisburg Telegraph*; Razo-Knife, courtesy of *Allentown Morning Call*; fountain pen, courtesy of Franklin Fore Insurance Company; Advertising Responses, courtesy of the *Philadelphia Evening Bulletin* a Year Book, courtesy of Stokes, Packard Haughton & Smith; card case, courtesy of Central Trust Company of Camden; paper weight, courtesy of *L'Opinion*; book on Franklin, courtesy of Norman T. A. Munder.

At this point, John Clark Sims, master of ceremonies, turned the affair over to the club's president, Jarvis A. Wood, who introduced the speakers.

James M. Beck, Solicitor General of the United States who was to have been the speaker of the evening, was prevented from attending by illness.

The Poor Richard Show has become the biggest event in advertising circles and its popularity is wide spread.

1925 EDITOR & PUBLISHER Year Book Next Week.

**GRAVURE SECTIONS PRINTED**

SPECIAL AND REGULAR EDITIONS, MAGAZINE INSERTS AND COMMERCIAL WORK.

**Standard Gravure Corporation**

LOUISVILLE, KY

## SUNDAY EDITION LAUNCHED

Cleveland Times Issues New Edition in Tabloid Form

Cleveland's first tabloid edition was launched Sunday, Jan. 18, when the *Cleveland Times and Commercial* issued its first Sunday edition. It was 44-pages, with 5 columns to the page.

Coincident with Sunday publication the paper became the *Cleveland Times*, dropping the "Commercial" from its official name.

The paper was sold at 5 cents on the streets and on newsstands, but will sell in combination with the daily *Cleveland Times* for 3 cents, or 15 cents a week for the two.

O. K. Shimansky, president of the Cleveland Commercial Publishing Company, and editor of the Times, also is editor of the Sunday edition, with Ralph Jules Frantz as assistant editor.

Features, pictures and news are supplied by the United News, *New York World*, Central News of America, Chicago Tribune Syndicate, the New York Herald-Tribune Syndicate, the New York World Syndicate, the Thompson Feature Service, Pacific & Atlantic Photo service and others, while the local staff supplies the home interest and news.

A feature is a department devoted to amateur photographs, in which pictures snapped by readers and are awarded weekly cash prizes.

## Five Dailies Become A. P. Members

Five evening newspapers have been added to the membership of the Associated Press since Jan. 1, it was announced at headquarters this week. They are:—the *Seward* (Alaska) *Gateway*; *Bristol* (Va.) *News*; *Baton Rouge* (La.) *News*; *Princeton* (Ind.) *Clarion-News*; and *Commerseville* (Ind.) *Free-Press*.

## MANY GAINS IN DECEMBER

72 Newspapers of 129 Passed Lineup Record of December, 1923

December lineage for the 132 newspapers in 29 cities listed by the New York Evening Post Statistical Department shows a negligible loss from the figure for December, 1923, in which there were five Sundays against four last month. The 1924 total was 119,382,512 agate lines, or 207,038 lines less than the month's figure in 1923. Gains were made by 72 of the newspapers listed and 17 of the city totals are also ahead of the previous year's record. The totals by cities follow:

	1924	1923	Gain
New York	14,373,546	14,103,492	270,054
Chicago	7,032,414	6,879,924	152,490
Philadelphia	7,173,893	7,047,032	126,861
Detroit	4,934,216	4,721,248	212,968
Cleveland	3,824,700	4,218,225	*393,525
St. Louis	4,317,300	4,205,120	112,180
Boston	6,140,819	5,816,105	324,714
Baltimore	4,167,750	4,392,950	*225,200
Los Angeles	7,249,926	8,343,450	*1,093,524
Buffalo	3,898,894	3,568,373	330,521
San Francisco	4,678,666	4,758,259	*79,593
Milwaukee	3,263,361	3,145,661	117,700
Washington	4,509,598	4,461,166	48,432
Cincinnati	3,799,200	3,552,600	246,600
New Orleans	3,982,976	4,050,934	*67,958
Minneapolis	2,794,828	2,894,838	*100,010
Indianapolis	3,210,213	3,097,521	112,692
Denver	2,425,752	2,314,032	111,720
Providence	2,801,624	2,816,312	*14,688
Columbus	3,243,153	3,355,596	*112,443
Louisville	3,049,525	3,110,300	*60,775
St. Paul	2,284,368	2,262,134	22,234
Oakland	2,441,684	2,170,350	271,334
Omaha	1,997,296	2,188,158	*190,862
Birmingham	2,118,130	2,287,068	*168,938
Richmond	1,960,112	1,895,294	64,818
Dayton	3,092,698	3,061,982	30,716
Houston	2,619,764	2,889,796	*270,032
Des Moines	1,996,106	1,981,620	14,486
Totals.....	119,382,512	119,589,550	*207,038

\*Loss.

The newspapers present the only woman's page without a postscript.—*Cleveland Times*.

ON some big daily is a great advertising opportunity—where a man with resourcefulness and tenacity of purpose is needed to take charge.

Being thoroughly conversant with this work and all that it entails

*I invite communication from newspaper publishers*

who have in mind definite advertising advances starting with the Spring Season.

Box C-664, Editor & Publisher, N. Y.

**NEW ENGLAND DAILIES ADD 6 MEMBERS**

**Talks on Empire State School of Printing and Matrice Making Feature Meeting in Boston, January 20**

(Special to Editor & Publisher)

An interesting address on the Empire State School of Printing maintained by the New York State Publishers' Association, by Ross W. Kellogg, director of that school, and a description of the latest developments in the manufacture of wet and dry matrices by Theodore T. Ellis, publisher of the Worcester (Mass.) *Telegram-Gazette*, were the outstanding features of the January meeting of the New England Daily Newspaper Association, held Jan. 20 at the Boston Chamber of Commerce building, Boston. Luncheon was served at noon.



THEODORE T. ELLIS

Mr. Kellogg told of the inception and building up of the printing school at Ithaca, and of its rapid growth. He declared that the publishers found it to be of great value in the training of printers for newspaper work. Previous to his talk, Mr. Kellogg was in conference with the printing school committee of the association, of which W. J. Pape, publisher of the *Waterbury (Conn.) Republican and American* is chairman.

In speaking of the technique of newspaper manufacture, Mr. Ellis drew interesting comparisons on newspaper printing methods in vogue in this country and Europe, where he had a first hand opportunity to study foreign manufacturing processes during his recent trip abroad.

During a meeting of the board of governors of the association which preceded the general session, administrative affairs of the organization were discussed.

Six publishers were admitted to membership at this meeting, as follows: Edward T. Carrington, *New Haven (Conn.) Journal-Courier*; Dustin S. Lucier, *Marlboro (Mass.) Enterprise*; C. J. Woodward, *Keene (N. H.) Sentinel*; John W. Haigis, *Greenfield (Mass.) Recorder*; Irving P. Hudson, *Artic (R. I.) Pawtucket Valley Times*, and Kendall B. Cressey, *Bridgeport (Conn.) Times*.

Among the numerous topics discussed by the members of the association was the establishment and building up of branch offices in neighboring cities, by a newspaper, and securing advertising revenue for advertisements appearing in one edition only.

It was brought out that advertising can be consistently developed by paying the news correspondent in such branch offices on a commission basis for all advertisements obtained.

Discussion of whether cross-word puzzles have increased the sale of papers disclosed the fact that it had to a considerable extent.

The program of the meeting was arranged by Albert W. Fell, manager of

the association. Notwithstanding the severe blizzard, the meeting was one of the best attended in the association's history, 40 members being present of the 71 in the organization. It also was one of the most interesting from the standpoint of discussions.

During the session the association voted that the president, Samuel E. Hudson, of the *Woonsocket (R. I.) Call*, appoint a committee to draw up resolutions on the death of Harry R. Rice, treasurer and general manager of the *Lowell (Mass.) Courier-Citizen*, which occurred recently, and that copies be sent his widow, Mrs. Mary E. Rice, and to the *Courier-Citizen*.

The next meeting of the association will be the annual convention to be held in May.

**1924 ADVERTISING ANALYZED**

**A.A.A.A. Members Developed 400 New Accounts Last Year—O'Shaughnessy**

The 136 advertising agencies, members of the American Association of Advertising Agencies, handled a total of 5,400 different accounts in 1924, James O'Shaughnessy, association secretary, announced this week. The association has completed a thorough check-up of last year's business.

"The 1924 business review shows that member agencies handled approximately 400 more accounts than in 1923," O'Shaughnessy said, "an increase of 8 per cent."

"In 1923 the average appropriation was \$50,000, while the average during 1924 was \$54,000. We have added \$50,000,000 to the total appropriations, handled by member agencies."

"There was less sporadic advertising in 1924 than ever before," Mr. O'Shaughnessy stated. "In general advertising appeared to be a sounder and more stable quality than ever before."

**SPENCE SUCCEEDS RICE**

**Elected Treasurer and General Manager, Lowell Courier-Citizen**

William G. Spence, for the past 11 years assistant to the treasurer of the Lowell, Mass., *Courier-Citizen Newspaper Company*, and the *Courier-Citizen Company*, this week was elected treasurer and general manager of both companies to succeed the late Harry R. Rice who died two weeks ago.

This action was unanimously taken at special meetings of the stockholders of both companies.

**Johnson Heads Kentucky Press**

Keen Johnson, publisher of the *Anderson News*, was elected president of the Kentucky Press Association at a convention held in Louisville, Ky., Jan. 16-17. Cecil Williams, *Somerset Journal*, was named vice-president, and J. Curtis Alcock, secretary. Malcom Bayley of the *Louisville Times* was elected chairman of the executive committee.

**DERN OLE CROSS WORDS LURE SUBSCRIBER FROM PAPER**

A SIOUX FALLS, S. D., newspaper has been so unfortunate as to lose one of its oldest subscribers in consequence of the cross word puzzle craze.

This subscriber writes the paper: "I have taken your paper for 24 years and hitherto have found no fault with it. When you began running cross word puzzles they were very good and possible to work, but lately they have been harder and harder and now are almost impossible to solve. Having written you about this matter and received no satisfaction I am compelled to abandon your good newspaper and take another which prints puzzles which can be worked without staying up all night. Inasmuch as I can take only one daily paper and no other cross word puzzles than those I get in newspapers are available, I am compelled to find a paper which is satisfactory in this department."

**William G. Murphy Dead**

William G. Murphy, 49, sporting editor of the *St. Louis Star*, and for 18 years with that newspaper, died Jan. 21. "Billy" Murphy, as he was known to newspaper men in all parts of the country, was a close friend of celebrities of the sports world. His son, Russell Murphy, played quarterback on the Yale football team in 1923.

**Sues Daily for \$50,000**

The *Madison (Wis.) Capital Times* is being sued for \$50,000 damages by Fred Rist, a special investigator employed in making liquor raids in Madison recently. Rist charges the *Times* with picturing him as a hireling of the Ku Klux Klan in connection with the investigations.

**WILL PURCHASE DAILY IN THRIVING MID-WEST CITY**

IF you are seeking a man to either purchase outright or assume the entire management of and develop your property on a working-interest basis, I will be pleased to negotiate with you.

My 15 years' experience in the printing and publishing field, intensive training and wide acquaintance, editorial and advertising achievements with two of the very largest metropolitan newspapers in the United States are matters of public record.

At present and for the past 5 years head of my own successful advertising business and while still young and in excellent health I feel desirous of returning to a completion of a life's work in the upbuilding of some property in a thriving city of possibilities.

Reply in detail sufficient for a basis of investigation.

C-657, Editor & Publisher

**Imperial in the Hoosier Capital**



THERE is at least one respect in which the publishers of the Indianapolis Star and the Indianapolis Times are of the same mind as the publishers of the Miami News-Metropolis and the Syracuse Post Standard—they all see the wisdom of depending on the Imperial Plus Metal Plan.

The year 1924 saw a remarkable growth in the list of publishers using the Imperial Plus Plan. All indications point to an even greater Imperial year in 1925.

**Why Not Join the growing Plus Plan Family**

Confer with any member of the family of Imperial Plus Plan users that you wish and you are sure to find a publisher who is satisfied that he's getting the most possible out of his type metal. Economy, as expressed in efficient metal and added years of usefulness, is the backbone of the Plus Plan. Why not join our family of publishers who depend upon Imperial? We're confident that you'll agree that the details of this popular plan are worth the small effort required to send for it.

**Imperial METAL**

Linotype—Monotype—Intertype—Stereotype  
Eliot—Ludlow—Linograph—Thompson

**Imperial Type Metal Co.**

New York—Philadelphia—Cleveland—Detroit



BEST BY ACID TEST TRADE MARK REG.

**EVENING HERALD**  
Los Angeles, Calif.  
Cabled 6,631 Daily Average Circulation.  
Sworn Government Statement, Six Months Ending Sept. 30, 1923, 167,649 Daily. Six Months Ending Sept. 30, 1924, 174,280 Daily. Increase in Daily Average Circulation, 6,631.

IT COVERS THE FIELD COMPLETELY

REPRESENTATIVES:  
E. W. Moloney, 604 Times Bldg., New York.  
G. Logan Payne Co., 401 Tower Bldg., 8 North Michigan Ave., Chicago.  
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

**The only way a tree can grow is from the ground up**

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

**WILL PURCHASE DAILY IN THRIVING MID-WEST CITY**

IF you are seeking a man to either purchase outright or assume the entire management of and develop your property on a working-interest basis, I will be pleased to negotiate with you.

My 15 years' experience in the printing and publishing field, intensive training and wide acquaintance, editorial and advertising achievements with two of the very largest metropolitan newspapers in the United States are matters of public record.

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Reply in detail sufficient for a basis of investigation.

