

L1557
E 23
v. 57

THIS ISSUE:—HAPPY NEW YEAR!



EDITOR & PUBLISHER



The Oldest Publishers and Advertisers Journal in America

SUITE 1117 WORLD BUILDING. NEW YORK

Original second class entry The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the act of March 3, 1879
Issued Every Saturday

Vol. 57. No. 31

NEW YORK, DECEMBER 27, 1924

By Mail in Advance \$4, U. S. A.; 10c Per Copy
\$4.50, Canada; \$5, Foreign

Household Appliances for 686,303 Homes

The most popular—because it is the most effective—sales medium for household utilities in Chicago is the Chicago Daily News.

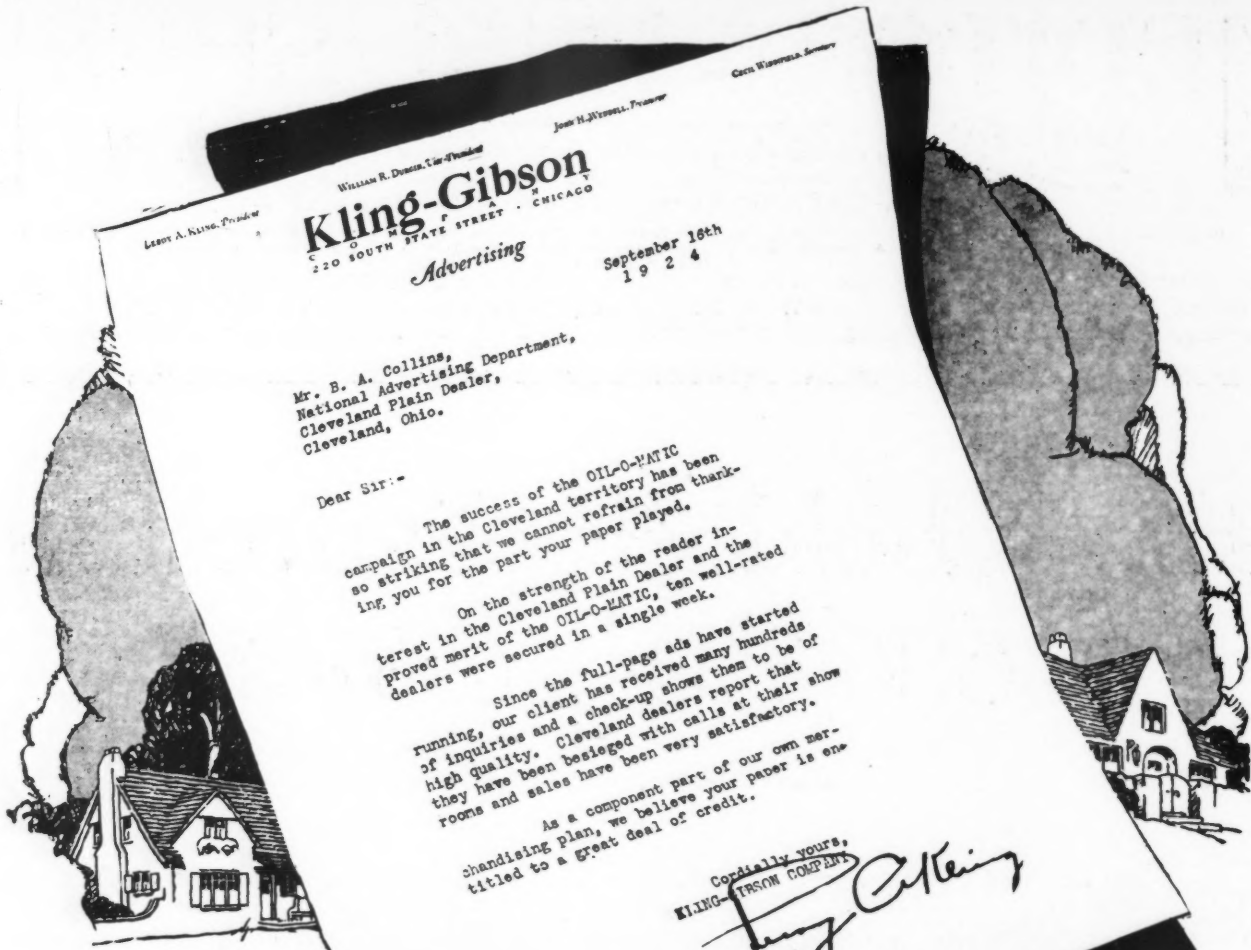
With its circulation of approximately 400,000—1,200,000 daily readers—The Daily News reaches the great majority of the financially competent households of Chicago in which English is read.

That manufacturers and dealers in household utilities realize this fact is shown by The Daily News outstanding leadership in this class of advertising. In the first eleven months of 1924 The Chicago Daily News published 129,975 agate lines of Household Utilities advertising as against 75,337 lines published by the daily newspaper having the next highest score—a morning paper.

There are 686,303 homes in Chicago and the greater number of these that you want to reach look for advertising information and guidance to

THE CHICAGO DAILY NEWS

“FIRST IN CHICAGO”



William R. Dumas, Vice-President
 Leo A. Kline, President
Kling-Gibson
 220 SOUTH STATE STREET - CHICAGO
 Advertising

September 16th
 1924

Mr. B. A. Collins,
 National Advertising Department,
 Cleveland Plain Dealer,
 Cleveland, Ohio.

Dear Sir:-

The success of the OIL-O-MATIC campaign in the Cleveland territory has been so striking that we cannot refrain from thanking you for the part your paper played.

On the strength of the reader interest in the Cleveland Plain Dealer and the proved merit of the OIL-O-MATIC, ten well-rated dealers were secured in a single week.

Since the full-page ads have started running, our client has received many hundreds of inquiries and a check-up shows them to be of high quality. Cleveland dealers report that they have been besieged with calls at their show rooms and sales have been very satisfactory.

As a component part of our own merchandising plan, we believe your paper is entitled to a great deal of credit.

Cordially yours,
 KLING-GIBSON COMPANY
Henry Kling
 President

RESULTS - the Best Test of All

When quick buying response is a factor - - -
 When definite, tangible results are absolutely necessary - - -
 Remember this - - -
 The Cleveland Plain Dealer has the BUYERS.

J. B. WOODWARD
 110 E. 42d St.,
 New York

WOODWARD & KELLY
 350 N. Mich. Ave., Chicago
 Fine Arts Bldg., Detroit

R. J. BIDWELL CO.
 Times Building 742 Market St.
 Los Angeles, Cal. San Francisco, Cal.

The Plain Dealer

The Plain Dealer **ALONE** Will Sell It

Looking Forward to 1925

Your Advertising Appropriation
should include

The New Haven Register.

Average paid circulation **42,500** copies per issue

One Paper Coverage in Connecticut's
Largest City

A prosperous community, famed throughout the world as a specialized center for manufactured products, and for the diversity of its production. Over 45,000 employees are daily engaged in approximately 800 industries. A large proportion of these workmen own their own homes, indicating prosperity and permanency.

\$56,000,000 of raw material used yearly.

\$200,000,000 of finished materials yearly.

New Haven is a center of culture and refinement, the Home of Yale University, with seventy-five buildings; it has 55 public grade schools, 2 High Schools, 2 Junior High Schools and a number of widely known prep and private schools.

In this fertile field the Register lead
is supreme

The average net paid circulation of The New Haven Register for the year 1924, will exceed **42,500** copies, per issue, a circulation greater than the total of the next two papers combined.

During the first eleven months of 1924

The Register carried **10,873,960** lines of advertising, a lead over the nearest paper of **4,235,957** lines. The Register carried **2,288,389** lines of national advertising, a lead of **553,783** lines more than the combined totals of the other three New Haven papers.

JULIUS MATHEWS SPECIAL AGENCY

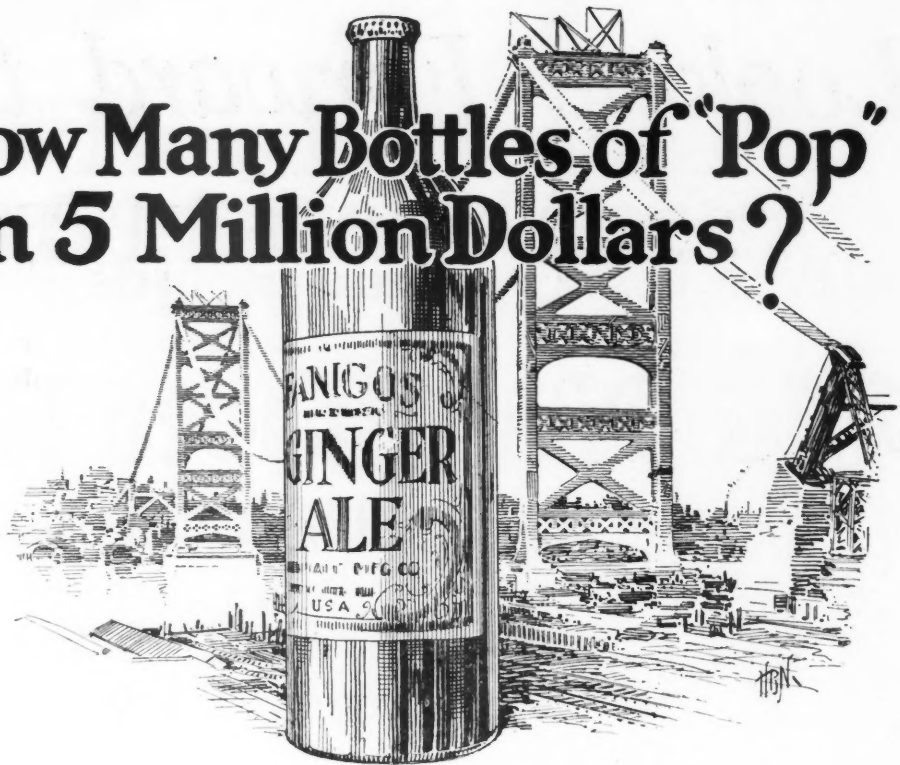
Boston

New York

Chicago

Detroit

How Many Bottles of "Pop" in 5 Million Dollars?



New Delaware River Bridge between Philadelphia, Pa., and Camden, N. J., the longest suspension bridge in the world.

Bottled beverages are a picayune thing in the budget of Philadelphia's Big Fellow and his family—but they spend over 5 million dollars for Philadelphia drinks, and we don't know how much more for beverages not made in Philadelphia.

The Bulletin goes into practically all of the 400,000 separate homes of the city and 100,000 more outside the city limits.

With over half a million copies daily The Bulletin naturally dominates Philadelphia—there can be no substitute for circulation. The circulation of The Philadelphia Bulletin is one of the largest in America.

"In Philadelphia nearly everybody reads The Bulletin"

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

516,609

Average Daily Net Circulation for Six Months Ending Sept. 30, 1924



EDITOR & PUBLISHER



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

NEW ADVERTISING FIELD OPEN FOR NEWSPAPERS

Growing Co-operation Between Trust Banks and Life Insurance Interests to Sell the Life Insurance Trust to the General Public Offers an Avenue for Increased Sales of Advertising Space.

By WARNER BATES

ANY newspaper business offices are overlooking an excellent chance to obtain additional advertising by talking with their prospective bank and life insurance advertisers the matter of co-operation between these two great interests. For the past couple of years this has been the liveliest and biggest new subject that has engaged the attention of the bankers and life insurance men all over the United States and already newspapers in certain cities are beginning to show the results in the form of additional advertising space contracts.

This article is written with the thought that newspaper executives will profit by studying at the fundamentals of the matter and studying a specific example of such co-operation is working out the advantage of certain newspapers.

Most of the larger banks today have a trust department. This is a service for the man who has an estate which he expects to leave to his relatives on his death.

When a man makes a will, disposing of his property, almost anything may happen to the property after his death, unless he takes measures to safeguard it. He may designate a trustee, if he wishes, and if in certain cases, the courts may designate a trustee or guardian.

Many things happen to trustees. For instance, they die and new ones have to be appointed, so that the original plans of the man making the will are frustrated.

Also, any number of things happen to the left widows and children. For one thing, the name of every wealthy widow usually finds its way to a "sucker list" and immediately the widow is subjected to all the wiles and arts of the "blue sky" promoter. Some of them are for fake stock and other schemes which some do not, but statisticians point out that the bulk of all inheritances amounting to \$50,000 and over are dissipated within seven years after the death of the man who accumulated the money.

When the estate instead is left in the hands of the trust department of a bank, none of these things happen. Trust departments do not die. They are regulated by law and cannot invest trust monies in speculative stock schemes. They cannot gamble with an inheritance. And if the man making the will wants to leave instructions as to how the money is to be handled after death the trust department is bound to follow his wishes to the letter.

Does life insurance come into the picture? Life insurance is the quickest method of creating an estate, and therefore of creating a trust for the bank to manage.

Assume a hypothetical case. A comparatively young man makes progress in business. He on day finds himself in a position that pays \$7,500 a year. He is married and has a rapidly growing family. He hasn't been a spendthrift but up to this time he hasn't been able to accumulate any considerable estate, partly because of the demands of a family that has come to him within the past few years. He is in a position of importance.

His salary is large enough that he can see his way clear to saving considerable, say \$2,500 a year. If he saves it all, which few young men would, he would have \$25,000 in ten years, plus whatever interest might have accumulated. And he might die at any time in the interim. His wife and family having become accustomed to life on a scale of \$5,000 a year for family expenses, it would be difficult for them to live on the money that would come from a safe and conservative investment of \$25,000—at six per cent—say, \$1,500 a year.

Then other things enter into the problem which probably would prevent this hypothetical young man saving \$2,500 a year. For one thing, he will have to begin spending good money on his children's education within a few years.

But this young man can today create a sizeable estate through taking out a proper amount of life insurance. Estimating the cost of his premium roughly at around \$30 a year a thousand, he could buy something over \$60,000 of straight life insurance for an annual premium of around \$2,000. He would then be able to put away the other \$500 a year in the bank to take care of the educational requirements of his children and other purposes.

The young man gets his raise today. He sends for a life insurance agent and signs an application for \$60,000 worth of

insurance, making his initial payment of premium. Right then and there he is worth \$60,000, at least so far as his family is concerned in the event of his death, for the insurance is immediately effective.

Then he goes to the trust department of his bank and makes arrangements for the proper disposal of his \$60,000. Suppose he dies tomorrow. His widow is assured of whatever earnings the bank is able to obtain for her on the conservative investments it is held to by law. At five per cent she would have \$3,000 a year, which would probably enable her to exist about as comfortably as though her husband had lived, and to educate her children too.

Clients come to the bank to arrange for a small trust. The bank looks the situation over and explains to the client that it would be advisable to make his trust considerably larger through the means of life insurance. An insurance agent is called in and the deal clinched. Result, business for the insurance company and a larger trust for the bank to handle, which means larger bank earnings.

Or the client decides to take on more life insurance and sends for the insurance agent. Amount client is thinking of is not sufficient to care for the needs of his family satisfactorily, and so the insurance agent takes him to the trust officer of his bank and together they point out the wise and imperative things for client to do

if he really wants to safeguard the interests of his family. Result, an increased sale of life insurance and a new trust of some size.

The idea has the advantage of bringing pressure to bear on the prospect from two directions at once. It is added weight to any selling argument.

The wonder is that these two interests, life insurance and banking, did not start doing this thing years ago. The truth is, nobody thought of it.

Two or three years ago the banks and a certain live wire insurance man in a southern city got together and found that the plan worked. The news spread rapidly and now the banking and insurance trade papers are full of it.

Where does the newspaper come in? Here is how.

Both the banks and insurance men have found that this is a fit and proper subject for co-operative advertising. Some co-operative advertising campaigns, jointly paid for by the two interests, have been put across in various cities. More are in prospect.

Individual banks have found that it pays them to use newspaper space to exploit life insurance as a quick means of establishing a trust. Not only does such advertising bring direct inquiries from prospecting clients, but it establishes that banking institution with the insurance men of the city as one alive to the value of co-operation.

The Fidelity Trust Company of Buffalo has recently started such an advertising campaign.

Its first advertisement under the heading, "Is Your Life Insured—Do you Carry All the Insurance You Should?" brought so many requests from life insurance men that the bank had 500 reprints made of the advertisement for insurance men to carry with them and show to their prospects. The insurance men like to show prospects that such a reputable institution as a big bank endorses life insurance. Insurance men actually brought prospects in with the object of enlisting the services of the trust officer in winning them over, and the bank was able to reciprocate by calling insurance men in on certain cases that came direct.

Now the bank is having a booklet printed on the subject of "Life Insurance as a Means of Creating the Trust Fund." This will be distributed both to insurance men and clients.

Here are a few extracts from different advertisements published by the Fidelity Trust Company of Buffalo, to show the line of copy used:

"Why ponder in wonder and doubt every time the subject of life insurance is broached—other men have solved the problem, fully and finally, and now can go on their ways rejoicing.

"You know your age and the general state of your health, you know your income and the rate at which your family is accustomed to live; but do you know whether your estate would produce enough to maintain your wife and children after you are gone?"

"To you adequate life insurance means these things: Full protection for your family; an income for your own old age

IF OTHER PRODUCTS WERE ADVERTISED AS RADIO RECEIVING SETS ARE

By G. F. PERRY

THE would-be radio purchaser searches the advertisements diligently to see what he should pay for a radio set and comes across something like this in most instances:

The SUPER-STATIC RADIO RECEIVING SET Gets 'em all.
\$200*

*This does not include tubes, batteries, antennae, head phones, loud speaker, wiring, lightning arrestor or ground clamp.

Imagine some other popular things on the market advertised in the same manner:

The VENUS EIGHT.....The Car Supreme
\$1250*

*Without engine, tires, gasoline tank, windshield, radiator cap, monkey wrench or hand pump.

The "WHANGWAY"

The Piano with the Better Tone.
\$213

Without ivories, strings, pedals, casters or bench.

"COMFY"

Union Suit For Men.....\$4 a suit.
Buttons, buttonholes, and legs, extra.

The "WINDTWISTER." 12-gauge, a bang-up shotgun for \$22.25, complete except for stock, front and rear sights, trigger and trigger guard.

For Smokers Who Know—THE BLIMMYPEPE—In handsome velvet case at \$10 each. Bowl and stem extra.

"JAZZAPHONE"

It's the human phonograph. Comes in three sizes at \$150, \$300 and \$500 and up. Complete except for crank, motor, record table and door knobs.

Genuine pre-Volstead Blourbon whisky, \$45 A CASE, bottles, stoppers and color all there. Needs only the addition of alcohol to make a tip-top beverage.

or in case of disability; protection for your partners and education for your children.

"To your family it means financial independence in case of your death or disability. They will be safe, no matter what may happen. Inheritance taxes can be paid without impairing your general estate. Your heirs can face the world bravely and work out their problems without sacrifice of position or self-respect."

* * *

What can the newspaper advertising salesman do to stir up such business in his own city?

He can obtain copies of recent issues of the better known banking or life insurance magazines and chances are that he will find plenty of information on this subject to guide him.

He can write to S. G. Easterbrook, trust officer of the Fidelity Trust Company, Buffalo, and ask for a copy of the new booklet the bank is having published which will give full details of the subject.

Or he can write for information to Leslie MacDouall, trust officer of the Fidelity Union Trust Company, Newark, N. J., another bank that has gone far in this matter of co-operation with life insurance in one year assisted in the writing of more than \$1,000,000 worth of life insurance interests. Mr. MacDouall's bank and has received a total of life insurance trusts in the same period of about \$1,500,000, of which \$400,000 represents funded trusts.

Having armed himself with a complete knowledge of the subject, the live advertising man will then pick out a proper bank in his city to interest and lay the whole matter before its trust officer.

Or perhaps he will get in touch with the president of the local Life Writers Association and some representative trust officers of the city and see if he cannot interest them in co-operating financially to put over a good-sized co-operative advertising campaign on the subject of life insurance trusts.

U. S. Department Praises Guide

DEC. 22, 1924.

TO EDITOR & PUBLISHER: We would very much appreciate an extra copy of the Dec. 13, 1924, issue (SPACE BUYERS' GUIDE NUMBER for 1924) of the EDITOR & PUBLISHER.

We, of course, have the EDITOR & PUBLISHER in our Department library, but I would be very glad if we might have a copy of this particular issue, which contains so much valuable information, for the exclusive use of this division.

A. HEATH ONTHANK,
Chief, Domestic Commerce Division,
Department of Commerce, Wash-
ington, D. C.

A Contribution to Advertising

TO EDITOR & PUBLISHER: The SPACE BUYERS' GUIDE NUMBER for 1924 is a wonderful achievement, and deserves the many congratulatory tributes which you are receiving from your friends in the publishing business and among the advertising agencies and advertisers.

I doubt if anyone outside of your own organization realizes the tremendous amount of detail connected with the publishing of such an edition, and from a service standpoint I think this volume can be acclaimed as the outstanding contribution to newspaper advertising and merchandising for the year 1924.

FRANK T. CARROLL,
Advertising Manager,
Indianapolis News.

B. B. B. Formed in Jig-Time

It took business men of St. Petersburg, Fla., just seventeen seconds to subscribe \$15,000 for a Better Business Bureau, in that city a few days ago—and just 72 hours after he had arrived in St. Petersburg, William P. Green, associate Director of the National Vigilance Committee of the Associated Advertising Clubs was leaving that city with instructions from the St. Petersburg business men that all would be in readiness for the starting of the bureau Jan. 15.

PUBLISHERS SAY POSTAL HEARING OUTRAGEOUSLY SPEEDED

Plea for More Time in Which to Answer New's Report Over-Ridden at Washington Hearing—J. S. Bryan Spokesman

By J. BART CAMPBELL

(Washington Correspondent, EDITOR & PUBLISHER)

WASHINGTON, D. C., Dec. 24.—The strategy of administration leaders was directed this week toward getting the Sterling-New postal rate increase bill on the Senate calendar before a vote is taken in the upper chamber on the President's veto of the Edge-Kelly postal wage increase measure.

An important part of this acknowledged strategy was to employ the bill to keep in line senators who might not vote to sustain the President's veto unless they were offered a pretext for doing so.

The veto is to be voted upon, by unanimous consent, not later than Jan. 6.

It was therefore proposed by reporting the rate bill previous to that date to furnish administration leaders with a substitute for the original wage measure as an argument why it was no longer necessary to override the veto to provide postal employees with increased pay.

Before this strategy of administration leaders, bent upon complying with the President's expressed wish his veto not to be over-ridden, Senator Moses, of Hampshire, presiding over a joint session of the postal rate sub-committees of the Senate and House post office committees remained adamant to vigorous protests by spokesmen for the publishing interests against their not being given ample opportunity to be heard on the rate bill.

When the joint session started Tuesday, with representative Clyde Kelly, of Pennsylvania, as chairman of the House sub-committee, Senator Moses announced his intention of cutting the hearings down as much as possible, and of terminating them if practicable, by the week-end.

The position of one important branch of the publishing interests was forcibly explained by John Stewart Bryan, publisher of the *Richmond Evening News-Leader* in his capacity as vice-president of the American newspaper publishers' association, in the following open letter he addressed to Senator Moses Tuesday:

"The American newspaper publishers' association on behalf of its members, respectfully enters a protest with your committee at this time. On Friday afternoon last, we were officially notified that this sub-committee would commence its hearings on the Sterling bill at 10:30 this (Tuesday) morning, and that it was the purpose of your committee to conclude the hearings at the earliest possible moment, presumably within this week.

"The Sterling bill, as is generally known, is a dual purpose measure. It provides for an increase in wages for the employees of the postal service and also seeks to provide for additional revenue to meet these increased wages. The provisions for additional revenue are based on the findings of cost ascertainment report recently submitted to Congress by the Post Office Department. This report, prepared in secret over a period in excess of two years, was not made available to the representative of the publishers until four o'clock on Saturday afternoon last.

"Thus we come here to-day, faced with the necessity of answering in a few days time, including a Sunday and Christmas, a finding against our business by a great department of this government after an investigation extending over a period of two years' time.

"It is our feeling that no emergency confronts Congress at this moment which compels such hasty legislation with relation to postal rates, and being of this opinion, we respectfully request that your committee, before acting on the Sterling bill which substantially doubles the cost of delivering newspapers by mail in nearby zones, grant to all users of the mails affected by these proposed rates sufficient time to study this report of the Post Office Department and submit to you our

arguments supported by ample evidence to the effect that the increases in rates on daily newspapers, based upon the conclusions of the report, if enacted into law not only will fail of their purpose to produce additional revenues, but will cripple and unquestionably destroy in part one of the most vital businesses of the country, without any corresponding benefit to the National government.

"As it has taken the Post Office Department more than two years to prepare its case in support of the Sterling Bill Rates, the publishers of daily newspapers, as well as their subscribers affected by those rates, are not unreasonable in asking an opportunity to make themselves acquainted with the voluminous provisions of this report and its theories of allocation, as well as time to prepare and submit evidence.

"In the brief time that this report has been in our hands, we have found many discrepancies in its statement of facts, and we have found conclusions based on these alleged facts which we have challenged. At the proper time we will set forth our reasons more specifically for challenging them.

"We do not seek unnecessary delay in arriving at a proper conclusion by your committee on this matter, but we request that your committee grant us a reasonable time, at least thirty days, in which to analyze this cost ascertainment report in the light of the recommendations based thereon so that the vast interests we represent may not be jeopardized by precipitate action."

To Mr. Bryan's request for a "reasonable time" in which to study the voluminous cost ascertainment report Senator Moses responded in the negative.

A poll by Sen. Curtis, of Kansas, the new Republican leader of the upper chamber, was said to have revealed two more senators than necessary to sustain the veto. Whether this poll could withstand the acid test of a Senate roll call without administration leaders being able to point to the rate bill as a promised substitute was, however, disputed.

Before the administration strategy of the situation, therefore the publishing interests found themselves virtually helpless, especially as their spokesmen were informed frankly by senators they might expect second class matter to bear a substantial share of the additional financial requirements the Post Office Department must meet with the anticipated wage increase.

In view of the obvious tactics adopted by administration leaders the belief became general there was a growing possibility of the rate bill, if in an amended form, being passed by both branches of Congress before the end of the present "short session" despite the opinion to the contrary held by many previously.

It was even said this was but part of the plan of the administration board of strategy which had decreed the veto of the Edge-Kelly bill should be upheld and a wage increase provided at the same time.

Joseph Stewart, statistician of the Post Office Department, was grilled Tuesday on the subject of parcel post rates when he undertook to justify the cost ascertainment report. Both Senator Moses and Representative Kelly took him to task repeatedly regarding the conclusions he had reached respecting these rates, and indicated plainly their belief parcel post should be made to pay more and second class matter less than the Post Office Department proposed in the rate bill.

Mr. Stewart explained the rate bill was estimated to realize \$4,729,064 from daily newspaper advertising, \$624,319 from weekly newspaper advertising, and \$762,682 from reading matter.

The zone rates on advertising he figured as follows:

Zone	Present Rate	Proposed Rate
1-2.....	2	4
3.....	3	5
4.....	5	6
5.....	6	7
6.....	7	8
7.....	9	9
8.....	10	10

If advertisements constituted less than five per cent of a publication, the rate for the whole would be charged to reading matter, Mr. Stewart stated. Trade journals would be charged 2 cents for reading matter and the zone rate for advertising. Postmaster General Harry New, who preceded Mr. Stewart to the stand, submitted a seventeen page denunciation of the accuracy of the condemnation of the cost ascertainment report by the American Newspaper Publishers' Association in the open letter sent recently to Senator Dale, of Vermont, by Elihu Hanson, its Washington representative.

The association's "Claim that second class matter shows a profit over transportation expense is incorrect," the association's theory if dividing cost of rural delivery is indefensible. These were some of the many statements Mr. New made in defending the cost ascertainment report.

PROBE OF NEWS TO BE CHICAGO MEET TOPIC

Projected Scientific Investigation Sources and Methods To Be Explained to Annual Conference of Journalism Teachers

Explanation of the projected scientific probe of news methods and sources expected to be made Dec. 30, by Walter S. Rogers, of the United States Bureau of Communications, in an address before the annual convention of the American Association of Teachers of Journalism in Chicago.

