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THIS ISSUE:—IRVIN S. COBB WOULD BE A SUNDAY EDITOR.



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

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NEW YORK, MAY 31, 1924

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

Capitalize Chicago's Buying Habits

v. 57
May 31 -
Dec 27
1924

The bulk of department store advertising—"upstairs" and down, in the "Loop" and out of it—is available to the Chicago shopper in one medium—

THE CHICAGO DAILY NEWS.

That's convenience!

The bulk of local advertising—shop news in general—is always available in the same medium—The Chicago Daily News. That's business—capitalizing convenience!

The majority of Chicago merchants—from department store head to neighborhood grocer—prefer that the manufacturer's advertising of products they carry appear, as their own advertising does, in The Chicago Daily News. That's consistent merchandising policy.

Therefore the general advertiser who follows the lead of the department stores and local merchants in Chicago, and places his advertising in the medium that is read for necessary day by day shopping news eliminates chance in securing a reading for his copy, and obtains the dealer co-operation he needs. That medium is

The Chicago Daily News

FIRST IN CHICAGO

R.D.

OHIO FIRST

MEANS JUST WHAT IT SAYS

The man who has studied business conditions knows that Ohio offers a rich field for those who have something worthwhile to sell.

It has producing farms, busy factories, splendid hardwood forests, rich petroleum, coal and natural gas fields. It has a population of 5,759,394, or 141.4 inhabitants per square mile.

OHIO'S Purchasing Power Makes It the FIRST Logical Market

Ohio has 16,125 factories, or an average of one factory for every 2.5 square miles of territory. The yearly payroll of Ohio factories amounts to \$944,651,000.

There are 23,515,000 acres of farm land, mostly improved. Although this is about 90% of the state's area, yet 63% of the population lives in incorporated towns and villages, showing the intensity of Ohio's population.

Ohio farms average 91.6 acres and are worth \$3,095,666,336. Nearly 180,000 farms are owned by their operators. Think what this means to the maker of farm implements.

Ohio is fifth in electric railway mileage. It is thirty-fifth in area and fourth in population.

Advertising in This Group Will Bring You Big Results

The papers here named are reaching the representative people of their respective communities. Cultivate these spenders. Investigate Ohio, First.

	Circulation	2,500 lines	10,000 lines		Circulation	2,500 lines	10,000 lines
***Akron Beacon Journal(E)	40,558	.10	.10	New Philadelphia Times(E)	7,904	.025	.025
***Akron Times(E)	24,499	.06	.06	Piqua Call and Press Dispatch.....(E)	6,142	.03	.03
***Akron Sunday Times(S)	24,468	.07	.07	†††Portsmouth Sun and Times.....(M&E)	18,879	.06	.06
†††Bellefontaine Examiner(E)	4,706	.02	.02	†††Portsmouth Sun-Times(S)	13,112	.04	.04
†††Cincinnati Enquirer(M&S)	76,789	.17-.35	.17-.35	***Springfield Sun(M)	13,272	.035	.035
†††Columbus, O., State Journal.....(M)	43,588	.12	.11	***Toledo Blade(E)	109,123	.27	.25
†††Columbus, O., State Journal.....(S)	43,588	.12	.11	***Youngstown Vindicator(E)	27,441	.07	.07
†††Conneaut News Herald(E)	3,095	.0225	.0225	***Youngstown Vindicator(S)	27,441	.07	.07
††Dover Daily Reporter(E)	4,771	.025	.025				
††Ironton Irontonian(M)	3,400	.0179	.0179				
Kenton Democrat(E)	2,500	.014	.014				
***Lima Republican-Gazette(E&S)	11,742	.05	.05				
Lorain Journal(E)	4,866	.025	.018				
***Middletown Journal(E)	4,345	.025	.025				
†††Newark American-Tribune(E)	7,893	.025	.025				

††Government Statement, Sept. 30, 1923.

†††Government Statement, April 1, 1924.