C-657, Editor & Publisher

## NEW KINK IN X-WORD PUZZLE CONTESTS

**Bronx Home News Enters New York  
Circulation War and Offers Correct  
Solution to Prize Puzzles Feat-  
ured by Big Competitors**

A new kink was twisted into the cross word puzzle contest circulation war being waged by several New York newspapers this week, when the *Bronx Home News*, a sectional daily, announced it would print correct solutions for all puzzle contests in which huge prizes are being offered by the larger dailies. The prize contests call for correct solutions of puzzles printed in a series of a week or longer. The *Bronx Home News* prints the correct answers every day.

The fight, which may go down in journalistic history as one of the most interesting circulation drives ever conducted, is being actively waged by four newspapers, the *New York Graphic*, the *American*, the *Mirror*, and the *Journal*.

The two most vigorous contenders are the *Graphic* and the *Journal*. The former fired the first shot, being the first newspaper in New York to promise big prize money for correct solutions to the cross square game. The latter is at present leading in the amount of prize booty offered, having this week started a \$30,000 contest, in the wake of a \$25,000 enticement advertised by the *Graphic*.

Rules for the different contests are virtually the same. In addition to correct solutions to puzzles printed daily for a month or shorter period, the puzzle editors demand from reader contestants an essay on some subject, such as "How I do Cross Word Puzzles" or "The Educational Value of the Cross Word Craze."

Morning newspapers and the *New York Sun* and *New York Evening Post* have so far been content to stand on the side-lines and rake in cash from the prize promoters, who are spending heavily in paid newspaper space to announce their different contests.

The *Bronx Home News* claims a big circulation gain.

Efforts on the part of the *Evening Graphic* to obtain an injunction against the *Home News* failed when a hearing was held before Justice O'Malley in Supreme Court, New York, Jan. 21. Justice O'Malley, in dismissing the *Evening Graphic's* application without cost, declared he could see of no possible way in which the newspaper would be injured by publication of correct solutions in the *Bronx Daily*.

"While we do not guarantee that the answers we print are absolutely correct, we are fairly certain they are," Harry Goodwin, managing editor of the *Home News* declared. "Our answers, at any rate, are not the only requirement towards winning the prizes, since contestants are also asked to write a letter on the subject, 'Why Is the *Evening Graphic* the Best Newspaper in New York?'"

J. P. Fitzmaurice, puzzle expert, prepares the answers for the *Home News* to prize puzzles being published in the *Evening Graphic*, *Evening Journal*, *Mirror* and *American*.

### To Celebrate 43rd Anniversary

Publishers of the *New York Jewish Tribune* will give a dinner Jan. 28, at the Hotel Astor, New York, to celebrate the newspaper's 43rd anniversary.

**In New Orleans its  
THE MORNING TRIBUNE  
(Published week-day mornings)  
THE NEW ORLEANS ITEM  
(Published week-day afternoons)  
THE ITEM TRIBUNE  
(Published Sunday mornings)**

Sold to National Advertisers at a combination rate 15c a line week-days and 18c a line Sundays.

## SONGS OF THE CRAFT

(Written Exclusively for EDITOR & PUBLISHER)

By Henry Edward Warner

### A SONG OF THE FREE

O who would an Editor be,  
To toil the livelong day  
While out in his field the Farmer free  
Is pitching his fragrant hay?  
Pitching his fragrant hay  
As none but a Farmer may!  
While the Editor edits  
And sweats and edits  
And watches his hair turn gray?

O who would the flimsy scan  
And wear his soul to grief,  
While out in the field the Farmer's Man  
Is stacking a yellow sheaf?  
Stacking a yellow sheaf  
With ardor beyond belief!  
While the cub reporter,  
That damned reporter,  
He will not make 'em brief!

O who would his columns make  
To fit a stubborn chase,  
While out in the open the Yokels break  
A furrow in Nature's face?  
A furrow in Nature's face,  
Running a merry race  
With a loping plow-horse.  
A skittish plow-horse  
That strains to bust a trace?

O who would an Editor be,  
If he could turn the soil  
Out there in the field with Nature free  
And a sun all set to broil?  
A sun all set to broil,  
Free from a desk's turmoil,  
And who would edit,  
Just sweat and edit,  
Who could escape the Toil?

### New Texas Daily

The *Wortham (Tex.) Daily Oil News* has been launched by Ed Satterwhite, who will be editor and publisher. Mr. Satterwhite for some years has been publisher of the *Wortham Journal*, a weekly and is broadening his activities with the discovery of oil at the edge of the city.

### To Discuss Ice Cream Campaign

The advertising campaign of the National Association of Ice Cream Manufacturers will be considered at the annual meeting of the Ohio Association to be held in Cleveland, Jan. 27-28.

### \$10,000 to Advertise Vermont

Governor Franklin S. Billings of Vermont recommended an appropriation of \$10,000 to advertise the state's agricultural and industrial advantages and to attract summer visitors.

**first! OHIO**

**20,827,721 Lines**

IN 1924

The Dispatch exceeded the next largest Ohio newspaper by 2,500,909 lines and all other Columbus newspapers combined by over 3,406,172 lines.

NET PAID CIRCULATION

**98,458**

Largest in Central Ohio

**Columbus Dispatch**

OHIO'S GREATEST HOME DAILY

## Associated Editors Service

### DAILY

Layon McDuffier—Comic by Payne  
"Kids" Pantomime—Comic by Striebel  
Quillen's Paragraphs  
"Aunt Het" by Quillen  
Mothers and Their Children  
Little Lessons In BIG SPORTS  
Color Cut-Outs  
Al Demaree's Sport Cartoons  
Word Of Comfort

### WEEKLY

Boys' And Girls' Page  
Economists' Forum  
Auto Sense—Williamson

### SEMI-WEEKLY

Individuality Of Dress  
Barrie Payne on Golf (Humor)  
Write for samples and prices of any or all of our service.

## Associated Editors Inc.

440 S. Dearborn St., Chicago

## San Francisco Chronicle

M. H. de Young

Leading Newspaper of the  
Pacific Coast

"Blankets" Northern and  
Central California

A clientele that can and does  
buy everything

National Advertising Representatives

Williams, Lawrence &

Cresmer Co.

225 Fifth Ave. 360 N. Michigan Ave.  
NEW YORK CHICAGO

## HEARST PIONEER DIES

**George Palmer First to Use Camera  
for News Pictures**

George Palmer, pioneer of the Hearst organization, died Jan. 21, in a Brooklyn hospital. Before retiring five weeks ago he was head of the Chemical Research Bureau of the Hearst newspapers. He was about 70 years old.

Born in England, Mr. Palmer spent about 10 years of his life before the mast. The story is that he was a sailor on the yacht of Senator George Hearst, saving the Senator's life, when he was threatened by an irate reader. Senator Hearst then employed him to write sea stories for the *San Francisco Examiner*.

He was later put in charge of the art department of that newspaper. Under him were developed such artists as Homer Davenport, Harrison Fisher, Jimmy Swinnerton, and John Barrymore, who later gave up art work for the stage.

His most significant services were in the field of newspaper art and photo-engraving. In the latter capacity, he was one of the first to introduce half-tone cuts and is reputed to be the first to introduce the camera for obtaining news pictures.

In 1896 he left San Francisco and came to New York, where he assisted William R. Hearst in organizing the various departments of the *New York American* and *Evening Journal*. He served similarly in establishing the chain of Hearst newspapers.

### Press Association Romance

Harry Flory, assistant manager of the London bureau of the International News Service, was married Jan. 22, in Sioux City, Ia., to Miss Florence Gilman, daughter of Mayor W. S. Gilman of Sioux City. Mr. Flory will return to his London post with his bride, Jan. 27. He met Miss Gilman while he was manager of the I. N. S. Paris bureau and she was studying art in the French capital.

**1893 SERVICE 1925**  
as visualized by  
**BENJAMIN & KENTNOR CO.**

**N**EWSPAPER REPRESENTATION as we practice it consists of intelligent, honest selling of markets and media; serving advertisers in every possible way; billing and collecting for advertising and sending a publisher a check for all business sent him.

It is a time saving and money saving system for publishers.

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

**BENJAMIN & KENTNOR CO.**

Advertising Representatives  
of Newspapers

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

401 Van Nuys Bldg.  
Los Angeles

## PUBLISHER MAY SIT IN COOLIDGE CABINET

**Andrew C. Pearson, National Chairman of the American Publishers Conference, Urged for Secretary of Agriculture Portfolio**

There is a possibility that President Coolidge may have a publisher in his new Cabinet. It was stated in official circles this week that several newspaper publishers have forwarded the name of Andrew C. Pearson to the White House with the recommendation that he should be appointed Secretary of Agriculture.

Mr. Pearson has been one of the leading figures in publishing for two decades. He has been especially prominent as an organizer of publishing associations. At present he is the national chairman of the American Publishers Conference with national headquarters in Washington and first vice-president and general manager of the United Publishers Corporation of New York, publishers of more than 20 national business papers, including the *Dry Goods Economist* and *The Iron Age*.

According to the information given the White House, Mr. Pearson is a recognized authority on marketing and distribution in business and agriculture. He studied these subjects closely before and after entering the publishing field. It is said the President is desirous of having a man who can command the hearty co-operation of business and at the same time win the confidence of the farmer. It is recalled here that Pearson headed a committee of newspaper and magazine publishers who handled the wartime advertising of the government and directed many advertising movements of those days.

Mr. Pearson was born on a Kansas farm but has been a resident of Montclair, N. J., for many years. He was one of the founders of the Associated Business Papers, the National Publishers Association, the American Publishers Conference and several other business groups. It is not known whether Mr. Pearson would be willing to give up his many affiliations in the publishing and business world for a portfolio but many of his friends in the publishing field feel he would be an ideal man for the job. It is said that he measures up to the specifications laid down by Secretary Hoover when he declined the post last week.

### Kimball Leaves John Budd Co.

Frederic A. Kimball, who has been in the newspaper advertising representatives' business for the past 20 years, and for 17 years a salesman and stockholder of the John Budd Company, New York, has disposed of his interest to his associates and severed his connection with the company. Mr. Kimball will announce his plans for the future at an early date.

### Newspaper Men Behind New Magazine

Several prominent New York newspaper men are listed as advisory editors of a new weekly magazine, the *New Yorker*, scheduled to appear soon. They include: Alexander Woolcott, *New York Sun*; and Heywood Brown and Laurence Stallings of the *New York World*. Harold Ross, formerly editor of *Stars and Stripes* and later of *Judge*, will be editor-in-chief.

### Agents to Study Radio Advertising

A committee of the American Association of Advertising Agencies to study the possibilities of radio as an advertising medium will be named shortly. James O'Shaughnessy, secretary, announced this week.

### Callaghan Succeeds Robert

John P. Callaghan, former promotion manager, has been appointed business and advertising manager of the *Montreal La Presse* succeeding the late Henri A. Robert.

## FIVE CLUBS JOIN A. A. C. W.

**Membership of International Body Now Totals 328 Local Groups**

Membership of the Associated Advertising Clubs of the World was increased by the addition of five new clubs to the roster on Jan. 17 and 19, it was announced at A. A. C. W. headquarters, New York, this week. The total membership is now 328 clubs.

Four of the new member clubs are in the United States and one in Great Britain.

They are: Advertising Club of Altoona, Pa., with 82 members, Arthur E. Winter, president, and Edwin S. Greer, secretary; Advertising Club of Greensburg, Pa., John C. Travis, president, and John A. Keck, secretary; Advertising Club of Lockport, N. Y., W. G. Marshman, president, and Roger Kinzly, secretary; Advertising Club of Beaumont, Tex., H. C. Scoggins, president, and W. A. Garrabrant, secretary; and the Publicity Club of Leeds, England, J. Fraser Johnson, chairman.

### Fly Boys' Strike Stops Presses

Presses of the *New York Journal* were stopped five hours Jan. 19, when 90 fly boys, members of the auxiliary branch, Newspaper Pressmen's Union, went on strike. The auxiliary branch was organized only last month. Difficulties were ironed out at a meeting between Bradford Merrill, general manager of the Hearst newspapers, and Major George Berry, international union president, at offices of the Publishers Association of New York City. The strike was declared to be illegal and the matter referred to the union for investigation under Andrew Armstrong, local president. No one would state the definite cause of the walk-out, but Editor & Publisher learned it was because certain union members were discharged for attending an illegal chapel meeting, which delayed start of the presses.

### Ludlow Has New Sales Manager

Virgil V. Evans has been appointed sales manager, with general supervision over the field organization of the Ludlow Typograph Company, it was announced this week. Several other changes in the firm's organization were necessitated, the announcement stated, because of the increasing demands of newspapers, job plants and specialty house for the Ludlow system of composition. A New England district office has been opened at 261 Franklin street, Boston, with P. I. Robbins in charge, and a southern district office at 312 Palmer Bldg., Atlanta, Ga., with Murray Howard, as southern district manager.

### Evening Edition Launched

The first issue of the *Paris* (Tex.) *Evening News*, published by the North Texas Publishing Company, publishers of the *Paris Morning News*, made its appearance last week. Harry T. Warner, formerly of the *Houston* (Tex.) *Post*, is editorial director.

### Jones Heads Northwest Group

H. V. Jones, of the *Minneapolis Journal*, has been elected president of the newly formed Northwest Publishers Association. Other officers are H. S. Klein, of St. Paul, vice-president, and J. W. Magers, of the *St. Paul Dispatch*, secretary and treasurer.

### Indiana Dailies Consolidated

The *Rochester* (Ind.) *News* and the *Rochester Sentinel* have combined and the new daily resulting is being published as the *Rochester News-Sentinel*. Hugh A. Barnhart is publisher.