Mr. Rogers, formerly of the *Washington Herald*, is reported to be the chairman of the "scientific investigation" backed four national scientific associations, movement being headed by Dr. H. Miller, of Columbus.

Ivy Lee, who denied that the LaSalle Spellman Rockefeller Memorial Foundation would finance the probe, although did finance the organization meeting, also listed on the program as speaker.

The American Association of Teachers of Journalism will hold three-day sessions jointly with the Association of American Schools and Departments of Journalism. Other speakers on the joint program include: J. W. Cunliffe of Columbia University; John Drewry, University of Georgia; W. G. Bleyer, University of Wisconsin; Helen O. Mahin, University of Kansas; N. A. Crawford, Kansas State Agricultural College; J. S. Myers, Ohio State University; L. N. Flint, University of Kansas; Edward Price, *Chicago Daily News*; E. W. Allen, University of Oregon; F. W. Beckman, State College.

MICHAEL CORRIGAN WANTED

Correspondent at Dublin Asks for Believed to Be Owner or Editor

EDITOR & PUBLISHER is in receipt of letter from a person in Dublin, Ireland, making the following request: "Please publish a call for Michael Corrigan, believed to be the owner or editor of a newspaper in California, U. S. A." There is no added description and statement of the purpose of the inquiry. Any one desiring to communicate with our correspondent may do so through Editor, EDITOR & PUBLISHER, New York.

Adds Daily Puzzle Page

The *New York Evening World* Dec. 24 began daily publication of a page of cross word puzzles.

BEHIND THE SCENES WITH CAPITOL REPORTERS

Intricacies of Covering State Legislatures Told by New York Evening Post's Albany Correspondent —Build Valuable Contacts and Learn Early to Spot the Fakirs, His Advice

By HANS J. ADAMSON

ALBANY CORRESPONDENT, *New York Evening Post*

NEW laws for old—bright new shining laws for old tarnished ones—

So might well the legislatures of more than a dozen states chant when they convene early in January, for the solemn business of adding to the intricacies of law and liberty by repealing old chapters and enacting new chapters here, there and elsewhere.

EDITOR & PUBLISHER has asked me to outline briefly for the benefit of reporters the next month set out for a capitol to cover their first legislative assignment, how a legislature is covered.

The first thing the new correspondent must do is to shake off the Alice in Wonderland feeling which is sure to seize him when he reaches the capitol. From the standpoint of news gathering he will find himself in a strange country full of two kinds of people—those who know what is going on but who refuse to talk, and those who don't know anything but who talk as if they do.

One way for a First Year Man to get on is to establish a contact point with one of the veteran reporters. As a rule the "vets" are ready to help any newcomer, at least until he has formed an idea as to what it is all about. The most valuable assets the beginner can obtain out of this contact are introductions to legislators who are bonafide news sources and therefore worth knowing.

As a matter of fact, the one thing which makes a legislative correspondent worthwhile to his paper is his circle of friends in official life. The wider this circle and the deeper he is in the confidence of its members the better he is equipped to serve his paper.

He will find that there are certain types of senators and assemblymen whose addiction to publicity almost amounts to a disease. They will do most anything to break into print and their stuff usually comes under the heading of Freak Legislation. It is folly to waste time on such men. They never attain leadership position and when they have anything they usually leave enough statements in their wake to cover thirteen states.

Now and then reporters will run across persons who have something to "sell"—that is, they would use the reporter as a means toward a definite end. It is well to give such people a wide berth without giving offense. Waste baskets are handy and discreet.

The men worth knowing and worth cultivating are the leaders and their lieutenants, the committee chairmen and the committee clerks. Their information goes far afield and while they may not be willing to talk about their own affairs they are not always so hesitant in dropping a hint about the business of others provided the source is kept secret.

New men, and for that matter veterans at times, find it difficult to reduce the contents of a bill to ordinary language—to get the kernel out of the shell of technical phrases. The Bill Drafting Department then becomes a haven of refuge because there are times when even the introducer of a bill can't explain its purposes. Therefore the Bill Drafting Commissioners are worth knowing. Robert C. Cumming and William F. McCormack, New York's Bill Drafters, may not be worth a cancelled penny postage stamp as news sources for ethical reasons but when it comes to deciphering a bill, they are worth their weight in radium. Similar conditions probably hold true in other states.

The majority and minority leaders of the Senate and Assembly are essential contact points. Once a reporter proves to them that he can be trusted and does not write about things that are said off the record he will have little difficulty in getting along with them.

There is this to guard against, however: Don't be in on too many confidences. Managing editors do not send

men to the capitol to learn a lot of things that they can't write about but to dig up things that make first page "must" copy. So avoid getting tied up on stories under pledges of secrecy because chances are that some other man will get them in roundabout ways without any strings attached.

Governors should be excellent news sources. Sometimes they are, and sometimes not. Gov. Miller (1921-22) was perfect as a news source. If he had anything to say for publication, he said it; if not, he said nothing. He innovated a system that other governors might follow. During the two daily press interviews a stenographer was present who took down all questions and answers. Ten minutes after the interview, mimeographed copies were ready. There was no back-fire from inaccurate quotes.

Gov. "Al" Smith is different. He discusses the affairs of state with the newspaper men as if they were his cabinet. At times he asks for suggestions. This is very nice, but now and then scribes have gotten into trouble for not knowing where the formal interview ended and where the confidential chat began. Two or three mistakes of that kind have a bad effect on a reporter's reputation in official circles.

Another set of men not to be overlooked are the "lobbyists." They usually know a lot more than their prayers, especially if they are seasoned in service. Watching legislation is their business and as a rule they have excellent eyes. Some of them might seek to take advantage of newspaper acquaintance, but that is a contingency the reporter must deal with as an individual. The newspaper man who, in return for information, plays the game of the lobbyist is a fool and seldom lasts.

Committee hearings are good news sources and so are the various department heads. The latter, through the exercising of a little patience and ingenuity, can usually be depended upon to yield feature stories. Certain hours in the day there is a let-up in legislative activities and it is well to have a regular schedule of calls upon state officers.

About half a hundred newspaper men

are assigned to the New York Legislature. This does not include feature writers who from time to time descend upon the capitol with haughty indifference toward routine. There is a Legislative Correspondents' Association in which men are eligible for full membership after two years of service. George D. Morris, of the *New York Telegram-Mail*, is president of the association. Incidentally he has been a guardian angel to many inexperienced men.

Every year the association gives a "stunt dinner" at which officials from the governor down receive what highbrows define as "the raspberry." There have been occasions when high dignitaries for days greeted the newspaper men with smiles that were strained and handshakes that were cold.

The total of bills introduced each year at Albany runs from 4,500 to 6,000. Added to this is a large number of resolutions, amendments to the constitution and what not. All of this grist is poured into the legislative mill, and while most of it is blown away as the chaff it is, enough remains to give the reporters who "cover the hill" plenty of material. It is, indeed, a dull day when the individual correspondent's file averages less than three columns.

After six years in Albany, covering the New York Legislature for the *New York Evening Post*, and casual sojourns at legislative winter resorts in other states, I have concluded that telegraph companies, manufacturers of typewriter ribbon, and paper mill owners are the chief beneficiaries of legislative activities.

Because legislative sessions—even if they fall short of being anything else—are news. High are the wire tolls, many are the yards of ribbon worn to shreds, and heavy are the stacks of paper consumed incidental to the "covering" by newspapers each year of legislative olympics.

Oh, it is a gay and easy life for those who frown upon sleep, recreation and leisurely meals as waste of time. This is particularly true of reporters covering for New York afternoon papers which have editions at frequent intervals. They

look with envy on the "morning crowd" which seldom works more than 12 hours a day—creatures favored by the gods.

To bed when the milkman makes his rounds and to arise before the morning mail is read, such is the routine of an "afternoon man" in Albany four out of the seven working days of the week.

Interviews with leaders in the morning before the sessions start; the daily 11 o'clock call upon the governor; then back and forth between the Senate and Assembly until adjournment, followed by attendance at committee hearings; calls upon heads of state departments for "specials." Five o'clock, the paper has gone to bed for the day, but your "afternoon man" carries on.

There is the first edition of tomorrow's paper to be thought of.

But, somehow, no one minds it. The pace is swift and its very momentum keeps the scribes going. True, on the night the session adjourns *sine die*, men look at each other with hollow eyes from gant faces and utter a solemn "Never again." But when January approaches once more they look up the timetables, impatient for the fray.

Albany and other capitals are places where molehills often become mountains, and where mountains not infrequently give birth to mice. One never can tell. It is a case of eternal vigilance being the only policy to follow.

There was that day in January, 1920, when Speaker Sweet of the Assembly began oyster proceedings against the Socialist members of the Lower House. It was a bolt from the blue. Or, in 1919, when Senator Thompson charged that traction interests were in Albany with a boodle-bag containing half a million dollars. Telegraph instruments began clicking and kept clicking for many weeks. Or further back, when impeachment proceedings were started against Governor Sulzer, or the night when the capitol came near being consumed by flames, or the indictment of Senator Allis for bribery, or the building of a secret staircase in the capitol by Governor Whitman, or charges by an Assemblyman that the head of the New York Police Department was in league with bootleggers, an accusation for which he afterward apologized—all of it front page stuff that took precedence over the death of kings or congressional inquiries.

The New York Legislature has no monopoly on sudden "breaks." But it is representative in that it embodies all of the elements of news-gathering which in some other states may be underdeveloped or wholly lacking.

Capitols throughout the country have been the proving grounds from which reporters have risen to heights in the business, literary and political worlds. Albany is no exception.

William Barnes, for many years a power in national Republican politics, was assigned to the capitol by the *Albany Journal*. The late Martin H. Glynn little dreamed when he covered sessions for the *Albany Times-Union* that some day he would be governor. Daniel Manning, secretary of the treasury under President Cleveland, was a graduate of Albany, as are Frank H. Simons and Louis Seibold, both writers of national prominence. Don Martin, one of the foremost of American war correspondents, was assigned to Albany for many years by the old *New York Herald*. John P. Gavit and Edward R. Anker covered for the Associated Press. The former is now with Harper's, the latter is assistant to the president of the New York Telephone Company.

New President of Evanston Daily

Edward L. Ladd, secretary and business manager of the *Evanston* (Ill.) *News-Index*, has been made chief executive succeeding Albert H. Bowman.

YE COUNTRY EDITOR'S TURKEY

(Enoch W. Gray in *Rosendale* (Mo.) *Signal*.)

It's —about O time t o eat t u r k e y and The Editor is so near broke, and turkeys are so high that he is compelled to mount his stool and with his fingers and type manufacture one like this for a joke. Its tail is of peculiar type. Its head is rather rough, its legs are hard to chew and the soup is mighty tough, but the editor is like the soup, so that is good enough. Some editors and turkeys are just alike—too poor to eat, but hold their heads high as a kite. When the turkey goes to roost he flies high, so does the editor wh en he is full l l o f rye rye

A.A.A.A. STARTS STUDY OF NEWSPAPER RATES

O'Shaughnessy Announces "Non-Rate-Breaking" Attempt to Uncover "Equitable" Advertising Differential—48 Agents Assist

The American Association of Advertising Agencies has started an extensive study of newspaper advertising rates with a view of increasing national lineage, according to an announcement made this week by James O'Shaughnessy, A. A. A. secretary.

This study is concerned with the alleged differential existing between charges for local and national advertising in some newspapers, which the association believes is "inequitable" and which it seeks in some way to "harmonize."

To make the study effective, the A. A. A. has appointed 48 member advertising agents in as many cities to call on the newspaper publishers and obtain rate information. These agents are already functioning.

The information, when complete, is to be collected and turned over in toto to the newspaper publishers "without suggestions, recommendations or conclusions."

"The present study is not a rate-breaking undertaking in any sense of the word," said James O'Shaughnessy, in explaining the rate inquiry now under way. "We are not trying to run the publishers' business."

"We do think, however, that we will develop more advertising, both national and local, for the newspapers, when we have completed the study and considered with the publishers, the problems of rate differential, which we find impeding the progress of national advertising lineage. "We want to be able to build more national advertising. We can do this best, when the rate is nearest to equitable figures."

"We think it is true that the newspaper publishers have never had the benefit of an assemblage of the national and local differential figures and a study of them with the people who are maintaining national advertising."

Mr. O'Shaughnessy refused to make any statement as to what the association considered an "equitable" figure.

"What we are trying to do is to find that figure and then to harmonize the national and local rates," he said.

"No business in the world needs standardization more than the advertising business. And it has more standardization today than any other business in the world. It needs just a little more, and then it will be the only perfect business on earth."

"We do not expect an enormous differential will be uncovered."

"But, we believe that a very few dollars worth of advertising placed on any inequitable basis affects the whole surface of the industry. The advertising business is extremely sensitive. When we hear of any inequitable as to national and local rates, even though it amounts in total to a small figure, it is none the less disturbing."

"Advertising rates in the main are more scientifically accurate in their adjustment to commerce than the prices of raw material."

"That is the one basic reason why we have been able to build such a highwater mark for 1924 advertising, which amounts to \$300,000,000 in the hands of A. A. A. members alone. And we are placing even more business next year."

"Generous Treatment"

To EDITOR & PUBLISHER:—You certainly treated the Kansas Daily Newspaper Advertisers' Association and its publisher representatives most generously, indeed lavishly.

We did not look for half as much and we could not have been given more. We all appreciate it most deeply.

MARCELLUS MURDOCK
Publisher, Wichita Eagle.

NEW ORLEANS TRIBUNE CONSERVATIVE DAILY

Publishers of Item Say Morning Edition Is Well Received—Enlarged Staff Conducts Both Papers

Details of the start and staff of the *New Orleans Tribune*, new morning newspaper, published by the *New Orleans Item*, evening daily, were received this week.

The publishers claim it has been well received. It is produced in the Item plant and by the Item personnel as a conservative type of modern morning newspaper making strong appeal to the investing and business public. The Sunday issue is called the *Item-Tribune*.

Space is offered national advertisers in both the *Tribune* and the *Item* for the price formerly charged for the *Item* alone. The classified rates are on the same basis. Local display is offered in either paper, or at a low rate when both are used in combination.

Either paper is delivered for 20 cents a week, or both for 35 cents.

The principal members of the *Tribune* and *Item* staffs are as follows, serving on both except where otherwise stated:

James M. Thomson, publisher; A. G. Newmyer, associate publisher; Marshall Ballard, editor; Clarke Salmon, managing editor; Paul Thomson, circulation manager; Fred Coburn, city editor, *Item*; J. L. Griswold, city editor, *Tribune*; R. I. McClure, news editor, *Item*; Roy Austin, news editor, *Tribune*; Fred Digby, sports editor; Thomas Ewing Dabney, business editor; Sam Trufant, Jr., financial editor; Bowden Caldwell, local display advertising manager; L. R. Jalenak, national advertising manager; C. D. Muller, merchandising manager.

Clarence H. Cannafax joined the organization December 29 as classified manager. C. W. Jacoby, formerly of the Hearst organizations in Baltimore and Boston, is one of the advertising executives.

Miss Vera Morel is in charge of the copy department.

NATIONAL PRESS CLUB ELECTS SWEINHART

Havas News Agency Man Heads Group for Coming Year—Bell of Louisville Courier-Journal Named Vice-President

Henry L. Sweinhart, of the Washington Bureau of the Havas News Agency, and a veteran Washington correspondent, is the new president of the National Press Club.

Mr. Sweinhart was the club's vice-president during the past year.

Mr. Sweinhart pledged himself to a platform having for its chief plank the erection of a club house in the near future commensurate with the growing needs of the club.

John P. Oakley, Washington correspondent of the *Newark Star-Eagle* and *Toledo Blade*, and George F. Authier, of the *New York World* staff, ran in the presidential race. Mr. Coakley polled 34 Mr. Authier, 32 votes, to the 104 received by Mr. Sweinhart.

Ulric Bell, of the *Louisville Courier-Journal*, was elected vice-president; Bertam D. Hulen, of the Associated Press, secretary; Emmet G. Dougherty, of the *New York Herald-Tribune*, treasurer; and Raymond Clapper, of the United News, financial secretary, without opposition.

Francis M. Stephenson, of the Associated Press, won easily in a four-cornered race for Board of Governors. A. H. Kirchhofer of the *Buffalo Evening News*, and Captain John H. Craig, U. S. M. C., and war correspondent, tied for the Board. A special run-off election is to be held Dec. 29 to render the final verdict.

Peace College Urged at Ad Dinner

Philip Gunion, retiring president of the National Industrial Advertising Association, was given a dinner by advertising men in Philadelphia, Dec. 18.

Shopping Guide for Houston

A Houston weekly shopping guide, a newspaper devoted exclusively to advertisements, is scheduled to appear Jan. 7.

OLIVIER NEW PUBLISHER OF N. Y. TELEGRAM

Fred A. Walker Advanced to General Executive on Munsey Staff—New Chief Formerly Baltimore News Publisher

A change in publishers of the *New York Telegram and Evening Mail* effective Jan. 1, was announced this week by Frank Munsey, owner.



STUART OLIVIER

Fred A. Walker, for the last four years at the head of that daily is now assigned to the general executive staff of the Munsey interests, 280 Broadway, and is to be replaced by Stuart Olivier, former publisher of the *Baltimore News*. Mr. Walker will devote himself to the associated interests of the *New York Sun* and *Telegram Mail*.

When seen by the EDITOR & PUBLISHER Mr. Walker said: "Mr. Munsey is one of the hardest working newspaper men that I have ever known. His interests and his efforts extend to every part of the business of publishing his newspapers. There are many things in which the interests of the Sun and the *Telegram Mail* are identical and it in such matters that I expect to be most active and to believe him of some of the details."

Mr. Olivier came to New York from Baltimore last September to act in an advisory capacity in the management of the Munsey magazine and newspaper properties. He had been Mr. Munsey's personal representative in Baltimore for 15 years. For 25 years he was associated with the *News*, being its directing head for 15 years.

Starting work on the *Nashua* (N. H.) *Republican*, Mr. Walker has had 30 years newspaper experience, being at various times managing editor of the *Springfield Union*, the *Boston Journal*, the *Baltimore News*, and publisher of the *Washington Times*. When Mr. Munsey sold the *Times* to Arthur Brisbane, Mr. Walker remained for two years under the new ownership and a third year as editorial assistant to Mr. Brisbane on the Hearst newspapers. In May, 1920, he returned to the Munsey service as publisher of the *Evening Telegram*.

CANADIAN NEWS SCARCE

This Country Urged to Give Dominion Events More Space

Publication of more Canadian news in United States' newspapers was urged by Sir George Perry Graham, Canadian minister of railways and canals in New York recently.

Twenty-three inches was the greatest amount printed in any paper in this country on the Canadian elections, he said. A Montreal newspaper printed 300 inches on the election of President Coolidge and maintained bulletin service.

On a day when the same Montreal daily printed 250 inches of general news from the United States, the greatest amount of Canadian news given here was eight inches, he declared.

"The understanding between the United States and Canada will never be what is wished for until more information about Canadian events is printed in this country," he argued.

Broun to Fight X-Word Battle

Heywood Broun, conductor of "It Seems to Me" in the *New York World*, will represent Harvard in a Cross Word Contest with Yale to be held in New York, Jan. 4. His wife, Ruth Hale, is to be one of the judges.

SONGS OF THE CRAFT

(Written Exclusively for EDITOR & PUBLISHER)

By Henry Edward Warner

BETWEEN DAYS

A little old table, a moth-eaten table, and you and the rest of us there—
A stack, old and new ones, of red, white and blue ones, to rise and to fall as they may;
And Barry will stutter and Freddy will mutter while Ray takes a walk 'round his chair
By the little old table, the paste-spotted table, at the end of an imperfect day.

The purr of the kitty that's sitting so pretty, a kitty of hunger and greed—
The chips softly dropping, the cards idly flopping, and each thinking prayers to his god!
A cinch hand's demureness—the boastful cocksureness of a bluff with a two-spot for seed!
The flight of a rocket! . . . A trip to my pocket to tickle a ten from the wad!

The matrices tumble, press cylinders rumble, the odor of ink fills the air—
The Night City bellows to "clean her up, fellows!" . . . the Copy Desk yawns for its bed!
They railroad a "thirty" and let her go dirty to catch the 2.10 for Eau Claire;
And who cares a damn for a War in Siam when a possible flush is ahead?

That little old table! . . . That moth-eaten table! . . . The cover all tattered and torn!
I love its delusions, its sanguine confusions, its dreams that will never come true!
I love its insidious temptations invidious, its holes that my elbows have worn,
The lure of its wooing when anything's doing like a straight flush of four coming through!

That little old table, that moth-eaten table, and all the good times we've had there!
Let kings wear their worries and business its flurries, but I shall not trouble my soul!
When we've done our day's capers and sold all our papers, what ho! fellows, drag up a chair,
And we shall hang on till our last chip is gone, by our faith in an ace in the hole!

BOOM IN COMMUNITY ADVERTISING PREDICTED

Splendid Results Achieved to Date Have Roused Nation-wide Interest, Says Don E. Mowry—Declares Newspapers Have Been Proven Logical Medium—Campaigns Reviewed

"A NEW era in community advertising is upon us."

This is the promise proclaimed by Don E. Mowry, of Madison, Wis., who, in "Community Advertising," a book published this month by the Cantwell Press, opens doors wide to that growing field of selling endeavor.

Mr. Mowry traces the development of the town, the city, the state, and the nation as advertisers, expressing the belief that the evolutionary stage is passed, and that community advertising is destined for rapid strides forward in the next decade.

The book quotes Charles F. Hatfield, president of the Community Advertising Department of the A. A. C. W., as saying that in 1924 more than \$3,000,000 has been spent in community advertising and that fully \$500,000 of that sum comes from cities and states now authorized by law to make advertising appropriations.

And as media to reach the community market, Mr. Mowry points to newspapers as one of "the most logical."

"The mediums for community advertising," he points out, "should be those which are employed to secure results for commercial advertising, mediums which have proved effective repeatedly."

"That is why the newspapers of the country are considered one of the most logical methods to employ."

"A campaign is designed to reach the average person and to arouse interest, on his part, in the community advertising. We, therefore, choose the medium which secures the most complete contact with the average person to whom we desire to carry our message. The newspapers are read daily, regularly."

Mr. Mowry relates how Frank A. Cleveland, of the Milwaukee Association of Commerce, took a long time to come to the conclusion that the newspaper is the chief medium through which to advertise a community. However:

"The next campaign fund of \$50,000 which he administers will be spent 80 per cent in purchased newspaper space, about 10 per cent in established magazines, and about 10 per cent in two special publications. . . . He expects to secure more replies and inquiries in this manner."

Mr. Mowry justifies what he calls the "high rates for newspaper space" by stating that the "message goes to at least one member of an American family who is so anxious to see that newspaper that he is willing to pay for it."

"When it comes to selling the community itself, the local newspapers are the most effective and practical mediums to employ," Mr. Mowry continues.

"All of the papers in the community should be employed for the campaign-within-the-circle that is designed to reach the readers in that circle. There are no relative values to be determined. The editorial policy of one or more papers should not be considered for a moment. The campaign for home consumption is all-inclusive and calls for an all-inclusive attack. Every newspaper should be applied to that campaign attack."

Turning to the use of newspapers other than local for a community campaign, he cited campaigns where dailies were used successfully.

"The newspaper is specific circulation in a territory you desire to reach," he informs the reader. "Commercial successes can be credited to the newspaper by the hundreds. Communities are recognizing the value of the newspaper."

"The campaign of a state-wide organization for 1924 contemplated newspaper advertising in these cities: New Orleans, St. Louis, Kansas City, Omaha, Des Moines, Chicago, Milwaukee, St. Paul, Minneapolis, Cleveland, Louisville, Detroit, Dallas, Indianapolis, Cincinnati, Nashville, and Oklahoma City."

"The total circulation of the media used was more than 7,000,000 daily."

"Three magazines were employed. Out of a total budget of \$45,000 practically \$28,000 went for advertising in the newspapers."

"Cities and communities all along the Pacific Coast are showing an increasing interest in the possibilities of community advertising through newspapers. Representative newspaper men from all parts of the Pacific Coast have discussed plans whereby this service might be extended. The consensus of opinion was that this type of advertising had been universally successful. Figures show that definite results were obtained."

"Newspapers are giving studied attention to the matter of community advertising. They are co-operating with the Chambers of Commerce; are giving quarter pages, half pages, and whole pages in an effort to attract more people to the territory served by them."

"Inasmuch as the newspaper is developing community spirit through the editorial and news columns and through paid advertising space, it is important for the community advertiser of another community to give consideration to this medium in placing his copy."

"Newspapers have always been and are today a factor of first importance in any large or small advertising campaign that is directed to the consuming public."

Mr. Mowry, in developing this last point, declares that the value of a newspaper as an advertising medium varies in direct ratio with the influence it exerts over its readers.

"Reader confidence," he declares, "is one of the strongest, if not the strongest, appeal which the newspaper offers to the community advertiser."

"To secure interest, attention, and a desire for the printed matter which a community usually has available to send out as a follow up, the newspaper has proved to be worth more than its cost. Newspaper readers are accustomed to the coupon idea usually found in all community copy. There are many campaigns of a local nature, conducted from time to time, which have resulted in many people becoming familiar with this method of securing data and information."

In his book, Mr. Mowry writes in detail of the newspaper as a community force, and asks for "fair treatment."

"Because the newspapers aim to give

good clean circulation at a fair price, they are greatly desired as an advertising medium by all community advertisers, who have studied the media of all advertising."

Concluding, Mr. Mowry sums up various city accomplishments and evidences of successful community advertising.

"Salt Lake City, for example, reports 10,000 inquiries received during the 75 days subsequent to June 1, 1923. The campaign cost \$53,000. A 25 per cent increase over 1922 was reported in railway travel and automobile travel was said to be 50 per cent heavier."

"In Kansas City there was conducted what was termed the "Do-You-Know Campaign" which cost \$75,000. Prior to the campaign the *Kansas City Star* had for 31 days carried a feature under the caption "Do-You-Know" calling attention to the city's resources. Local business men felt these items should be used in a campaign and they were run one a day for 31 days in 117 newspapers throughout the country."

"San Diego, Cal., listened to some genius and invested originally \$150,000 in advertising salaries and headquarters. During the last three years San Diego has expended \$317,000 in her community advertising campaigns and is now preparing for a fourth with a goal set at \$125,000. Campaigns started in this city in 1919."

"Already, people from outside of San Diego have invested \$5,000,000 in real estate. Bank deposits increased \$9,974,000 in seven months, against a yearly increase of \$3,685,000 previously."

"In the same period, building permits increased \$1,782,000 over the record of the entire year before. More than 6,000 families have declared their intention of residing permanently in San Diego."

"Another case, is the five towns of Tacoma, Seattle, and Bellingham, Wash., and Victoria and Vancouver, B. C., which raised an advertising fund to bring tourists to Puget Sound and British Columbia this summer."

"Cleveland is preparing plans for a national advertising campaign. Chicago has started the most extensive campaign yet attempted. Columbus, O., is to initiate a \$100,000 campaign. Detroit is using space in Southern newspapers for tourist travel. Los Angeles is conducting a national campaign for tourists and homeseekers. San Francisco has raised

more than \$400,000 to conduct a national drive."

Mr. Mowry sees the time coming soon when the United States government will initiate a great advertising campaign. For five years, he says, the American Travel Development Association has been suggesting that the Government appropriate at least a million dollars as an initial step in selling the United States to itself.

"Why should the greatest business institution in our country, the Government, fail to recognize advertising as such," Senator Irvine L. Lenroot of Wisconsin is quoted as saying. "It seems to me that it would be entirely practical for the Government to advertise and pay for any activity which is confined to a community or a section of a state, which is not a matter of news."

WHY ARE 'COLYUMISTS?' TWO OF 'EM WONDER

Jake Falstaff of Akron Times and F. P. A. of the New York World Try to Fathom the Question

A difference of opinion as to services a columnist can perform was recorded last week in the Conning Tower, column conducted by F. P. A. in the *New York World*.

"There is but one service which a columnist can perform," he quotes Jake Falstaff of the *Akron Times* as saying. "He cannot do this service except to persons inherently susceptible to it. That is to counsel them against taking important things too seriously, and against taking trivial things too lightly. Which is to say, he must show them that it is wrong to laugh when they should be angry, and that it is right to laugh at ridiculous and incongruous things."