***A. B. C. Statement, April 1, 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.

Vol. 57

NEW YORK, SATURDAY, MAY 31, 1924

PUBLIC LIBRARY
181739A

ASTOR, LENOX AND
TILDEN FOUNDATIONS

No. 1

Quarter Century Survey of Press Content Shows Demand for Facts

Remarkable Analysis of 110 Newspapers Published Now and in 1899 Indicates General Decrease in Opinion—Big Increase in Advertising Proportion—Tendency to Departmentalize Press

By PAUL W. WHITE

ANALYSIS of the contents of newspapers at both ends of the past quarter century shows some remarkable facts.

While the American newspaper of today is fundamentally unchanged in character, the past 25 years have wrought interesting revisions of editorial opinion as to proportions of interest demanded by the reading public.

The writer has just completed a survey of 110 newspapers in 63 cities, for comparison with an analysis made of the same number of newspapers in 14 cities 25 years ago by Professor D. F. Wilcox, well-known franchise and public utility expert. To make his finding Professor Wilcox classified the subject matter of more than 9,000 columns of newspaper material, while the writer has classified the subject matter of 19,200 columns.

Here is the table of percentages found by Professor Wilcox in 1899:

I. News	55.5
(a) War News	17.9
(b) General	21.8
Foreign	1.2
Politics	6.4
Crime	3.1
Miscellaneous	11.1
(c) Special	15.6
Business	8.2
Sport	5.1
Society	2.3
II. Illustrations	3.1
III. Literature	2.4
IV. Opinion	7.1
(a) Editorials	3.9
(b) Letters	3.2
V. Advertisements	32.1

Following in the paths of Professor Wilcox, the writer during spare time of 3 months, examined 19,200 columns. An effort was made to survey at least two issues of every newspaper. The results of this analysis follow:

I. News	40.5
(a) General	22.1
Foreign	2.3
Politics	6.5
Crime	4.9
Miscellaneous	8.4
(b) Special	18.4
Business	7.9
Sport	7.5
Theatre	1.5
Society	0.8
Radio	0.9
II. Illustrations	5.7
III. Literature	5.3
IV. Opinion	2.7
(a) Editorials	2.2
(b) Letters	0.5
V. Advertisements	45.8
(a) Classified	14.3
(b) Display	31.5

Elsewhere on this page is presented another table wherein the percentages are reduced to columnar inches. These figures offer a competent basis for comparisons of the content of newspapers of today as compared to those of a generation ago. It must be explained before this comparison is attempted that the "war news" listed by Professor Wilcox probably referred to news concerning the negotiations concluding the Spanish-American War, the Philippine Insurrection, and possibly the first dispatches on the Boer War.

These figures tend to prove that though the columnar inches allotted to news of all

CHANGED IDEA OF WHAT PUBLIC WANTS				
WITH the arbitrary selection of a 12-page, 7-column, 1680-inch newspaper as typical of the papers examined by Wilcox in 1899, and a 16-page, 8-column, 2560-inch newspaper as typical of the papers examined by the writer translated into terms of inches of space, become:				
	1899		1924	
I. NEWS	929.04		1036.80	
a. War	300.72			
b. General	366.24		565.76	
1. Foreign		20.16		58.88
2. Politics		107.52		166.40
3. Crime		52.08		125.44
4. Mis'e.		186.48		215.04
c. Special	262.08		471.04	
1. Business		137.76		202.24
2. Sport		85.68		186.88
3. Theater				38.40
4. Society		38.64		20.48
5. Radio				23.04
II. ILLUSTRATIONS	52.08		145.92	
III. LITERATURE	40.32		135.68	
IV. OPINION	119.28		69.12	
a. Editorial	65.52		56.32	
b. Letters	53.76		12.80	
V. ADVERTISING	539.28		1172.48	
a. Classified				366.08
b. Display				806.40

kinds have increased, the percentage is considerably lower. This development is not surprising when one considers the tremendous growth of other departments. Then, too, the "boiling down" of news has ever been the goal of newspapers and press services so that many articles now appearing in newspapers are considered deserving of one-third the space assigned 25 years ago.