### Leahsville (N. C.) Gazette Suspends

Publication of the *Leahsville* (N. C.) *Tri-City Daily Gazette* has been temporarily suspended.

# Three Million People IN INDIANA

Over 39 per cent of the people live in thirty-one cities having more than 10,000 population, and these have consequently, an importance far exceeding that usual to cities of their size.

# IN INDIANA

the entire urban population amounts to 50.6 per cent, so that each of these cities is a great buying magnet in a strategic geographical position.

# IN INDIANA

the national advertiser gets concentration of buying units in the chief newspaper centers, each backed by the great rural trade which supports it.

# IN INDIANA

these dailies have a local HOME influence and are the kind of newspapers that believe in cooperation.

## INDIANA NEWSPAPERS FOR INDIANA TRADE

	Circulation	Rate for 5,000 times
†Decatur Democrat .....	(E) 3,106	.025
*Evansville Courier and Journal... (M) 27,839 } (E) 11,230 }	39,069	.09
*Evansville Courier and Journal .....	(S) 32,840	.08
*Fort Wayne Journal-Gazette .....	(M) 31,502	.07
*Fort Wayne Journal-Gazette .....	(S) 34,520	.07
*Fort Wayne News-Sentinel.....	(E) 41,938	.09
*Gary Evening Post-Tribune .....	(E) 14,196	.055
Hammond Times.....	(E) 15,436	.05
*Huntington Press.....	(M&S) 3,797	.025
*Indianapolis News .....	(E) 128,400	.25
*Lafayette Journal & Courier..... (M) 7,605 } (E) 12,900 }	20,505	.06
†††La Porte Herald-Argus .....	(E) 6,000	.025
*Newcastle Courier .....	(E) 6,000	.025
*South Bend News-Times..... (M) 10,138 } (E) 12,902 }	23,040	.06
*South Bend News-Times.....	(S) 21,293	.06
†South Bend Tribune.....	(S) 19,388	.06
*Terre Haute Tribune .....	(E&S) 22,830	.06

\*A. B. C. Statement, Sept. 30, 1924.

†Government Statement, Sept. 30, 1924.

†††Government Statement, April 1, 1924.

## SYNDICATE REPORT

(Continued from page 19)

has also been inconsistency and lack of cooperation on the part of editors in facing the problem of a syndicate owner whose artist or author, having become famous overnight or after several years, demands more money and offers proof that he can get it elsewhere.

We have given a lot of thought to the handling of this situation, and the way we are doing it in every case possible is by refusing to take on a feature that looks very good to us without a long time contract, preferably five years. As our business is done on the sharing basis we feel that this is fair to the author, to newspapers and to ourselves. On the other hand we do feel that after we have taken all the chances on a feature and borne all the expenses, an editor ought to be willing to admit the increased value of certain features and to stand a fair rate.

"That brings out a situation that is very interesting to editors, for in the long run they must pay the fiddler in syndicate competition. Another syndicate head, touching on the same phase, writes:

It has been our experience that contracts cause more friction than anything else. Some newspapers seem to think that a contract is a one-way proposition. Some object to signing contracts.

Of course, basically it is necessary for a syndicate to make contracts with authors and artists. If this were not done, the same condition would exist in the newspaper business that prevails when there is a baseball war with players jumping from one league to another.

"At the suggestion of this committee, this same syndicate man goes on at some length to tell of things that some editors do to make syndicate men unhappy. Here is what he writes:

Frequently a newspaper will make a contract and then for some unforeseen reason desire to cancel the feature before the contract expires. We have had a recent experience of this sort. A newspaper contracted for a certain feature. Subsequent to making the contract with us they made a budget contract with another syndicate for all its features and omitted our feature from the paper. A competing paper in the same territory seeing that our feature was omitted wrote us and asked us if it was available. We took it up with the original paper and got the reply that they liked the feature; that during the week, it was omitted they received a lot of complaints and the newspaper wanted to extend its contract for the full period of our contract with the artist. This we did without asking for an increase.

A year later, this newspaper decided it wanted to drop the feature, giving the reason as space and admitted the feature had not deteriorated. However, conditions had changed in the territory so we could not dispose of it to another paper and when we insisted on the original paper being held to the contract for which it had asked, the publisher complained loudly and implied that insisting on this contract was tricky business. Some papers want to keep a feature when a rival wants it, and drop it if no other paper in the territory will take it up.

In this way, by inference, perhaps will patronize syndicates, using all sorts of means to get features when they want them and then when they don't want them attempt to disregard contracts.

Another practice of newspapers which affects the value of syndicate features in any particular territory is to omit publication, especially if they think they may lose the feature, the idea being that its popularity will be killed in the territory. I consider this an unfair practice.

Frequently papers will insist on getting a feature appearing in a competing paper in the same territory. I suppose the psychology being that "the girl at the other table always looks better." We had a recent experience of this sort.

A publisher bought a newspaper in a territory where we were selling a feature and where we had a contract with another paper. This publisher happened to own newspapers in three other cities where he bought the features requested. He insisted that because he bought a good many features from us in the three other cities, including the particular feature that he wanted, that we should attempt to cancel the contract with the paper that had been publishing it long before this publisher in question owned any property in this new territory. He wanted us to give him the feature immediately, or at least take it away from the

paper that had been publishing it, when our contract expired. Our policy has always been to protect a paper that has contracted for a feature, and we, therefore, refused to repudiate our contract or even to take the feature away from the original paper at the expiration of the contract.

His reply was that until we did give him the feature in the territory where he had just bought the paper we need not expect to sell him any more features for any of his papers and that is the present status of the situation.

Another practice of publishers, and please understand these cases cited are exceptions and not the rule, is to try to get a syndicate on bad terms with competing newspapers. If this can be accomplished, the publisher knows the syndicate would have the utmost difficulty in selling any features to his competitor, whereas if the market is confined to his own paper he takes advantage thereby in all his negotiations.

In making its contract with the producer, the syndicate bases its ability to pay on the nature and the number of contracts which the syndicate has with the newspaper. The syndicate is obliged to live up to its contract with the producer. If the feature is losing money, the syndicate must nevertheless pay the producer and take the loss. This frequently happens. If the newspaper makes a contract with the syndicate and then repudiates the contract or requests the contract to be cancelled, the syndicate is obliged to take a loss which it should not be asked to bear.

I think you will readily agree that in making contracts with the newspaper, the syndicate protects the newspaper. It is true there is a certain amount of competition between syndicates, but on the other hand, this competition is largely the result of the efforts of producers to better themselves. By this I mean that when an artist or author finds his contract about to expire, he usually goes out and tries to get more money, or if he demands, within certain limits, he cannot be blamed for this.

If the newspaper had a man on the staff who was producing a valuable feature, it would expect to pay him an increase in salary occasionally. If the syndicate did not make a contract with the producer and make a long-time contract, the result would be that valuable features would be the subject of increases in prices at frequent intervals, if not continually, because of the new demands being made on the syndicate. Therefore, long time contracts with an author or artist are desirable both from the syndicate's point of view and the newspaper's. If the newspaper has a long-term contract with the syndicate, it is protected both on the feature and on the price.

We frequently are told by publishers and editors that the syndicate will syndicate if they do not develop and create new features, that they simply take something which is already built up and has a following.

In answer to this, I can assure you that we meet with more resistance in launching or creating a new feature than we do in handling an old established one—in fact we meet so much resistance that frequently we suffer a loss as a result of our enterprises. Our salesmen are confronted continually with a proposition something like this made to them by editors and publishers: "We think this is a good feature, but it has never appeared anywhere and we have no way to gauge it. Why don't you see if you can sell it somewhere in town, and after it has run a year or two if it makes good we will be glad to take it on."

This not only makes it difficult to start a new feature, but it does not seem ethical to us to sell a feature in a territory, and after it has made good, take it away and sell to another paper; in fact, we have made it an inviolable rule not to do this. This frequently happens with features which eventually make good, so that it is not simply the result of our offering new features which have not the character or the merit to make them successful. We have a number of features on our list which we ran at a loss for some time, because of the reluctance of newspapers to put on something new, which are now making good money.

The question of territory is one that is constantly a matter of argument between the newspaper and the syndicate. This is an extremely difficult one to work out. Some of the editors of larger papers insist on what appears to the syndicates to be unfairly large territories.

The syndicate would invariably prefer to sell in a large number of small cities than to sell to one large city and tie up territory including the smaller ones. Then all the eggs are in one basket. The reasons are obvious

even though the big city is willing to pay for the additional territory.

In the first place, it does not increase the goodwill toward the syndicate to be obliged to tell small papers they cannot sell because of territorial restrictions.

In addition to this, if a feature is sold in six cities in a certain territory, the syndicate is not likely to get six cancellations at one time, but if the entire territory is tied up on one contract, one cancellation wipes the feature out of the entire territory.

On the other hand, from the practical point of view, the syndicate must sell its features and the big city is willing to pay a big price. If the syndicate flatly refuses to sell territory, it finds itself in the position of being unable to sell its features in the big city. This would frequently be ruinous. I think this question is worthy of considering.

## FLASHES

If the pedestrian race is to survive, some means will have to be found to provide them with spare parts.—*Columbia Record*.

Some words on the end of your tongue should be allowed to remain there.—*Houston Post-Dispatch*.

The germs of typhoid have been found in oysters here. Now instead of "wee, bye, bye, the walrus said," It's bye, bye, bi-valve.—*Louisville Courier-Journal*.

What we need more than a triumph of mind over matter is a triumph of mind over chatter.—*Kalamazoo Gazette*.

You can tell when you are on the wrong road. The billboards are less fancy.—*Baltimore Sun*.

Strangely enough, there were Nordics long before sheets and pillow cases were invented.—*Vancouver Sun*.

American waiters are a failure. They can't seem servile enough to make you feel important.—*Nashville Tennessean*.

Too often a "leader" is just a man who needs assistance to reach a job.—*Baltimore Sun*.

The trouble with most dumb-bells is that they aren't dumb.—*New York Evening World*.

Wrong news from New York. Experts say men do all things better than women. Bet he never tried to kiss a man.—*Columbia Record*.

In that Rhine bridge game, France seems to favor clubs as permanent trumps.—*Norfolk Virginian-Pilot*.

Beginning with the next academic year, Harvard's tuition fees will be increased; but dear old Electoral will continue to be the costliest of the colleges.—*F. P. A. in New York World*.

Galli-Curci says she will never bob her hair, because she needs all she has in mad scenes. Still, many a spectacular mad scene has occurred when the lady arrived home with a bob.—*Detroit News*.

The world's work must be done by some of us. We can't all be politicians and efficiency experts.—*Columbia Record*.

The airplane is now twenty-one years old, and in speed, high flying and recklessness, it comes up to what we must expect at that age.—*Cleveland Plain Dealer*.

In a village few things are as significant as a widower with polished nails.—*Baltimore Sun*.

A Gloucester baby has been born with extra fingers. This seems to be nature's first attempt to produce the ideal jazz-band pianist.—*Punch*.

Our only criticism of the radio photos coming out of London is their appearance of having been dispatched in a fog.—*Detroit News*.

## THE TACOMA NEWS TRIBUNE

## TACOMA

Population, 112,000 People

Local flour mills export over 1,500,000 barrels of flour each year; Tacoma Smelter largest in the West; 2 High Schools, 6 Intermediate Schools, 39 Grade Schools, College of Puget Sound, Annie Wright Seminary and 145 churches.

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, 32,843.

Frank B. Baker, President. Charles B. Welch, Editor and Gen. Mgr.

## ADVERTISING REPRESENTATIVES

David J. Randall, Ford, Parsons Co., 341 Fifth Ave., New York City. 360 No. Michigan Ave., Chicago, Illinois.

R. J. Bidwell & Co., San Francisco and Los Angeles, Cal.

The most successful of all newspaper consolidations.

THE NEW YORK HERALD  
New York Tribune

"FIRST IN PUBLIC SERVICE"

The **Evening World**.  
MORNING EDITION

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

The **Evening World**

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

## A Security Market

with complete newspaper financial service.

Buffalo offers a promising market for high grade securities. The Buffalo Evening News financial and business pages are complete, interesting, prompt; carrying TO-DAY'S news of activities in commerce and markets TO-DAY.

The News with its effective coverage and responsive reader interest, offers the financial advertiser the complete audience in the Buffalo territory. A. B. C. Sept. 30, 1923, \$119,754 total net paid.

Cover the Buffalo Market with the

## BUFFALO EVENING NEWS

\*Present average circulation 128,763  
Edward H. Butler, Editor and Publisher  
Kelly-Smith Company, Representatives  
Marbridge Bldg. Lytton Bldg.  
New York, N. Y. Chicago, Ill.

All Louisiana and MISSISSIPPI Listens In For RADIO NEWS in the NEW ORLEANS STATES



The state's representatives in the National Field—  
THE JOHN M. BRANHAM CO.  
New York—Chicago—St. Louis  
Atlanta—Detroit—Kansas City  
San Francisco—Los Angeles

New Orleans States

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



**SPEAKERS NAMED FOR MIDWEST AD MEETS**

**Three Advertising Conferences Scheduled for Next Week at Columbus and Detroit—Sumner, A. N. A. President, on Program**

Complete programs for three important mid-west advertising conferences which will be held in Columbus, O., and Detroit, Mich., the last week of January were announced this week at headquarters of the Associated Advertising Clubs of the World, New York. Altogether nine advertising meetings will be held during the week.