To this Mr. Adams replied: "As to the duties or services that a columnist can perform, we don't know any, except those to himself; but we do know that Jake is wrong. For who is he—or any other columnist—to tell people what is important or trivial? And if he knows—which is unlikely—perhaps he should counsel them also against taking important things too lightly, and against taking trivial things too seriously. That, it seems to us, would be an even greater service."

"And if he knows what is important, and what trivial, and whether people should be angry and at what, and what is ridiculous or incongruous, he is not only a columnist but also a man endowed with the wisdom, love, sympathy and beauty of the ages."

NEW TEXAS DAILY PLANNED

Lubbock Plains Journal Incorporated with Keen President

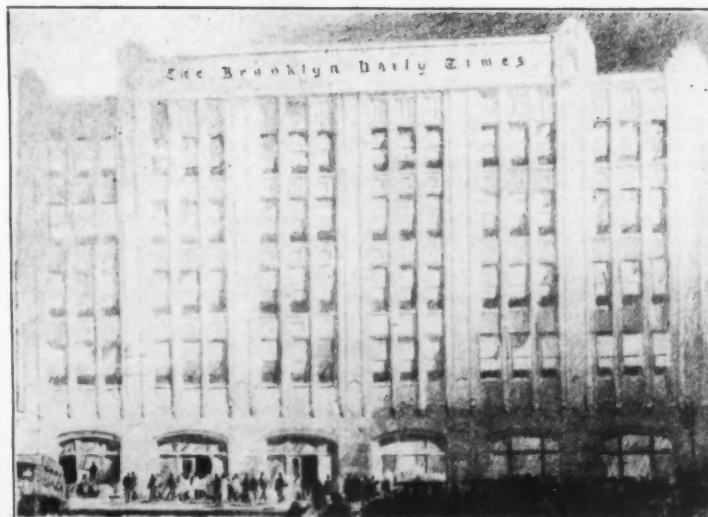
The *Lubbock (Tex.) Plains Journal*, a weekly, will be issued as a daily in the near future, it has been announced. A new building was recently completed.

Curtis Keen, present editor, will be president of the new daily. Other incorporators are: M. B. Hanks, *Abilene Reporter*, vice-president; Houston Harte, *San Angelo Standard*, secretary; J. L. Nunn, *Amarillo News*, treasurer. Keen will be president.

News Sent by Radio

For the second time in as many weeks, press associations put radio to use in news transmission, when storms seriously impaired wire communications in the Southwest and Middle West, Dec. 18-19.

BROOKLYN TIMES' NEW BUILDING



Above is a reproduction of an architect's drawing of the new home for the Brooklyn Daily Times, construction of which will begin soon.

DISTRIBUTION SURVEY SET FOR JAN. 14-15

150 Invitations Issued to Wholesalers, Retailers and Economists to Study Merchandising at Washington with U. S. Chamber

The first meeting of the National Conference on Distribution called by Richard F. Grant, president of the Chamber of Commerce of the United States will be held under the auspices of the Chamber in Washington, Jan. 14-15.

Invitation to 150 business men—manufacturers, wholesalers, and retailers—economists and representatives of the consuming public, have been issued by Mr. Grant.

It is the purpose of this meeting to map out the field of inquiry to be covered by the conference in a study of the prevailing methods of merchandising. Committees will be designated to take up various phases of the problem and their reports will be submitted later to a general meeting of the Conference for scrutiny and approval.

The membership of the conference will be representative of all the factors entering into distribution, retail stores of all kinds, the department store, the wholesaling and jobbing business and the large manufacturing corporation which may distribute its own products directly to retailers or through other agencies.

"It has become apparent to business men, manufacturers, producers and merchants, as well as to the general public," said Mr. Grant in a statement announcing the calling of the conference, "that an important field of economic study lies within the range of marketing activities that have to do with the transfer of goods from the producer to the consumer.

"Viewed at long range, methods of production are being constantly improved. Costs of production are being reduced through better management and organization, the perfection of new processes and the wider use of machinery. This accomplishment has been due in no small measure to a better knowledge of conditions affecting manufacture and production.

"The distribution of commodities and articles of common use is as important a factor in the fixing of the price to the ultimate consumer as the producing of them. The system that has been built, is the only system we have or can have for many years to come. Before we can pass upon it intelligently or reply effectively to any criticism, a better understanding of it is necessary. Undoubtedly the processes of distribution are undergoing constant change and improvement, but these changes are often lost sight of because they are not immediately reflected in a reduction of prices to the consumer.

"Statements and counter statements are made as to what is wrong. The consuming public frequently attributes the price spread between producer and consumer to excessive profits. Injudicious buying suffers with injudicious selling the blame for what appear to be excessive costs. The producer, the wholesaler, and the retailer are collectively criticized for conditions beyond their single control.

"The problem of distribution cannot be weighed intelligently nor can improvements be made in existing methods until there has been a competent survey of conditions of distribution and a compilation of facts relating to it necessary to a conclusion. This can best be accomplished by those who are themselves engaged in or familiar with distribution. To this end the Chamber of Commerce of the United States has taken the initiative in calling the conference, in the hope that, as a result of the work to be set in motion, reports of a practical nature, upon which future economies and improved methods of distribution will be based, may be made."

CROSS WORD PUZZLES ADDING DASH OF SPICE TO ADVERTISING

Many Firms Quick to Use the Popular Teasers in Their Copy—Unsuited, However, to Many Businesses Is Belief

By HAMMOND EDWARD FRANKLIN

"IF some preacher would put the Bible in cross words puzzle form, everybody would know it by heart," Will Rogers remarked the other day.

Elsie Janis, in her syndicated feature, confessed that while she is in the midst of her stage appearance, her mind suddenly turns to the current unsolved cross words puzzle at home and while she is working out cross words puzzles, she once in a while thinks about acting.

The country has gone "cross words puzzle crazy."

Fanned as it can be only by the newspaper, which has its ear to the ground for each new rising wave of interest, the fad has made unbelievable progress. Today in homes, colleges, offices, factories, public institutions, everywhere, people of all ages fix one with a hopeful eye and beg, "Who was the mother of Peer Gynt?"

Railroad men report that fewer papers are left on the trains since the arrival of the winter indoor sport. Newspapers and syndicates have been quick to supply reams upon reams of cross words puzzles, ranging all the way from the simple for boys and girls to the highly complex. Several newspapers are publishing cross words puzzle serials. Others are putting on contests. The humorists have been having their good-natured fling, with burlesque puzzles.

This has meant a longer life and greater interest for the newspaper which, logically enough, carries over to its advertising columns.

We now have with us a growing amount of what we may call "cross words puzzle advertising," which is intended by deft planning to capture the interest of readers by hooking up with the craze. It's ingenious, timely and highly suggestive to the newspaper or agency advertising man in search of "that something" to add a punch.

Truly Warner, who operates chain hat stores for which he has built large sales through liberal newspaper space, has been one of the most successful, even in the recent flood of Christmas advertising. His space consisted of only two columns by nine inches on sport pages, but it stood out above ordinary hat store advertising.

Its hand-lettered headline said, "The answer to the Christmas shopping puzzle with no cross words." Below was the typical cross words square, with hats and gloves, gift certificates and best wishes for a Merry Christmas. Prices were given without dollar signs. A variation from this was, in the same size space, a large man's head in a derby, with behind him the familiar "checker board." The artist emphasized in larger squares the word, "Derbies." Spelled out in other squares were other gift suggestions.

William Hahn & Co., shoe dealers, Washington, D. C., closed a successful cross word puzzle contest on Dec. 1. Ten prizes of \$10 each were offered for the nearest correct answers, accompanied by the best letters of not over 50 words, telling about Hahn special shoes. A discount of 15 per cent on any pair of Hahn shoes was offered to all submitting solutions. Cross words puzzle editors of the Washington papers acted as judges.

The Hahn puzzle, on which the usual rules for such puzzles applied, was published in paid space. In black, it said "Hahn Special \$5.95 Shoes." Larger copies of the puzzle were available for the asking at any of the company's several stores. Thousands were distributed. A retail man was the first to complete a solution and send it in. Cleverly concealed in the white blocks were two features of Hahn shoes. The store, thus profited by its general display and enterprise and even more from the indelible impressions on earnest puzzlers who spent many hours working it out.

The Answer to the Christmas Shopping Puzzle with No Cross Words



Truly Warner
Headquarters For Hats

305 Washington St. 137 Summer St.
Opp Old South Church Car. South Bk.

Typical Truly Warner Punch.

The possibilities of this for a co-operative local page feature to run once a week may be grasped by the wide-awake newspaper solicitor. Now is the time to sell the idea.

Another shoe store just prior to Christmas published its own puzzle under the heading, "Our puzzle solves the gift problem, too." Such puzzles should get over the store, product sold, value, service and quality.

The Liberty Mutual Insurance Company recently offered to send a special Cross Word Puzzle book to all who wrote in. Probably the book will be delivered by a salesman who will have a wedge to sell some automobile insurance.

Wanamaker's in Philadelphia was among the first to sense the opportunity of the fad and even staged a "Cross word tournament" to determine the champion of the city. This was held in the store's auditorium.

At Brooklyn, N. Y., Namm's drove home the advantages of paying cash, with a puzzle which had such points as:

"Inescapable consequence of charge accounts" (bills).
"What buying on credit leads to" (extravagance).

"The kind of account that spoils a bank account" (charge).

"Easy payments' make them ache" (heads).

"Something the instalment plan increases" (expense) etc.

A department store in the Middle West has built a huge puzzle which covers the greater part of the front three stories of the store. It has 1,064 blocks, with 285 horizontal words and 275 vertical ones. The store gives away keys and is going to award a trip to New York to the winner of the contest.

A retailer in Maysville, Ky., stated his firm has had good results from a cross words puzzle contest. It referred to the store's merchandise, as "A comfortable

shoe" (Red Cross), "a reducer," (Madame X corset), "A famous shirt" (Eagle), etc.

A nationally celebrated retail furniture house within the week published a full page in rotogravure, with the page divided into squares. The name of the store was published, one letter to a square, across the top. Four dark squares talked the store as an institution, the rest in each case displayed a product. The result was distinctly out of the ordinary.

The artist will find the possibilities of various layouts in "cross words puzzle effect" very tempting.

The manufacturer of a dictionary has been buying space on the page with the paper's daily puzzle to suggest the purchase of his ponderous, (but necessary) tome, by cross word puzzlers. Several publishers of books of the puzzles also have pushed their wares the same way.

It is likely that the cross words puzzle may be mis-used by a few unscrupulous advertisers, who purposely may offer in the future an absurdly simple puzzle, the solution of which supposedly entitles the person who writes to the firm to a "special prize." Some mail order firms have used contests of a different nature, but not unsimilar in principle, in a misleading way. The advertising manager and better business bureau man should stop promptly any attempts to use cross words puzzles in any unfair manner.

In our opinion, not every advertiser can use the cross words puzzle tie-up to advantage. There are still thousands who have not taken up the idea and will not stop to figure out a puzzle to get a selling point. For these and even many of the puzzlers, copy must be such that it may be grasped by those who "read as they run."

Nevertheless, as a special stunt cross words puzzle advertising has its value and there will be more of it before there is less. As such puzzles increase the vocabulary and knowledge of the public, they should create better informed, more interested readers of all advertising.

N. Y. HERALD TRIBUNE CHANGES

Welsh Resigns as Advertising Manager —Auer Made National Ad Chief

George J. Auer was this week promoted from in charge of rotogravure, advertising to the position of national advertising manager of the *New York Herald Tribune*.



GEORGE J. AUER

The announcement was made by Howard Davis, business manager, coincident with the resignation of U. S. G. Welsh as advertising manager, effective Jan. 1. R. H. Schooley, in charge of local advertising of the *Herald Tribune* has been appointed advertising manager. Mr. Welsh said he was not ready to announce his future plans.

Mr. Auer, who will be in charge of both rotogravure and national advertising, has been with the *Herald Tribune* since September 1922. Prior to then he had been for seven years attached to the national advertising department of the *New York American*. He started his newspaper career as advertising manager of the *Schenectady (N. Y.) Gazette*, later becoming business manager of the *Albany (N. Y.) Knickerbocker Press* and the *Atlanta Georgian*.

Florida in "Swat the Sign" Drive

With "Swat the Sign and Save the Scenery" as slogan, the Chambers of Commerce of Florida are actively fighting unsightly highway billboards.



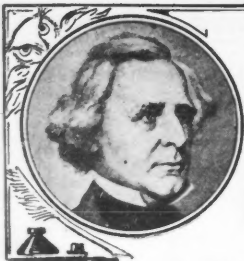
Ring Out The Old Ring In The New

- ☞ The New Year is here and with it the promise of greater prosperity.
- ☞ Ring out the old year with its lack of lineage when you needed it most.
- ☞ Ring in the New Year with 100,000 to 200,000 lines of local display yearly *from new sources* with the Briggs' Permanent Business Review Page and other feature pages on your weak day, Monday or Saturday.
- ☞ Here's Health and Happiness to you and yours. Here's to a greater newspaper, and better newspaper, the newspaper you have wanted to make yours.
- ☞ The best and easiest way to accomplish this is to let us add you to our rapidly growing list of metropolitan dailies who are yearly increasing their display lineage the Briggs-way.
- ☞ To our old friends and newspaper clients, and to our prospective clients, we wish a very

Happy New Year

Thomas W. Briggs Company

Home Office
Columbian Mutual Tower
Memphis, Tenn.



NEW AND AUTHENTIC HISTORY OF THE HERALD OF THE BENNETTS

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

COPYRIGHT 1924 BY EDITOR & PUBLISHER—ALL RIGHTS, INCLUDING FOREIGN RIGHTS, PROTECTED.



CHAPTER TWENTY-EIGHT

Death of Mr. Bennett's Mother—Obituary and Facts as to Her Other Children and Descendants

THERE are still living several old residents of the Fort Washington section of New York, who recollect Mrs. James Gordon Bennett, Sr., and her activities. As a lady of culture and refinement, devoted to her children and her household duties, she still found time for outdoor exercise, and one of her favorite diversions was the driving of her team of pet ponies about the Heights, traversing the Kingsbridge Road and other highways at the upper end of the island. As she passed along, she occasionally threw silver to the children, who shouted in glee,

"Three cheers for Mrs. Bennett."

She had never been prominent in the social circles of the metropolis, probably largely due to her husband's stormy career, entertaining but seldom, and the guests were then generally those of her husband's invitation.

During the winter months the Bennetts occupied their luxuriously furnished mansion at the north-east corner of Fifth Avenue and 38th Street, and the country house, hard to keep warm and almost inaccessible at times, due to snowdrifts and muddy roads, was deserted until spring arrived.

Mrs. Bennett was not only an accomplished musician and composer of some merit, but also was a fine linguist, speaking French, German and Italian, and thus this accomplishment facilitated her movements abroad, where with Paris as her headquarters, she supervised her oldest son's education by private tutors, and where he acquired his fondness for Europe as a permanent place of residence.

Mrs. Bennett had three other children besides her eldest son, viz.: Clementine Bennett, who died, Jan. 3, 1845, aged eight months. Cosmo Gordon Bennett, born in May, 1853, and who died on March 20, 1859, aged five years and ten months. The loss of this interesting son was a great blow to his affectionate parents. The fourth child was Jeannette Bennett the present Mrs. Isaac Bell, who with her children are the only survivors of this interesting family.

The death of Mrs. Bennett occurred at Konigstein, Saxony, on March 31, 1873, after a brief illness, surviving her husband by ten months.

She had formed the acquaintance of many prominent people in Paris and elsewhere in Europe, and was a staunch friend of the late Napoleon III, even after his downfall.

Mr. Bennett, 2nd, brought his mother's remains from Europe and they were temporarily placed in the receiving vault of Greenwood Cemetery on Nov. 27, 1873, and were eventually removed to the Bennett vault on Feb. 18, 1874, where they found a final resting place with those of her distinguished husband, whose undying affection for his wife as elsewhere stated, led to the placing of the beautiful statue of his mother, by her son, in front of the family monument as a permanent token of his filial regard for his gifted parents.

Miss Jeannette Bennett married Mr. Isaac Bell, son of the wealthy steamship owner of the same name, and who was a direct descendant of an Isaac Bell, who left Edinburgh, Scotland, for America in 1640.

Mr. Isaac Bell, 2nd, was the United States Minister to the Netherlands, from 1885 to 1888, when he resigned, and returning, resided at Newport. He died on Jan. 20, 1889, in New York City. Mrs. Bell then went to Paris where she lived for 15 years, with her children,

Misses Henrietta and Nora, and Mr. Isaac Bell, 3rd. Miss Henrietta, who is one of the heirs to a large fortune left by her grandfather, married Count Paul d'Aramon in 1902, and later they went on a honeymoon tour of Italy and Egypt.

On March 20, 1903, Mrs. Bell and her daughter, the Countess, were presented to King Edward and Queen Alexandra, at the second court held by the former in Buckingham Palace. Miss Nora Bell was later married to a Mr. Ricardo.

Mrs. Bell's son, Isaac, on reaching manhood, was an active participant in outdoor sports—hunting, polo, golf. For five seasons he was Master of the Galway Blazers, and in January, 1908, accepted the mastership of the Kilkenny Hunt.

Mrs. Bell took Combe Lodge, Kingston Hill, England, in 1908, in order that her son, Isaac, might play polo at Hurlingham. Young Bell was considered a great catch in the matrimonial market, but was too devotedly attached to his mother to think of marriage. Mrs. Bell was spoken of as a charming woman, devoted to outdoor life and was an accomplished equestrienne.

She had at that time decided to give up her winter residence in Paris, and proposed to buy in London. Her popularity was great, and as a devotee of the automobile she drove with great skill. She dressed smartly, was very versatile and accomplished, speaking several languages.

(To be continued next week)

A Local Newspaper for National Advertisers

With a total daily net paid circulation of 155,193 copies A. B. C. only 21,070, of which go outside of the city and suburban territory, the Cincinnati Times-Star is pre-eminently a local newspaper.

Why is it then that for seventeen consecutive years the Times-Star has carried more national display advertising than any other Cincinnati newspaper, at least two of which have a larger percentage of out-of-town circulation?

Why is it that, in the first nine months of the current year, the national display advertising in the Times-Star exceeded that of the second Cincinnati evening paper by 618,289 lines?

Why did the Times-Star carry more than two and a half times as much national display advertising as both Cincinnati morning newspapers combined carried on the same publication schedule and in excess of four hundred thousand lines more than the combined daily and Sunday lineage of these two papers?

The answer is obvious. Times-Star leadership in national advertising is because of, and not in spite of, its local pre-eminence. In this regard it closely parallels Times-Star leadership in purely local display advertising: 6,860,539 lines in the Times-Star as against 3,585,722 lines in the second evening paper and 5,549,992 lines in the leading morning paper with its 274 publication days as against 235 publication days for the Times-Star.

Practically every national advertiser who is using more than one newspaper in Cincinnati is a regular advertiser in the Times-Star. More than 160 of them use the Times-Star exclusively in this field.

CINCINNATI TIMES-STAR

CHARLES P. TAFT, Publisher

C. H. REMBOLD, Manager

Member of Audit Bureau of Circulations

INTERTYPE

Standardized and interchangeable typesetting machines for all composition, from 5-point text up to full width 36-point bold, and 60-point bold condensed, on slugs up to 42 ems wide. See our full page next week.

INTERTYPE CORPORATION

General Offices: 805 Terminal Building

Brooklyn, N. Y.

MAGAZINE SECTION
BACKBONE OF
CIGAR
ADVERTISING

December 23, 1924

The New York Times:

The Magazine Section of the Sunday edition of The New York Times carried the first test advertisement for O-Nic-O Cigars (formerly called No-Nic-O-Tine). The successful results obtained from this advertisement and the high calibre of the men who responded convinced us that O-Nic-O Cigars were to have their heaviest sales among business executives, professional men and those of the thinking class.

Since this advertisement we have used eight insertions in The New York Times Magazine Section, each of which has paid equally as well as the first. After checking sales over a period of six months we find that The Times Magazine Section has been the biggest money maker of any of the publications we have used for this advertising.

We are planning to make the Magazine Section the backbone of our 1925 campaign and to increase the size of the space we have been using.

STANLEY E. GUNNISON, Inc.,
Advertising Agency,
30 Church St., New York

MAGAZINE
SECTION
SELLS RAZORS

December 24, 1924

The New York Times:

Our advertisement of Marathon Razor Blades in the Magazine Section of the Sunday edition of The New York Times has brought world-wide results. It has been responsible for inquiries from Cairo, Egypt; Barcelona, Spain; China; Paris, France; Cuba and South American countries. It is well worth while to advertise in The New York Times.

BEST CUTLERY COMPANY,
John A. Dickson,
Sales Manager,
536 S. Tenth St.,
Newark, New Jersey

THE DOMINATING NEWSPAPER
in the
GREATEST MARKET *in the* WORLD

THE MAGAZINE SECTION of the Sunday Edition of The New York Times takes an announcement in Rotogravure to the readers of 600,000 copies at the lowest cost per line per thousand of any rotogravure advertising.

Of this net paid circulation of 600,000 copies, more than 400,000 are bought within 150 miles of New York City, a concentration of buying power of intelligent and responsive families not reached in this richest area by any similar medium.

A Magazine whose contents are of unusual interest and value, and are fresh upon the news, this section is read attentively by purchasers of the Sunday edition. Its wire-stitched tabloid form makes it easy to preserve.

Advertisers have the advantages of:—

The New York Times circulation.

The New York Times quality.

The New York Times readers' responsiveness.

The New York Times exclusion of false and misleading advertising.

The New York Times Rotogravure production, pioneer and best in the field.

The New York Times results to advertisers.

IT IS THE AIM OF THE NEW YORK TIMES TO KEEP ITS ADVERTISING COLUMNS FREE FROM OBJECTIONABLE AND QUESTIONABLE "CATCHPENNY" OFFERS. ALL ADVERTISEMENTS ARE SUBJECT TO A RIGID CENSORSHIP TO PROTECT THE TIMES COLUMNS FROM THOSE WHO MISREPRESENT, RAISE FALSE HOPES AND SPREAD NETS TO CATCH THE UNWARY.

NEWSPAPER MAKERS AT WORK

By MAX HAHN



GROVE PATTERSON—The Blade's his hobby, too.

UNCANNY newspaper psychology and ability to image this knowledge of human nature in a newspaper, are the reasons Grove Patterson rose from a dollar-a-week printer's devil to executive editor of the *Toledo Blade*.

"My big policy is to make the *Blade* interesting. A paper can be a reliable, conservative, family newspaper and still be interesting. The idea I desire to instill in every employe is that a paper doesn't need to be dull to be reliable," Mr. Patterson explained.

The growth the *Blade* has made since Mr. Patterson has held an editorship reflects the efficiency of his policy.

As executive of a metropolitan newspaper Mr. Patterson might make his job a "soft snap". But that wouldn't be his idea of satisfactory living. "My work is neither so dull nor so deadening that I find need of a hobby," he says. So it is that in addition to his executive tasks on the *Blade* he finds time to write a daily column of inspirational paragraphs which appear in the *Blade* and nearly a dozen other papers under "The Way of the World" head. Over the signature of "John Carlyle" he writes another daily feature, syndicated to many of the largest papers, a 300 word essay. Then, too, he writes for the *Toledo Union Leader*, labor weekly, occasional articles on industrial relations and other topics of interest to the working-man.

As though this weren't enough to overburden him, Mr. Patterson delivers as many addresses as a Chautauqua lecturer. This interview was interrupted while a Cleveland financier begged Mr. Patterson over the long distance telephone to pinch-hit for Secretary of the Treasury Mellon at a bankers' dinner. Possibly the reason he makes public-speaking his chief side-line is the fact that he won intercollegiate laurels in debate and oratory before he was graduated from Oberlin College in 1905. He is chairman of the committee on ethical standards of the American Society of Newspaper Editors.

Callers have no way of knowing when they will find "Pat", as he is known to his associates, in the office. He doesn't like regular hours but he works long hours. Much of his work is done in the late afternoon or in the evening. But callers never are told by an office boy that "Mr. Patterson isn't in." He holds to an "open door" policy. Readers and employes may consult him at any time. He is always ready to listen to suggestions for improving the *Blade* and quick to act upon them if they are practical. It should be added that he never fails to make some disposition of every suggestion and the employe is informed what that disposition is and why it has been made. Mr. Patterson's open door policy is closely related to the *Blade's* policy of friendliness.

"The *Blade* is not a scolding paper," he repeated at a staff meeting recently. "If the *Blade* has anything to oppose it will go after it with both barrels. The *Blade* does not believe in trivial crusades."

When occasion warrants, Mr. Patterson can direct as effective a crusade as any opponent could bemoan. He looks to schools, not to crusades, to improve civilization. He believes that brain and not brawn will change the existing order. Mr. Patterson places emphasis on school news. The *Blade* carries a full page of school news every Saturday as well as spot news from the schools during the week.

He got his first crusading experience when, shortly after he left Oberlin College, he bombarded the city administration of Lorain, O. At that time he was reporter, city editor and editorial writer of the *Lorain Times-Herald*. After a few years in Lorain he spent 15 months as copyreader and night city editor of the *Cleveland Plain Dealer*. The he became managing editor of the *Toledo Times*, after which he was in succession copy reader, news editor, managing editor and executive editor of the *Blade*. His connections with the *Blade* were interrupted by a period of three years when he was managing editor of the *Detroit Journal*, which was combined with the *Detroit*

News in 1922. During that period he divided his time between the *Blade* and the *Journal*, which were operated by the same management.

Mr. Patterson believes the way for an executive is to lead and inspire rather than to drive men. This is an explanation why he is able to procure staff and departmental co-operation in unusual degree.

One of his unusual personal rules is to read something worth while for at least twenty minutes each day. It does not matter how busy he has been, how many addresses he has delivered, he makes time for at least a brief interview with some famous authority in the fields of science, literature, religion or politics.

Mr. Patterson has adopted the most direct way of finding what his readers like and dislike.

"From time to time," he said, "I get a list of 'stops' from the circulation department. Armed with these I hunt up the person who has discontinued his subscription. I ask him why he quit reading the *Blade*. I try to find what he likes better in the opposition. These calls take me to all parts of the city and I learn first-hand what's on the reader's mind—and what he likes."

He holds to the theory that the circulation department must get circulation but the editorial department can hold it.

"All promotion stunts must have the most complete co-operation of the circulation department to be effective," he said.

5,000 Attend Daily's Spelling Bee

Five thousand people attended the final match in the city-wide spelling tournament in Portland, Ore., sponsored by the *Oregonian*. The newspaper offered 12 fine watches to the best spellers in the public schools. A novel feature was that the last two matches in the tournament was broadcast by KGW, the *Oregonian's* radio station. It is said to be the first time that a spelling bee has been put on the air. Edgar B. Piper, editor of the *Oregonian*, presided.

Everybody's Face!

The *Cleveland Sunday News Leader* last Sunday printed what is believed to be the greatest number of individual photographs ever contained on a single news page. The page was in the rotogravure section and was made up as a solid mosaic of heads reproduced from snaps taken by staff photographers on Cleveland streets. Owners had no difficulty in identifying themselves. The page increased the demand for the Sunday editions.

TRADE MARK

LINOTYPE

Model 24

A Whole Composing Room at the Operator's Finger Tips

Mergenthaler Linotype Company
Brooklyn, N. Y.

Setting Higher Circulation Quotas

Newspaper publishers are setting higher circulation quotas for 1925, and the first quarter of the New Year is the best time to get "a running start." If you go into May without substantial gains goals will be lost.

Scores of signal successes prove that our simple, dignified, business-like plan builds and holds circulation for those newspapers we have served and are still serving.

No Premiums to Buy! No Schemes! No Trickery!

We have certain open territory in which we will serve only one newspaper—but that one seriously and successfully. If interested wire or write. No obligation, of course.

HICKEY-MITCHELL CO.

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

NEW BROOKLYN EAGLE PRESIDENT HAS SEEN 42 YEARS' SERVICE WITH DAILY

H. F. Gunnison Began as a \$5 a Week Reporter and Progressed Steadily to Present Position—Active in Public Affairs

HERBERT FOSTER GUNNISON, probably the dean of newspaper publishers in New York City, added another chapter to the romance of his climb from a \$5-a-week reporter when he was elected president of the *Brooklyn Daily Eagle* Dec. 17, succeeding the late William Van Anden Hester, the fourth head of the publication in the 83rd year of its existence.