An encouraging feature of the news tables is the increase in foreign news. There is little doubt that the World War, with the United States entering into its many complexities, served as an impetus to international thought and heightened desire for news from foreign lands.

That there is not an increase in political news larger than is shown in the tables is a subject for considerable speculation. The average number of columnar inches for 1924, 166.40, is remarkably low in a presidential year, and even more so since the bruited abode of political misconduct has been placed under the heading "politics." It may be safe to assume that this finding is indicative of flagging interest in politics.

Those reformers who believe that newspaper attention to crime is somewhat instrumental in bringing about "crime waves" are possibly borne out by the rising amount of news devoted to lawlessness of all kinds. Certainly crime is given too much attention in some of the newspapers examined (particularly those on the Pacific Coast). It is interesting to note that in some of the so-called "yellow journals" surveyed, the amount of crime news was appreciably lower than

in some of their more concededly respectable brethren. For instance, in issues of the same date, crime occupied 159.6 inches in the *New York American*; 168.2 in the *Denver Post*; 170.1 in the *San Francisco Call*; while in the *New York Times*, there were 180 in.; and in the *Kansas City Star*, 203.7.

Of miscellaneous news, the increase can be explained by the variety of subjects handled today as compared to those of a generation ago. These include, education, health, and religion, the last named of which the editor of 1899 was loth to include in his columns.

Variety of subjects is also responsible for the tremendous gains in special news. Business news, for instance, has increased largely because newspapers have employed trained financial writers, and have demanded more complete accounts of market conditions. Particularly true is this of newspapers on or near the Eastern seaboard.

The profusion of sport news is accounted for by the large number of sports now "covered," as compared to the small number of 25 years ago. Baseball, prize-fighting, and football are still predominant, of course; but tennis, golf, lacrosse, soccer, and other sports have their following, and newspapers that have attempted to slight any of these so-called "minor sports" have soon noticed a falling off in circulation.

Probably the decline in society news, a drop of nearly 100 per cent, is the most significant of all the news findings. The cause of this decline may be found in the ever-increasing population; where people

become absorbed by the very size of a city, there is little likelihood that they are going to be tremendously interested in the affairs of their neighbors. This idea is brought out by the figures on the newspapers of separate cities that were surveyed in the preparation of this paper. New York, it was found, was lowest in the percentage of society news, while Chicago and Philadelphia were also far down in the list. Boston, in fact, was the only one of the first 10 cities of the United States, that carried more than the average of 20.48 inches a day.

It is probable that when Professor Wilcox made his survey he intended literature to mean the serial stories that appeared in many newspapers of the time. The writer, however, has used this generic term to cover all of the vast amount of "feature" news, most of which is syndicated; "columns," save when they are obviously editorial; serial stories; articles prepared by theologians, scientists, and other experts; and fashion notes and women's and magazine pages. Admittedly this is a diverse classification, but it is so arranged in order to show the attempts made to increase circulation by providing magazine entertainment in the daily press. More than one-twentieth of the newspaper of today (and, if cartoons and illustrations are also to be considered, one-ninth of the newspaper) is devoted to such attempts.

The elimination of individual journalism before mentioned is probably responsible for the falling off in editorial opinion. Newspapers have begun to crowd columns and other features into their editorial pages with the result that a small decrease is noticeable in the number of inches assigned to editorials, and a considerable loss in the inches formerly given over to "letters to the editor" and editorial exchanges. This elimination, or rather curtailment, of "letters to the editor," so long a medium in which *Vox Populi*, *Constant Reader*, and *A Friend* expressed their convictions is evidence of the lost intimacy between reader and editor.

By far the largest increase in any department of the newspaper has been in advertising. There are very few nationally known products not advertised in the newspapers, and of course local patronage has been seen to be quite dependent (in the case of large stores and shops) on newspaper advertising.

However, despite this enormous increase, one great source of advertising revenue of 1899 has been eliminated today—patent medicines and charlatans being now forbidden space.