The first meeting will be that of the advertising club executives at Columbus, Jan. 26-27. Then the executive committee of the Associated Advertising Clubs will convene in Detroit, Jan. 28. Also in Detroit, Jan. 29-30 will be held meetings of the National Advertising Commission and the Fifth District, A.A.C.W. On the same days will be held a nationwide conference of financial, community and retail advertisers and advertising agents.

The Fifth District (Michigan, Ohio and Kentucky) and the National Advertising Commission will hold joint meetings on Friday. E. T. Meredith, former Secretary of Agriculture, G. Lynn Sumner, president of the Association of National Advertisers; James O'Shaughnessy, secretary, American Association of Advertising Agencies, and Warren L. Hoagland, of the United States Department of Commerce, will address these meetings.

Lou E. Holland, president of the Associated Advertising Clubs, will preside at the Executive Committee meeting.

Speakers on the Advertising Club Executives' program at Columbus are: Florence Gardner, San Francisco, A. F. Rapp, Peoria; Ed. W. Hunter, Indianapolis; Fred. E. Winsor, St. Louis; W. G. Randall, Kansas City; Marie H. Ryan, Detroit, and Minna Hall Simons, New York; Byron W. Orr, Louisville; Helen McBee, Seattle, Clifton D. Jackson, New York and Robert A. Warfel, Columbus.

Earle Pearson, educational director of the Associated Advertising Clubs, New York, will speak on "What the Educational Committee Offers the Clubs." Norman S. Parrott of Baltimore will preside.

Speakers at the Fifth District convention on Thursday, January 29, will be: W. K. Towers, president of the Adcraft Club, Detroit; A. W. Neally, Dayton, district chairman; C. S. Anderson, Columbus; G. W. Kingsbury, Detroit; W. T. White, Dayton, Earle Pearson, New York; R. T. Kline, Cincinnati, and probably Julius Kline of the Bureau of Commerce, Washington, D. C.

The Financial, Community, Retail and Agency departments of the National Advertising Commission will hold special meetings Friday morning. An exhibit is being planned by the Industrial Advertisers' Association.

**LETTERS FROM OUR READERS**

**Distinct Approval**

**TO EDITOR & PUBLISHER:** We note with distinct approval the following editorial paragraph, appearing in italics (and very properly so) in your issue of Jan. 3:

"We are asked what we think of a patent medicine advertisement which promises to 'destroy the germs that lead to consumption.' Played up as a preventive, it might be all right; but played up as a cure, to catch the dollars of miserable tuberculosis sufferers, it is a hellish imposition and should be thrown out of any newspaper."

Your words are none too severe. "Hellish imposition" is amply justified by the facts, and your whole editorial paragraph is directly in line with the warning to the public, repeatedly issued by this Association, thus: "There is no medicine that cures tuberculosis. All advertised

'cures' are cruel frauds. Do not waste your money or your time on them."

The real preventives and remedies that are of value in fighting this needless scourge are: Fresh air in abundance, wholesome and nourishing food, clothing suitable for the weather, personal and home cleanliness and plenty of sleep—guided, most certainly, by at least an annual medical examination by one's family physician.

**THE EDITOR & PUBLISHER** has performed a noteworthy public service. We welcome its help.

NEW YORK TUBERCULOSIS ASSOCIATION.

**Official Protest**

**TO EDITOR & PUBLISHER:** The attention of the Executive Committee of the Association of American Correspondents in London has been directed to statements credited to W. G. Shepherd which appear in your edition of Dec. 20, 1924, in which Mr. Shepherd, in referring to the "kept American reporter in foreign capitals," is said to have stated: "I have no doubt that tonight, were you allowed a movie radio-photogram view of our press representatives in London, you would see a good many in some well-known bar, where, should they be queried on some story by their home editors, they could find some agent of the British foreign office nearby, ready to furnish them with the British point of view."

I am requested by the Executive Committee of our association, whose 65 members represent in London many of the most important newspapers and other periodicals in America, to write to you to give publicity to its strong protest against such vicious fulminations by one who is supposed to be a credit to the fourth estate but who, if the remarks attributed to him are correct, displays only an abysmal ignorance of the ethics of decent journalism.

JOSEPH W. GRIGG,  
President.

**Billions vs. Millions**

**TO EDITOR & PUBLISHER:** We are exceedingly sorry to note that in your **SPACE BUYERS' GUIDE** (your issue of Dec. 13), you have failed to make the correction which we marked some time ago on your advance proof for the city of Portland.

In the paragraph headed "Special Information" you said that "Portland mills in 1923 cut 920 billion board feet." This statement should be 920 millions. The amount which you have shown is, we believe, more than all the standing timber in the United States.

Also there is a duplication in the statement in the paragraphs regarding shopping and trading area.

J. A. DAVIDSON,  
Manager, Merchandising Service Dept.  
OREGONIAN PUBLISHING COMPANY.

**A Correction**

**TO EDITOR & PUBLISHER:**—I notice a recent issue of **EDITOR & PUBLISHER** lists the *Fort Worth Star-Telegram* with a large number of other newspapers, whose broadcasting stations put out returns on the election of Nov. 4. This is an error which I shall appreciate your correcting.

The *Star-Telegram* broadcast no election returns of any character on Nov. 4. We never contemplated broadcasting returns on the national election at all and decided against broadcasting returns on the state election just a few days before the date of it. We did this because as members of the election bureau we found broadcasting would interfere with a lot of papers who were taking the service only for bulletin purposes.

J. M. NORTH, JR.,  
Editor.

**A.N.A. Pays Tribute to Shuey**

The executive committee of the Association of National Advertisers in a resolution passed, paid tribute to Edwin L. Shuey, former association president, who died recently.

The Greatest Farm State

IOWA

CROPS NEVER FAIL

Iowa is the greatest agricultural State in the Union and ranks first in value of farm lands and buildings, in value of live stock, horses and poultry, in production of corn, in production of oats and in production of hogs.

Iowa produces four per cent of our national crops and eleven per cent of all our live stock.

In this State agriculture is particularly well balanced and highly developed. If the market drops the farmer does not quit, but cuts his overhead and keeps right on producing.

Iowa has the highest percentage of literacy of any State or of any equal area in the world; she has more banks than any other state; she has more farm-owned automobiles and more rural telephones.

A more responsive, concentrated market can not be found than in Iowa. Large advertisers are enlarging their space in Iowa.

You can reach farm owners and town people alike through the following newspapers:

	Circulation	Rate for 5,000 lines
*Burlington Gazette .....(E)	10,164	.04
*Cedar Rapids Gazette .....(E)	21,481	.07
*Davenport Democrat & Leader.....(E)	14,564	.06
*Davenport Democrat & Leader.....(S)	17,895	.06
†Davenport Times .....(E)	24,676	.07
*Iowa City Press-Citizen.....(E)	6,387	.035
*Mason City Globe Gazette .....(E)	12,622	.04
*Muscatine Journal .....(E)	7,762	.035
*Ottumwa Courier .....(E)	12,852	.05
*Waterloo Evening Courier.....(E)	17,071	.06

\* A. B. C. Statement, Sept. 30, 1924.  
† Government Statement, Sept. 30, 1924.

# DOLLAR PULLERS

\$\$\$

\$\$\$

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

BUSINESS TICKLER



**EDWARD S. MORSE**, advertising director of Saks-Fifth Avenue store, New York, has prepared for the Sales Promotion Division of the National Retail Dry Goods Association, a complete sales promotion calendar for 1925 for department stores. The calendar represents what 50 progressive merchants throughout the country are doing to stimulate business and build up confidence in their community and their stores.

Divided into six sections, representing six selling seasons, it contains, besides suggested advertising, all legal holidays, Jewish holidays, festivals and fasts. It is described as "convenient for the advertising man to have on his desk."

Convenient, say we too, for newspaper advertising managers. Might write for one.

**JUST** before St. Valentine's Day it would be a good stunt for the paper to run a page of ads in which various local advertisers in rhyme send valentines to their customers. Many stores like to break into rhyme every now and then so they would be glad to come in on such a page and, of course, such a page would attract much attention by reason of its novelty and so be a splendid hit of publicity for the advertisers.—Frank H. Williams, Santa Ana, Cal.

The next time you prepare a section on some store's new home, don't overlook the manufacturers and jobbers of the main articles handled by that store. An Ohio newspaper remembered these and obtained more than four pages of advertising extra as the result of its enterprise.—B. A. T.

One publication succeeded in putting on nearly 400 subscribers through a little contest among its correspondents. The cash prizes offered were small compared to the cost of an automobile for a bigger campaign which might not have produced as much. Donald O. Ross, *Washington (Ia.) Democrat*.

Long winter evenings cause people to seek entertainment at home. Why not tell your advertisers to boost games of all sorts and books? An attractive window display bringing out the idea would complement advertisements in your paper.—H. M. Hofford, Providence, R. I.

In the out-of-town sections where circulation is lagging it can often be stimulated by co-operation with the editorial department. Have the latter send a good

# WIRE NEWS

For Evening and Sunday Newspapers

International News Service

21 Spruce St., New York

feature writer to the sections where subscriptions are unsatisfactory to ferret out the unusual in local industries, the successful farmers of the section and other interesting local features. A series of daily stories of this nature will not only help to hold circulation but build new circulation.—A. N.

The day of the advertising laundry is here; so much so that specialized advertising is necessary to pull the trade. Here's a never-failing business getter. Every laundry of any size receives many cuff links in soiled shirts in the course of a month. Invariably they are returned; but invariably the laundries never tell the public so. A New York laundry is now advertising that all cuff links sent to the laundry in shirts are returned the same day; and the result in increased business has been astonishing. Advertising men can always sell their local laundries a series of ads along this line.—Henry R. Helsby, Olean, N. Y.

A shoe store in Minneapolis has devised a merchandising stunt whereby you can bring in your old shoes and cash them in for 50 cents a pair on the purchase of a new pair costing not less than \$2.50. The old shoes are then turned over to some charitable organization and given to persons needing them. Why not put this plan before a shoe dealer in your town?—G. Smedal, Jr., Minneapolis.

To demonstrate the effectiveness of your classified ads, pick out from time to time a particularly good one and feature it in a display, showing how much it cost to run it, and how many replies it produced.—C. M. Littlejohn, Washington, D. C.

The *Cleveland Plain Dealer* recently carried a large newspaper advertisement announcing the results of the judging of a novel Radio Contest conducted by the Marshall Drug Company. When this company opened its 33d store in Cleveland, the event was marked by broadcasting, that night, over WJAX an attractive program. At the same time, over the radio, this company announced it would award prizes for the three best letters received telling "What I like about the Marshall Drug Stores." Several hundred letters were received and there were so many good letters that extra prizes were given. The announcement of the winners was published in Cleveland newspapers.

## 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**  
Woodward Bldg., Washington, D.C.

### THREE PRESS GROUPS TO MEET IN SYRACUSE

Associated Dailies, State Publishers' Assn., and N. Y. Press Assn., to Convene Simultaneously  
Feb. 5-6-7

For the first time in the history of New York State all the upstate organizations of newspaper publishers will hold meetings at practically the same time next month. The New York Associated Dailies, New York State Publishers Association and the New York Press Association will meet in Syracuse on February 5, 6 and 7 respectively.

Sessions will be held at the Hotel Syracuse. The principal event of the series of meetings will be a dinner on the evening of Friday, Feb. 6 addressed by Willis J. Abbott, editor of the *Christian Science Monitor*, of Boston.

At the meeting of the New York Associated Dailies on Thursday, Feb. 5, the question box will be used for a basis of discussion on newspaper topics.

The sessions of the New York State Publishers Association will be held on the following day.

The New York Press Association, which is holding a winter meeting for the first time in its history, will put a new constitution into effect and elect officers. The principal matter of discussion at the meeting will be the continuance of the office of field secretary instituted two years ago.

Charles D. Osborne of the *Auburn Citizen* is president and E. S. Underhill, Jr. of the *Corning Leader*, secretary of the Associated Dailies; Frank E. Gannett of the *Rochester Times-Union* is president and Charles H. Congdon of the *Watertown Times* secretary of the New York State Publishers Association; and John W. Baker of the *Ithaca Journal-News* is president and Jay W. Shaw of Elmira, secretary of the New York Press Association.

### NEW NEWSPAPER RECRUIT

Jewel Tea Company Buying Space For First Time in History

For the first time since its founding more than 25 years ago, the Jewel Tea Company, Inc., is presenting its products to the public through the newspaper. The first Jewel newspaper advertisements appeared this month. Full-page advertisements were used principally in the schedule.

In announcing the change in policy the company issued the statement that "The aim of the Jewel Tea Company in its plan of advertising is to win the greater confidence of its patrons and of the public by placing before them from time to time authoritative messages dealing with each phase of its business. It is hoped that entering the broad field of newspaper advertising will result in such economies of operation and distribution that it may be able to enlarge its service to its customers and increase the benefits it can offer."

### OHIO EDITORS TO MEET

Buckeye Press and Associated Dailies Gather in Columbus Feb. 3-6

Lieut. Gov. Charles H. Lewis, owner of the *Upper Sandusky (O.) Union*, and C. V. Truax, head of the Department of Agriculture, will be among the speakers at the meeting of the Buckeye Press Association in Columbus, Feb. 5 and 6. The sessions will be held at Ohio State University.

The Ohio Associated Dailies will hold sessions on Feb. 3 and 4, marking the 40th anniversary of the organization. L. E. Brush, owner of the *Marion Star* and other papers, who was secretary for 25 years, will review the history of the association.

1925 Year Book next week.

1925 will be a Prosperous Year

AN immediate gain of thousands of NEW prepaid subscribers is the best possible way to start the New Year. Our campaigns offer the one SURE way to obtain this circulation increase, as is proven by over twenty years of unquestioned supremacy and the number of leading metropolitan dailies who use and endorse our services.