At the same meeting Raymond M. Gunnison, son of the new president, was elected vice-president; William Van Anden Hester, son of the late President Hester, was elected secretary, and Harris M. Crist, managing editor, was elected treasurer. As head of the *Eagle* Mr. Gunnison will direct an enterprise which bears the imprint of his personality, his industry and his vision in all of its departments. For 42 years his life has been bound up with the development of his paper. During this period, the most active and fruitful in its career, his brain conceived and his hand directed many of the activities which have aided in building up the *Eagle* as one of the foremost American journals.

Mr. Gunnison was born on June 28, 1858, the son of the Rev. Nathaniel Gunnison, a Universalist minister then located at Halifax, N. S. On his mother's side his family goes back to Elder Brewster, who came over on the *Mayflower*, and his maternal grandfather was of that breed of sturdy old Cape Cod sea captains who contributed so richly to early American traditions. Mr. Gunnison spent his boyhood in Maine.

Upon the death of his father Mr. Gunnison went to Canton, N. Y., and in 1880 was graduated from St. Lawrence University, with which he was to enjoy reciprocally helpful relations throughout his career. He came to Brooklyn and joined the staff of the *Brooklyn Times*. He remained with the *Times* as a reporter for a year and a half when he joined the *Eagle* staff.

Mr. Gunnison reported for the *Eagle* for two years and his industry won him the post of legislative correspondent at Albany. His work there for three years attracted the attention of William M. Van Anden, the treasurer, and of Colonel William Hester, the president of the paper, whose shrewd judgments estimated the possibilities of the young reporter. The Albany correspondent was called in and transferred to the business depart-

ment. From this point onward Mr. Gunnison's progress was sure and steady.

In 1887 he was made editor of *The Eagle Almanac* and successively, was made assistant business manager in 1893; business manager in 1898, and later the publisher. He became a stockholder in 1896 and a director in 1897. His influence in all the rapidly growing departments of the *Eagle* increased and there was no phase of his paper's activities in which this influence was not felt.

When he became a stockholder and director Mr. Gunnison progressed by natural stages. He was made secretary and treasurer and vice-president on the death of Col. Hester in 1921, and succeeded the late William V. Hester on the latter's death this month.

Throughout his long career with the *Eagle* Mr. Gunnison was intimately associated with the Hesters, father and son. He was born in the same year as the son and together they began their careers on the *Eagle*. In later years the friendship between Mr. Gunnison and the elder Hester ripened into a close intimacy which lasted until the colonel's death.

Although Mr. Gunnison has devoted himself assiduously to the upbuilding of his paper, he, nevertheless, has found time to promote wider interests in related fields, as well as to give his energies to a variety of public interests, and he never has ceased his writing. He was one of the founders of the American Newspaper Publishers' Association and served as treasurer of that organization for several years. After serving as vice-president of the New York City Publishers Association he succeeded Dr. Herbert L. Bridgman as president on the latter's death a few months ago.

Mr. Gunnison helped to organize the Brooklyn Law School, as a branch of St. Lawrence University, and has been for years the school's treasurer. In addition he is a trustee of St. Lawrence, which recently conferred on him the honorary degree of LL.D. He has for many years been active in All Souls Universalist Church, Brooklyn, of which he is a trustee.

Mr. Gunnison was for two years vice-president of the Associated Press and was a member of the first Audit Committee when the association was organized more than 25 years ago. In addition he is a trustee of the Williamsburgh Savings Bank, of the Brooklyn Bureau of Charities and a manager of the Brooklyn State Hospital.

His brother, Dr. Almon Gunnison, was pastor of All Souls Church, Brooklyn, and later president of St. Lawrence University. Another brother was Dr. Walter B. Gunnison, the principal of Erasmus Hall High School.

He was a State Commissioner of Centennial Exposition at Rio de Janeiro, Brazil. The *Eagle* has been famous for its many excursion parties to different parts of the country which were started and promoted by Mr. Gunnison.

He has two sons and a daughter. His home is in the Bay Ridge section of Brooklyn.

PLAN NEW OHIO DAILY

Will Be Launched a New Lexington Following Recent Merger

Consolidation of the *Crooksville (O.) Advance* and the *New Lexington (O.) Tribune*, announced this week, may result in the start of a morning daily at New Lexington, O., within a short time.

Albert Davie, owner of the *New Lexington Tribune* sold the newspaper to F. M. Frazier, Columbus newspaper man, and H. J. Bierly, owner of the *Crooksville Advance*. Frazier and Bierly consolidated the papers.

The *Perry County Tribune*, a 16-page

weekly, will be published by Frazier and Bierly until arrangements can be completed to convert it into a daily morning paper.

Frazier will be the editor and Bierly the business manager.

St. Petersburg Independent Celebrates

Major Lew B. Brown, editor and owner of the *St. Petersburg (Fla.) Evening Independent* gave a dinner Dec. 16, in celebration of the 16th anniversary of his purchase of that newspaper. He had as his guests the display advertisers in the first issue of the paper.

P. O. Rules on Puzzle Prizes

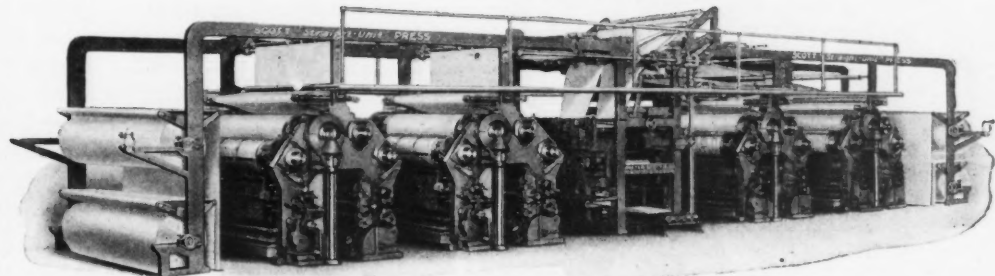
The Post Office Department ruled Dec. 29 that the offering of prizes by newspapers and other publications for solutions of cross-word puzzles in the order such solutions are received violates the postal laws, because the element of chance enters into such awards.

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

The Consolidated Press Assn.

Executive Offices, Evening Star Building, Washington, D. C.

The SCOTT "Straight Unit" Octuple Press with floor feed and Two Heavy Duty 64-Page Folders.



Happy New Year

THIS is the fiftieth year in the history of this company and it has a record of which they may well be proud. Fifty years' experience is back of the newspaper machinery they build. This company has not hesitated to go out of the beaten track at times to bring out machinery that has revolutionized the printing and folding of Daily and Sunday Newspapers.

The First Scott "Multi-Unit" Press

was built in the year 1910 and since that time we have kept our works running to capacity building "Multi-Unit" and "Straight Unit" Presses and to-day these machines are admitted to be the heaviest and strongest built machines for the rapid production of Daily Newspapers.

SCOTT PRESSES
NEVER
MISS THE MAIL

WALTER SCOTT & CO.

PLAINFIELD, NEW JERSEY, U. S. A.
CHICAGO
NEW YORK
1441 Monadnock Block
1457 Broadway, at 42d Street

247,023

Was the
Average Net Paid
Daily Circulation
(Morning & Evening)
of the

BALTIMORE SUN
for November

Everything in Baltimore
Revolves Around

THE  SUN

Morning Evening Sunday

"PERSONAL JOURNALISM" USED MORE WORDS THAN CROSS WORD PUZZLES

Clippings of 20 Years Ago Preserved by George M. Payne of Cincinnati Times-Star Reveal Lurid English Favored by Editors

"PERSONAL JOURNALISM" is rapidly becoming a mere phrase bandied about by men and women in the newspaper field today. Not many really know the types of writing sanctioned in the "good old days."

To refresh their memories, George M. Payne of the Cincinnati Times-Star, delved into some 20 year old clippings of his the other day, and produced these gems for EDITOR & PUBLISHER:

From the *Lathrop (Mo.) Monitor*:
That degenerate son-of-a-good-father, who distributes cards and tells lies for that contemptible Kirksville—Penitentiary sneak thief printing concern, polluted the pure atmosphere of Lathrop by the exhibition of his diseased carcass on our streets Saturday, but it makes us smile to think how flatly he was refused at every business house here. We have great confidence in the good sense and business sagacity of our citizens and Mr. Cheap John Horsethief Printshop can't catch them on the cheap racket. He wailed mournfully when he got so unceremoniously left and we are quite sure he walked out of town, as he did not buy a ticket or take a train at either depot. Business men, when he offers to do you honest, decent work, done by decent men; when he promises to take one half or all the bill in trade; when he employs honest help who spend their money here; when he fights for the upbuilding of the city and is willing to "chip in" to help along any movement; then, and not till then, will he have any claims on your consideration. Did he do it? We think not and you did right in giving him the shake.

A Texas newspaper editor had the following to say about his opposition:

As a scientist, Brother Darwin of the *Whitesboro News* may not be equal to the great writer of that name, but as a slinger of lurid English the Texas editor is hard to beat. In writing on the municipal election of that village he says:

"As we stand on the streets of Whitesboro, when the glorious orb of expiring day is throwing farewell glances to the darkening east, light up with a halo of effulgent glory the great dome of our new \$200,000 jail, which is daily rising higher and higher in the cold, thin atmosphere, and behold this emblazoned beauty embossed with gold, silver, fluted and painted glass, 'covering long drawn isles and fretted vaults,' throwing back a half-welcoming, half-tantalizing glamour, we are constrained to ask what is the matter with the new jail as an issue before the people? The pyramids stand today dismantled, austere and rugged, to perpetuate the tyranny of Cheops; the Alamo, built to extend the civilizing influences of the Christian religion—desecrated by the bloody hand of an invader—has ceased to resound the hymns of Jesus, and will stand in the dual capacity of a monument perpetuating the heroic deeds and sacrifices of murdered patriots, and also as a monument to perpetuate, and to hold up through the ages, to the desecration, scorn and contempt of man, the bloody monster, Santa Anna, whose butcheries have inseparably connected his name with the Alamo. Cheops and Santa Anna are dead, yet their names live in connection with the pyramids and the Alamo. Our commissioners must die, and but for the new jail, which lifts its head in regal splendor, a monument to their folly, their names would be read on cold, gray marble, nor would a sound familiar to the ear recall their vanished memories."

Another Texas editor comments on the stylistic qualities of a brother editor's prose as revealed in the description of a fire:

The *Gainesville Register* is, of a mind with the Frenchman whose mother-in-law threatened to commit *felo de se*. He ap-

proved the resolution, saying, "Do, madame; it is one grande idea, I gif you one splandade funerale." The *Register* says:

The editor of the *Collinsville Times* graphically describes a fire which recently took place in his city. The *Times* man came very near making a burnt offering of himself as an item of interest to the newspaper world, but unfortunately, however, for the press, his courage evaporated when the ordeal came, and the press has been deprived of a splendid item of news. Had the *Times* man stood firm his self immolation would have challenged the admiration of his brothers of the press forever, and peans of glory would have been sung in his praise through endless time.

Fame is of uncertain value to the living and of none to the dead. The *Times* man sought renown in the proper direction—writing up the fire. He opened up as follows:

In looking out of the window a rolling volume of flames mingled with smoke stabbed the gaze, tumbling from the Skaggs store, as if the bowels of the lower region were bubbling forth upon the dark and misty world.

This will do for Texas; but it is hardly up to the standard of the account of the great fire in London:

When the news of that awful event became known the poles, north and south, leaped from their sockets and stared aghast at the equator!

Powder Flash Injures Photographer

James McAllister, 21, Detroit newspaper photographer was badly burned about the face and hands and his body pierced with fragments of glass when a bottle of flashlight powder exploded in his hands. Calvin Koch and Walter Kelly, reporters, were in the room when the explosion occurred and were stunned but not seriously injured.

Daily's Radio Beats Storm

WCAE, the *Pittsburg Press* radio broadcasting station, Friday, Dec. 19, broadcast news for the west and southwest for the United Press after storms had demoralized telegraph and telephone service.

Iowa County Removing Billboards

The board of supervisors of Muscatine County, Iowa, last week ordered the removal of all billboards and signs along the primary road system in the county. The board fixed June 1, 1925, as time limit for compliance with the order. The action is in conformity with the recent state statute covering this point.

Railroad to Entertain Editors

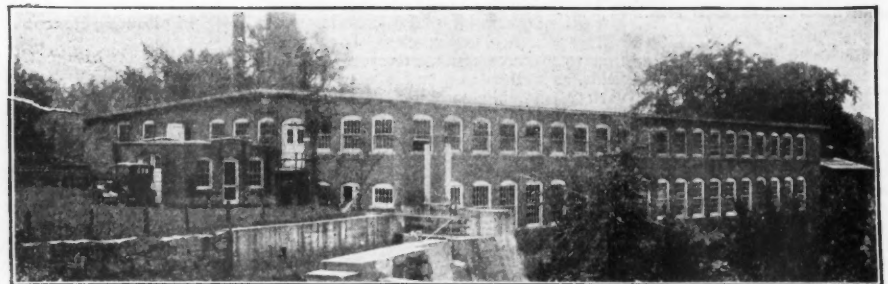
A general invitation to all Kansas editors and their families to attend a housewarming party and banquet in the new Santa Fe railroad building at Topeka, Jan. 30, has been issued, the event to be a feature of the annual meeting of the Kansas State Editors association convention scheduled for that week end.

New England Dailies to Meet

New England Daily Newspaper Association will meet at the Boston Chamber of Commerce, Tuesday, Jan. 21. Ross Kellogg, director of the Empire State School of Printing will be the principal speaker.

Electrical Typewriter Sets Type

A typesetting machine, operated by a type writer keyboard through electrical connections, has been invented, according to *Popular Science Monthly*.



Where Certified Dry Mats Are Made—West Groton, Mass.

Know Your Source of Supply!

Your stereotype problem recurs every day. If you are now using the economic cold process, dry mats are as essential to you as newsprint or ink. Can you afford to be dependent upon an unknown supply?

Sooner or later something goes wrong—and you get a "we are very sorry but owing to circumstances beyond our control we can't deliver." With all the best intentions in the world such contingencies cannot be prevented, in fact are inevitable. Excuses, however sincere, will not enable you to get out your paper!

Here are CERTIFIED DRY MATS made in America and sold by an organization that is familiar with the preferences and needs of American dailies. Here is an organization conversant with American conditions "as is," not as might be imagined, ready to serve you as you would wish.

It is up to you to assure yourself of supply, quality, and service by availing yourself of what we have to offer. Insist upon knowing your source of supply and then to make assurance doubly sure, buy right by buying *Certifieds*.

Samples of Certified cold process dry mats cost you nothing—they are yours free of any charge or obligation. Just let us know how much shrinkage you require and what kind of equipment you employ, particularly your casting box, so that we may be able to send you the *Certified mat* best suited for your needs.

CERTIFIED DRY MAT CORPORATION
340 MADISON AVE., NEW YORK, N. Y.

"Made in America to Insure Quality and Supply"



REPORTERS ADVISED TO STUDY MORE

Martin Dunn, City Editor, New York American, Says News Men Should Do More Outside Reading and Learn Stenography

Flipped by the careless hand of a boy, a white slip of paper fluttered down on the desk before Martin Dunn, city editor of the *New York American*.

It was the same old story:

"Mr. Blank
"To see: City Editor
"In reference to: Seeking employment."
Mr. Dunn, unflurried, systematic, was



Martin Dunn at work as seen by Major, New York American caricaturist.

making up his assignment sheet in his corner of the dismal, disordered news room. He paused for a moment to look out of a nearby window over the rooftops at the approach to the Brooklyn bridge.

"Why do these unknown out-of-town-ers keep coming to New York?" he wondered. "They should learn that metropolitan city editors cannot afford to experiment with untested talent. Either they must come fully developed, or they must be known by someone on the staff. We can only use experienced men."

"Well," he was asked, "just what do New York city editors expect from their reporters today?"

From his 22 years' newspaper experience, Mr. Dunn proceeded to describe his ideal staff writer.

"Of course, it is always first demanded that he write well," he began. "Then he should do a great deal of outside reading."

"When psychology is attracting popular interest, he should read up on that subject, or spiritualism, or the teachings of Coué. Most men refuse to do this."

"And the best possible tip to newspaper men, I think, was that given the other day by Thomas Edison. 'All young men,' he said, 'should study economics.'"

"Grounded in that subject, a reporter can tell whether or not a politician or a business man from whom he is getting a story is talking through his hat or real sense."

"Accuracy is the third obvious, but little heeded demand. I think all reporters should study shorthand. It's easier than it sounds. One of the American's staff learned it recently and it only cost him \$1.10 which he paid for a book. I took it up when I was on the re-write desk. The touch system for typing will also increase accuracy."

"The final and most important demand, is that the reporter be able to make and keep friends. The telephone is alright

when it's used to make an edition, but a better story inevitably results from personal contact, which makes friends.

"And as for 'trained specialists,'" he concluded, "they get on no better than the all-round newspaper man who has ability to write."

Mr. Dunn, like Gene Fowler, the American's managing editor, started newspaper work in Denver, where he was connected at various times with the *Post* and *Times*. For the past 16 years he has been with the Hearst organization.

Business Bureau Fights "Xmas"

The Better Business Bureau of the Spokane Ad Club conducted a pre-Christmas campaign among merchants to induce advertisers to use the term "Christmas" and discard the abbreviation "Xmas." Adoption of the change by a number of merchants resulted.

\$100,000 for Michigan Tourist Ads

Eastern Michigan tourist associations are planning a \$100,000 newspaper and magazine advertising campaign for early spring of 1925. At a recent meeting of the East Michigan Tourist and Resort Association and the Northeastern Michigan Development Association the proposition was enthusiastically endorsed by all those present. T. F. Marston of Bay City is secretary of the East Michigan Association.

Daily Wins Libel Suit

A district court has sustained the non-suit motion entered by the *Billings* (Mont.) *Gazette* in a \$35,000 libel action brought by C. C. Rowan against the paper and J. A. Pope, secretary of the Anti-Saloon League. The suit followed the printing of a story relative to the tipping off of a liquor raid.

Publisher's Jewelry Recovered

A large portion of the \$100,000 of jewelry stolen last summer from the home of Norman E. Maek, publisher of the *Buffalo Times*, has been recovered in Cleveland, where two men are under arrest on charges of having had the stolen gems in their possession.

Ex-Sheriff Sues Tulsa World

Buck Garrett, former sheriff of Carter county, Oklahoma, has brought a libel suit against the *Tulsa* (Okla.) *World*, asking \$25,000 damages for statements in a news story concerning an automobile theft ring.

New Weekly Launched in Durham

The *Durham* (N. C.) *Durham County Progress*, a new weekly, appeared Dec. 12. W. W. Weaver is president and manager, and H. I. Crumpler editor.

Advance Notice

THE three heavy italic display lines of this advertisement are set in 36 point Ludlow Black Italic, the first italic typeface of this general character ever made. It has been designed by the Ludlow company to meet the demand for a companion face to Ludlow Black, which is meeting with great popularity and which is now complete in the 18, 24, 30, 36 and 48 point sizes.

Ludlow Black Italic

Extreme boldness of face and close fitting of individual characters have much to do with the strength of this face. This effect in italic on a thoroughly practical basis is made possible by the exclusive Ludlow method of cutting italic faces on sloping matrices. Only this method could give the characters the necessary close-fitting, full-kerning effect with no kerns to break off, but with the firm support necessary to insure good printing.

Ludlow Black Italic matrices will be ready for delivery in May 1925. Orders will be filled in the order of their receipt.

The Ludlow System of matrix composition provides new, clear-cut printing faces on slugs for every job. Its speed, versatility, 6 to 60 point range in a wide variety of quality typefaces, including bold and extended, ranks it first for advertising display and job work. Because you set matrices, not type, you secure your slug lines immediately, never running short of sorts for any job.

Ludlow Typograph Co.

2032 Clybourn Avenue

CHICAGO

San Francisco
Hearst Bldg.

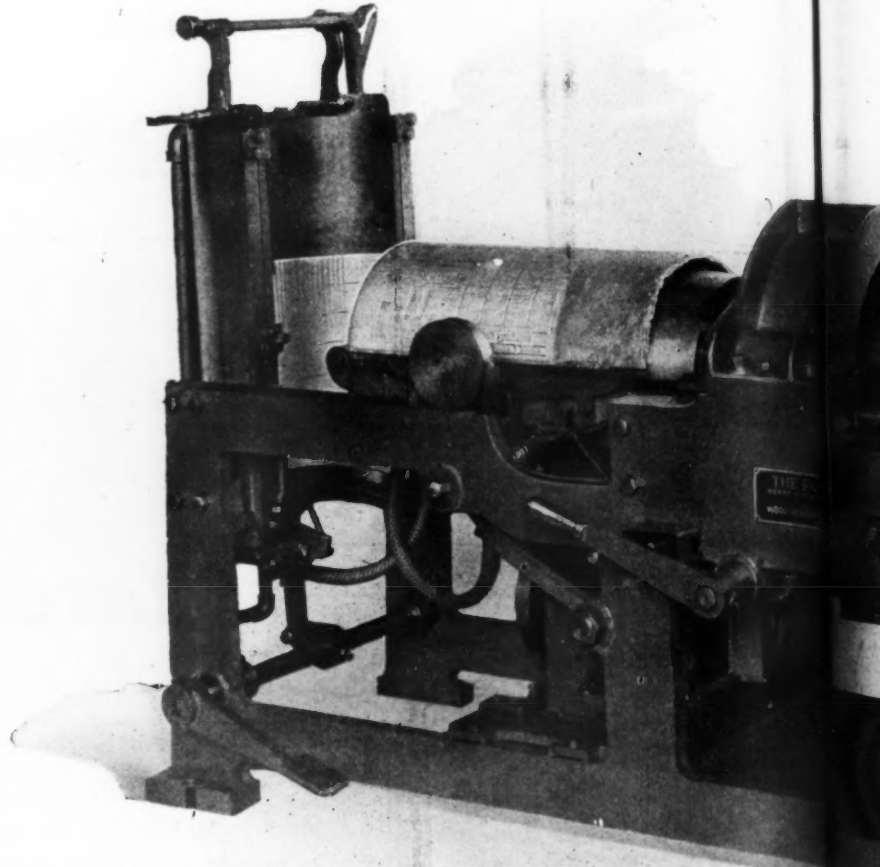
New York
World Bldg.

PONY AUTOPIA

1st
It Makes the Cast

2nd
It Removes the Tail

3rd
It Shapes the Cast
exactly to Printing
Curvature while it still
is Plastic.



Operations 3 and 4 prevent Paper Band m

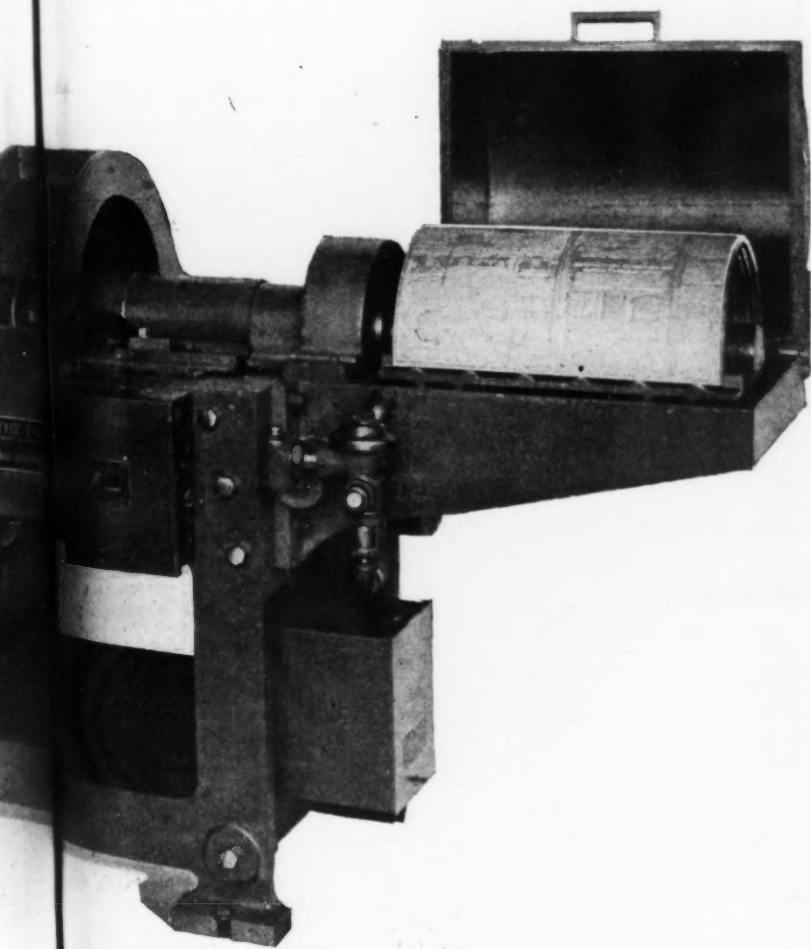
IN NO OTHER WAY CAN SO MUCH WORK BE DONE IN
SMALL A SPACE, AND SO

For a one or pre

WOOD NEWSPAPER MNEE

501 Fifth Avenue Y

the ATE MACHINE



4th

It Shaves the Cast to an Accurate and Uniform Thickness.

5th

It performs every Tooling Operation necessary to finish the Plate.

6th

Finally, it Bathes the Finished Plate and delivers it Cold and Dry, Ready for Press.

er Bad make. Perfect Printing Possible.

**BONE SO EASILY, AT SO LOW A COST, IN SO
ND SO SHORT A TIME.**

e or press plant.

R MINERY CORPORATION

Avenue York City

EDITORIAL

WHAT PRICE 1925?

WHAT will you do with the year? Examine yourself and your business, particularly to find inertia, the greatest single enemy of human welfare and commercial success.

If there is an atmosphere of self satisfaction about you, if you think that you have really done the job, or imagine that your newspaper has covered the field and that now it is simply a matter of carrying on, a shake-up is due.

Progress goes ahead. It cannot stand still. Fight inertia as a plague!

As one travels over this country visiting newspaper offices he finds they line up in two main classes. There is the sluggish office, where nothing interesting ever seems to happen and where every one works for mere pay. No one ever seems to have any fun out of the happiest and most useful work that is given men to do. This office represents a limited view both of opportunity to serve and chance to receive a just reward. If closely examined the newspaper will be found to be operating upon the impetus of some strong man who has gone before. Things are taken as they come, but real competition would scare such an office into fits.

There is another type of office, where things are doing, where brains have plenty of exercise and human ambition, which is another name for spirited life, is freely flowing. There is no dawdling with the powerful tools of journalism. The business is to serve the community and constantly to improve service. The liquid idea quickly becomes a solid element through the processes of printing. There are staff meetings, up-stairs and down-stairs, and the cub is the hero of the day if he has managed to drag from his conscious soul the day's leading idea.

By "inertia" is meant that contented drowsing which in human beings is akin to the hibernation periods in animal life. The bear comes out of his den and goes to work in the spring, but the sluggish individual, if not shaken into action, constantly improves upon sleepiness as he indulges it.

One of the chief inducements of inertia in a newspaper office is lack of a clear objective. Men cannot fight without a cause. The road to Somewhere is a road to climb, no matter how difficult, but the roads to Everywhere lead nowhere.

The business of an executive is to set the pace and keep the objective in the plain view of a staff.

The opening of the new year offers to all of us an opportunity for self-inspection and readjustment of methods leading to improved conditions.

If we are truly progressive we desire, not to work more, not to prostrate our bodies on the wheel as an act of sacrifice to ambition, but to accomplish more with less effort. And the short cut to the realization of that ambition is to better understand our work and prosecute it with greater intelligence.

This year fight inertia!

Fight it in your business and in yourself!

To the unexercised brain thinking costs actual pain, hence all the dodging.

"PUBLISHERS' SUBSIDY"

IT has remained for several editorial writers of daily newspapers to characterize second-class postal rates as a "publishers' subsidy."