It is evident that the business department of a newspaper has become more and more important. When one considers that in the last 25 years the circulation of daily newspapers throughout the United States has jumped approximately 15,000,000, and that the financial demands of present-day journalism have grown consistently more complex, there is seen to be ample cause for this development.

GOOD TYPOGRAPHY IN NEWSPAPER MAKING

The "Double-Truck" Probably Is the Newspaper's Most Complicated "Take"—Some Important Things to Do in Planning "Double-Trucks"—Five Specimens and Interesting Hunches Well Worth Considering

By H. FRANK SMITH

Article XIV

EDITORIAL NOTE—Mr. Smith is a special lecturer in the department of Advertising and Marketing at New York University. Newspaper typography in all its phases will be discussed in this department in the last issue of each month. Complete newspapers as well as individual items, such as headings, advertisements, editorial wages, features, etc., will be reviewed, and good and bad examples illustrated and commented upon. Publishers, editors, advertisers and readers are invited and urged to send in specimens and to take full advantage of the author's desire to help them with their type problems and make-up.

ADDRESS INQUIRIES TO H. FRANK SMITH, EDITOR & PUBLISHER, WORLD BUILDING, NEW YORK

Replies Cannot Be Made by Mail

ONE of the most complicated "takes" the newspaper has to contend with is the double-page spread, and while the order for insertion pleases the business office, the great raft of copy (to come) and cuts (being made) worry the composing room, almost to distraction—sometimes.

Under the most favorable conditions the composition of an attractive double-page newspaper ad is not an easy task—requiring, as it does, a quick and accurate visualization of the advertiser's idea as expressed in the layout, and a quicker and more accurate reproduction of this idea into slugs, type, and decorative materials—all assembled into one reasonably harmonious unit.

Late copy and later cuts, aided and abetted by an inadequate layout and indefinite instructions, usually complicate the conditions and add to the difficulties under which the average "double-truck" is finally completed.

And when the job is really finished—and we give it the once-over in the printed paper—we are justified, perhaps, in taking pride in a big job well done.

Some Important Things to Consider In Planning "Double-Trucks."

OF course there must be a plan (layout and instructions)—and a dang good one, too, if our double-spread is going to be done quickly and effectively. The majority of double-page newspaper ads seem to indicate that the importance of the planned-in-advance layout is entirely overlooked and the material thrown together on the two pages in any old way in an effort to make the edition. This method is wrong, costly and unprofitable.

On the other hand, we frequently run across "double-pages" so carefully planned and composed that they might be called masterpieces of newspaper typography—which is proof that there must be certain principles of planning that may easily be followed, if we can organize these principles for quick reference. Let's try:

1—First and most important, the double-page must be planned on a layout sketched to the exact size of the two pages on which the advertisement is to be printed—instead of roughing up the idea in any old way on any size paper and putting it up to the composing room to get the stuff in type by hook or crook.

2—After the over-all size has been made exactly, (a) indicate the border desired; (b) sketch in the main head and company name and address; (c) position the big feature, whether it's an illustration, a special sale, the store editorial, or

whatnot—but get these details planned. 3—At this stage we have a skeleton layout, planned to exact size. Now break up the remaining space into columns, or units of space, to accommodate the copy and cuts—keeping in mind the import-

adds to the legibility by clarifying the whole composition.

6—Since the double-page has no competition for attention it is not necessary to worry about bold displays—that is, bold types and borders. Big display can

back two individual pages seemed to be the style; then some daring chap introduced the "double-truck"—utilizing the usual white space between individual pages and which is generally known as the "gutter" and welding the two individual pages in one whole unit.

Other treatments of the "double page" quickly followed, until now we have a range of choice to satisfy the most finicky advertiser—providing someone will get on the job and do a little contriving in the form of a planned-in-advance layout before the copy begins to reach the composing room.