HOLLISTER

CIRCULATION ORGANIZATION  
717-718 COM'L EXCHANGE BLDG.  
LOS ANGELES, CAL.

### Our Features:

Irvin S. Cobb  
Samuel G. Blythe  
R. L. Goldberg  
Ros Fulkerson  
Don Herold  
O. O. McIntyre  
Nellie Revell  
Will Rogers  
H. J. Tuthill  
Albert Payson Terhune  
and others

**The McNaught Syndicate, Inc.**  
Times Building, New York

YOU MUST TELL THE BUSINESS MEN OF YOUR TOWN ABOUT

## BUSINESS

If you don't it will COST YOU MONEY

John T. Flynn's Daily Business Reviews deal with fundamental business conditions of vital interest to every business man. They are backed by the greatest business news collecting organization in America, The United Publishers Corporation, publishers of Iron Age, Dry Goods Economist and a score of other nationally known business publications.

Write for Particulars to  
Edward F. Roberts, Editorial Director  
U. P. C. NEWS SERVICE, INC.  
243 W. 39th St., New York City

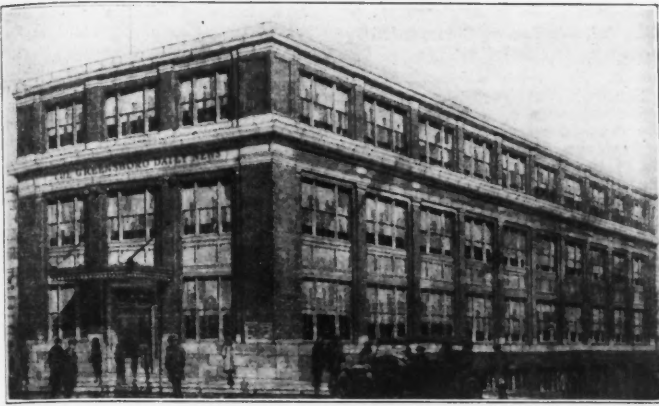
Mr. Publisher or Business Manager

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.

**GREENSBORO (N. C.) NEWS NOW PRINTING FROM NEW, MODERN PLANT**



EDITORS and publishers representing practically all of the newspapers in North Carolina and several from other states were guests of the *Greensboro (N. C.) Daily News*, recently at a banquet marking the completion and formal opening of the News' new home, built and equipped at a cost closely approaching the half million dollar mark.

The News building was characterized by the visiting newspaper men as one of the most elaborate and complete structure of its kind in the two Carolinas.

The building, erected of concrete and hollow tile and fireproof, is 50 feet wide by 174 feet long and has 86,000 feet of floor space. It has three stories, basement and sub-basement, the heating system being in the latter.

The building itself cost \$190,000 and the building, land and equipment cost \$450,000, according to E. B. Jeffress, president of the company and business manager.

The press, a 48-page, low built, high speed Goss is located in the basement. In addition the old 32-page Goss press is in the basement, this being used for printing color work and comics. Ink is pumped direct from a large tank in the basement to the fountains. The Cutler-Hammer Manufacturing company's conveyor system is used to carry papers from the press room to the mailing room, from which place they are sent by chute to the truck platform.

On the first floor is located the business office, including the auditing, bookkeeping, circulation and advertising departments and the office of the general manager.

Editorial offices are on the second floor. In the rear is the composing room.

The third floor is used for business offices for various concerns.

The business office is equipped with mahogany desks, steel cabinets, etc. The floor is of oak and maple. Large windows provide adequate light and ventilation for all departments. Shower baths and other facilities for the convenience and comfort of the employees are located on the second floor.

Plans for the building were drawn by Harry Barton, local architect, the lay-out having been arranged by S. P. Weston.

prominent New York, newspaper engineer.

Both exterior and interior of the building present a dignified but pleasing appearance.

The *Daily News* has had a large growth in the past few years. In 1911 it was purchased by W. A. Hildebrand and E. B. Jeffress, of Asheville, who published the paper until 1918 when Mr. Hildebrand relinquished his interest. A. L. Stockton, Earle Godbey and the late A. B. Joyner then became associated with Mr. Jeffress in the ownership and control of the paper.

E. B. Jeffress is president and business manager; A. L. Stockton is vice-president and managing editor and Earle Godbey is secretary and editor. W. S. Dickson is advertising manager and Lenoir Chambers, associate editor.

On Sunday morning the *News* published a 68-page souvenir edition, giving views of the plant and pictures of the owners, officials and employees.

**Church Urged to Study News**

Declaring American newspapers are printing more religious news and editorials than hitherto, Dr. R. J. Wade, executive secretary, urged delegates to the convention of the World Service Commission of the Methodist Episcopal Church, meeting this week in Chicago, to reciprocate by studying the viewpoint of editor, reporter, and press associations.

**Publishers Discussing Agents' Research**

Discussion of the Department of Organized Research of the American Association of Advertising Agencies is a feature of the 12th annual meeting of the Northern New York Press Association, being held at Watertown, N. Y. Jan. 23-24. In their advance program the publishers ask the question "Shall We Welcome This Microscopic Scrutiny?"

**WHAT THEY ARE SAYING**

**"MASTER THE ETHICS OF GOOD BUSINESS"**

"EVERY advertising man and every salesman owes it to himself, his profession, and those he is trying to serve, to master the ethics of good business from A to Z and back again. Advertising will be more productive when prepared in all its phases by those who know good business as well as good copy, illustrations and layouts."—CHARLES R. WIERS, Development Manager, National Shawmut Bank of Boston, Mass.

\* \* \*

**PRESS STRESSING FACTS, NOT OPINIONS**

"THE accent of the Press has been shifted from opinion to fact. Where, in other days, the Press provided ready-made opinions for the few, it now provides the food from which the opinions of the many are made. Journalism no longer considers itself bound to have its opinions accepted and acted upon, but it is bound to give an intelligent and faithful exposition of the facts upon which independent opinion may rest. This is the age of the reporter. News is among the chief factors in the formulation of conduct. The Press discharges its responsibility to the world in the fidelity with which it gathers, and the truthfulness with which it presents, its news. It has no responsibility for the reactions thereto of its readers."—HERBERT BAYARD SWOPE, Executive Editor, *New York World*.

**A. A. C. W. Warns of Imposter**

The Associated Advertising Clubs of the World warns of an imposter who is selling advertising books, declaring he has authority from Lou Holland, president, who has delegated him to promote the A. A. C. W. "Foundation Department." The association has no such department.

**Waco News-Tribune Buys Building**

The *Waco (Tex.) News-Tribune* has purchased the building it now occupies from E. E. Thompson for a consideration of \$20,000.

**POWER—**

without duplication, reaching 45 out of every 100 people who buy any New York evening newspaper.

**NEW YORK EVENING JOURNAL**

**The Plain Dealer**

has the Largest Circulation of Any Cleveland Daily Newspaper

**205,569**

J. B. Woodward 110 E. 42d St. New York  
Woodward & Kelly Security Bldg. Chicago

**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.

**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

"Prosperity Zone" is the name that has been given to the Dallas market-territory (of which *The News* is the accepted paper) because many authorities and most statistics agree in designating it as the most consistently prosperous single market in America today.

Write to *The News* for facts and data

**THE DALLAS MORNING NEWS**  
Supreme in Texas

**MOST NEWS**

The largest morning daily circulation in Pittsburgh

**The Pittsburgh Post MORNING AND SUNDAY**

October circulation (net paid)  
Daily Circulation.....137,824  
Sunday Circulation.....197,347

Member A. B. C.

**NEW YORK STATE Westchester County's**

Fastest Growing Cities

Mount Vernon and New Rochelle and The Vicinity Towns

Are Covered Completely By

**THE DAILY ARGUS**

of

Mount Vernon

**THE STANDARD STAR**

of

New Rochelle

(Both Members of ABC)

Westchester Newspapers, Inc.

Franklin A. Merriam, Pres.  
Mount Vernon—New Rochelle

## BUILDING HOUSES TO INCREASE LINEAGE

**N. Y. Herald Tribune Will Construct 15 Model Homes in 1925—Believes It Excellent Way to Boost Advertising Revenue**

Why shouldn't newspapers turn builders and put up homes?

The question is answered, "They should," by several newspapers which have built model homes and have thereby, they claim, added readers and advertising lineage.

Some of the home-building newspapers are the *Albany Times-Union*, *Schenectady Gazette*, *Troy Record*, and *New York Herald Tribune*.

An especially active building year for 1925 is planned by the *Herald Tribune*, according to L. Porter Moore, editor of the Sunday Small House Page of that newspaper.

Present plans call for construction of 15 different demonstration *Herald Tribune* homes this year, Mr. Moore said.

The *Herald Tribune* each Sunday prints plans for a model home and it is from these plans the 15 will be chosen. The exact cost, and the names of different products used in construction will be printed in detail by the newspaper.

"The homes are built by real estate promoters at no cost to the newspaper," Mr. Moore explained to **EDITOR & PUBLISHER**. "The promoter is paid well by the publicity he receives.

"We started to build *Tribune* model homes in 1922, when we constructed two houses. In 1923 we built nine homes and last year the number reached 14.

"It is certainly a field where newspapers can increase their advertising revenue, create reader interest and good will, and some additional circulation," he said, "as well as performing a real serv-

### ADDITIONAL CLASSIFIED

### BUSINESS OPPORTUNITIES

**A New Feature Service.** That is, in interest and cost to members, the best break since the world flight of the Army Air Service. Will prove to be a circulation getter. Will fit every paper, from the County Seat, Weekly, to the Metropolitan Daily. Will last from three to five years and the interest on the last day will surpass the first. Uniform release dates; full protection for members. No cost to you until you have had service thirty days. You can terminate contract after sixty days, at your option. Service will start in Spring. Investigate now. Full particulars upon receipt of your query, on your own letter-head. Address **Raiser, P. O. Box No. 75, Sta. "W" New York City.**

**Desirable Dailies, Weeklies and Monthlies** in the East, West, North, and South. If you are in the market call, phone, or write **J. B. Shale, Times Building, New York City.**

**Newspaper Man With Plant Wants Location.** Owner of complete newspaper plant including four linotypes and 16 page rotary press is looking for opportunity to re-enter newspaper business. Would you like to trade an interest in your business for any of the above equipment and secure the services of publisher who has had twenty years experience? If so act quickly as equipment must either be put to work or disposed of immediately. For full information address **Box C-649, care Editor & Publisher.**

**Publishers!!! Sunday.** "Saying it all in the head"—which means I am willing to start a Sunday paper in any live city of 20,000 to 50,000 population, and back it with my own capital on a contract with you; am now Sunday Editor of a Miami daily and have been a publisher. Coming north in March. Address "Sunday Editor," Room 72, Fort Dallas Hotel, Miami, Fla.

**\$12,000 Cash Buys Control.** best semi-weekly Los Angeles County. 8-10 pages issue. Will gross around \$50,000 1925. Fastest growing city 10,000 Southern California. C-607, Editor & Publisher.

**Wanted** Evening Paper published in New England, New Jersey, Eastern Pennsylvania or Eastern New York. I can make substantial cash payment. Address **Purchaser, C-668, care of Editor & Publisher.**

### EQUIPMENT WANTED

**Wanted.** Daily newspaper desires second hand rotary press to print up to 32 pages, 8 columns, 12 1/2 ems, speed approximately 16,000 per hour. Write 1807 Gorham Bank Building, New York, enclosing last papers printed.

ice in creating better home building standards. We insist that only the best of materials be used in construction, and personally supervise the work.

"In 1922, when we first started model home building we printed 569,916 lines of real estate display advertising, increasing this to 672,854 lines in 1923, and to 1,359,394 in 1924.

"Of course in last year's figures the merger with the *Herald* must be considered, but it is not responsible for the entire increase.

"Lineage figures in building material advertising copy also increased from 28,504 lines in 1922, to 60,480 in 1923 and 61,222 in 1924."

Mr. Moore said he thought newspapers in cities of 25,000 population or over would profit by model home building.

**Florida Wants 1926 A. A. C. W. Meet**  
Efforts to bring the 1926 convention

of the Associated Advertising Clubs of the World to Florida have already been set in motion by the Advertising Club of St. Petersburg, Fla. The club will be represented at Houston, Tex., next May, by a trainload of delegates.

### San Antonio Papers Commended

Alame Post, American Legion, at San Antonio, Tex., voted commendation of the San Antonio newspapers for suppressing the name of a white girl, for whose criminal assault a negro recently was tried and given the death penalty. None of the three San Antonio dailies printed the young woman's name in connection with the case.

### New Jersey Weekly Announced

Arthur Culbertson, publisher of the *Kenilworth* (N. J.) *American*, will

launch shortly another weekly newspaper, the *Cranford* (N. J.) *Inquirer*. William Francis Nee, of the *Westfield* (N. J.) *Leader*, has joined Mr. Culbertson's staff.

### Noted War Correspondent Dies

Mrs. Eleanor Franklin Eagan, war correspondent, died at her home in Rye, N. Y., Jan. 17. Prominent newspaper men attended her funeral held Jan. 20, including, Frank Munsey, publisher of the *New York Sun*, Melville E. Stone, counsellor of the Associated Press, and Walter Lippman, editor of the editorial page of the *New York World*.

### Daily Reaches Half-Century Mark

The *Owensboro* (Ky.) *Messenger*, of which Urey Woodson is publisher, celebrated its 50th anniversary this month. It was first issued as a weekly Jan. 1, 1875, becoming a daily in 1887.

## SUPPLIES AND EQUIPMENT FOR NEWSPAPER MAKING

### N. Y. DAILY NEWS

HALF-TONES

Best in the World

Made by

## POWERS

NEW PROCESS

We can increase your business—you want it increased.