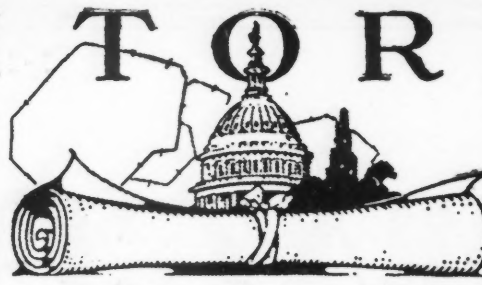
Those in official life at Washington who would saddle on the reading public vastly increased postal rates for printed matter keenly appreciate these expressions of editors who made gestures like guilty souls at the judgment seat.

There is no "publishers' subsidy" in postal rates. If postal rates on printed matter are low subscription rates will be low.

If postal rates are tripled, subscription rates will be increased to meet the cost.

This is the general principle, and has been for generations. A few publishers may succeed in "taking it out" of their advertisers, but their position must be strong.

If printed matter is being carried through the mails for less than cost, the logical and real beneficiary is the reader.



Every good gift and every perfect gift is from above, and cometh down from the Father of lights, with whom is no variableness, neither shadow of turning.—James, 1; 17.

MEANINGLESS PICTURES

ONE of the meanest aggravations that newspapers inflict upon readers is printing disconnected pictures or blind captions. You see the picture of an interesting person at the top of a page. There is a label head, such as "Undaunted," and the underline reads: "Mrs. Mary Simpkins declares she will continue her fight."

You search for the story. There are single column heads to right and left, but examination of them gives no clew to Mrs. Simpkins, and the story beneath the picture is also foreign to the subject. Away down in the middle of the page, or to the right or left, you finally locate the Simpkins story. It is usually a disappointment, for the picture was used to decorate the page without serious regard to news value. The head was over-written to carry the picture.

The picture tabloid fellows do not thus afflict their readers. To them the picture is the main thing and they make the display connect directly and intelligibly.

Captions that are sent in some of the syndicated photograph services are often inadequate and sometimes incorrect, as every desk editor knows. It is extremely harmful to play up pictures unless there is ample information or interest in the captions or a directly connecting story.

It is the county newspaper that best expresses local interest.

DOUBTFUL FEATURES

CHALLENGE the value of a doubtful feature which has long been running in your paper! Does it carry the interest you have imagined, or is its publication a mere habit? Give it a test by the old one day drop out scheme. If "they" howl you may replace it; if there is no complaint you may be sure that the feature has been a mere filler.

Chicago nature expert says he has found a piece of petrified streaked lightning, which we imagine is probably the last remnant of Wilbur F. Storey's Chicago Times.

December 27, 1924

Volume 57, No. 31

EDITOR & PUBLISHER

Published Weekly by
THE EDITOR & PUBLISHER CO.,

1115 World Building, 63 Park Row, New York

Marlen E. Pew, Editor

Arthur T. Robb, Jr., Managing Editor

Associate Editors,

Warren L. Bassett, Philip N. Schuyler

James Wright Brown, Publisher.
J. B. Keeney, Business and Advertising Manager.
Fenton Dowling, Promotion Manager.
George Strate, Circulation Manager.

Washington: 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. Ridous, 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. Craich, 60 Lympstone Avenue, Lawrence Park.

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

"AUTHENTIC" DOPE

THERE have been some stiff editorials in *Sheboygan (Wis.) Press-Telegram* recently on the question of free publicity, and the editor's firm has brought a remarkable reply from Roy A. Cheney, secretary of the Associated Manufacturers.

The incident furnishes a subject for thought among editors.

The *Press-Telegram* charged that the Associated Knit Underwear Manufacturers of America, with headquarters at Utica, had sent out to newspaper propaganda to advance the sale of knitted undergarments, and declared that the matter was advertising which the manufacturers could well afford to buy.

Mr. Cheney takes the editor severely to task in this attitude. He says it isn't true. All the association has done has been to employ "a news editor whose duty it is to collect, write and disseminate news regarding the underwear industry so that the various editors may be assured of authentic information regarding the industry."

The manufacturers' secretary becomes sarcastic. He says he never heard of the *Sheboygan Press-Telegram* and he goes into the political beliefs of the editor. He suggests that this editor may have supported La Follette in the recent campaign and may be working off his spleen because of the Wisconsin senator's defeat at the polls. He makes further sarcastic remarks regarding the politics of the northwest.

EDITOR & PUBLISHER does not subscribe to the view that the newspapers of this country want edited information. He says he never heard of the *Sheboygan Press-Telegram* and he goes into the political beliefs of the editor. He suggests that this editor may have supported La Follette in the recent campaign and may be working off his spleen because of the Wisconsin senator's defeat at the polls. He makes further sarcastic remarks regarding the politics of the northwest.

It appears that the *Sheboygan Press-Telegram* does not support the presidential aspirations of the state senator, but did support a rival, but just how it fits into a discussion of free publicity is beyond Mr. Cheney's contempt of the editor's position is evident, but why does he drag in politics? Does he think that the time is coming when the newspaper will, perhaps, permit associations such as his to employ "editors" to write "authentic" political opinions?

We admire the editor of the *Sheboygan Press-Telegram* for his stand in defense of the newspaper columns, but our practical notion is that it is a waste effort. The reform must come from the inside of journalism. The waste-basket is every editor's biggest gun. There it rests, on the floor, within arm's length of your desk. Just flop into its accommodating maw any "authentic" epistle concerning underwear that may have been contributed by an "editor" employed by any concern that may be trying to beat its way on the advertising line, and let it rest at that!

If there is the power of authority in the name of an individual writer you owe it to your readers to publish it. Personality is more interesting than impersonality. Anonymity may express a doubtful source.

ALBERT De SILVER

ALBERT DE SILVER, whose tragic death in a railroad accident was reported recently, was a courageous and tireless defender of the right which newspapermen in particular hold as sacred. He was the Director of the American Civil Liberties Union, which is an unofficial body of citizens who only subscribe in theory to the tenets of constitutional liberty, but will fight for them. Mr. De Silver advocated free speech, free press, right of assembly, and risked his life to defend them. It did not make any difference to him whether the person denied free speech was right or wrong—he defended his right to be heard. He did not believe that religious, political or economic theories, however unpopular, could be gagged under our Constitution.

In almost any country of Europe this man would have been treasured as a public benefactor. Some of the vital principles he stood for have for a long time been confused subjects here. Few knew Albert De Silver or the greatness of his service. To succeed him a man must not only understand what true constitutional liberty means to our institutions and people but be willing to make whatever sacrifices are necessary to defend them.

PERSONALS

HERBERT PULITZER arrived in New York Dec. 22, from the Continent to spend the holidays with his mother, Mrs. Joseph Pulitzer.

Arthur Brisbane returned to New York Dec. 22, from a trip to the Pacific Coast, where he visited William Randolph Hearst at the latter's San Simeon, Cal., ranch.

Elisha Warner, editor of *Spanish Fork* (Utah) *Press*, has been selected as a Bishop in the Mormon or Latter-day Saints Church.

Herman Black, publisher of the *Chicago American*, with his wife and daughter, Miss Mary, who also is her father's private secretary, are spending a month in southern California.

J. G. Elliott of the *Kingston* (Ont.) *British Whig* has been elected president of the Ontario Associated Boards of Trade.

Paul B. Cousley, editor of the *Alton* (Ill.) *Telegraph* has been appointed Postmaster at Alton.

IN THE BUSINESS OFFICE

BEN PARMELEE, circulation manager, *Pekin* (Ill.) *Times*, has resigned.

Don Miller, formerly advertising manager of *Judge*, and late of *House and Garden*, has joined the New York office of the Meredith Publications, being on the advertising staff of *Better Homes and Gardens*.

George Cunningham, in charge of advertising and later of circulation on the *Austin Statesman* prior to that paper's sale to the American, has rejoined the *San Antonio Express* advertising department.

IN THE EDITORIAL ROOMS

ARTHUR BEVERLEY BAXTER, managing editor of the *London Daily Express*, was guest of honor at a dinner given by J. Vernon McKenzie, editor of *Maclean's Magazine* at the Arts and Letters Club, Toronto, Dec. 17.

Percy L. Montieith, for some time editorial writer on the staff of the *Detroit News*, is now secretary to John W. Smith, recently elected mayor of Detroit.

Ray Austin, formerly managing editor of the *Sioux City* (Ia.) *Register* and the *Minneapolis* (Minn.) *Daily Star*, has gone to New Orleans to enter newspaper work.

Sig. G. Baure, for many years a reporter on the *Birmingham News*, has resigned to open a publicity bureau.

E. M. Jordan, formerly of Oklahoma City, has joined the *San Antonio Express* reportorial staff.

B. F. Johnson and G. R. Finney, reporters on the *San Antonio Evening News*, won the San Antonio newspaper golf tournament championships recently, while L. K. McKnight and Joe Estes, of the *San Antonio Light*, were runners-up.

E. A. Pratt has joined the *San Antonio Evening News* reportorial staff.

Miss Penelope Borden is now music critic of *San Antonio Express*.

John S. Bentley, sports editor of the *Lincoln* (Neb.) *Nebraska State Journal*, has resigned to go to California. Paul Walsh, editor of the *Morning Journal*, will replace Bentley. Alton H. Weibel, assistant city editor of the *Evening Journal*, will take over the position vacated by Walsh.

H. Ellis Sibley, formerly managing editor of the *Gallipolis* (O.) *Tribune* is now with the advertising department of the *Chicago Journal of Commerce*.

Edward Reinhardt Egger, formerly on the staff of the *Tokio Japan Advertiser* has returned to the United States after a tour of the world. He is visiting in Columbia Mo. where he was graduated from the School of Journalism of the University of Missouri in 1918.

J. F. Click, for many years editor of the *Hickory* (N. C.) *Times-Mercury*, recently celebrated his 77th birthday.

Jean Rouchard, for five years on the sports staff of the *Baltimore American*, has been appointed sports editor of the

American, succeeding Harry Keck, resigned.

Hammond Brown, golf writer of the *Baltimore News*, has been named radio editor of that paper.

John H. Neun, baseball player of the Detroit Tigers, and a college coach and referee of soccer, has joined the sports staff of the *Baltimore Evening Sun*.

Oakley Fanning has succeeded Harry Price as a makeup editor of the *Buffalo Evening News*. Fanning, formerly telegraph editor, has been succeeded by Walter Looke, former assistant telegraph editor. Ralph Candler, formerly of Lima, Ohio, is the new assistant.

Albin F. Johnson, of the *New York World*, is at Geneva as permanent League correspondent for that paper, and has taken up his residence there with his wife and three year old son.

Bud Dyer is now editor of the *Eldorado* (Ill.) *Daily News*.

William A. White, assistant city editor, has been made city editor of the *Pittsburgh Press* succeeding John V. Hanlon, who has been made radio editor of the *Press*.

Fred S. Austin, editor of the *Pekin* (Ill.) *Times* has resigned.

R. E. Powell, Raleigh correspondent for a number of North Carolina afternoon dailies, has returned to his work after several weeks' illness.

Tom Doerer has resigned as sports editor of the *Baltimore Post* has joined the staff of the *Baltimore American* as sports writer and cartoonist. Hugh Bradley, Jr., assistant sports editor of the *Baltimore Post* succeeds him.

U. G. Orendorff, editor of the *Canton* (Ill.) *Ledger*, is recovering from an operation.

Earl Hondek, former mayor of Sigourney, Ia., has joined the staff of the *Keokuk* (Ia.) *County News*.

Tom P. Jimison, former minister of the Methodist Episcopal church, South, has been appointed managing editor of the *Charlotte* (N. C.) *Herald*, labor weekly.

Col. A. C. Walthall, veteran Mississippi newspaper man, has joined the staff of the *Jackson* (Miss.) *Daily News* as special writer.

O. J. Grimes, of the *Salt Lake City Tribune* staff is to be the secretary of the new Governor of Utah, George H. Dern.

Mrs. Virginia Reyer Holmes, club editor of the *Cleveland Times*, resigned last week prior to going to Florida to continue newspaper work. L. G. Holmes, her husband, who is Cleveland correspondent for the *Christian Science Monitor*, will join her in Florida soon. Miss Clara Gibson, society editor of the *Times*, has been named club editor.

Don Upjohn, for years State capital representative of the *Portland Oregonian*, and later private secretary to Gov. Olcott, has joined the staff of the *Salem Capital Journal* for the winter.

Warren Brown, sporting editor of the *Chicago Herald and Examiner*, has gone to San Francisco for a holiday visit. He formerly worked on the *San Francisco Call*.

A. H. Kirkland, for many years on the re-write desk of the *Chicago Herald and Examiner*, returned Monday to assume similar duty with that paper.

Francis J. Andrews was recently named managing editor of *Radio Record*, Minneapolis.

Charles Segner, managing editor of the *Chicago Evening Post*, has returned from a business trip to Louisville and Indianapolis.

PRESS ASSOCIATION NOTES

HAROLD J. T. HORAM, of New York City, has joined the staff of the International News Service in Paris.

H. Winder Harris, of the Washington staff of the Universal Service, is at Geneva doing a series of articles on the opium conference.

Duke N. Parry, for six years an American newspaper man in the Orient, spending his time mostly in China and Japan, is home "for good." Parry is visiting his parents, Mr. and Mrs. Thomas W. Parry in Kansas City. He represented the International News Service in China, later joining the staff of the *Tokyo Japan Advertiser*.

Miss Anita Brenner, a San Antonio

FOLKS WORTH KNOWING

J. FRED ESSARY, Washington correspondent of the *Baltimore Sun*, recently elected president of the Gridiron Club is a newspaper man of 20 years experience.



J. F. ESSARY

Starting newspaper work as reporter for the *Philadelphia Public Ledger* in 1905, following four years with the N. & W. and Seaboard Railways, he has remained in the business ever since, devoting 12 years to the *Baltimore Sun*.

From the Public Ledger, Mr. Essary went to the *Norfolk* (Va.) *Landmark*, where he completed his reportorial training, and in 1906 because financial editor of the *Baltimore Star*, a position which he held one year.

He first went to the National Capital as correspondent in 1910, then representing the *Baltimore News*, *New Orleans Item*, and *Boston Journal* for two years.

girl, has been named Mexico correspondent for the Jewish Telegraphic Agency, with headquarters in Mexico City. Other appointments by the agency, as announced, include: Jacob Nachbin, Rio de Janeiro; D. Lomonosoff, Buenos Aires; Israel Israelson, Montevideo.

MARRIED

LOUIS M. SLACK, night desk staff, New York City News Association, to Miss Frances Isham, at Cincinnati, O., Dec. 17. Following a honeymoon, the couple will reside in New York City. Mr. Slack was formerly with the *Dayton Daily News* and *Cleveland Plain Dealer*.

Abe D. Jones, reporter for the *Greensboro* (N. C.) *Daily News* to Miss Clairbourne Bouldin in Roanoke, Va., Dec. 9.

George H. Gallup, instructor in the school of Journalism, University of Iowa, Iowa City, to Miss Ophelia Miller, of Washington, Iowa, Dec. 27.

WITH THE SPECIALS

CHARLES H. EDDY COMPANY, New York, has been appointed to represent the *New Bedford* (Mass.) *Standard-Mercury*, effective Jan. 1. Powers & Stone, Inc., New York, Chi-

cago and Boston, have been appointed national advertising representative of the *Burlington* (Vt.) *Daily News*, effective Jan. 1.

Portland (Ore.) *Western Farmer* has appointed new representatives throughout the eastern field, effective Jan. 1, as follows: A. H. Billingslea, New York; J. C. Billingslea, Chicago; A. D. McKinney, St. Louis; R. R. Ring, Minneapolis. James M. Riddle Company, Chicago, New York, Detroit, etc., will represent the *Indiana Farmer's Guide*, effective Jan. 1.

Payne, Burns & Smith, Inc., and the G. Logan Payne Company, Inc., will represent the *Asbury Park*, (N. J.) *Press* and the *Perth Amboy*, (N. J.) *News*, beginning Jan. 1, 1925.

CHANGES OF OWNERSHIP

IRVIN HOGUE, owner of the *Miltonvale* (Kan.) *Record* has sold the paper to W. S. Headley, of Ponca City, Okla. John Patton has bought the *Westville* (Okla.) *Record* and will become its editor succeeding Dean Sebring, editor for 14 years.

John Stichman, owner of the *Mound Valley* (Kan.) *Times Journal* has sold the paper to John D. Payne, formerly of the *Joplin Globe*.

Gene Charles of Chicago, has purchased a half interest in the *Belleville* (Kan.) *Republic County Democrat* from S. H. Rogers, editor and owner.

NEW PLANTS AND EQUIPMENT

WHEATON (Minn.) *GAZETTE* has bought a modern building and will move in Jan. 1.

Independence (Kan.) *Free Press*, has installed two new linotypes.

SPECIAL EDITIONS

PEORIA (Ill.) *STAR*, 52-page Christmas edition, Dec. 14.

Rockford (Ill.) *Morning Star*, 64-page Christmas edition, Dec. 14.

Rockwood (Tenn.) *Times*, a 32-page Christmas edition, Dec. 18.

Sioux Falls (S. D.) *Daily Argus-Leader*, a special Christmas edition, Dec. 16.

Providence (R. I.) *Sunday Journal*, 16-page artgraveure supplement, Dec. 14.

Providence (R. I.) *Evening Bulletin*, Christmas Music Edition, two sections, Dec. 20.

Piedmont (Cal.) *Highlander*, annual Christmas number, Dec. 5.

Red Bluff (Cal.) *Daily News*, Tehama Farm Bureau edition, Dec. 8.

Wichita (Kan.) *Beacon*, 90-page annual fall edition.

Evanson (Ill.) *News-Index*, 48-page Christmas number, Dec. 12.

St. Paul (Minn.) *Sunday Pioneer* a development section, Dec. 21.

The Haskin Service creates an enduring bond of friendship between a newspaper and its readers. Make your plans to use it in 1925. Address Frederic J. Haskin, Washington, D. C.

SCHOOLS

WESTERN RESERVE UNIVERSITY, Cleveland, this week announced that it will install a department of Journalism, beginning with the second semester of the current school term, instituted because of the demand from students and prospective students for the course. Professor Walter J. Graham, assistant in the department of English, will be in charge.

Prof. E. W. Smith and Prof. Buford O. Brown of the department of Journalism of Leland Stanford University have just completed a tour of the various schools of journalism in the United States with a view to enlarging the scope of instruction at their institution.

The George Stevens cup, offered by George Stevens, publisher of the *Asheville* (N. C.) *Citizen*, through the University of North Carolina for the best high school newspaper published in the state, has been presented to *High Life*, publication of the Greensboro high school.

Miss Sara L. Lockwood, assistant professor in the School of Journalism of the University of Missouri, has been appointed national organizer of Theta Sigma Phi, professional journalistic sorority.

Frederic G. Huesch, managing editor of the *Daily Iowan*, published by the University of Iowa Department of Journalism recently gave a radio talk from the University's station on a newspaper topic. He is the son of A. G. Huesch, publisher of the *McGregor* (Ia.) *North Iowa Times*.

Students of journalism at the University of Arkansas are forming a press club. J. Wymond French, assistant professor of journalism, and Gustav M. Oehm, editor of the *Agricultural Extension Division Publications*, are in charge.

ASSOCIATIONS

CENTRAL NEWSPAPER ASSOCIATION has been formed by Sangamon County, Ill., newspaper men for the mutual discussion of problems and co-operative effort in the field. Officers are: Fred L. Tipton, Girard, president; Lon Martin, Taylorville, vice-president; W. W. Wilkins, Athens, secretary-treasurer.

Clackamas County (Ore.) Newspaper Association was organized by newspaper publishers of the county. Gordon J. Taylor was elected president.

Eastern Oklahoma Publishers Association was organized recently with the following officers: O. E. Butler, *Tahlequah Arrow-Democrat*, president; Jim Biggerstaff, *Wagon Record-Democrat*, vice-president; Miss Cleo Starr, *Sand Springs Leader*, secretary-treasurer.

West Virginia Publishers and Employing Printers Association will have Julian Wetzel, president of the Keystone Press at Indianapolis, as principal speaker at the fourth annual meeting of the organization to be held Dec. 30 and 31 at Huntington, W. Va. W. Guy Tetrick of Clarksburg is president.

Oklahoma Associated Press Editorial Association has elected Clyde Muchmore, editor of the *Ponca City News*, president succeeding Walter M. Harrison, managing editor of the *Oklahoma City Oklahoman Times*. Ralph Reese of Blackwell was elected president of the Good Fellowship Club, an organization of Associated Press operators.

Providence Journal Mutual Relief Association, which has a membership of 287 employees, held its annual meeting Dec. 18 and re-elected the Representative Council of 16 members consisting of a member from each department. William H. Mason was re-elected president.

Baltimore Press Club, Monday, Dec. 22, unanimously re-elected Edward H. Pfund executive secretary for the 14th consecutive term.

South Dakota Press Association's mid-winter meeting is to be held in Sioux Falls during January or February, according to members of the executive committee. The exact dates will be announced later.

STUDENT'S NEWS DRIVE DEFEATED STATE BILL

Peter Burtness, North Dakota Journalism Student Awarded Sigma Delta Chi Prize for Banning Formal Parties

A campaign in the *Dakota Daily Student*, student paper at the University of North Dakota, to discontinue for one year the fraternity formal parties and make them informal parties instead, won for Peter Burtness, senior journalism student, first place in the 1924 International Reporters' Contest of Sigma Delta Chi, national professional journalistic fraternity.

This contest is sponsored by the Iowa state chapter of the fraternity "to help stimulate interest in better college reporting" and is said to mean to college journalism what the Pulitzer prize means to America's newspaper men. The award, a gold watch, is made for the best piece of reporting done on a student paper during the year.

Mr. Burtness accomplished his campaign in 16 days, beginning with an editorial, using the inquiring capacity of the reporter to bring about talk among the students and discussion by the organizations concerned, following with news stories of the different steps in the progress of the movement, and finally bringing about action on the part of the interfraternity governing bodies by use of all three means. Though the proposal met little consideration at first and seemed entirely improbable of accomplishment, by the time it reached the governing bodies sentiment was so strong for it that it passed by a unanimous vote.

Three purposes Mr. Burtness had in mind in his campaign. He sought by the move to save members of the student body in a year of state-wide financial depression the expenditure of much needed money. (Approximately \$6,000 was actually saved as a result of the campaign.) He sought also to prove to voters of the state and to state officials in this year of depression the university student body was not squandering money but was conscientiously striving for training to fit its individual members for greater service to the state; by seeking to establish this purpose he aimed to insure the state appropriations for the university for the next biennial period. He sought also through the accomplishment of such a campaign to bring credit to journalism, particularly to the *Dakota Daily Student*.

Results of the campaign were even more far-reaching in their influence on the university appropriations than Mr. Burtness had anticipated. Not only was his campaign influential in securing recommendations from the state board of administration to the legislature for regular appropriations for the university, but it also helped to defeat the Gunderson bill, an initiated measure which would have cut by thirty-five per cent the public school levies of the state.

"The university figured prominently in the discussion about the bill," to quote from the report of the campaign submitted to the Sigma Delta Chi judging committee, "and the extent to which the students were economizing was a factor in the arguments against the passage of the bill. The bill was defeated by a narrow margin so that probably the anti-formal campaign on the campus was the deciding factor."

Dixie Circulators to Meet

The first annual meeting of the Georgia-Florida-Alabama Circulation Managers' Association will meet in Augusta, Ga., Jan. 19-20, 1925, according to W. T. Buck, of the *Augusta Chronicle*, president of the association.

Reporters Barred from Meeting

Newspaper men were barred from the meeting of the Massachusetts Anti-Saloon League recently held in Taunton, Mass., because they "had not dealt with facts in a satisfying manner in the past."

WEEK'S PRESS FLASHES

The New York jury which awarded a lady \$2,000 for the loss of her hair must have seen a girl with a shaved neck.—*Washington Post*.

A woman is a person who will buy a pocketbook on credit.—*Columbia Record*.

One thing that was not affected by the war was the railroad sandwich, which had everything to gain and nothing to lose.—*Detroit News*.

Cato learned Greek at 80, Dr. Eliot quit drinking at 83, Chauncey M. Depew took up cross-word puzzles at 91, but Abraham had a baby at 100.—*Ohio State Journal*.

A remarkable feature of the \$800,000 estate left by the composer Puccini is that none of it represents royalties on banana or Mammy lyrics.—*Detroit News*.

With mother in politics and the Constitution forbidding child labor, we apprehend that dad may have to go to work.—*Columbia Record*.

The only places in New York where you can get a drink are those in between the padlocked places.—*Baltimore Sun*.

When a man, instead of choosing his wife's Christmas present, either asks his stenographer to shop for it or writes a check—that's when the honeymoon ends.—*Birmingham Age-Herald*.

To make the nation dry, we agree, is a great undertaking, and naturally it involves the services of many undertakers.—*Columbia Record*.

Fortunately, the heathen are told about civilization and not shown.—*Baltimore Sun*.

Things have a way of evening up. It's the unemployed who invade the churches in the winter and the golf links in the summer.—*New York Herald Tribune*.

An attempt is being made to prove to the country that the Volstead Act is not a drinking scene.—*Detroit News*.

Pretty soon the jokes about the cross-word puzzles will outnumber the puzzles.—*Fort Wayne News-Sentinel*.

Skirts of sprightly styles and colors will be worn from ten to fifteen inches above the ground next spring, say manufacturers in convention in Cleveland. "Well," says the flapper, "they come high, but we must have them."—*Philadelphia Evening Public Ledger*.

Possibly along in warmer weather the subject whose portrait is being sent by radio will have lost that appearance of having a violent chill.—*Detroit News*.

Of all colors the scientists say that green is most quieting to the nerves, and we have noticed that the long green is very quieting to the tongue.—*Columbia Record*.

Command ALL of the Rhode Island Market

Manufacturers can get complete coverage of the Rhode Island market by advertising in The Providence Journal and The Evening Bulletin.

These newspapers go into practically every English-speaking home in the state. Many years of experience have convinced the public of the honesty of these publications and their readers receive the advertising messages they carry in a believing frame of mind.

Space in these newspapers, properly used, will produce results.

Circulation 101,000
Flat rate—23c. a line

Providence Journal Company
Providence, R. I.

Representatives

CHAS. H. EDDY CO. R. J. BIDWELL CO.
Boston New York Chicago Los Angeles San Francisco

BRICK FIRM FORESTALLED UNDERTAKER WITH NEWSPAPER ADVERTISING

They Used Bricks Only for Chimneys in Sacramento Until Paid Space Made Them Popular for Dwellings and Office Buildings

By M. H. STEWART

FEW lines of endeavor do not need the stimulus of a successful venture to spur the overworked ad man and executive to greater zeal and effort. Certainly the prosaic business of acting as pallbearer, undertaker and mourner for a rapidly dying brick business holds no success to engender optimism and it is doubtful if other than a successful funeral would have marked the demise of the Sacramento Brick Company but for the life giving salve of newspaper advertising.

Sacramento, capital of California, was the scene of the near funeral and, as has been said, newspaper advertising was the means of recalling the spirit and life to the common brick business there that has led to an uncommon success.

The story of the struggle and rise of the Sacramento Brick Company is a forceful argument of the popularly styled "power of the press" and resourceful advertising.

Three years ago the Sacramento Brick Company was taken over by the Sacramento Navigation Company, operators of a large fleet of freight boats operating between Sacramento and San Francisco on the Sacramento River. The sole purpose of this acquisition was to furnish cargo for boats returning in ballast from Sacramento to San Francisco during slack parts of the year.

The former owners and operators had not been progressive either in production or creation of a market, a condition that grew more evident after the transfer of ownership. No one in the transportation business had any expert knowledge of the brick business and the brick business became an office bugbear to be passed around from one to another. Occasionally someone would try to convince themselves they were interested—but nobody seemed to have the time necessary to do anything.

About that time the bottom of the brick market in San Francisco fell with a crash similar to the fabled "ton of bricks" due to the increased use of concrete. A similar situation held true in the home city of the industry, Sacramento. Few people, outside of contractors, were even aware of the existence of the brick plant, due to its location off the main highway at the edge of the city. Local architects said bricks made good chimneys, but that is as far as they went.