Five "Double-Trucks" and Hunches Well Worth Considering

THE five specimens accompanying this article serve to illustrate some of the different ways in which a double-page "spread" may be treated from a layout and typographical standpoint—although these few specimens do not exhaust the possibilities by any means. Referring to the specimens, we find the following interesting things:

Specimen No. 1—This is an example of the double-page of yesterday—that is, the style is two individual pages hooked up by uniform display heads and rule-and-border-treatment. These two pages would have been more attractive had the same family of type faces been used—instead of so many different kinds. However, there is a pleasing quietness about the two pages—that makes the whole attractive and much better than the usual run of double-pages of this kind.

Specimen No. 2—A "double-truck" of today—where all the space on the two pages except that required for the lock-up has been used to advantage. Note (1) the streamer head running across the two pages; (2) the placing of the dominant feature; (3) the grouping of related articles in one unit; (4) the treatment and position of the different boxed items; and (5) the same type face and borders used throughout. Considering the time in which this material must be prepared, type set, prices checked, proofs o.k'd, etc.—this Namm advertisement from the New York Evening Journal is a splendid illustration of the effectiveness of the planned-in-advance layout—especially when the layout is based on the principles of orderly arrangement (as this one is).

Specimen No. 3—Here we have a "double-truck" where the outside columns are utilized for reading matter—one of the ways in which the "double-truck" treatment is frequently modified. This particular ad is well planned as far as breaking up into orderly units is con-



SPECIMEN NO. 1
The "double-truck" of yesterday—where two individual pages are hooked up by uniform heads and uniform rule-and-border treatment.

ance of orderly arrangement, and also still keeping the columns, or units of space, exact size.

4—After the width of columns, or units of space, have been indicated sketch in the important heads, paste in proofs of cuts, and indicate displayed prices—if any are used.

5—Plan to leave out meaningless boxes, rules, ornaments and dingbats. Don't smother the ad with useless typographic material that has nothing to do with what is offered for sale. Simplicity

be used—but light face materials employed. Don't use the stud-horse type and funeral borders—strive for emphasis and attention value through attractiveness and orderly arrangement.

There is More Than One Way to Lay Out a Striking Double-Page

IT is indeed remarkable, if not surprising, to note the many different ways in which the double-page ad, or "two pages facing," may be planned or laid out for the newspaper. A few years



SPECIMEN NO. 2
A "double-truck" of today—where all the space on the two pages (except that required for lock-up) is utilized to advantage.



SPECIMEN NO. 3
A layout in which the "double-truck" idea is modified to include text matter in the outside columns of each page.

Comment and Criticism

A Review of Newspapers With the Idea of Making Friendly and Helpful Suggestions to Improve Typography and Make-Up

By H. FRANK SMITH

Have You a Problem in Typography or Make-up?

PUBLISHERS may have the benefit of Mr. Smith's suggestions by merely sending to EDITOR & PUBLISHER a copy of their paper—or better still, write Mr. Smith direct about any problem of typography or make-up that might be bothering you. The suggestions will be made with reasonable promptness and frankly—and in a spirit of helpfulness. What's on your mind now—typographically?

Ask Definite Questions, and Address Letter and Papers (in one package) to H. FRANK SMITH, EDITOR & PUBLISHER, WORLD BUILDING, NEW YORK

NATIONAL BULLETIN, QUINCY, CAL.—While we have frequently commented on the Bulletin, we cannot let this opportunity go by without again complimenting George Secor, the owner and editor, upon the exceptional attractive typography and makeup of each succeeding issue of his splendid paper. Publishers desiring to get a few lessons in the art of effective newspaper typography and makeup should secure copies of the Bulletin. Mr. Secor proves that it can be done by showing in each issue ways and means of doing it.

NEWS, BATON ROUGE, LA.—Opening up subheads with two-point leads will improve your otherwise very attractive front pages. Replace solid-black border used on some of your ads with something more pleasing. Editorial page nicely handled. Isn't classified head too light? Try something a little heavier—think you will like it better; and it will put a little more life in the page.