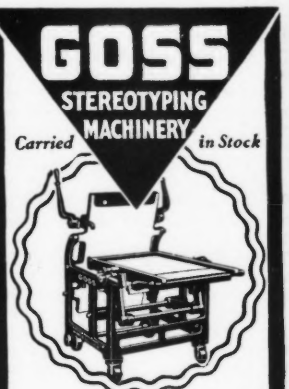
You have thought of press clippings yourself. But let us tell you how press clippings can be made a business builder for you.

## BURRELLE

145 Lafayette St., N. Y. City  
Established a Quarter of a Century

### Printers' Outfitters

Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.



Fastest, most easily operated, most accurate and durable flat casting box you can buy. Perfectly balanced. New design lock-up bar allows for quick change when regulating thickness of casts. Positive quick lock-up at four points on box with one lever movement. Write for complete catalog of Goss Stereotyping Machinery.

**THE GOSS PRINTING PRESS CO., CHICAGO**

Cline-Westinghouse Double Motor-Drive with full automatic push button control.

USED BY THE

**New Castle News**  
New Castle, Pa.

We refer you to them for their opinion



MAIN OFFICE  
Fisher Bldg.  
343 S. Dearborn St.  
CHICAGO

EASTERN OFFICE  
Marbridge Bldg.  
Broadway at 34th St.  
NEW YORK

## MODERNIZE

your

## COMPOSING ROOM

with

## HAMILTON EQUIPMENT

Made in both wood and steel.

Manufactured by  
**The Hamilton Mfg. Co.**  
Two Rivers, Wis.

For sale by all prominent Type Founders and Dealers everywhere.

## 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

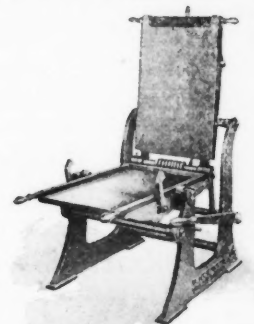
**Printers Manufacturing Co.**  
709-719 Palace Bldg.,  
Minneapolis Minn.

## Hoe Quick-Lock-Up Flat Casting Mould

The throwing of a single Lever locks this Hoe Flat Casting Mould which is carefully designed and constructed for perfect Balance as well as Quality and Durability.

Made in three sizes—five, seven and eight columns.

If It's a Hoe, It's the Best.



**R. HOE & CO., Inc.**  
7 South Dearborn Street,  
CHICAGO, ILL.

**504-520 Grand St., N. Y. City**  
Also at  
DUNELLEN, N. J.  
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

**A-1 Printing Equipment Engineer.**  
Electrical Engineer, eighteen years in the field. Experience covers electrical and mechanical supervision over steam power plants, air compressors, boilers and steam generating equipment, with eight years devoted exclusively to newspaper engineering, design, layout of plants and equipment, presses, conveying machinery and automatic control switchboards of all types and manufacture, on metropolitan newspapers. Will consider engagement as Electrical, Mechanical or Efficiency Supt. or Engineer, with responsible charge of all electrical and mechanical equipment on newspapers from 40,000 to 500,000 daily circulation. Salary must be commensurate with responsibilities and possibly location. Correspondence solicited. Address, C-597, "Engineer," care Editor & Publisher.

**Advertising Manager.**  
Nine years experience, excellent executive, salesman, copy writer and lay-out man. Best references. Will consider position as solicitor. Box, C-622, Editor & Publisher.

**Advertising Manager—Classified, Display.**  
Twelve years experience, display and classified promotion work, trained under the most successful publishers in country; want a position where there is a real opportunity to prove my ability; my experience enables me to get business and hold it; can furnish best of references as to character and ability; ready Feb. 15. Address. C-637, Editor & Publisher.

**Advertising Manager.**  
Ten years experience on weekly and small daily. A-1 copy writer, solicitor and lay-out man. Well acquainted with all details of newspaper work. Address, C-637, Editor & Publisher.

Radio news is apt to be mechanical and lengthy. "Listening In" has the personal touch and is a perspective of all that is interesting and important.

**"Listening In on the United States"**  
by Robert D. Hein  
Insurance Building,  
Washington, D. C.

**All Round Newspaper Man.**  
Publisher, having disposed of his paper would consider proposition as business or advertising manager. Capable executive, proven ability. Good organizer. Familiar all departments, started collecting, circulation and worked himself up to advertising manager, general manager and publisher. Has original ideas and knows how to put them into practice. Go-getter, excellent record on several substantial papers. Can write convincing copy, lay out ads and advertising campaigns that sell the merchant, the merchandise and builds space. Publisher who would like to increase revenue of his paper and desires to put either of these departments in efficient competent hands write. Box C-652, care Editor & Publisher.

**A \$10,000 Executive.**  
General or Business Manager is considering a change. If your newspaper or newspapers need a builder—address Box C-650, care Editor & Publisher.

**Classified Manager.**  
Four years' experience large and small papers. Would like to connect with paper in city of 25,000 to 50,000. Excellent references. Normal salary to start. Available immediately. Box C-663, care Editor & Publisher.

## Situations Wanted

**Classified Advertising Manager**  
With an excellent record as a producer, efficient, economical, aggressive, a hard worker, and a thorough knowledge of Classified Advertising. Twelve years experience, for the last five years with one of New York City's leading Classified mediums. Previous experience in smaller cities. Familiar with every known system of Classified, also several proven methods, as to the development of Classified reader interest. Age 30, married, wishes for personal and family reasons to locate permanently away from New York City. Will go anywhere for a good permanent proposition. Address C-670, Editor & Publisher.

**Circulation Manager.**  
15 years' experience on morning, evening, Sunday and combination papers; thoroughly familiar with all branches of circulation work. At liberty now; go anywhere. Address Box C-602, Editor & Publisher.

**Circulation Manager.**  
Ten years' experience as circulation manager. Morning, evening and Sunday papers. Able executive, up to date knowledge of various building methods. Capable handling any size paper and showing satisfactory results, at liberty after Feb. 1. Box C-658, care Editor & Publisher.

**Circulation Manager.**  
Experienced on morning and evening papers. Metropolitan and small cities, can run your circulation department on an economical basis. Stop all leaks, increase cash receipts and secure reasonable growth without expensive outlay. Employed at present in undesirable location, prefer Eastern, Pa., N. Y., or N. J. Reference furnished. Address, C-630 c/o Editor & Publisher.

**Editor.**  
Managing, news, telegraph or city desk on afternoon paper. Six years success as editorial executive. Young, married, good writer, organizer, hard worker. Wants change from morning paper. Now employed. Best references. Will come for interview. Box C-655, care Editor & Publisher.

**Editorial Writer.**  
Send announcement elsewhere on this page under special heading in column 4.

**Managing Editor.**  
Twenty years' newspaper experience, ten as managing editor, daily and Sunday. Looking for opportunity on paper that needs fixing up. Specially good on news display, make-up, office mechanical organization, and reduction of overhead. Can handle men to get best work. Now employed on American morning paper. Forty years old, married, with family. Experience covers small and big city dailies. Not fussy about location long as living conditions congenial. Full details by writing. C-654, care Editor & Publisher. Confidential.

**Technical Superintendent.**  
Executive of exceptional ability and personality. Will consider change from present position; 45 years old; experience gained with largest newspapers in the East; \$150 weekly to start. For personal interview, address C-648, care Editor & Publisher.

**Mr. Publisher.**  
Classified manager, now employed on paper of 13,000 desires larger field. Can develop reader interest and produce favored business. Salary desired, \$50 per week. Address C-651, care Editor & Publisher.

**Reporter.**  
Seven years' experience on dailies and press associations seeks reportorial position on daily in small or medium sized city. Can serve as city editor. Considered good feature writer. Box C-647, care Editor & Publisher.

**Solicitor-Manager.**  
Thoroughly schooled in advertising salesmanship and copy writing. Ten years' successful soliciting and managerial experience. Single, aggressive, interested in South, East or Mid-West. Box C-653, care Editor & Publisher.

**Sunday Editor.**  
Open for connection as managing editor of small daily, in which he would take an interest if desired, or as Sunday Editor and Feature writer of larger paper. Now Sunday Editor of Miami daily, and have been a publisher. Coming North in March. Address "Sunday Editor," Room 72, Fort Dallas Hotel, Miami, Fla.

## Situations Wanted

**Sunday Editor and Feature Writer.**  
Of three years' experience with one of New England's best dailies, wishes editorial or advertising position anywhere. C-628, Editor & Publisher.

**Superintendent or Foreman**  
Of newspaper composing room wishes permanent position with newspaper where efficiency and good work is required; have had practical and executive experience in large and small plants; in charge of one composing room over twelve years. Arthur Heath, 108 Malvern place, Cincinnati, Ohio.

**Web Pressman.**  
Fourteen years experience, reliable, production guaranteed. Separate or combination. Splendid reference. C-634, Editor & Publisher.

**Young Woman.**  
24 years old, wants position on news staff of paper. Three and a half years' experience as society reporter and woman's page editor on morning daily in city of 150,000, and six months' editorial experience on magazine in New York. Box C-662, care Editor & Publisher.

## HELP WANTED

**Advertising Director.**  
Strong Mid-West morning daily wants man of exceptional sales ability to put over fully justified increase local rates. Paper leads all competition in city, suburban and county circulation and has done so for years. Paper also leads in lineage local, national, classified, etc. Splendid opportunity, with fine people, permanency etc. Write at once and send photo and statement of your career, references, etc., to Box C-669, Editor & Publisher.

**Advertising Salesman**  
of newspaper space for a progressive and up-to-date Ohio daily newspaper. Must come well recommended and no ninety-day contract man wanted. Must be a plunger, understand advertising, and know how to make the other fellow understand it. Send photograph, references, state age, salary to start, and when could accept. Send replies to Box C-661, care Editor & Publisher.

**Advertising Solicitors**  
Wanted four experienced advertising solicitors able to write and sell large display newspaper space. Regular accounts and special edition afternoon daily. None but real producers. Permanent reference required. Address Advertising Manager, Miami Daily News, Miami, Fla.

**Circulation Manager.**  
Two ambitious circulation managers; must be over thirty years of age with experience in hiring and training canvassers. Further expansion of large circulation organization opens two desirable positions with earning possibilities from \$2,600 to \$5,000 per year. Answer with full particulars regarding last ten years' experience, with references as to personal habits and character. Ernest A. Scholz, Circulation Director, Butterick Publishing Company, Butterick Bldg., New York.

**Exceptional Opportunity.**  
Successful New York State daily with entirely competent staff of editorial and business office executives needs some one capable of carrying on aggressive promotion campaign in the columns of the paper in a news and advertising way. Regular staff competent to handle regular routine but management feels that they could make place for right man—preferably editorial man with business office experience—a man who would be charged with the responsibility of aggressive promotion and who should in a measure coordinate the activities of the executives. Answer Box C-667, Editor & Publisher.

**Important.**  
Wire F. A. D. Seelye formerly of Cleveland and Syracuse, please advise at once his telegraphic address in re matter of large importance, Box C-665, Editor & Publisher.

**Syndicate Salesman Wanted.**  
Commission on sale to 75,000 circulation paper amounts to \$27 to \$243 depending on feature sold. Other sales in proportion. Commission advanced. Correspondence confidential. Box 1363, Washington, D. C.

## 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

**EDITORIAL WRITER,** recently owner of small middle western daily (advantageously sold), desires connection with any well-considered paper, east, south or west. Refers to publisher of well known southern daily, on which he was editorial writer for some time. Six year college man with degrees. Age 38. Married. Our No. 3261.

**FERNALD'S EXCHANGE, INC.**  
THIRD NAT'L. BLDG., SPRINGFIELD, MASS.

## Help Wanted

**Unusual Opportunity.**  
I own an afternoon paper in town of ten thousand, two hundred miles south of Cincinnati in one of the biggest undeveloped newspaper fields. Mechanical equipment almost new. Excellent town, good schools, churches, stores, hotels and streets. I want a man over thirty and under forty with seasoned small town daily experience as manager, who has business ability as well as writing ability and who is looking to the future. I offer a moderate salary with percentage of profits. Must have thorough knowledge of news, advertising, circulation and working knowledge of composing room. Must be good mixer and clean in habits and speech. This is an unusual opportunity for the man who has the ability but it is not an eight-hour job, either now or in the future. References will be required and investigated. Make your first letter complete. Address Box C-645, Editor & Publisher.

**Wanted at Once.**  
Young man now employed as country circulation or assistant circulation manager, to take charge of circulation of a morning paper, in town of 40,000 in Middle West. Salary \$40 per week to start, and increased as earned. A splendid opportunity for right man. Give full particulars in first letter. Address C-656, care Editor & Publisher.

## ACCOUNTANTS

**Auditors.**  
With many years' experience auditing metropolitan daily and evening papers, desire further connections on contract anywhere in the States or Canada. Modern newspaper accounting systems installed. Fees reasonable. C-610, Editor & Publisher.

## CIRCULATION BUILDERS

**Inexpensive Plan.**  
If you have a carrier delivery system, I can increase your circulation without leaving my desk. Very inexpensive. Address Box C-659, care Editor & Publisher.

**No Outside Help.**  
Have low-cost new plans, practical and safe. Neither contest, premiums nor canvassing. I merely start plans so simple that each office does its own work. No outside help. If interested, please agree in first letter to keep plan confidential. Address Box C-660, care Editor & Publisher.

## EDITORIAL SERVICE

Head of the United States Supreme Court bench, the newspapermen did not lose their sense of humor.