Let W. P. Dyer, president of the Sacramento Navigation Company carry on the story:

"About this time, when the situation looked blackest and we were preparing to accept the role of undertakers, an article appeared in a newspaper that opened a new field of thought. It was an article by Arthur Brisbane in which he made the unqualified statement that if a business was not worth promotive advertising it was time to sell out. The article was prompted by the fact that Pyle's Pearlline concern was in financial straits after years of huge profit taking, all due to the lack of advertising after the

founder of the business died. Pyle had spent millions in advertising and the name of Pearlline was a household word, but heirs drew in the anchor of advertising and permitted the ship of business to drift into precarious backwaters, there to flounder and sink.

"This clear-cut, concrete demonstration of the writer's logic that 'if a business wasn't worth advertising, it would sooner or later, through the forces of compulsion, be advertised for sale' and more likely to the highest bidder, without the owners' consent, struck home.

"In thinking over this sequence of events I subconsciously paralleled them to our own problems. What had we ever done in a broad way to educate the public to the advantages of brick? We knew brick was a good building material but we had taken it for granted that everyone else knew it too. But, did they?"

"These thoughts led to our consulting with advertising experts and an investigation of what other brick manufacturers were doing. We found out how they were creating interest in their product and then closed with a survey of the local field for its needs and possibilities.

"This resulted in the decision to start an advertising campaign to tell the merits of brick, to exploit the superior qualities of brick and, in fact, get right down to fundamentals. In short, the people were due for a brick education, with us to play the role of professor and faculty.

"The newspapers seemed the logical medium for this campaign and we fired our opening gun in the form of a half page ad containing a resumé of the story of brick, down from the ages gone by to the present. As much local color as possible was given these ads, the many brick buildings erected in Sacramento in the early 50's furnishing good material for illustration and copy as to their age and state of preservation.

"At first these ads were read with a feeling of amusement on the part of some, and ridicule on the part of others. Such adverse criticisms were the first to come to our ears. Nevertheless, we persisted, for our ads dealt strictly with facts and we stuck to the truth.

"The ads were run consistently, one a week placed on the real estate and development page of the daily paper where those interested in building would see them.

"Slowly at first, but sure!" our advertising began to bud, blossom and bear fruit. We began to get inquiries from prospective builders to whom we easily sold brick for their new homes. Others

followed, then a brick business building was erected, then more homes.

"All of this in spite of the fact that there had not been a brick house built in Sacramento in 20 years past.

"When these new homes were completed we featured them in our ads with good sized cuts, told who owned them, who built them and why brick had been chosen; emphasizing why this was a better house, how little need be spent for upkeep, how much longer it would last and what the cost for the brick had been.

"By mentioning the name of the contractor in the copy we soon began to get active co-operation from these sources.

"When a brick building was completed and the business for which it was constructed established we came out with copy boosting that business, and it is remarkable to know to what extent the goodwill we thus obtained reached.

"The bulk of our advertising was directed toward brick houses because there are a great number of prospects among home builders, while the same argument used in the advocacy of brick for homes will apply to any building.

"The wonderful progress of Sacramento has been commented upon in public spirited, promotive advertising that has co-mingled community interest, civic pride and common brick until our brick yard is known as a local enterprise, and brick has been accepted as an essential and integral part of the city's growth and prosperity.

"These are some of the reasons why more brick homes were built in Sacramento during the last year than since the days of '49.

"I have every reason to credit newspaper advertising with the building up of this brick business and I feel sure that if other concerns in situations like ours was a few years ago would adopt advertising of a similar nature it will prove a stimulating prescription. By doing your advertising now there will be no perchance of having to advertise under 'legal notices.'"

1893 **SERVICE** 1924
as visualized by
BENJAMIN & KENTNOR CO.

SERVICE TO PUBLISHERS, as we see it, means much more than merely getting business. That, of course, is important, but the caring for it, keeping it giving satisfaction, preventing mistakes that work harm, all enter into the service we render.

There are hundreds of ways, some of them seemingly unimportant, others of supreme importance, where we find chances to do things for publishers which increase revenue and make standing with advertisers — standing that counts.

BENJAMIN & KENTNOR CO.
Advertising Representatives of Newspapers
2 West 45th St. 900 Mallery Bldg.
New York Chicago
401 Van Nuys Bldg.
Los Angeles



Plus Plan Reaches Birmingham

In Birmingham, the Industrial Center and Metropolis of the New South, it's the Birmingham Age-Herald and Birmingham Post. The wonderful enterprises and progress of this well known and well liked Southern city is reflected in these two publications.

To the city itself, steel—the hard metal—is paramount, but to progressive newspapers the country over its Imperial Type Metal—the soft metal, and the Imperial Plus Plan upon which so much dependence is placed.

Publishers who select the Plus Plan can't help but be marked as progressive and enterprising. Those publications that adopt the Imperial Plus Plan do so to increase the efficiency of their metal to the highest point, and to add years of usefulness to the metal itself.

The Plus Plan for 1925

When you are laying your plans for 1925, include the Imperial Plus Plan. Certainly its ability to add years of working life to your type metal makes it worthy of a place in your plant. Let us send you a copy of this economical Plan.



Imperial METAL
Linotype—Monotype—Intertype—Stereotype
Elrod—Ludlow—Linograph—Thompson
Imperial Type Metal Co.
New York—Philadelphia—Cleveland—Detroit



BEST BY ACID TEST TRADE MARK REG.

EVENING HERALD
Los Angeles, Calif.
Circulation 6,831 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:
H. W. Moloney, 604 Times Bldg., New York.
C. Logan Payne Co., 461 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 719 Hearst Bldg., San Francisco, Calif.

GRAVURE SECTIONS PRINTED

SPECIAL AND REGULAR EDITIONS, MAGAZINE INSERTS AND COMMERCIAL WORK.

Standard Gravure Corporation
LOUISVILLE, KY



OUR OWN WORLD OF LETTERS

By JAMES MELVIN LEE

MARC A. ROSE, formerly of the *New York Sun* and now managing editor of the *Buffalo Evening News* answers the question "Radio or Newspaper—Can Both Survive?" in *The Nation* for Dec. 24.

Mr. Rose first takes up the attitude of The Associated Press toward broadcasting news stories to which it has an exclusive right. In a guarded way Mr. Rose expresses an unofficial opinion as follows:

I am not authorized to speak for the Associated Press. I think, however, the sentiment of its directors is no secret. They feel they should be cautious. They frankly do not know in what way, or how greatly, radio may develop. As radio stands today they do not fear it—much. But radio doesn't stand; it leaps forward in its improvement and extension with a speed somewhat comparable to the velocity of the waves it utilizes. Conceivably it may become a rival of the newspaper. Why help it along?

Mr. Rose on the other hand, overlooks the recent attempt of the Associated Press to send news to its members where its leased wires had become incapacitated through a severe storm. The service of the Associated Press has been carried over telephone wires for certain newspapers not on a regular circuit. The radio has a possibility for a still farther dissemination of news by the Associated Press.

The attitude of the United Press is thus set forth by Mr. Rose:

The United Press so far dissents from the opinion of the A. P. that it broadcast its complete election-night news, and a dozen great newspapers enthusiastically cooperated, paying large sums in order to give this service to their communities. Karl A. Bickel, president of the United Press, put his view succinctly when he said: "No one can eliminate radio from the field. Whether we like it or not, it is here." So his organization is determined to play along with radio, study it, be ready to utilize it as its possibilities unfold.

In answering the question raised by his title Mr. Rose asks another question almost as important when he says:

For decades the newspapers have used bulletin boards to stimulate curiosity and interest in news. Now science gives us the most splendidly sprawling bulletin board the world ever has known. If the old-fashioned bulletin board was a good thing for the newspaper, isn't a glorified bulletin board better?

One way in which the radio is making the newspaper column more accurate is thus described by Mr. Rose:

The newspapers up our way accepted the prepared copy of a candidate's speech and printed it "as wrote." The candidate deviated from his manuscript—not in any important particular, at that—and radio fans told us about it. Let that be a lesson to us.

We welcome this, or we should. We court tests of our accuracy. Maybe this will stop a lot of loose talk about the unreliability of our newspaper. As for our loathed contemporary—well, it serves him good and right. He will chop and invert and distort the speeches of our candidate, will he? And how about the "tumultuous enthusiasm" and "wild cheering" he reported for his candidate? Say, did you hear that cheering? Lasted just 30 seconds. Timed it myself, and so did every reader of his miserable sheet.

In taking the air recently from Station WNYC with a little chat on "The Spoken Newspaper" of the Swiss village of Champéry (see EDITOR & PUBLISHER for Dec. 20) I asked my invisible audience to let me know whether the hearing of

speeches over the radio increased or decreased the interest in the account printed in the newspaper on the following day. I had directly in mind a speech just given by Owen D. Young. Replies received reported interesting opinions. On the whole they indicated an increase in interest in the newspaper account. This little experiment of mine would seem to support the conclusion reached by Mr. Rose:

My own opinion, since no one asked me for it, is that radio cannot be strangled, that it will play an ever-increasing role as disseminator and publisher of news, but as the ally, not the enemy, of the newspaper.

Editorial Note:—For complete discussion of the newspapers and radio see EDITOR & PUBLISHER for Aug. 9, Aug. 16, Sept. 20, Oct. 4, Oct. 25, Nov. 1, Nov. 8.

HOW the *Brooklyn Standard-Union* sent election news by telephone to more than 200 clubs, theaters, churches, and armories in that city is described somewhat in detail in the December issue of *The Telephone Review* in an article entitled "Newspaper Men Laud Telephone Workers." Newspapers which do similar stunts on election nights, or on other occasions, may possibly get some valuable suggestions from a perusal of the article.

THE United Press has started a house organ that is different from most publications of its kind. It is entitled *Unipeg*. The only trouble with it is that the 3 em dash comes too soon.

WITH a lack of restraint that adds a peculiar charm Walt McDougall describes in the current issue of *The American Mercury* "Old Days on the World" when he worked for Joseph Pulitzer. Even a cursory glance at the article will show that no editorial assistant has used the blue pencil to edit Walt's copy. I feel that I can be a trifle familiar for Walt used to sell cartoons to *Judge*—a periodical which I once edited.

With the lay reader "Old Days on the World" may not make a hit, but every old-timer in the newspaper business will want to clip this article for preservation in a scrapbook. It contains some things which Don Seitz felt he ought to delete in preparing "Joseph Pulitzer—His Life and Letters" (Simon and Schuster).

The newspaper worker to whom the article, in all probability, will most appeal is the cartoonist. An interesting sidelight is thrown on Thomas Nast; in a little bout between Nast and McDougall the former seemed to come out second best.

The anecdote about Rudyard Kipling should be marked and passed along to the literary editor. If I had known that Walt could write so well I would have asked him to write as well as to draw for *Judge*.

E. W. HOWE, who used to run the *Atchison* (Kan.) *Globe* but who now devotes most of his time to a monthly which bears his name, certainly knew how to start newspaper controversies which provoked local interest. He could turn this trick over such trivial matters as "how old should a baby be before it is spanked?"

Evidently Mr. Howe is trying to start a controversy as to what is the best newspaper in the United States. An editorial in a recent issue of *E. W. Howe's Monthly* seems to cast a vote for *The Baltimore Evening Sun*—a paper which Mr. Howe says he sees quoted more than any other paper he knows. After saying some other nice things about the *Evening Sun* of Baltimore, he tries to prove his case by telling his readers to ask newspaper men. I wonder what a poll of newspaper men would actually show.

A NOVEL of London journalism "The Torch" (Houghton Mifflin Co.) by Albert Kinross is a fairly good yarn in which tragedy and comedy are in juxtaposition. Most of the chapters revolve around the editorial room, even though they are linked together by the love affairs of one, Broone Lushington. The novel ends with a reprint of a wedding notice that was alleged to have been printed in the *London Times*.

The novel shows that the fiction writer in England has about the same ideas concerning journalism that are held in this country: the text columns are controlled by advertising; editors are mere hirelings of capitalists; the reading public exists only to be fooled and swindled; journalism is only a stepping-stone to some other line of work. The book differs from most American newspaper novels only in the fact that it presents situations from the British point of view.

A BOOK which supplements "Great Preachers As Seen by a Journalist" (Fleming H. Revell & Co.) by William G. Shepherds is "The Best Sermons of 1923" (Harcourt, Brace & Co.) edited by Joseph Fort Newton. To one who examines both volumes the first fact to attract attention is that only one preacher mentioned in the first volume is represented in the second volume by a sermon. What this fact means I leave to others to explain.

For the newspaper man "The Best Sermons of 1923" affords a yardstick by which sermons preached in local pulpits can be measured—provided that the standard set in the volume is the right one. Personally, however, I cannot help feeling that the standard used by the Rev. Mr. Newton is that of the pulpit rather than that of the pew. Fortunately, the matter can be tested in a practical way. If "The Best Sermons of 1923" becomes a best-seller the Rev. Mr. Newton is right and I am wrong. But if the volume promotes no discussion on the street some other yardstick must be used in determining what sermons are the best. Two thousand years ago a message was set forth that the common people heard gladly. Human nature has not changed. A similar message will receive the same welcome today.

THE PASSAIC DAILY NEWS

Leads in Classified, Local and Foreign Advertising in one of New Jersey's Fastest Growing Cities

TRADING POPULATION 167,395

NEW JERSEY NEWSPAPERS, INC.
National Advertising Representatives
(New Jersey Newspapers Exclusively)
New York Chicago Philadelphia Newark

Detroit

Fourth Largest City

Complete coverage with one paper.

The Detroit News
Offers advertisers unusual opportunities

The most successful of all newspaper consolidations.

**THE NEW YORK HERALD
New York Tribune**

COVERAGE

45% of the evening field in America's richest market is given advertisers in one paper.

NEW YORK EVENING JOURNAL

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

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.

Less Expensive

Fred H. Drinkwater, Advertising Manager of the PORTLAND, Me., EVENING EXPRESS is truly appreciative:

"The system of coding each page sent out has been a valuable feature of the Checking Bureau. Under the old method, it required all morning for the clerk to address envelopes and answer requests as well as a large part of the afternoon to send out papers. Now it does not take more than a half-hour to prepare the lists and address envelopes for the few that may be sent direct."

Place our service on trial and then we'll prove this.

The Advertising CHECKING BUREAU Inc.
538 So. Clark St. CHICAGO 15-19 East 26 St. NEW YORK

A NEWSPAPER CHECKING PROOF SERVICE.

New Haven Register
is New Haven's Dominant Paper

Circulation over 42,171 Average

Bought every day by more New Haven people than buy any other TWO New Haven papers COMBINED.

New Haven Register
The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago

Excellent Prospects for

1925

In Pennsylvania

A SURE sign of industrial growth is the increase of capital invested. Year after year, increased capitalization of every line of endeavor, has indicated a large steady growth in business of Pennsylvania industries.

Pennsylvania has a capital investment, in manufacturing, amounting to \$6,224,729,968, an increase of 100% over the figures of five years previous.

Pennsylvania produces nearly half the steel of the country. Besides this, she leads all Midwest States in cotton goods, ranks first in leather output, and is second in silk and wool goods.

Pennsylvania may be said to lead all States in mineral and industrial production. The coal output alone is valued at over \$900,000,000 while coke is \$160,000,000.

Pennsylvania is a state of unsurpassed and unlimited possibilities. Her wealth is growing to stupendous proportions and she is daily becoming a more and more desirable market. Her people are receptive to advertising, provided such advertising is offered to them through a trustworthy and wholly dependable medium—such as is represented in the following list of dailies.

	Circulation	2,500 lines	10,000 lines		Circulation	2,500 lines	10,000 lines
*Allentown Call(M)	29,446	.10	.10	*Scranton Times(E)	41,414	.12	.11
*Allentown Call(S)	19,425	.10	.10	*Sharon Herald(E)	6,568	.0285	.0285
††Beaver Falls Tribune(E)	5,702	.025	.025	*Sunbury Daily Item(E)	4,564	.025	.021
†Bloomsburg Press(M)	7,189	.029	.029	*Warren Times-Mirror(E&M)	7,579	.036	.036
†Carbondale Leader(E)	5,664	.025	.025	†Washington Observer and Reporter(M&E)	17,358	.06	.06
*Chester Times(E)	15,507	.055	.055	†West Chester Local News.....(E)	10,883	.04	.04
†Coatesville Record(E)	6,529	.035	.03	*Wilkes-Barre Times-Leader(E)	23,775	.08	.05
*Connellsville Courier(E)	6,212	.02	.02	*Williamsport Sun(E)	19,766	.07	.07
*Easton Express(E)	21,439	.07	.07	†York Dispatch(E)	18,527	.05	.05
Easton Free Press(E)	12,711	.05	.05	†York Gazette and Daily.....(M)	17,604	.05	.05
*Eric Times(E)	26,258	.08	.08				
*Harrisburg Telegraph(E)	40,487	.095	.095				
*Oil City Derrick(M)	6,375	.035	.035				
*Pottsville Republican and Morning Paper(E&M)	16,284	.08	.07				

*A. B. C. Statement, Sept. 30, 1924.
 †Government Statement, Sept. 30, 1924.
 ††Government Statement, April 1, 1924.

ROMANCE OF THE "WANT AD" TRACED DOWN THROUGH HISTORY'S PAGES

Phrase Had Its Genesis in Iceland, Writer Says—Existed Long
Before the Printed Page Carried Its Message
to the Public

By HENRY VARIAN

IT IS a far cry to Iceland for the genesis of the "Want Ad" but that is where the philologist must go to discover the original word. Probably they wanted most things in that bleak island more than they wanted them elsewhere but the word "Vanta" passed thence to the Scandanavian peninsula and was thus by the invasion of Britain by the Vikings brought into the English and imported to this country by the Pilgrim fathers. The most universal want that was ever uttered is "Give us this day our daily bread" and that in its last analysis is what every want printed in a daily newspaper really means. For to the man who needs a job and cannot get one, starvation looms ahead, while to a man who wants to purchase a machine essential to his business the lack of it may mean bankruptcy to him and the throwing out of work of his employes with the consequent facing of real want by his children.

The "Want Ad" expresses the whole gamut of human emotions. It is intimate and indicative, oftentimes the sublimate of concentrated human agony, the crystallization of romance, the ultimate yearning of the human soul for companionship and is as mysterious as fate in that the person who advertises a want seems never to come at the person who has that want to dispose of. It would take a person of Christ-like attributes to follow the "Want Ad" to its source for only such a person could bear the vibration of emotion consequent on discovering the motives behind the apparently innocent, often trivial, announcements in the want columns. And probably of all the readers of a great daily newspaper none receives it so tremblingly, so expectantly, or reads it, perhaps, more hopelessly, than some of those whose wants are needs sought to be satisfied in the "Want Ad" paid for by the last few cents of the advertiser.

Perhaps the most appalling want ad ever written is on those ideographic tablets of the Pharaoh dynasty which ordered the Israelites to appear in their thousands to make bricks without straw for the public buildings in Egypt. By the waters of the Nile these people sat down and wept when they found that a full tale should be kept in spite of the fact that they had to find their own straw. This want ad brought the final rebellion of the tribes, the migration from Egypt, the wanderings in the wilderness, the Babylonian Captivity, the Christian dispensation, the Pope of Rome, the Archbishop of Canterbury, Benjamin Disraeli as Prime Minister of England, Lord Reading as Ambassador extraordinary to the United States and Barney Baruch as Minister of Munitions. Think of all that from that original brick printed "Want-Ad" for

workers to make bricks without straw! Then out of the gloomy pages of history comes that "Want Ad" of Herod, King of Judea. "Wanted the King of the Jews" sent out broadcast on tablets of wax indited with a stylus and posted in the market places but which brought no answer. Then followed the Massacre of the Innocents which brought Rachel forth "weeping for her children and will not be comforted for they are not."

Before newspapers were printed the "Want Ad" took a variety of forms, its traces remaining in many strange customs of peoples in different lands. The matrimonial want ad for instance was indicated in the dress of the maiden as distinct from that of the married woman showing that a husband was desired. The "Church Notice" in the middle ages expressed itself in the spires of churches and abbeys which could be seen from a distance and thus indicated the locality of a place of worship. A "death notice" was written in monuments and shafts large or small according to the wealth of the mourning family. The notification for raising an army the "Men Wanted" ad so familiar here in the daily newspapers during our war took the form of the "Fiery Cross" in the Mountains of Scotland and the deep booming sound of the hide drum yet heard amongst the savage tribes of Africa.

"Auction Ads," "For Sale" and "To Purchase" ads were notified to the public in ancient times—and in fact in many places today—by the "Town Crier" who went through the towns ringing a huge bell and proclaiming these "Wants" to the people. The wondrous "Circus Parade" was an "Amusement Ad" in livy form and had its origin in earlier times in England when newspapers were printed only in the metropolis reaching its greatest development as a prodigious spectacular ad in the United States. Most of these means of advertising wants have become obsolete through the circulation of the newspaper reaching so many more persons with less expense and effort.

The "Want Ad" as we know it today in its newspaper form first originated in the early newspapers of London circulated in the coffee houses and where it could be read that "A Gentleman's Gentleman" was needed by some Beau Nash for body service. Once started the growth of classification was a natural one reaching its present enormous dimensions in America where solicitors were sent out to drum up a species of business which in the olden countries was allowed to come into the office of its own volition, so to speak.

So much for the serious side of the "Want Ad." Its comedy side is as marked and as frequent. Recently a "Lost and

Found" ad told of a reward of a few hundred dollars for the return of a diamond necklace. A clerk of an express company remembered he had picked up a necklace of what he thought was glass which he had handed to his child to play with. He looked at the thing again concluded that what he had picked up from the gutter might be real gems which must be worth at least \$2,000 from the size of the reward. He took it to the advertiser there receiving a check for \$5,000 for his honesty and learned that the necklace was of matched diamonds worth \$100,000 and the property of a member of high society. Later he was given a position at a much larger salary than he had had.

Recently a newspaper was much worried by a threat for damages claimed by an irate millionaire who had been the victim of a hoax his address having been advertised in the Sunday edition as the address of a "cellar whitewasher" who owned a machine for white-washing and guaranteed the best of work. The three days following is a memory of horror to the very exclusive family of the millionaire and the telephone had to be cut off for a period to stop the annoyance.

Much amusement was caused some time ago by the organized cry in a "Want Ad" for a "home" for a pet dog Fifi, whose owner had to separate herself from the country and wanted her pet cared for until her return. She was willing to pay \$25 a week for this service explaining that Fifi had been used to his own room and the services of a maid.

From Germany comes the news that since the overturning of Kaiserdom, the newspapers are full of "Matrimonial Advertisements" the cause itself for the advertisements is of course a national

calamity brought on by the arrogant rulers. The matrimonial ad has long been excluded from standard American newspapers and the "Personal Columns" once a feature of certain newspapers has been deleted by the censor—Public Morality; but a certain amount of "Personal Columns" of a legitimate kind remains. English newspapers, however, outdo us in the "Agony Column" which is a receptacle for all kinds of appeals and fanatical announcements and oftentimes the means of many laughs. At present these columns are full of appeals from the NEW POOR to be engaged by the NEW RICH and in such appeals one often finds that knowledge of social etiquette and procedure is referred to as a recommendation for the position. Also there are "Want Ads" which state that the advertiser will be regardless of the feelings of the NEW POOR one sought and that she shall have her own room and time to attend such functions as still remain among friends of the NEW POVERTY.

Veteran Washington Writer Dies

James Rankin Young, 75, from 1860 to 1870, chief of the Washington bureau of the *New York Tribune*, and former representative from Pennsylvania, died in Washington, Dec. 18. He was a veteran of the Civil War and following his service, made a tour of the southern states for the *Tribune* before joining the Washington bureau. He was one of the founders of the *Philadelphia Evening Star* and was its Washington correspondent for more than 30 years. He was a member of the Gridiron and National Press Clubs at Washington and the Pen and Pencil Club of Philadelphia.

Teaches Churches How to Advertise

The Oakland Tribune, Oakland, Calif., is sending a series of short form letters to pastors of that enterprising city, trying to educate the ministers to advertise the really big things about their church rather than merely the topic of their sermon. The series is very suggestive, and is worthy of imitation by other publishers who desire to put church advertising on a really broad and substantial basis.

Suggestive copy to be used by one church or a group of churches is offered by this department for the modest sum of 3 cents per week per thousand circulation. If this price is too high the paper may modify the bill to suit itself. This department seeks to stimulate wiser use of paid space by churches and by individuals on behalf of the churches.

Proofs of series No. 6, 52 ads, 250 words each, may be obtained from Herbert H. Smith, 723 Witherspoon Bldg., Philadelphia, Pa.

CHURCH ADVERTISING DEPARTMENT

A. A. C. W.

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

Associated Advertising
383 Madison Ave.



Clubs of the World
New York City

FOR PROMPT SERVICE

TYPE • BORDERS • ORNAMENTS
BRASS RULE

Printers' Supplies • Presses • Paper Cutters

Hamilton Wood & Steel Equipment

including our

AMERICAN CUT-COST EQUIPMENT

Carried in Stock for Prompt Shipment

American Type Founders Company

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

WHAT'S WHAT IN THE FEATURE FIELD

R. F. FOSTER, auction bridge and mah jong authority, one time editor of the *New York Sun*, has devised a variation of the crossword puzzle for Readers' Syndicate, New York, which he calls the "circle-word puzzle." Mr. Foster presents his puzzles in standard circle form, with the definitions reading around the circle, reading clear across, and reading towards the center of the circle.

Ida Tarbell is now writing a weekly woman's editorial for Bell Syndicate, Inc., New York.

W. M. Clayton, president of Readers' Syndicate, Inc., New York, wishes it stated in this department that Austin King was not general manager of the syndicate, and did not resign, as previously reported in "What's What," but rather "Left by mutual agreement."

Will Rogers, who writes for the McNaught Syndicate, Inc., New York, was this week obliged to leave the "Follies"

and return to Oklahoma, due to the illness of his sister. He is continuing, however, to write his weekly newspaper articles.

Nat Holman, expert basketball player, member of the championship Celtic team, is writing a series of basketball articles for the McNaught Syndicate, Inc., New York.

Harold Gray, who for the past 5 years has been assisting Sidney Smith in the preparation of "The Gumps," is now also drawing a new comic strip called "Little Orphan Annie" for the Chicago Tribune Newspapers Syndicate, Chicago.

Zoe Beckley, newspaper feature writer, has prepared a series of articles for the McNaught Syndicate, New York, on Jaekie Coogan's recent trip to Europe. The story is written "by Jackie Coogan as told to Zoe Beckley," Miss Beckley having interviewed the young movie star on his travels.

ADVERTISING AGENCY AFFAIRS

A LOCAL council of advertising agencies is being formed in Baltimore with the purpose of providing a means for consultation and for advancing the interests of the agencies in a manner which, according to those who are interested in the movement, is not done by any of the existing organizations.

Harry Green of the H. P. Green Company, is chairman and **D. Stuart Webb** secretary-treasurer. The agencies comprising the organization are: Van Sant & Co., J. G. Moses, J. M. Daigher & Co., Baumgartner's Advertising Agency, D. Stuart Webb Advertising Agency, Frank Webb Advertising Agency, the Increased Sales Organization, Joseph Katz Advertising Agency. It will probably become affiliated with the A. A. A. later.

Fred Syverson of Syverson-Kelly Advertising Agency, Spokane, Wash., was elected president of Spokane Kiwanis club recently. He has served two years as secretary of the organization and one year as district secretary. He takes office Dec. 8.

Application for a Pennsylvania charter will be made on Jan. 5, for the Mailed Service, Inc., of Pittsburgh, to carry on direct mail and general advertising agency.

A charter has been granted Carl J. Balliet, Inc., advertising agency at Greensboro, N. C. The authorized capital stock is \$75,000 with \$40,000 subscribed by Carl J. Balliet, Evelyn W. Balliet and D. Konkwright. The agency has been in business for little more than a year.

Paul T. Cherington, director of research, J. Walter Thompson Company, New York, will discuss "Consumer Interest Advertising," at the weekly meeting of the Advertising Club of St. Louis on Dec. 30.

The Boylston Street Advertising Company of Boston held a dance at the Grand Brunswick last week.

TRENTON NEW JERSEY

It serves an industrial city of 129,000, also prosperous suburban territory.