HUGH H. LOPER, JOURNAL-CHRONICLE, OWATONNA, MINN.—You folks do not need any suggestions from me about newspaper typography. The Journal-Chronicle is equal in every way to the best that I have seen among the weekly papers. If you do not believe this, enter your paper in the next contest for best front pages, attractive makeup, or anything—you'll get some of the prize money! Owatonna is very fortunate, indeed, to be represented by such an attractive paper.

CARLETON B. CLYMA, MESSENGER, STUART, FLA.—If everything in Stuart is as attractive and pepful as the Messenger, it must be the kind of a live community where a fellow would like to live. The Messenger is only a 5-column paper, but it has more "go-getting" stuff in it (in the form of newsy news, newsy ads, and newsy features—all splendidly set up and made up) than most papers three or four times its size. If the rest of the community keeps up with the pace set by the Messenger, verily Stuart will grow by leaps and bounds!

STROYAN LEITH, PETERBORO, CAN.—Thank you for your recent cordial letter. On pages 208-210 EDITOR & PUBLISHER Year Book for 1924 you will find a complete list of the best books on printing, publishing and estimating, together with the authors and publishers. If you want books concerning printing only, write for catalogs to American Printer, 239 West 39th street, New York, or the Inland Printer, 632 Sherman street, Chicago.

E. A. GIANTVALLEY, NEWS, JACKSON HEIGHTS, N. Y.—The only suggestion I would make would be for you to pep up the heads a little by setting them in larger sizes of upper-and-lower case—at least the more important ones. There is a certain monotony about the typography that minimizes the attractiveness of the News, and since Jackson Heights is one of New York's most progressive communities I would try to reflect this spirit in the News by pepping up its dress. The publication carries enough interesting matter to make the effort well worth while. Go ahead—and let's see how it looks.

PAUL DODGE, NEWS, TUCUMCARI, N. M.—Except for the light-face italic heads, I should say that the News looks about as spiffy as one would want. Italic

lightface is not a good type for so many heads and I would suggest that you change this face to a bold face italic, and use this style head a little more sparingly. Think heads on your editorials should be a size larger, or caps of the face you are now using. Ads look good, makeup and presswork fine—let's see some recent issues.

NEWS-RECORD, MIAMI, OKLA.—We always like to look over the News-Record because the news is presented with a makeup that has a wallop in it. I cannot imagine anyone getting hold of a copy of this paper without giving it a pretty careful reading. The folks in Miami must enjoy reading the News-Record.

STANDARD, WESTPORT, CONN.—While this paper has always been noted for the exceptional care with which it is published, a recent bank supplement is entitled to special notice because of the splendid way in which eight extra pages were handled typographically—and otherwise. It must be a source of considerable satisfaction to the staff that can turn out a paper as attractive as the Standard.

E. & P. DONS "CHAPS"

Cowboy Cover Adorns Paper Distributed at Oklahoma to N.E.A.

Copies of EDITOR & PUBLISHER distributed to members of the National Editorial Association in convention last week at Oklahoma City were stitched into a new brown cover. "Welcome to Oklahoma!" read the legend above the design of a cowboy adhering to the arched back of a bronco, while below the picture appeared "Compliments of Jim Brown, EDITOR & PUBLISHER." "Back Home" was the caption for the back-cover design, a drawing of an apparently busy newspaper office. Thanks and appreciation of EDITOR & PUBLISHER for this courtesy are due and hereby expressed to the Oklahoma Publishing Company, publisher of the Daily Oklahoman and Times.

KANSAS NEWSPAPER FAMILY

Six Jarrells Engaged in Various Forms of Journalism

Jack Jarrell, a Topeka, Kan., high school student, has joined the editorial staff of the Topeka State Journal, making the Jarrells a 100 per cent newspaper family.

J. F. Jarrell, the father, is publicity director of the Atchison, Topeka & Santa Fe Railway and for many years was a newspaper editor and reporter. Mrs. Jarrell is a short story writer, has published one novel and formerly was a reporter on the Topeka State Journal and the Topeka Daily Capital. Jack's two brothers are newspaper men, Arch being on the Wichita Beacon and Sanford a political reporter on the New York Herald Tribune. His sister, Barbara, is assistant editor of Action Stories and Novelets, two magazines published in New York.