The risibility of even those members of the press gallery whose uppermost feeling was one of annoyance and disgust did not fail them as dignified Senators became literally hysterical as they aged and squawked about newspaper "leaks" and "undue and unlawful publicity." Anyhow, they got the news.

Newspaper men recalled that former Senator William Brinton Heyburn, of Idaho, whose enmity to the press was

### BUILDING HOUSES TO INCREASE LINEAGE

**N. Y. Herald Tribune Will Construct 15 Model Homes in 1925—Believes It Excellent Way to Boost Advertising Revenue**

Why shouldn't newspapers turn builders and put up homes?

The question is answered, "They should," by several newspapers which have built model homes and have thereby, they claim, added readers and advertising lineage.

Some of the home-building newspapers are the *Albany Times-Union*, *Schenectady Gazette*, *Troy Record*, and *New York Herald Tribune*.

An especially active building year for 1925 is planned by the *Herald Tribune*, according to L. Porter Moore, editor of the Sunday Small House Page of that newspaper.

Present plans call for construction of 15 different demonstration *Herald Tribune* homes this year, Mr. Moore said.

The *Herald Tribune* each Sunday prints plans for a model home and it is from these plans the 15 will be chosen. The exact cost, and the names of different products used in construction will be printed in detail by the newspaper.

"The homes are built by real estate promoters at no cost to the newspaper," Mr. Moore explained to **EDITOR & PUBLISHER**. "The promoter is paid well by the publicity he receives.

"We started to build *Tribune* model homes in 1922, when we constructed two houses. In 1923 we built nine homes and last year the number reached 14.

"It is certainly a field where newspapers can increase their advertising revenue, create reader interest and good will, and some additional circulation," he said, "as well as performing a real serv-

ice in creating better home building standards. We insist that only the best of materials be used in construction, and personally supervise the work.

"In 1922, when we first started model home building we printed 569,916 lines of real estate display advertising, increasing this to 672,854 lines in 1923, and to 1,359,394 in 1924.

"Of course in last year's figures the merger with the *Herald* must be considered, but it is not responsible for the entire increase.

"Lineage figures in building material advertising copy also increased from 28,504 lines in 1922, to 60,480 in 1923 and 61,222 in 1924."

Mr. Moore said he thought newspapers in cities of 25,000 population or over would profit by model home building.

**Florida Wants 1926 A. A. C. W. Meet**  
Efforts to bring the 1926 convention

of the Associated Advertising Clubs of the World to Florida have already been set in motion by the Advertising Club of St. Petersburg, Fla. The club will be represented at Houston, Tex., next May, by a trainload of delegates.

#### San Antonio Papers Commended

Alame Post, American Legion, at San Antonio, Tex., voted commendation of the San Antonio newspapers for suppressing the name of a white girl, for whose criminal assault a negro recently was tried and given the death penalty. None of the three San Antonio dailies printed the young woman's name in connection with the case.

#### New Jersey Weekly Announced

Arthur Culbertson, publisher of the *Kenilworth* (N. J.) *American*, will

launch shortly another weekly newspaper, the *Cranford* (N. J.) *Inquirer*. William Francis Nee, of the *Westfield* (N. J.) *Leader*, has joined Mr. Culbertson's staff.

#### Noted War Correspondent Dies

Mrs. Eleanor Franklin Eagan, war correspondent, died at her home in Rye, N. Y., Jan. 17. Prominent newspaper men attended her funeral held Jan. 20, including, Frank Munsey, publisher of the *New York Sun*, Melville E. Stone, counsellor of the Associated Press, and Walter Lippman, editor of the editorial page of the *New York World*.

#### Daily Reaches Half-Century Mark

The *Owensboro* (Ky.) *Messenger*, of which Urey Woodson is publisher, celebrated its 50th anniversary this month. It was first issued as a weekly Jan. 1, 1875, becoming a daily in 1887.

## SUPPLIES AND EQUIPMENT FOR NEWSPAPER MAKING

### 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

#### Printers' Outfitters

Printing Plants and business bought and sold American Typefounders' products, printers and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

### ADDITIONAL CLASSIFIED BUSINESS OPPORTUNITIES

**A New Feature Service.**  
That is, in interest and cost to members, the best break since the world flight of the Army Air Service. Will prove to be a circulation getter. Will fit every paper, from the County Seat, Weekly, to the Metropolitan Daily. Will last from three to five years and the interest on the last day will surpass the first. Uniform release dates, full protection for members. No cost to you until you have had service thirty days. You can terminate contract after sixty days, at your option. Service will start in Spring. Investigate now. Full particulars upon receipt of your query, on your own letter-head. Address Raiser, P. O. Box No. 75, Sta. "W" New York City.

**Desirable Dailies, Weeklies and Monthlies**  
In the East, West, North, and South. If you are in the market call, phone, or write J. B. Shale, Times Building, New York City.

**Newspaper Man With Plant Wants Location.**  
Owner of complete newspaper plant including four linotypes and 16 page rotary press is looking for opportunity to re-enter newspaper business. Would you like to trade an interest in your business for any of the above equipment and secure the services of publisher who has had twenty years experience? If so act quickly as equipment must either be put to work or disposed of immediately. For full information address Box C-649, care Editor & Publisher.

**Publishers!!! Sunday.**  
"Saying it all in the head"—which means I am willing to start a Sunday paper in any live city of 20,000 to 50,000 population, and back it with my own capital on a contract with you; am now Sunday Editor of a Miami daily and have been a publisher. Coming north in March. Address "Sunday Editor," Room 72, Fort Dallas Hotel, Miami, Fla.

**\$12,000 Cash Buys Control.**  
best semi-weekly Los Angeles County. 8-10 pages issue. Will gross around \$50,000 1925. Fastest growing city 10,000 Southern California. C-607, Editor & Publisher.

**Wanted**  
Evening Paper published in New England, New Jersey, Eastern Pennsylvania or Eastern New York. I can make substantial cash payment. Address Purchaser, C-668, care of Editor & Publisher.

### EQUIPMENT WANTED

**Wanted.**  
Daily newspaper desires second hand rotary press to print up to 32 pages, 8 columns, 12 1/2 cms, speed approximately 16,000 per hour. Write 1307 Gorham Bank Building, New York, enclosing last papers printed.

Cline-Westinghouse Double Motor-Drive with full automatic push button control.

USED BY THE  
**New Castle News**  
New Castle, Pa.

We refer you to them for their opinion



**MAIN OFFICE**  
Fisher Bldg.  
343 S. Dearborn St.  
CHICAGO

**EASTERN OFFICE**  
Marbridge Bldg.  
Broadway at 34th St.  
NEW YORK

**MODERNIZE**  
your  
**COMPOSING ROOM**  
with  
**HAMILTON EQUIPMENT**

Made in both wood and steel.

Manufactured by  
**The Hamilton Mfg. Co.**  
Two Rivers, Wis.

For sale by all prominent Type Founders and Dealers everywhere.

### 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.

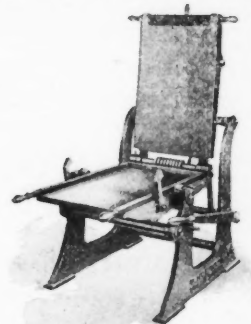
**MONOMELT**  
SLUG FEEDER

Eliminates the Metal Furnace  
**Printers Manufacturing Co.**  
709-719 Palace Bldg.,  
Minneapolis Minn.

### Hoe Quick-Lock-Up Flat Casting Mould

The throwing of a single Lever locks this Hoe Flat Casting Mould which is carefully designed and constructed for perfect Balance as well as Quality and Durability.

Made in three sizes—five, seven and eight columns.



If It's a Hoe, It's the Best.

**R. HOE & CO., Inc.** 504-520 Grand St., N. Y. City  
7 South Dearborn Street, CHICAGO, ILL. Also at DUNELLEN, N. J. 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

### A-1 Printing Equipment Engineer.

Electrical Engineer, eighteen years in the field. Experience covers electrical and mechanical supervision over steam power plants, air compressors, boilers and steam generating equipment, with eight years devoted exclusively to newspaper engineering, design, layout of plants and equipment, presses, conveying machinery and automatic control switchboards of all types and manufacture, on metropolitan newspapers. Will consider engagement as Electrical, Mechanical or Efficiency Supt. or Engineer, with responsible charge of all electrical and mechanical equipment on newspapers from 40,000 to 500,000 daily circulation. Salary must be commensurate with responsibilities and possibly location. Correspondence solicited. Address, C-397, "Engineer," care Editor & Publisher.

### Advertising Manager.

Nine years experience, excellent executive, salesman, copy writer and layout man. Best references. Will consider position as solicitor. Box, C-622, Editor & Publisher.

### Advertising Manager—Classified, Display.

Twelve years experience, display and classified promotion work, trained under the most successful publishers in country; want a position where there is a real opportunity to prove my ability; my experience enables me to get business and hold it; can furnish best of references as to character and ability; ready Feb. 15. Address. C-637, Editor & Publisher.

### Advertising Manager.

Ten years experience on weekly and small daily. Considered good copy writer, solicitor and layout man. Thoroughly acquainted with all problems of the small daily, ranging from 5 to 10 thousand circulation. Now holding position of manager of advertising department, but due to consolidation will be open for employment after February 15th. Give present company and succeeding company as reference. 26, married, prefer west but will go anywhere if salary or commission is consistent with results. Would consider buying interest in right proposition. If you want a man of proven ability I am at your service, not alone in the advertising department, but am capable of handling any and all departments of the small newspaper. C-666, Editor & Publisher.

### Advertising Solicitor.

A go-getter with appearance, personality, and proven ability, would consider change. C-623, Editor & Publisher.

### Artist

in big city desires change to smaller place. Experienced in all art, including cartoons. C-609, Editor & Publisher.

### All Round Newspaper Man.

Publisher, having disposed of his paper would consider proposition as business or advertising manager. Capable executive, proven ability. Good organizer. Familiar all departments, started collecting, circulation and worked himself up to advertising manager, general manager and publisher. Has original ideas and knows how to put them into practice. Go-getter, excellent record on several substantial papers. Can write convincing copy, lay out ads and advertising campaigns that sell the merchant, the merchandise and builds space. Publisher who would like to increase revenue of his paper and desires to put either of these departments in efficient competent hands write, Box C-652, care Editor & Publisher.

### A \$10,000 Executive.

General or Business Manager is considering a change. If your newspaper or newspapers need a builder—address Box C-650, care Editor & Publisher.

### Classified Manager.

Four years' experience large and small papers. Would like to connect with paper in city of 25,000 to 50,000. Excellent references. Nominal salary to start. Available immediately. Box C-663, care Editor & Publisher.

## Situations Wanted

### Classified Advertising Manager

With an excellent record as a producer, efficient, economical, aggressive, a hard worker, and a thorough knowledge of Classified Advertising. Twelve years experience, for the last five years with one of New York City's leading Classified mediums. Previous experience in smaller cities. Familiar with every known system of Classified, also several proven methods as to the development of Classified reader interest. Age 30, married, wishes for personal and family reasons to locate permanently away from New York City. Will go anywhere for a good permanent proposition. Address C-670, Editor & Publisher.

### Circulation Manager.

15 years' experience on morning, evening, Sunday and combination papers; thoroughly familiar with all branches of circulation work. At liberty now; go anywhere. Address Box C-602, Editor & Publisher.

### Circulation Manager.

Ten years' experience as circulation manager. Morning, evening and Sunday papers. Able executive, up to date knowledge of various building methods. Capable handling any size paper and showing satisfactory results, at liberty after Feb. 1. Box C-658, care Editor & Publisher.

### Circulation Manager.

Experienced on morning and evening papers. Metropolitan and small cities, can run your circulation department on an economical basis. Stop all leaks, increase cash receipts and secure reasonable growth without expensive outlay. Employed at present in undesirable location, prefer Eastern, Pa., N. Y., or N. J. Reference furnished. Address, C-630 c/o Editor & Publisher.

### Editor.

Managing, news, telegraph or city desk on afternoon paper. Six years success as editorial executive. Young, married, good writer, organizer. Hard worker. Wants change from morning paper. Now employed. Best references. Will come for interview. Box C-655, care Editor & Publisher.

### Editorial Writer.

See announcement elsewhere on this page under special heading in column 4.

### Managing Editor.

Twenty years' newspaper experience, ten as managing editor, daily and Sunday. Looking for opportunity on paper that needs fixing up. Specially good on news display, make-up, office and mechanical organization, and reduction of overhead. Can handle men to get best work. Canadian, now employed on American morning daily. Forty years old, married, with family. Experience covers small and big city dailies. Not fussy about location long as living conditions congenial. Full details by writing. C-654, care Editor & Publisher. Confidential.

### Mechanical Superintendent.

Executive of exceptional ability and personality would consider change from present position; 45 years old; experience gained with largest newspapers in the East; \$150 weekly to start. For personal interview, address C-648, care Editor & Publisher.

### Mr. Publisher.

Classified manager, now employed on paper of 13,000 desires larger field. Can develop reader interest and produce favored business. Salary desired, \$50 per week. Address C-651, care Editor & Publisher.

### Reporter.

Seven years' experience on dailies and press associations seeks reportorial position on daily in small or medium sized city. Can serve as city editor. Considered good feature writer. Box C-647, care Editor & Publisher.

### Solicitor-Manager.

Thoroughly schooled in advertising salesmanship and copy writing. Ten years' successful soliciting and managerial experience. Single, aggressive, interested in South, East or Mid-West. Box C-653, care Editor & Publisher.

### Sunday Editor.

Open for connection as managing editor of small daily, in which he would take an interest if desired, or as Sunday Editor and Feature writer of larger paper. Now Sunday Editor of Miami daily, and have been a publisher. Coming North in March. Address "Sunday Editor," Room 72, Fort Dallas Hotel, Miami, Fla.