TRENTON (N.J.) TIMES

KELLY-SMITH CO.
National Representatives
Marbridge Bldg. Lytton Bldg.
New York Chicago

H. C. Fitzgerald, formerly of Frank Presbrey Company, Frank Seaman, Inc., and George Baten Company, has resigned from Miller, Black and Vanderbilt, Inc., to join Cuthbert Hicks, Inc., publicity.

John P. Mentzer, president of the advertising firm of Crewdson, Mentzer & Co., Chicago, has been appointed one of 15 chairmen who are to conduct a campaign throughout the country for \$17,500,000 for the University of Chicago.

Greensboro (N. C.) News Opens Plant

Formal opening of the new plant of the *Greensboro (N. C.) Daily News* is to take place Dec. 29, 30 and 31.

FORESHADOWED EVENTS

Jan. 9-10—Oklahoma Press Assn., meeting, Oklahoma City.

Jan. 10-17—Winter Golf League of the Advertising Interests, Pinehurst, N. C.

Jan. 10—Alabama Press Assn., northern section, mid-year meeting, Birmingham, Ala.

Jan. 16-17—Virginia Press Assn., mid-year meeting, Charlottesville.

Jan. 17-23—American Society of Newspaper Editors annual meeting, Washington, D. C.

THE PHILADELPHIA RECORD
Always Reliable

The Second largest morning daily Circulation in Philadelphia

and GROWING!

Obituary

MISS ROSE HICKEY, of the credit department, *New York Times*, and president of The Times Club, died Dec. 18, in New York. She had been with the Times six years, and was elected president of the Times Club two months ago.

IRWIN DONALDSON JOHNSTON, who up to three years ago was financial editor of the *Montreal Gazette*, died Dec. 19, as the result of wounds received in the war. Prior to the war he had worked on the *Star*, *Daily Mail* and *Herald* in Montreal.

JAMES P. FITZSIMMONS, 55, for many years vice-president of the International Electrotypers and Stereotypers Union, died recently in Fruitvale, Cal. From 1892 to 1914 he was employed on the *San Francisco Examiner*.

MRS. HELEN MAE MOWERS, 32, wife of Raymond A. Mowers, managing editor of the *Schenectady (N. Y.) Union-Star*, died at her home Dec. 22, after a short illness.

FRANK L. SANDERS, editor of the *Lincobl (Cal.) News-Messenger*, died Dec. 10. He had been editor and owner for many years.

CHESTER GARDINER, for many years in the building department of the *Boston Globe*, died suddenly last week at his home in Cambridge, Mass.

CANTAIN HENRY G. DUFF, 83, for over 50 years a well known marine reporter at Amherstburg, Ontario, died recently at his home there.

LYLE JOHNSON, of the editorial staff, *Columbus (O.) Citizen*, died Dec. 16, at Cameron, W. Va. He was formerly telegraph editor, *Springfield (O.) Daily News*.

Associates Eulogize Gus Karger

Members of the Congress press galleries Dec. 18, held services to honor the memory of the late Gus J. Karger.

first!
-in circulation
-in lineage
-in reader interest
-in proved results

The Indianapolis NEWS

Washington correspondent of the *Cincinnati Times-Star*, and a newspaper man at the National Capital for 25 years. Eulogies were delivered by Negley D. Cochran, Scripps-Howard Newspaper Alliance and Richard V. Oulahan, chief Washington correspondent of the *New York Times*. William Howard Taft spoke extemporaneously. James L. Wright of the *Cleveland Plain-Dealer*, chairman of the standing committee of correspondents, presided.

Jackson News Claims Record

The *Jackson (Miss.) Daily News* for Dec. 14, contained 50 pages, said to be the largest regular Sunday issue ever printed in the state.

Minnesota Paper Revived

The *Garvin (Minn.) Leader*, suspended a few weeks ago by Grover Strong, has been re-established by H. Edgar Jones.

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.

Detroit Times
Evening 220,000
Sunday 250,000

THE same standards of quality are maintained by The News today that caused this paper to be recognized as one of America's best dailies long years ago.

The Dallas Morning News
Supreme in Texas

Mr. Publisher or Business Manager

The International Circulation Managers' Association can supply you with a competent circulation manager. Write

CLARENCE EYSTER
Sec'y-Treas., I. C. M. A.
Peoria Star Co.
Peoria, Ill.

INTERVIEWERS MERE STENOGRAPHERS FRENCH WRITER COMPLAINS

But He Admits the Arrangement and Type of Questions Make the Story—Secret Irony Is Reporter's Recompense from Dull Subjects

By C. M. LITTLEJOHN

THE interview as a distinct form of newspaper expression has been condemned to death by a group of French journalists. Complaint has been made on the part of these newspaper men that the interview transforms the reporter into a stenographer and that he becomes a mere receptacle for the declarations of those whom he interviews.

Louis Martin-Chauffier in a leading article on the front page of *Le Figaro*, Paris, of Dec. 5, states anent this subject that English interviewers are not real journalists; but are, in effect, stenographers, who collect statements and transmit them as they are to their papers, not being required even to understand them, as they are written as dictated.

While flaying this class of work, he admits the value of the interview, nevertheless, stating that the words of a minister, ambassador or scientist, who has been solicited to present his opinion on a subject of public importance, have value *per se*, and one does not like to see them altered or amplified, as they represent official information—in the nature of an official communiqué.

"In interviewing, the personality of the interviewer is effaced; humility is his duty," states M. Martin-Chauffier. "He prepares a document, as an historian copies a reference, guarding it unchanged and unmixed with reflections. At this moment he is merely a scribe."

But one discerns a way of passing from this humble type of work to a class more flattering, he continues. It is the reporter who poses the questions. He selects the essential words and adheres to his theme; here the art of questioning intervenes. He may be said to possess the mastery, since he knows the end and his victim does not. The person whom he interrogates has a comprehensive knowledge of a subject, a certain richness of intellect (or so we suppose). It is the newspaper man who chooses among the treasures those which will serve his purpose. But it often happens that the man interrogated is more eminent by virtue of his office or his titles than his grandeur of spirit. However the reporter speaks:

"Do you think, my dear Sir—"

"Is it not true, Mr. President?—"

And the sir or President responds obligingly:

"It is quite my opinion."

The reporter returns to the office, reverses the order of the statements, puts into the mouth of the august one who has approved the declarations his own words. But the public is not misled by this, states M. Martin-Chauffier. It simply means that an obliging person has loaned to the great man the words that he would have used if he had been capable of them. The great man countersigns, and is not astonished at having been on this occasion able and witty. I would say that the grand virtue of the interviewer is his humility. Irony is his secret recompense.

It goes without saying that an elemental integrity forbids publication without submission to its author, real or pre-

sumed, of a text over which his name gives authority. This same restriction prevents the journalist who has been accorded an interview from mixing with his presentation any sharp irony, turning into ridicule or offending the notable personage who has given him the favor of an audience. In all of this the newspaper man rests constrained.

M. Martin-Chauffier also points out that when the interview is elevated a degree and both persons discuss a subject, each retaining his own opinions, the journalist yields his place to the writer of the first rank. He mentions in this connection the interview of Fontaine with M. de Sacy, or Chénédollé, who drafted the conversations of Rivarol, something of the merit of which has been forgotten—but all have restored and conserved frequent touches of beauty and are worthy of duration.

AD TIPS

Ervin S. Acel, 115 Broadway, New York. Placing 35-line 2 time orders with newspapers in various sections for John Biro & Company, financial, New York.

Anfenger Advertising Agency, Odd Fellows Building, St. Louis. Placing account of the Laugenberg Mig. Company, manufacturers of warm air furnaces.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Placing account of Cannon Mills, cotton, New York.

Barnard Advertising Company, 104 South Michigan avenue, Chicago, Ill. Inquiries are being made regarding rates in Western papers in connection with the Federal Varnish Company.

Brenniger & Wolcott, Chamber of Commerce Building, Boston. Reported to have secured the following accounts. Trimont Mig. Company, "Trimo" tools, Roxbury, Mass.; Hersey Mig. Co., theftproof automobile locks, Milwaukee; Foxboro Co., recording gauges, Roxbury, Mass.

Campbell-Ewald Company, General Motors Building, Detroit. Making contracts with newspapers for the General Motors Truck Co., Pontiac, Mich. Has secured account of the Mason Tire and Rubber Company, Kent, Ohio.

Caples Company, 225 East Erie street, Chicago. Making contracts with some Middle West newspapers for the Illinois Central R. R., Chicago.

Cecil, Barreto & Cecil, Drivers & Mechanics Bank Building, Baltimore. Reported to have secured account of Townsend Grace Company, straw hats, Baltimore.

Doremus & Company, Inc., 208 South La Salle street, Chicago. Newspapers in scattered territory from coast to coast are receiving copy on the Niagara Linen Supply Company, operating a chain of laundries in the cities where they will advertise.

Erwin Wasey & Company, 844 Rush street, Chicago, Ill. The account of the International Proprietaries Company, Atlanta, Ga., has been obtained.

Ferry-Hanly Advertising Company, 6 North Michigan avenue, Chicago. Placing magazine advertising of the Western Company, Chicago.

Gardner Advertising Co., 17th & Locust streets, St. Louis. Placing orders with newspapers in selected sections for the Champagne Pipe Factory, "Smoking Pipes," St. Louis.

Gray Advertising Company, 133 West Washington street, Chicago. One-time orders on Burgess-Johnson-Webb are being sent out.

Charles C. Green Agency, 450 4th avenue, New York. After January 1, 1925, will handle account of V. Vivaudou, Inc., toilet articles, New York. Will also handle account of the Bovinine Company, New York, after the first of the year.

Greenleaf Company, 41 Mount Vernon street, Boston. Placing account of Samuel Cabot, Inc., manufacturers of stains.

Henri Hurst & McDonald, 58 East Washington street, Chicago. A list is being prepared on the Lloyd Manufacturing Company, baby carriages, Menominee, Mich.

Klau-Van Pletersom-Dunlap-Younggreen, Inc., 417 Sycamore street, Milwaukee. Has secured the account of the Universal Milking Machine Company, Waukesha, Wis.

Kling-Gibson Company, 310 South Michigan avenue, Chicago. Placing orders with newspapers in selected sections for the Williams Oil-O-Matic Heating Corporation, Bloomington, Ill.

Lord & Thomas, 400 North Michigan avenue, Chicago. Copy is being distributed to a general list of newspapers on Mary T. Goldman, St. Paul, Minn., and also the Palmolive Company, Chicago. The newspaper advertising of the Western Company, Chicago, will continue to be handled.

McKinney, Marsh & Cushing, 4147 Cass avenue, Detroit. Reported to have secured the account of Daniel Hayes Company, men's gloves, Gloversville, N. Y.

McJunkin Advertising Company, Inc., 5 South Wabash avenue. Contracts are being issued to newspapers generally on the A. Stein Company, Chicago, garter manufacturers.

Patterson-Andrews Company, 1 Madison avenue, New York. Reported will shortly place orders with newspapers for the I. W. Lyon & Sons, tooth paste, New York.

Frank Presbrey Company, 247 Park avenue, New York. Placing orders with same list of newspapers as last year for the Atwood Grape Fruit Company, New York.

Price & Taylor, Inc., 400 North Michigan avenue, Chicago. Placing account of Edgerton-Fabriek Company, Pocatello, Idaho.

Richardson-Briggs Company, Payne avenue and 21st street, Cleveland. Making contracts with newspapers in various sections for the Niagara Wall Paper Company, "Niagara Blue Ribbon Wall Paper," Niagara Falls, N. Y.

F. R. Steel Company, 201 East Ontario street, Chicago. One time orders are being distributed to papers in the east on the Anti-Meat Chemical Company, Chicago. Copy is also being sent out generally on the Western Specialty Company.

C. C. Winningham, 10 Peterboro, West, Detroit. Now handling account of Gordon-Page & Company, "Butternut Bread," Detroit.

Preparing Business Survey

Theodore G. Morgan, of the Henry Morgan Company, Ltd., Montreal, and president of the Associated Retail Advertisers, is preparing with the aid of a committee a survey on advertising and business conditions throughout the country. He will report his findings before the Detroit meeting of the National Commission, A. A. C. W., Jan. 29-30.

Oregon Daily Increases Stock

The Coos County Publishing Company printers of the *Marshfield (Ore) Daily News* has increased its capital stock from \$16,000 to \$25,000. The additional capital will be used for new equipment.

THE TACOMA NEWS TRIBUNE

TACOMA

Population, 112,900 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 *New Tribune*: A. B. C. Audited Circulation, 32,643.

Frank S. Baker, President. Charles B. Welch, Editor and Gen. Mgr.

ADVERTISING REPRESENTATIVES

David J. Randall, 341 Fifth Ave., New York City. Ford, Parsons Co., 360 No. Michigan Ave., Chicago, Illinois.

R. J. Bidwell & Co., San Francisco and Los Angeles, Cal.

**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**

**All Louisiana
and MISSISSIPPI
Listens In For
RADIO
NEWS in the
NEW ORLEANS
STATES**

The state's representatives in National Field—
THE JOHN M. BRANNAN
New York—Chicago—St. Louis
Atlanta—Detroit—Kansas City
San Francisco—Los Angeles

New Orleans States

**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**

Los Angeles Times

The only great morning newspaper in the Pacific Southwest whose ownership, control, direction and whole interests are in the territory which it serves.

World Leader in Advertising for Three Consecutive Years

**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.

"FIRST IN PUBLIC SERVICE"

The World.

The World and the Evening World have a combined circulation daily of 750,000 for \$1.20 per page 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
Mullers Bldg. Chicago
General Motors Bldg. Detroit

ALL PRAISE SPACE BUYERS' GUIDE

Tremendously Appreciated

To EDITOR & PUBLISHER:—Your SPACE BUYERS' GUIDE NUMBER which has just reached my desk is a wonderful achievement, and a composite encyclopedia of information amassed in an accurate but simplified form, such as I had never expected to find within the confines of a single volume.

Your effort to produce such a work in the interest of newspapers is, I am sure, tremendously appreciated by our fraternity, and those who will avail themselves (the advertising agencies) most of the information contained in this survey will commend its accuracy.

Your interest in our behalf is very gratifying.

R. BAZILE BROSSIER,
President, Reporter-Star Publishing Company, Orlando, Fla.

Wonderful Gift to U. S. Advertiser

To EDITOR & PUBLISHER:—Your Standardized Survey is a wonderful Christmas present to the American advertiser.

In 20 years' experience with publishers, I never met a finer and more helpful example of enterprise, and we thank you heartily for it.

ROBT. TINSMAN,
President, Federal Advertising Agency, Inc., New York.

Excellent Contribution to Advertising

To EDITOR & PUBLISHER:—We have just received the SPACE BUYERS' GUIDE issued for 1924 and we consider this a very excellent contribution to the advertising business.

The data contained in this Guide is very thorough, yet it is presented in a brief and concise manner, so that it is very easy to secure the information wanted. At the same time, it gives a very good picture of each particular town and city.

The Guide will be used very much by us and we hope that you will continue publishing this year after year.

We also hope that you will also continue to publish the International Year Book, as we have found the section listing newspaper executives very valuable.

F. D. STALL,
The Richard A. Foley Advertising Agency, Inc., Philadelphia.

Valuable, Accessible Information

To EDITOR & PUBLISHER:—We have with considerable interest looked over your copy of your new SPACE BUYERS' GUIDE.

It seems to contain a great mass of valuable information in a compact and readily accessible form. We believe that we are going to be able to make a great deal of use of it ourselves, and no doubt the same will be true of most advertising agencies and advertisers.

GEORGE PEARSON,
J. WALTER THOMPSON COMPANY.

Valuable for Reference

To EDITOR & PUBLISHER:—Your SPACE BUYERS' GUIDE is a most valuable reference work and a great help. Your splendid activities in the advertising field compel all live advertising men

WIRE NEWS
For Evening and Sunday Newspapers
International News Service
21 Spruce St., New York

to read every issue of your publication. EMIL MAURICE SCHOLZ,
President World Wide Advertising Corporation.

Will Be of Great Service

To EDITOR & PUBLISHER:—I have been browsing through the SPACE BUYER'S GUIDE which has just come in and I find

SPACE BUYERS' GUIDE BROUGHT FACTS SOUGHT FOR YEARS

New York, Dec. 17, 1924.

To Editor and Publisher:—Much to my amazement today, the mail man delivered to me precisely the compendium of facts I have been looking for for the past four years.

The SPACE BUYERS' GUIDE which our organization has been so generous to include as a part of the subscription, will actually revolutionize the methods of business development as at present practiced by hundreds of companies. Sales managers and others charged with the intensive development work will find in this Guide a compact service that absolutely costs hundreds of dollars to procure elsewhere. I recall paying about \$200 recently for exactly the same report covering one state only, the additional advantage including the furnishing of a list of the names under the various lines of business. With your Guide it is not difficult to compile this information at a considerably reduced cost.

I wonder if sales managers will appreciate the effort and expense involved in preparing this. I hope so!
You are to be congratulated.

EDWARD A. COLLINS,
Assistant Secretary,
National Surety Company.

that this is going to be of great service to us.

I suppose it is hardly fair for me to tell you in this same letter what I think would be an improvement, but I know you will forgive me if I tell you that the state map placed before each state in the book, possibly similar to the ones which you put in the state supplements, would make this considerably more helpful.

Please take this suggestion in the spirit in which it is given.

Wishing you the compliments of the season, we are,
BARROWS & RICHARDSON, ADVERTISING,
New York.

A Boon to Advertising

To EDITOR & PUBLISHER:—Your SPACE BUYERS' GUIDE certainly a great boon to science of selling and advertising, also a real monument to EDITOR & PUBLISHER. We join in extending to you our unbounded gratitude and appreciation.

A. F. BAUMGARTNER,
President, The Thomson Koch Company, Cincinnati.

Of Inestimable Value

To EDITOR & PUBLISHER:—The EDITOR & PUBLISHER of Dec. 13, did not reach my desk in time to express my opinion of the issue earlier.
The material contained in it is of in-

estimable value to an advertising agency or national advertiser. It is one of the best tools for the advertising fraternity that I have had the pleasure of receiving. It is a splendid illustration of the wonderful advance made in the development and organization of advertising information in the last few years.

You are to be congratulated on the splendid way you have handled the information contained in the Dec. 13, EDITOR & PUBLISHER.

C. R. LYDDON,
President, Lyddon & Hanford Company,
Rochester, N. Y.

Such work as set forth in this issue convinces me more than ever before that EDITOR & PUBLISHER is just another synonym for SERVICE.

WILSON M. BROOKS,
Advertising Manager, Danville (Va.) News.

Valuable Space Buying Data

To EDITOR & PUBLISHER:—The new SPACE BUYERS' GUIDE is a most thorough and complete compilation of valuable space buying data. Congratulations and best wishes for success during the coming year.

THE EUGENE MCGUCKIN COMPANY,
ADVERTISING, Philadelphia.

Gigantic Task Accomplished

To EDITOR & PUBLISHER:—Many thanks indeed for the copy of the EDITOR & PUBLISHER SPACE BUYERS' GUIDE NUMBER, 1924, which arrived yesterday.

I think I do appreciate the gigantic task you accomplished in collecting the material for this number and extend my congratulations on your achievement.

MILLARD B. SIMMONS,
Secretary, Gettysburg, Pa.,
Chamber of Commerce.

That "Privacy" Matter

To EDITOR & PUBLISHER:—A few days ago I received my regular copy of EDITOR & PUBLISHER and noticed the attached editorial headed "This Matter of Privacy."

I think this is one of the most constructive pieces of work you have done for a long time and congratulate you upon it.

We, of course, recognize that a great deal more might be said, which leads me to suggest that from time to time you continue to advance similar thoughts on the same subject.

H. COLIN CAMPBELL,
Manager, Advertising and Publications Bureau, Portland Cement Association.

E. & P. Stands for Service

To EDITOR & PUBLISHERS—Let me congratulate you on your SPACE BUYERS' GUIDE NUMBER for 1924 that has just arrived in my office.

It is without doubt the most comprehensive piece of constructive work that has been done before for agency space-buyers as well as newspaper publishers.

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
717-715 COML. EXCHANGE BLDG.
LOS ANGELES, CAL.

Our Features:

- Irvin S. Cobb
- Samuel G. Blythe
- R. L. Goldberg
- Roe 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

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.

WHY SOME TEXAS CAMPAIGNS FAIL?

Because

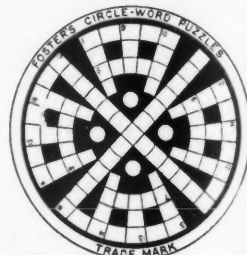
The BEAUMONT ENTERPRISE

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.

brand new!



R. F. Foster, the famous "game man," has produced the Circle-word Puzzle—the best yet. Standard diagram, saving cuts, etc. Seven times a week.

Readers' Syndicate, Inc.
799 Broadway New York City

SUGGESTED NEW MEANS OF INCREASING POSTAL REVENUE

By J. W. ALLEN

Written for EDITOR & PUBLISHER

THERE are five excellent reasons why Congress should not increase postage rates wherewith to meet the proposed carriers increased pay bill, which, it is estimated, will add \$68,000,000 to Post Office Department expenses.

First: (a) First Class postage (two-cent letters and postal and post-cards) already pay a profit of from \$75,000,000 to \$90,000,000 annually. It would be unjust to the vast number of users of first-class mail to make them pay a still greater profit to the Government. (b) It was shown by the experience of 1917-1919 during which time first-class postage rates were subject to a 50 per cent increase to produce war revenues, that the three cent stamp decreased the net revenues of the Post Office Department. (Two-cent circular advertisers were quick to abandon the three-cent stamp, utilizing their privilege to mail unsealed matter for one cent.)

Second: Second Class matter, it is charged in the recent Stewart Report, causes a loss to the Government by reason of tonnage carried below cost. The claim is fallacious: (a) Neither newspapers nor magazines can afford to use the federal service beyond the Third Zone because the charges are excessive—practically prohibitive—in comparison with the rates of water and rail transportation as well as those of the American Railway Express. (b) Therefore, within those zones where the Government may hope for a profit, publications utilize the postal service. Where considerable losses might occur to the Post Office Department—beyond the third zone—its service is used to a negligible extent.

To increase Second-Class rates is to increase the burdens of the public whereto the publications must eventually pass the increase. In its logical finality, there is slight difference between paying carriers increased pay by means of higher publication costs or by means of general taxation.

Third: Third-class postage (one-cent unsealed letters and packaged printed matter) has, for years, approximated balanced cost and revenues. The Third-class classification is the best weapon left to advocates of One-cent (sealed) letter postage. They argue that an envelope knows not of its contents nor of the color of its stamp and that if a circular may be carried in an open envelope at one cent without loss, that a written communication, sealed, may be similarly handled.

Fourth: Parcel-post mail may or may not be profitable at this time. No one seems to know its exact status regardless of expert testimony. Certainly, it has been demonstrated that it is not profitable to a great majority of its users when em-

ployed beyond the third zone. Thus it seems equally certain that to add to its present high rates would quickly decrease revenues from that division of the service. There may be some questionable wisdom in advancing rates on "local" and in the nearer zones.

Fifth: Unless post-office-money-order rates, insurance fees and registry fees were increased enough to destroy their usefulness, it would appear that such were inadequate means for revenues whereby to contribute considerably toward a \$68,000,000 pay item. Even the superficial examination of the Stewart Report permitted to limited space shows that an increase in any of the four classes of mail-matter is not alone unjust but economically inadvisable.

However, if the Congress feels that the rates of second-class matter must be advanced, let the facts be considered: (a) The newspaper is daily necessity to the well-being, to the very sustenance of almost all of our people.

It is wholly unnecessary to increase any of the four classifications of the Postal Service in order to meet the requirements of the post office employees. Throughout the pages of practically all periodical publications will be found advertising which makes appeal for trial-orders, said orders to be payable upon examination of goods, etc. Similarly, every householder is the recipient of great quantities of "Direct Mail" advertising, wherein is enclosed unstamped envelopes and post-cards. Practically every such advertiser would be glad to minimize resistance to bona-fide replies, would welcome a means of stimulation to that form of advertising. The few who still enclose stamped envelopes or reply cards know of the inordinate greed of the public for such stamped enclosures and know intimately of the consequent "wastage." Few indeed would be those advertisers who would oppose a system devising a "COLLECT ORDER CARD," whereby the advertiser would offer the aid of free postage to such as might wish to buy his merchandise. Collections and returns on Parcel-Post packages furnish the precedent and testify to its feasibility.

There is a system! There is a means to the needed sixty-eight millions!

Instead of a pell-mell rush to add to the burdens of a tired and over-charged public, let our Congress adopt a progressive attitude of new means for new revenues derived from the activity of needed supply and natural demand. Let the cost of pay rises be borne where business already seeks to make more efficient its efforts and expenditures. Advertisers of the class described are and will be found wholly willing to pay two cents, or more, for "return orders."

Thoroughbred American

INDIANA, eleventh in point of population with nearly 3,000,000 men, women and children, has the highest percentage of native whites in the country—92.1%.

Indiana is thoroughbred American. About 50.5% live in cities and towns of more than 2500 inhabitants. The number of cities with this population is ninety-three.

Indiana is wealthy. Its manufactured products are worth over \$1,900,000,000. Its farm crops add \$500,000,000 to the revenue of the farmers.

The state now has one automobile to every five persons.

Tell your message to these thoroughbred Americans of Indiana. This state is an unusually attractive and productive territory for every national advertiser.

It would be an excellent idea if National Advertisers would insist upon learning more about Indiana during 1925.

The following newspapers are good ones to consult for more facts.

	Circulation	Rate for 5,000 lines
†Decatur Democrat	(E) 3,106	.025
*Evansville Courier and Journal... (M) 27,839	} 39,069	.09
(E) 11,230		
*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	} 20,505	.06
(E) 12,900		
†††La Porte Herald-Argus	(E) 6,000	.025
*Newcastle Courier	(E) 6,000	.025
*South Bend News-Times..... (M) 10,138	} 23,040	.06
(E) 12,902		
*South Bend News-Times	(S) 21,293	.06
†South Bend Tribune..... (S) 19,388.....	(E) 20,627	.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.

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Comic Cartoons

WALT MUNSON'S "TIME TO CRAB"
Appearing in Brooklyn Eagle
Tri Feature Syndicate, 110 W. 40th St., N. Y.

Editorials

TIMELY TOPICS, DAILY SERVICE
Exclusive Territory
Three Days' Service and Rates
Gladly Sent
Reid Editorial Service
Harrisburg, Pa.

Fiction

"STORIES"
Lewis Wilson Appleton, Jr.
2048 East Wilmot St., Philadelphia, Pa.

CIRCULATION BRINGERS
Famous fiction of all lengths.
Service for Authors. 33 W. 42d St., New York.

Radio

CURRENT RADIO

Daily Service, reliable and timely, that makes radio fans regular newspaper readers. A complete department.
American Radio Relay League, Hartford, Conn.

FOR SMALLER PAPERS

A new and snappy weekly radio review
By CARL H. BUTMAN
Washington Radio News Service
1422 F St. Washington, D. C.

Religious Features

A "DIFFERENT" SUNDAY SCHOOL LESSON
The Standard Religious Feature of American Newspapers. Twenty-five years of continuous publication. Non-Controversial, Readable, Timely.
The Ellis Service, Swarthmore, Pa.

Sport Cartoon

"BUDDIE SHEEL'S" DAILY COMMENT ON the Sport World. Featured by Brooklyn Times
Tri Feature Syndicate, 110 W. 40th St., N. Y.

THE MARKET PLACE OF THE NEWSPAPER

3c per word per insertion, cash with order, for advertisements under the classification of "Situations Wanted."

18c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

6c per word per insertion, cash with order, for advertisements under any other classification.

36c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

SITUATIONS WANTED

Advertising Manager.

First class, for paper having or desiring fixed time and space contracts. Available after January first, on reasonable notice. Box C-527, Editor & Publisher.

Advertising Manager.

with eleven years' successful experience on leading dailies, desires a permanent connection as an advertising or business executive. I am a man with broad vision and high standards, with ability to produce and hold the confidence of both publisher and public. Age 32, married. College education. Address Box C-559, Editor & Publisher.

Business Manager,

thoroughly acquainted with producing circulation, advertising and holding down costs, desires connection. Might invest some capital. Box C-578, Editor & Publisher.

Circulation Manager.