SPECIMEN NO. 4

A "double-truck" effect in which two good ideas are incorporated—three columns of text in outside columns, and hooking up two advertisers in one unit of space.

How Shrewd Merchants and out of their Chicago

SPECIMEN NO. 5

A splendid example of "double-truck" layout. Note great amount of material, and how simply and attractively it has been arranged.

Manufacturers made money

cerned, but it seems to be screaming unnecessarily loud for attention—since it has no competition. That's another matter, however; merely note the treatment of two outside columns, which illustrates another way of handling the "double-truck."

Specimen No. 4—This example offers a couple of suggestions, and good ones: (1) a "double-truck" effect by utilizing three columns of text on outside of each page (a good lunch for a layout), and (2) getting two different advertisers to team up for a "double-truck" effect (a good selling idea). The pages probably would have been more effective—had more thought and care been taken with the typography.

Specimen No. 5—A notable example of effective double-page layout and typography. Encouraged by a splendid heading running across both pages, we can start at the beginning of this ad and read leisurely to the end—without having to handle a lot of panels and boxes, and getting all tangled up in a maze of other typographical rubbish. Note particularly what was left out of this ad, as well as what was put into it. The most general practice with a double-page ad is to enclose it in a wide, freakish border of some kind: then fill the inside with a lot of other different borders, some boxes and a few unrelated dingbats thrown in for good measure—which wastes valuable space, increases composition costs, eats up hours of extra time, crowds and smothers the ad so that it is hard to get interested in it and much harder to read it, and because of these handicaps, probably, greatly reducing its pulling power—and profitableness. This admirable double-page of the Chicago Tribune furnishes still another example of the excellent results of the planned-in-advance layout. While the "double-truck" is usually a difficult problem, because of the great

raft of material that must go into it and especially on account of the lateness with which the copy is generally sent to the composing room—nevertheless it offers the newspaper a real opportunity to show what it can do in an emergency.

The best way, and the easiest, to meet an emergency is to be prepared for it—and this means we must observe more closely and study more carefully the many possibilities of the "double-truck" in the matter of better typography, better arrangement, better illustrations and better layouts.

COUNTRY SHOPS SLOVENLY

Oregon Editor Suggests "Clean-Up" Week for Weekly Newspapers

William J. Hayner, proprietor of the Sutherlin (Ore.) Sun, suggests in Oregon Exchanges that printing offices observe "Clean-up Week."

"During the 40 years or more in which I have been engaged in the printing business in various states, it has been my privilege to visit many country shops, and on several occasions it has surprised me that some of these junk-shop printeries were able to function to the extent of producing a weekly newspaper or a sale bill," he said. "Invariably these offices had so many dead ads and jobs standing around in a piled condition, that the cases where this material should have been contained nothing but a few thin spaces, two or three fill's and a half dozen \$ marks.

"There is absolutely no excuse for the dirty and slovenly condition in which we find the mechanical department of many country print shops, and the sooner proprietors of such places recognize this fact and inaugurate a 'clean-up' week, the better it will be for their business."

EXPENSES EAT 88 PER CENT OF INCOME OF 61 INLAND PAPERS

Mechanical Department Budget Takes Almost 40 Per Cent of Total Revenue, Six-Month Survey Indicates—Editorial Expense About 14 Per Cent

By ARTHUR ROBB

THE first authentic compilation of newspaper cost figures covering any considerable number of newspapers, divided according to size is presented below on this page, by courtesy of the Inland Daily Press Association's committee on cost-finding, which has just completed in two years the first phase of its analysis of newspaper operation costs.

While the figures presented—covering the last six months of 1923—are not all that could be desired, for the obvious reason that they were not determined by applying uniform rules to individual reports, but on the interpretation of a set of rules by each publisher, they represent a new step in newspaper education. And, it may be assumed that the divisions of expenditure and income on the report blank filled out by each of the 61 publishers meant approximately the same thing to most of them and that the percentage totals shown are close enough to truth for practical, if not scientific, comparison.