## Situations Wanted

### Sunday Editor and Feature Writer.

Of three years' experience with one of New England's best dailies, wishes editorial or advertising position anywhere. C-628, Editor & Publisher.

### Superintendent or Foreman

Of newspaper composing room wishes permanent position with newspaper where efficiency and good work is required; have had practical and executive experience in large and small plants; in charge of one composing room over twelve years. Arthur Heath, 108 Malvern place, Cincinnati, Ohio.

### Web Pressman.

Fourteen years experience, reliable, production guaranteed. Separate or combination. Splendid reference. C-634, Editor & Publisher.

### Young Woman.

24 years old, wants position on news staff of paper. Three and a half years' experience as society reporter and woman's page editor on morning daily in city of 150,000, and six months' editorial experience on magazine in New York. Box C-662, care Editor & Publisher.

## HELP WANTED

### Advertising Director.

Strong Mid-West morning daily wants man of exceptional sales ability to put over fully justified increase local rates. Paper leads all competition in city, suburban and county circulation and has done so for years. Paper also leads in lineage local, national, classified, etc. Splendid opportunity, with fine people, permanency etc. Wire at once and send photo and statement of your career, references, etc., to Box C-669, Editor & Publisher.

### Advertising Salesman

of newspaper space for a progressive and up-to-date Ohio daily newspaper. Must come well recommended and no ninety-day contract man wanted. Must be a plunger, understand advertising, and know how to make the other fellow understand it. Send photograph, references, state age, salary to start, and when could accept. Send replies to Box C-661, care Editor & Publisher.

### Advertising Solicitors

Wanted four experienced advertising solicitors able to write and sell large display newspaper space. Regular accounts and special edition afternoon daily. None but real producers. Permanent, references required. Address Advertising Manager, Miami Daily News, Miami, Fla.

### Circulation Manager.

Two ambitious circulation managers; must be over thirty years of age with experience in hiring and training canvassers. Further expansion of large circulation organization opens two desirable positions with earning possibilities from \$2,600 to \$5,000 per year. Answer with full particulars regarding last ten years' experience, with references as to personal habits and character. Ernest A. Scholz, Circulation Director, Butterick Publishing Company, Butterick Bldg., New York.

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Wire F. A. D. Seelye formerly of Cleveland and Syracuse, please advise at once his telegraphic address in re matter of large importance, Box C-665, Editor & Publisher.

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Times Bldg. New York

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**FERNALD'S EXCHANGE, INC.**

THIRD NATL. BLDG., SPRINGFIELD, MASS.

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I own an afternoon paper in town of ten thousand, two hundred miles south of Cincinnati in one of the biggest undeveloped newspaper fields. Mechanical equipment almost new. Excellent town, good schools, churches, stores, hotels and streets. I want a man over thirty and under forty with seasoned small town daily experience as manager, who has business ability as well as writing ability and who is looking to the future. I offer a moderate salary with percentage of profits. Must have thorough knowledge of news, advertising, circulation and working knowledge of composing room. Must be good mixer and clean in habits and speech. This is an unusual opportunity for the man who has the ability but it is not an eight-hour job, either now or in the future. References will be required and investigated. Make your first letter complete. Address Box C645, Editor & Publisher.

### Wanted at Once.

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## ACCOUNTANTS

**Auditors**, with many years' experience auditing metropolitan daily and evening papers, desire further connections on contract anywhere in the States or Canada. Modern newspaper accounting systems installed. Fees reasonable. C-610, Editor & Publisher.

## CIRCULATION BUILDERS

**Inexpensive Plan.** If you have a carrier delivery system, I can increase your circulation without leaving my desk. Very inexpensive. Address Box C-659, care Editor & Publisher.

### No Outside Help.

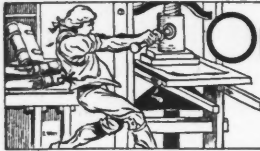
Have low-cost new plans, practical and safe. Neither contest, premiums nor canvassing. I merely start plans so simple that each office does its own work. No outside help. If interested, please agree in first letter to keep plans confidential. Address Box C-660, care Editor & Publisher.

## EDITORIAL SERVICE

### Is Your Paper Quoted?

An editorial writer whose terse, simply-phrased and meaty observations on significant and human interest events have been reproduced all over the country, has spare time this year to prepare and mail to about four representative, far-separated papers around 1,500 words of short editorials. They will be varied, non-partisan and above all interesting. They will shun hackneyed, clementary and bitterly controversial ideas. Dignified yet human, and written in a popular, readable vein, they will win friends and prestige for any paper. No contract will be required; the rates will be surprisingly low; editors will be adequately protected. The writer, on one of New York's strongest papers, will give details to responsible inquirers in a personal letter. Write or wire, Secretary, 8 Patchin Place, New York.

(Business Opportunities on page 38)



## OUR OWN WORLD OF LETTERS

By JAMES MELVIN LEE

MELVILLE E. STONE recently contributed to the *Christian Science Monitor* of Boston a fascinating chat about the days when Eugene Field worked for him on the *Chicago Daily News*. He corrects several false impressions which have been created about Eugene Field in recent books.

\*\*\*

SHOTS at schools of journalism have recently come from several sources. Ruby Black fires such a shot in her article "Equal Rights for Women Journalists" in *Equal Rights*—the official organ of the National Woman's Party.

Miss Black first asks that schools of journalism cease to discriminate between men and women in recommending students for positions on newspapers and magazines. Next she wants better representation on the faculties of schools of journalism as the following quotation will show:

The schools of journalism should be pioneers in breaking down sex prejudice in the profession. Unfortunately, they are not. In the first place, in consideration of the number of women training for journalism, very few women appear on the faculties of the schools. Still fewer appear in the higher places on the faculty. In more than one school of journalism I have heard expressions similar to this, in connection with a discussion of replacing a woman member of the faculty: "I think we can get a larger appropriation next year, and get a man." In one of the oldest, and largest departments of journalism, in an institution which is considered liberal, in a state which has already abolished legal discriminations against women, the tacit attitude of the department is that women cannot properly teach courses in which men are registered.

In overcoming difficulties found in the newspaper field Miss Black testifies as follows:

While women may find that certain news sources are not as open to women as to men, any well-equipped newspaper woman can eradicate that opposition to her in a short time. I know from personal experience that overcoming the prejudice of news sources is, after all, an easy process. When I was labor editor of the *St. Louis Times*, my first visit to every labor leader's office was greeted with "A woman editor?" in tones of surprised mistrust. But after the first month I never encountered surprise or discrimination.

\*\*\*

WILLIAM FEATHER, the wholesale editor of employes' magazines, describes "Old Man Scripps" in *McNaught's Monthly* for February. Mr. Feather believes that the success of Mr. Scripps is due to the fact that the latter has applied the Ford idea to the editing and making of newspapers.

\*\*\*

FAIRFAX DOWNEY of the editorial staff of the *New York Herald Tribune* reviews in *The Bookman* for February Tom Moore's days in Bermuda. The house where Tom lived is now a public tavern—run by an American.

\*\*\*

FOR thirty-four years Frank L. Stanton has conducted a column for the *Atlanta Constitution*. In this column he prints at least one bit of verse daily. Those who want to know how he happened to write "Mighty Lak a Rose," "Jest A-Weayin' for You," and other Stanton ballads,

Radio news is apt to be mechanical and lengthy. "Listening In" has the personal touch and is a perspective of all that is interesting and important.

"Listening In on the United States"  
by Robert D. Heinl  
Insurance Building,  
Washington, D. C.

Things—" by Walter Chambers in *The American Magazine* for February.

\*\*\*

THAT excellent book of reference, "The World Almanac and Book of Facts," has now reached its fortieth year of publication. It continues to be possibly the most thumbed volume in many newspaper libraries because of the terseness with which facts are handled, and the ease with which they may be located in the pages.

For the newspaper worker the necrology table, the benefactions of 1924, the financial and economic review, and especially the scientific progress in 1924—to say nothing of the statistical matter about the Government—make the volume almost indispensable. Even the election returns for 1924 are given with a completeness that is surprising in view of the details involved.

So valuable is "The World Almanac" in a newspaper office that many books on journalism now mention it by name. The latest text to commend it is "Getting the News" by William S. Maulsby (Harcourt, Brace & Co.)

I have no desire to embarrass Dr. Culliffe, the Director of the Pulitzer School of Journalism, but certainly some award or official recognition of service should be given to Robert Hunt Lyman, who has done such a fine piece of work in the compiling and editing of "The World Almanac and Book of Facts for 1925."

### WEEK'S AD TIPS

N. W. Ayer & Son, 30 State street, Boston. Has secured the account of John F. Howard Company, salad dressing, Haverhill, Mass. Placing orders with newspapers in various sections for the C. D. Tuska Company, radio, Hartford, Conn.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Has secured the account of the Neurodyne Committee, composed of Hazeltine Corp., Independent Mfrs. Inc.

Barrows & Richardson, 19 West 44th street, New York. Reported to have secured the S. S. White Dental Mfg. Company, Philadelphia, account.

Blackett Sample & McFarland, Inc., 58 East Washington street, Chicago. The account of the Washburn Crosby Company, Minneapolis, Minn., probably will be placed soon.

Emil Brisacher & Staff, Flood Building, San Francisco, Cal. Making contracts with some California newspapers for the Paraffine Company, paints, roofing, San Francisco.

Campbell Ewald Company, 360 North Michigan boulevard, Chicago. Copy is being sent out to a general list of newspapers on the Oakland Motor Car Company, Pontiac, Mich.

Erickson Company, 381 Fourth avenue, New York. Reported to be making some newspaper contracts for the Barrett Company, roofing, New York.

Erwin Wasey & Company, 844 Rush street, Chicago. Contracts are being sent out on Tanlac, International Proprieties, Atlanta, Ga.

Albert Frank & Company, 14 Stone street,

New York. Has secured the "Gray Goose" golf ball account.

Gardner Adv. Company, 110 East 42nd street, New York. Now handling account of the Savage Arms Corporation, New York.

Guenther-Bradford Company, 7 South Dearborn street, Chicago. A general list of newspapers is receiving copy on Dr. Newman, New York.

William Irving Hamilton, 267 Fifth avenue, New York. Has secured the account of H. & W. Company, brassiers, Newark, N. J.

Hanff-Metzger, Inc., 95 Madison avenue, New York. Has secured the account of the Consolidated Cigar Company, New York.

Henri Hurst & McDonald, 58 East Washington street, Chicago. Orders and contracts on the Lloyd Manufacturing Company (baby carriages), Menominee, Mich., are being distributed generally.

Johnston-Ayres Company, 525 Market street, San Francisco. Making contracts with some Pacific Coast newspapers for W. P. Fuller & Company, paints, glass, etc., San Francisco.

Larcher-Horton Company, 44 Franklin street, Providence, R. I. Making contracts with newspapers in various sections for the Nicholson File Company, Providence.

Lord & Thomas, 400 North Michigan avenue, Chicago. A general list of newspapers is receiving copy on the Palmolive Company, Chicago.

F. J. Low Company, 15 West 44th street, New York. Now handling account of Resas, Inc., radio, New York.

Lydden & Hanford Company, 110 East 42nd street, New York. Placing orders with newspapers in various sections for the International Chemical Company, "Bi-Nesia," Rochester, N. Y.

Eugene McGuckin Company, 1211 Chestnut street, Philadelphia. Placing orders with newspapers in selected sections for the United Hotels Company of America, Benjamin Franklin Hotel, Philadelphia.

Victor H. Morgan Agency, Union Trust Building, Cleveland. Placing copy for Pompanian Face Cream Manufacturing Company in a special campaign in foreign language papers.

Newell-Emmett Company, 120 West 32nd street, New York. Placing copy on contracts for the Loose-Wiles Biscuit Company, Kansas City, Mo.

J. H. Newmark, Inc., Fisk Building, New York City. Now handling account of L. Warnick Brown & Company, Utica, manufacturers of Palmy Days and Happyland Tobaccos.

Charles F. W. Nichols Company, 14 East Jackson boulevard, Chicago. Newspapers in Florida are being sent contracts on the Canadian Pacific Railway.

Frank Presbrey Company, 247 Park avenue, New York. Placing orders with newspapers in selected sections for the Copper & Brass Research Association, New York.

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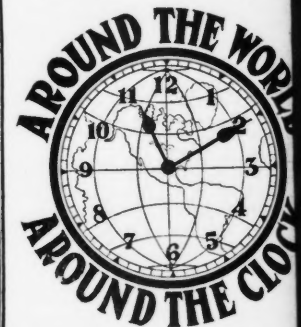
241 West 58th Street  
New York City

Arthur Rosenberg Company, 110 West street, New York. Placing account of the ferred Radio Products Corp, New York.  
Ruthrauff & Ryan, 404 Fourth avenue, New York. Has secured the account of the Davis Ink Company, New York.  
Shuman-Haws Advertising Company, 25 Ohio street, Chicago. Newspapers are receiving schedules on the Thor Electric Manufacturing Company, Chicago.  
United Advertising Agency, 314 Building, Newark, N. J. Placing orders newspapers in selected sections for the Radio Corp., "Eaglet," neurodyne Newark.

### Airplanes to Entertain Advertising

Major Law, commandant at Ellington Field, near Houston, Tex., has authorized the announcement that 25 army airplanes will pilot a caravan of motor cars on excursion to Galveston, May 13, a part of the annual convention of the Associated Advertising Clubs of the World May 9-14 at Houston. A. A. C. W. officials and distinguished visitors will be transported by plane from Houston to Galveston.

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