I know there are News Publishers who need my services, with consistent hard work to increase their circulation. Am open for propositions. C-571, Editor & Publisher.

Circulation Manager.

Evening paper in town under 200,000 have been trained under best circulation systems in country. Now employed on large paper; reference from present and past employers; good reason for changing. If you are in need of a hard worker, with good sound judgment, answer this ad. Box C-551, Editor & Publisher.

Circulation Manager.

Fifteen years' experience as Circulation Manager morning, evening and Sunday papers. An up to date knowledge of various building methods, A. B. C. records, etc. Capable of handling any size paper and showing satisfactory results. Prefer city between one and two hundred thousand population. A-1 references. Address C-568, Editor & Publisher.

Desk Editor.

Rapid, accurate, dependable editorial assistant, 31, wants desk job on high-grade daily; good writer, discriminating editor; knows news values and make-up; has had wide experience; best references; now doing free-lance work. C-569, Editor & Publisher.

Display Advertising Solicitor.

Age 30, who has shown excellent results and can show proof of producing ability—now employed on combination daily as assistant advertising manager—seeks similar connection in Florida, on account of wife's health. Will consider salary or commission contract. C-563, Editor & Publisher.

Feature Writer.

With all-round newspaper training desires connection. Background includes three years on The Springfield (Mass.) Republican. University trained and World War veteran. References and examples of work on request. Address Box B-986, care Editor & Publisher.

LEARN

the value of
CLASSIFIED ADVERTISING
in
EDITOR & PUBLISHER

You'll find it a
profitable lesson

Situations Wanted

Editorial.

Telegraph or news editor, copyreader, ten years' experience, including largest dailies, university graduate, desires position. C-556, Editor & Publisher.

Editorial Writer.

Experienced newspaper man, good editorial writer, open for engagement. C-566, Editor & Publisher.

Editor.

with many years' experience on New York and Chicago dailies as editorial writer, Washington and legislative correspondent desires editorial connection with high class daily in some medium sized city with good educational advantages for family. References as to ability, character and standing gladly furnished. If publisher desiring such services as above suggested will write his needs advertiser will arrange to make necessary trip for personal conference. Address Experience, C-572, care Editor & Publisher.

Managing Editor.

An aggressive, reliable and thoroughly qualified newspaper man, now holding executive position on big city daily, seeks change. Am married man; 33; know every angle from A to Z; will be glad to submit full details and references; record will stand acid test. Address C-558, Editor & Publisher.

Managing Editor.

Young man of 36 with 17 years' experience in every phase of newspaper work from lowest to highest positions. Started in small city and am now executive head of large evening paper in one of the largest cities in United States. Have apparently reached limit of opportunity in present position and desire change. Would like to stay in newspaper work if position offering future comparable with ability and achievements can be found but would quit game for something better. There are no black spots on my character or record. On contrary have to my credit very creditable accomplishments in every position ever held. C-570, Editor & Publisher.

Mechanical Superintendent.

Mr. Publisher, let me relieve you of your composing room and mechanical department troubles. Sixteen years' experience as an executive, and know all departments. Can handle men and get results. Prefer snappy afternoon daily with several editions. References furnished. C. G. Manuel, 1615 College avenue, Fort Worth, Texas.

Newspaper Artist.

Tired of big city, desires change to smaller place, experienced in all art, including cartoons. C-542, Editor & Publisher.

Newspaperman.

Twenty-five year old man wants place on country weekly, with chances for working out new ideas. Experience in both editorial and advertising departments. Address Box 826, Dayton, Ohio.

Newspaper Man

With fourteen years' experience, past eight as managing editor, now holding very responsible position with large morning paper, desires worthwhile desk connection with afternoon daily. Young, college man, competent, reliable, rapid and accurate, with an unbroken record of success. Thoroughly familiar with every branch of news end. Will stand closest investigation. References and details gladly submitted. Not a cheap man but a good one. Address C-575, 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.

To Newspaper Owners:

A man with a record of newspaper publishing success in cities of the types of Pittsburgh and Milwaukee wants an arrangement as publisher without much salary but with assurance of a substantial part of the increased profits resulting from his efforts. Prefers paper not now in first place. C-567, Editor & Publisher.

Situations Wanted

Your Income.

From space sold, Mr. Editor-Proprietor, can be increased and persuasive solicitation energized on a permanent basis. My services to this end are available to you. Address Box C-576, care Editor & Publisher.

Young Cartoonist.

Given credit for ability desires position on newspaper. Salary a minor consideration. Box C-579, Editor & Publisher.

Young Man,

twenty-eight, now employed as manager of daily paper of 12,000 circulation wants position with larger paper. Have reached limit and desire connection with greater opportunities. In present position three years and with same firm ten years. Not afraid of work and have knowledge of every department. Can furnish gilt edge references. Address C-573, Editor & Publisher.

HELP WANTED

Advertising Manager.

California newspaper with morning and evening edition, approximately 5,000 circulation, has opening for high class advertising manager-solicitor, capable taking entire charge department. Must be able to lay out copy and have successful record as producer. Give business and personal history, past ten years' references and photo if possible. Prefer man experienced on similar size proposition. Salary \$65, immediate opening. Box 9, Station "C," Los Angeles.

Advertising Solicitor.

Protestant Monthly. Liberal commission. Real opportunity for producers. State age, qualifications and references. Address P. O. Drawer D, Chicago.

Circulation Man.

A young man who wants to grow with the liveliest suburban weekly newspaper in the metropolitan district. Should be able to drive a light truck, know how to organize boys and have some constructive ideas. Salary to start \$30; more if he's the right man. This is a splendid opportunity for a young man—one who isn't afraid of hard work, because for the time being he will be practically the circulation department. Address Box C-574, Editor & Publisher.

Circulation Managers.

Two ambitious circulation managers, must be over 30 years of age, with experience in hiring and training canvassers. Further expansion of large circulation organization opens two desirable positions with earning possibilities ranging from \$2,600 to \$5,000 per year. Answer with full particulars regarding last ten years' experience and references as to personal habits and character. Ernest A. Scholz, Circulation Director, Butterick Publishing Company, Butterick Building, New York.

Wanted.

An opening on a New England Newspaper, for a desk man who can edit and head copy. Must have breadth of view, ambition, originality and be accurate in handling details. Give full details and salary expected. An interesting position in an interesting city. Box C-549, Editor & Publisher.

CIRCULATION BUILDERS

1,065 New Subscribers

for the Southern Reporter, Sardis, Miss. Our Co-operative Plan will increase your circulation and give you a bank balance too. Two campaign managers available Jan. 1. Write at once, Indiana Circulation and Advertising Co., Toney E. Flack, Shelbyville, Ind.

BUSINESS OPPORTUNITIES

For Sale.

Controlling interest in small daily newspaper for sale. Splendid opportunity for good newspaper man to own and develop a good money maker. Address C-577, Editor & Publisher.

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

FOR \$12,500 CASH, balance deferred, you can buy a small city afternoon newspaper, now breaking even, inventory \$28,000, annual business \$35,000. Sale price is \$25,000. Owner is engaged in other business which demands his entire time. Mention our No 319.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L BLDG., SPRINGFIELD, MASS.

Business Opportunities

Wanted.

Party would like to buy interest in New England daily, could take position as assistant business manager or mechanical superintendent, has had the experience and can handle help; also can travel and solicit ads; paper must be making expenses. C-553, Editor & Publisher.

For Sale.

Half or whole interest, Western Daily Newspaper. Good money maker. Publisher has other interests that demand his attention. Address Box C-565, Editor & Publisher.

Wanted to Buy.

Used stereotype saw with motor, suitable for saving type-high casts. Must be in good condition and guaranteed to do work specified. Motor can be either 110 or 220 volts, single phase, 60 cycle. Will pay cash after installation if work is satisfactory. Quote price and full information in first letter. New Mexico State Tribune, Albuquerque, New Mexico.

Billboards Decrease in Massachusetts

Few licenses were taken out for erection of billboards during the past year in Massachusetts, it was brought out at a recent conference on billboards held under auspices of the Massachusetts Civic League. Billboard men furthermore have allowed permits for about 3,000 signs to lapse, Admiral Francis T. Bowles, president, Cape Cod Chamber of Commerce, said.

U. S. Writers at Geneva

Robert G. Neville, of the Paris Bureau of the *New York Times*, Miss Dorothy Diffey, of the *Chicago Tribune*, and John Palmer Gavit, formerly managing editor of the *New York Evening Post*, are in Geneva covering the League of Nations conferences.

Daily Remodels Plant

Jamesston (N. Y.) *Evening Journal* has occupied its remodeled building. A new 20 ton Goss sextuple press has been installed.

To Open Cuban Cable Jan. 1

All America Cables Company announces another cable between New York and Cuba will be put in operation Jan. 1.

Sir William Ingram Dies

Sir William Ingram, 77, managing director of the *Illustrated London News* and the *London Sketch*, died in London, Dec. 18. He was son of the late Herbert Ingram, founder of the *Illustrated News*.

Caney (Kan.) Dailies Merged

H. E. Floyd has sold the *Caney* (Kan.) *Daily News* to J. L. Papes, owner of the *Caney Daily Chronicle*. The papers have been merged.

N. Y. AMERICAN WRITER FLIES ACROSS U. S.

Francis J. Tietsort Covers Entire Model Airways System in Military Plane to Write Aviation Series

Francis J. Tietsort, reporter on the *New York American*, this week claims



FRANCIS J. TIETSORT

to be the first newspaper writer to fly over the entire Model Airways System.

He is writing his experiences in four installments in the Hearst Sunday newspapers, the first appearing Dec. 21.

The trip of more than 6,000 miles, in a military airplane, crossing and re-crossing the continent, was provided by courtesy of Major-General Mason M. Patrick, chief of the Air Service. It required three weeks' time.

Lt. Lester J. Maitland piloted Tietsort in a De Haviland two-seater at speeds exceeding two miles a minute over much of the route, which amounted roughly to one quarter of the distance of the recent World Flight. No mishap occurred, despite thrilling experiences. The airplane went the route without repairs beyond ordinary service attention at air-drome hangers.

Tietsort has been with the American three years, coming to New York from a Philadelphia newspaper. He has flown long distances in Europe and South America in the last 13 years. He covered the return of the World Flyers.

The idea of the enterprise was the combined product of Tietsort and F. J. McCarthy, Sunday editor of the American, although Mr. McCarthy gives greatest credit to his reporter. Mr. McCarthy has been Sunday editor of the American for six years, having previously been associated with the *Chicago Herald-Examiner*, the *St. Louis Star*, and the *St. Louis Post-Dispatch*.

New Illinois Weekly

George K. White, has started a new weekly paper, the *Norris City (Ill.) Telescope*.

HOE DIRECTORS NAMED

New Board Elected Following Purchase By Bankers Syndicate

R. Hoe & Co., Inc., manufacturers of printing presses, this week announced election of the following directors to take office immediately:

Harold Stanly, president Guaranty Trust Company; John W. Cutler of Edward B. Smith & Co.; W. E. McCaw, vice-president Procter & Gamble; Charles A. Sackett, president Mutual Bank; Richard Kelly, president of the Hoe Company; Boudinot Atterbury, assistant vice-president Guaranty Company of New York; Frederick G. Coburn of Sanderson & Porter; M. W. Kellogg, president of M. W. Kellogg Company; Philip G. Gossler, chairman of the board of the Columbia Gas and Electric, and Arthur I. Hoe.

Previous to the incorporation of the company, the business was conducted by the members of the Hoe family and the officers of the organization.

DUNCAN ANNOUNCES WEEKLY

Will Start Columbia South Carolina Gazette Jan. 13

Walter E. Duncan, retiring after four years' service as comptroller general of South Carolina, will start publication of a weekly newspaper of state circulation at Columbia, the *South Carolina Gazette*, the first issue of which will appear on Jan. 13. Mr. Duncan is a newspaper man of long experience, having been con-

nected in the past with the *Columbia State*, *Columbia Record*, *Washington Herald*, *Washington Times*, *Baltimore American*, the old *Atlanta News*, and with papers in other southern cities. For the past ten years he has been publisher of the *Aiken (S. C.) Standard*, where he makes his home.

Henry S. Johnson, formerly with the U. S. Department of Agriculture, will be associate editor of the *Gazette*, and Lvert Smith, until a few days ago with the advertising department of the *Columbia Record*, advertising manager. Offices of the new publication have been opened in the American Bank & Trust Company building, Columbia.

To Fete "Old Timers"

The Newspaper Club of New York is planning to entertain 1,000 guests at an "Old Timers Night," scheduled for Dec. 30. The two original Amen Corner benches that had their places for years at the old Fifth Avenue Hotel, New York, when famous political editors and politicians had their gatherings there, have been placed in the custody of the club, and a moving picture is to be made of the writers and politicians of by-gone days gathered around the benches.

Iowa Press Chooses Des Moines

Daily and weekly newspapers of Iowa have chosen Des Moines as place for their annual convention, to be held Feb. 25-26-27. The dailies will hold sessions Feb. 25, and the annual dinner is set for Feb. 26. Lafayette Young, publisher, *Des Moines Capital*, is directing arrangements.

SUPPLIES AND EQUIPMENT FOR NEWSPAPER MAKING

N. Y. DAILY NEWS

HALF-TONES

Best in the World

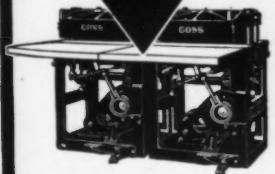
Made by

POWERS

NEW PROCESS

GOSS STEREOTYPING MACHINERY

Carried in Stock



The Goss Motor Driven Steam Table uses no power except while platen is being raised or lowered. 30,000 lbs. "follow-up" pressure exerted during drying. Units of one platen. Permits placing as many units as desired side by side. Automatic releases. Write for complete catalog of Goss Stereotyping Machinery.

THE GOSS PRINTING PRESS CO., CHICAGO

For Sale.

We wish to dispose of Stereotype Equipment purchased from R. Hoe & Co., and never used by us, consisting of: 1 Hoe No. 5 Single Platen Bob-tail, hand power Steam Drying Table, with apron, size 60 in. by 33 in.; 1 No. 3 size flat casting Mould No. 924, complete; 1 gas heated Melting Pot, Ladle and Skimmer. We are giving up this part of our Printing Plant. C. Berthel & Co., Manufacturing Chemists, 142 Lincoln Ave., Bronx, New York City.

We can increase your business—you want it increased.
You have thought of press clippings yourself. But let us tell you how press clippings can be made a business builder for you.

BURRELLE

145 Lafayette St., N. Y. City
Established a Quarter of a Century

Cline-Westinghouse Double Motor-Drive with full automatic push button control.

USED BY THE

Dallas News
Dallas, Texas

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

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.

MODERNIZE

your

COMPOSING ROOM

with

HAMILTON EQUIPMENT

Made in both wood and steel.

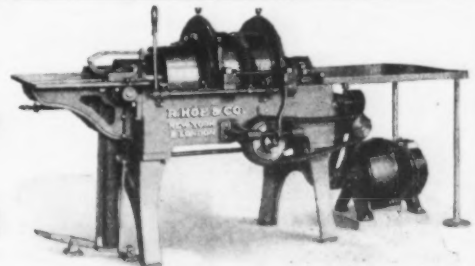
Manufactured by

The Hamilton Mfg. Co.

Two Rivers, Wis.

For sale by all prominent Type Founders and Dealers everywhere.

Hoe Automatic Curved Plate Trimming and Shaving Machine



A Machine that will trim, tail-cut and shave five or six Stereo Plates a minute efficiently and economically. Arranged with Motor Drive connected by a Silent Chain.

R. HOE & CO., Inc.

504-520 Grand Street, New York City

7 South Dearborn Street, CHICAGO, ILL.

also at DUNELLEN, N. J.

7 Water Street BOSTON, MASS.

DOLLAR PULLERS

BUSINESS TICKLER

ONE DOLLAR
WILL BE
PAID
FOR EACH
IDEA
PUBLISHED

BY the time this is published there will be a noticeable annual slump in the amount of painting and paperhanging being done in the northern part of the country. Contractors will be laying off men, and many of the smaller contractors will not have enough work to even keep themselves busy. Why not interview them, get them to offer special inducements to people having their paperhanging done through *slack winter months*. Besides two or three short articles on interior decoration, prepare a longer article on the desirability of painting and papering during the slack time of year. Call attention to the lower rates and also to fact that there will be no long waits for workmen as is the case in the winter time.—Harold J. Ashe, Long Beach, Cal.

You may be able to obtain some radio store advertising by suggesting that the store advertise that it will construct complete instruments and install them if the parts are purchased at its store. This is being done in many cities at the present time.—G. Smedal, Jr.

Get a list of small industries in your city from your Chamber of Commerce. Quite often, these five and ten men industries can be induced to become regular advertisers, even though on a small scale, and the newspaper that gets them at the start is the one that benefits as they grow.—B. A. T.

A dollar pulling idea has been used by a Columbia S. C., merchandise house. It advertised "You are only 2 cents away from here" and exploited the idea of using a two-cent stamp in their mail order department—they shipped to any one anywhere. C. O. D. orders prepaid.—Hubert F. Lee.

Instead of marking the New Year, simply by the use of advertisements wishing everyone a Happy New Year, it would be a good stunt for your local merchants to run large size advertisements telling about what they are planning to do in the coming year. By getting them to do this your paper could probably considerably increase its New Year's Day lineage over what it would otherwise be.—Frank H. Williams, Santa Ana, Cal.

Under the heading, "Sparks from Live Wires" the *Provo* (Utah) *Daily Herald* has started a worthwhile department which is devoted to a short but pertinent message on community building from some prominent business man or other person in the public eye. The department is proving very popular.—Fred L. W. Bennett, Salt Lake City.

Last winter a western paper sold a full page of extra space under the cap-

Give your
Radio
Readers
"Listening in on the
United States"
by Robert D. Heinal
Washington D.C.
REG. U. S. PAT. OFFICE

tion of "Have Your Car Overhauled in January." Eleven spaces were sold to garages, service and battery stations. The upper third of the page consisted of head, editorial and attention compeller.—George C. Marclely.

HUNCHES

ONE DOLLAR
WILL BE PAID
FOR EACH
"HUNCH"
PUBLISHED

HERE'S one for next Christmas, that ties up the home interest in your paper with a fine selling argument for your Christmas advertising solicitation. The Rockford (Ill.) *Morning Star*, about two weeks before Santa's visit runs pages of letters to Santa Claus from its youngster readers. The system has been established for years, and has reached such proportions that this year a 32-page section, nearly half the paper, was given over to the letters, which are set in six point. The letters had a certain news value, gave friends hints on desirable presents and inspired advertisers to tell their goods.—J. S. L., Rock Island, Ill.

The *Detroit News'* daily survey of crime in the city lends itself to adaption by other papers wishing to give their readers information as to the extent of criminal operations and how they are dealt with by the authorities. Under a double column box head, "Detroit's Daily Crime Record," are tabulated 17 classifications of crime giving number of arrests for each, male and female; number of each kind of crime committed and the number of convictions. The value of property stolen and value of property recovered and the value of automobiles stolen and value of autos recovered are also given. An explanatory paragraph calls attention to the causes of discrepancy between number of arrests and convictions and number of crimes reported and arrests.—A. N.

In some newspaper offices copy has the habit of "loading" after it leaves the reporter's hands with the chances that if a story misses an edition the reporter will be unjustly blamed for it. This can be overcome if the reporter instead of using only the usual "30" dash on stories also puts the time at the end of the story as, for instance: —30—1:17.—A. N.

Review of the Year

A One-Page History
of the
Leading Events
of
1924

Domestic and Foreign
The Review is Used Yearly
by
Nearly One Hundred Papers
Released December 28

Wire Now.

THE McCLURE NEWSPAPER SYNDICATE
373 Fourth Ave., New York City

House Pays Tribute To Glynn

Tribute to the memory of Martin H. Glynn, former Governor of New York, was paid on the floor of the House of Representatives, Washington, Dec. 18 by Representative Boylan, Democrat, New York, who described the late editor of the *Albany* (N.Y.) *Times-Union* as a "distinguished scholar and sparkling editor."

Paper Men Cleared

The Federal Trade Commission has dismissed its complaint against the Zellerbach Paper Company, of San Francisco; the Western Newspaper Union, of Omaha, Neb., and the Carpenter Paper Company, of Salt Lake City, Utah.

Many persons are interested in statistics about other cities. The list set forth in EDITOR & PUBLISHER is a handy one.—W. C. Stouffer, *Roanoke World-News*.

What person has been longest in the service of your city? When we started a story like this, we found three employees disputed the honors. Then we resorted to the records and found it was about a tie. The story covered the search, etc., and made a great feature.—B. A. T.

A very amusing and intensely interesting story might be written about the work of the messenger boy. How he must not only deliver messages but take care of babies, take dogs out for a walk, direct strangers in the city, accompany maiden ladies to the theatre, and fill in on many difficult and amusing occasions will furnish the subject for a story. An interview with one of the boys might be worked in to good advantage.—C. E. Pellissier, Boston, Mass.

Perhaps one of the best early in the year features is a local chronology and it won't take much time or work. Just haul the files for the past year out, scan each for the important items, such as well known people who have died during the year, big fires, visits by important people and other events of more than usual interest.—R. M. Campbell, Framingham, Mass.

In these days of cold engines and frozen radiators a daily or weekly story on "The Treatment of the Automobile" should be welcome. Thousands of engines are ruined each year because of lack of care in preparing for freezing weather.—H. C. M., Logansport, Ind.

One editor has succeeded in getting his desk men to put more punch and real story into their heads by taking up each head, large and small, appearing daily which in his judgment is poor, and having other staff men rewrite it for parallel posting on bulletin board.—B. A. T.



To the 622 Newspapers on our books, and to all other newspapers,
HAPPY NEW YEAR

Metropolitan Newspaper
Service

Maximilian Elser, Jr., Genl. Mgr.
150 Nassau Street, New York City

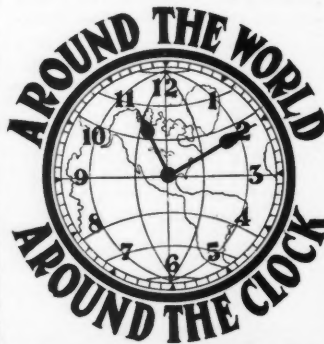
Get the very best DAILY CROSS-WORD PUZZLE

Not just a feature—
Not just a problem—
But the best seller
on the market
TODAY!

KING FEATURES
SYNDICATE, Inc.

241 West 58th Street
New York City

BY UNITED PRESS



UNITED PRESS ASSOCIATIONS
World Building New York

The World's Greatest
Newspaper Feature
Service

Supplying a complete and
exclusive daily illustrated
feature service to news-
papers throughout the
United States and in for-
eign countries.

4 page ready-print color comics.
Magazine Feature Pages.

Write for samples and rates

NEA NEA SERVICE INC. NEA
1200 W. 3RD STREET
CLEVELAND, OHIO

NEW ENGLAND

A TWELVE MONTHS' MARKET

Any market is a good market during the holiday season but the really worth-cultivating market—the market from which the greatest returns are derived—is the one that is continuous from the first of January until the thirty-first of December.

Such a market is found in New England. It is up to you, Mr. National Advertiser, to see that each of the three hundred and sixty-five days that will make up 1925 holds its full share of business for you and your products. Daily newspaper advertising is the only way to make sure of such business.

The compact population of seven and a half million—centered for the most part in large cities—is busy all the year round.

These states, as a group, lead the country in many lines of manufacturing—they lead the country in savings.

Here, in New England, are found people of all classes and occupations — for the most part well paid and thrifty. Their daily needs, both necessities and luxuries, amount to millions of dollars.

Turn these millions your way through concentrated and continuous advertising in these listed dailies.

MASSACHUSETTS—Population, 3,852,956				CONNECTICUT—Population, 1,880,631					
	Circulation	2,500	10,000						
	lines	lines	lines						
*Attleboro Sun	(E)	5,628	.0275	.0175	*Bridgeport Post-Telegram	(E&M)	45,795	.15	.15
*Boston Globe	(M&E)	274,892	.50	.50	*Bridgeport Post	(S)	20,017	.10	.10
*Boston Transcript	(E)	34,990	.20	.20	*Hartford Courant	(M)	37,849	.08	.08
*Boston Post	(M)	371,124	.60	.60	**Hartford Courant	(S)	50,247	.11	.11
*Boston Post	(S)	351,527	.55	.55	†Hartford Times	(E)	48,875	.12	.12
*Fall River Herald	(E)	15,558	.05	.05	*Meriden Record	(M)	7,948	.045	.045
*Fitchburg Sentinel	(E)	11,383	.055	.045	*Middletown Press	(E)	8,050	.0325	.025
*Haverhill Gazette	(E)	15,400	.055	.04	†New Haven Register	(E&S)	42,171	.12	.11
†Lynn Item	(E)	16,345	.06	.04	*New London Day	(E)	12,079	.06	.045
††Lowell Courier-Citizen and Evening Leader	(M&E)	21,270	.06	.06	††Norwich Bulletin	(M)	12,494	.07	.06
*New Bedford Standard Mercury	(M&E)	33,883	.10	.10	*Norwalk Hour	(E)	5,842	.04	.04
*New Bedford Sunday Standard	(S)	26,944	.10	.10	†South Norwalk Sentinel	(E)	4,230	.025	.025
*North Adams Transcript	(E)	9,491	.04	.035	*Stamford Advocate	(E)	9,805	.05	.04
*Salem News	(E)	20,784	.08	.07	*Waterbury Republican American	(M&E)	22,886	.08	.08
*Taunton Gazette	(E)	6,479	.04	.03	*Waterbury Republican	(S)	15,048	.06	.06
*Worcester Telegram-Gazette	(M&E)	66,049	.24	.21	*** A. B. C. Statement, April 1, 1924.				
*Worcester Sunday Telegram	(S)	49,849	.18	.15	†† Government Statement, April 1, 1924.				
MAINE—Population, 768,014				† Government Statement, Sept. 30, 1924.					
*Augusta Kennebec Journal	(M)	11,264	.05	.05	* A. B. C. Statement, Sept. 30, 1924.				
†Bangor Daily Commercial	(E)	14,750	.055	.05	(B) Combination rate Daily Journal and Eve. Bulletin.				
*Portland Express	(E)	27,251	.10	.07					
*Portland Telegram	(S)	29,992	.10	.07					
NEW HAMPSHIRE—Population, 443,683									
*Concord Monitor-Patriot	(E)	5,104	.0375	.025					
†Keene Sentinel	(E)	3,809	.03	.034					
*Manchester Union Leader	(M&E)	27,864	.09	.07					
RHODE ISLAND—Population, 604,397									
†Newport Daily News	(E)	8,249	.0336	.0296					
†Pawtucket Times	(E)	25,555	.07	.07					
†Providence Bulletin	(E)	64,524	.17	(B).23					
*Providence Journal	(M)	86,866	.10	(B).28					
*Providence Journal	(S)	61,575	.15	.15					
*Providence News	(E)	26,845	.07	.07					
†Providence Tribune	(E)	23,603	.10	.09					
*Westerly Sun	(E&S)	4,618	.025	.025					
†Woonsocket Call	(E)	13,666	.05	.05					
VERMONT—Population, 352,428									
*Barre Times	(E)	6,944	.03	.025					
†Bennington Banner	(E)	8,067	.0125	.0125					
*Burlington Free Press	(M)	12,923	.05	.05					
*Rutland Herald	(M)	10,765	.04	.04					
**St. Johnsbury Caledonian-Record	(E)	4,024	.0214	.015					

The Complete Newspaper

With exceptional news resources—The Associated Press, The United Press, The City News, the Suburban News and its own staff of reporters and correspondents —The New York TELEGRAM-MAIL is a thoroughly complete Newspaper, sparkling, attractive, brilliant.

High class Evening circulation—219,488
Net Paid A.B.C. statement September 30, 1924—approximately 98% metropolitan distribution.

The great proportion of the distribution of the New York TELEGRAM-MAIL is after 12 noon to homeward bound readers.

The New York Telegram *and* EVENING MAIL

Eastern Representative:

DAN A. CARROLL
110 East 42nd Street
New York City

Publication Office

73 Dey Street, New York

Western Representative:

J. E. LUTZ
Tower Building
Chicago, Ill.