Progress toward a uniform system of accounting will no doubt be made by the committee, which will continue its work

under the chairmanship of E. H. Harris, *Richmond (Ind.) Palladium*. He succeeds C. R. Butler, *Mankato (Minn.) Free Press*, who will remain a member of the committee he has headed for two years, and they will have associated with them A. L. Miller, *Battle Creek (Mich.) Enquirer-News*.

Taking as its base, 100 per cent., the total income of each paper from all sources, the committee divided this into sources of income and avenues of outgo, and classified the 61 papers according to circulation—19 less than 5,000; 20, between 5,000 and 10,000; 19 over 10,000, and three not classified.

Taking the income columns first, it appears that advertising produces about 70 per cent. of the newspaper revenue. The 19 papers of less than 5,000 circulation took from advertising 68.5 per cent of their total income; those between 5,000 and 10,000 circulation received an average of 74.2 per cent from advertising; those over 10,000 circulation averaged 73.1 per cent.

Circulation then supplies from 24.8 to 30 per cent of the income, the latter

figure being the average for the less than 5,000 circulation dailies; the former figure being taken from the 5,000-10,000 classification. Those having greater than 10,000 circulation averaged an income from it of 25.8 per cent.

Miscellaneous sources of income cover a variety of items, it may be guessed, the majority, however, representing sale of waste paper and metal. The less than 5,000 circulation dailies averaged 1.5 per cent in this column; the 5,000-10,000 class, 1.4 per cent, and the larger papers 1.1 per cent.

Turning from income to outgo, and using the same 100 per cent (the total income) as a base, it develops that mechanical department expense is by far the largest item on the publisher's books, no matter what his size. This department, whose total includes paper and ink, averages 36.7 for the dailies of less than 5,000 circulation; 37 per cent in the 5,000-10,000 class, and 38.7 in the papers having more than 10,000 circulation.

Breaking up the total into its larger components it develops that mechanical payroll—composing room, pressroom, and in easily 45 of the 61 papers, stereotyping—accounts for 21.1 per cent in the less than 5,000 group; 19.3 per cent in the 5,000-10,000 class, and 16.9 per cent among the larger papers.

Departmental expense, which should include metal, repairs, upkeep of machinery and equipment, and possibly light and power, averages 5.2 per cent in Class A, 3.6 per cent in Class B, and 7.4 per cent in Class C.

In this item, in the mechanical and

other departments, arises the question of what publishers include as "departmental expense." It is inconceivable that, with a uniform system of accounting and allotment of expense, there should be such diversity of expense as appears under "Mechanical Department Expense" among papers of each of the three classes. In Class A, the extremes under this head are seven-tenths of one per cent, and 28 per cent; in Class B, the spread is between 1 per cent and 9.5 per cent; in Class C, the top and bottom of the scale are 7 per cent and 1.6 per cent.

Paper and ink, however, are stable items, and the averages for the groups are: Class A, 10.4 per cent; Class B, 13.9 per cent; Class C, 18.4 per cent. The reasons for the upward curve in this proportion are obvious.

Second in rank as a consumer of income is General Administration. Here again rises the question of what items are included. Taxes, interest on current or funded obligations, depreciation, rent, light, power, legal services, discounts taken and accorded, dues to various organizations, contributions, salaries to the chief executives and to clerical help in general administration—all these and other items may help to swell the total, or some of them may have been apportioned among the various departments sharing in their creation.

Without definite data, it is futile to speculate on the composition of this total, but that opinions differed on what items are "General Expense" is evident from the widely varying proportions reported.

(Continued on page 26)

CLASS A—19 REPORTS—CIRCULATION LESS THAN 5,000. Apportionment of Revenue to Departmental Expenditures.

Sources of Revenue			Editorial			Advertising			Circulation			Mechanical			Gen'l Administration			Total	Net Cost	Page			
Adver- tising	Circulation	Miscel- laneous	Pay Roll	Dept. Exp.	Total	Pay Roll	Dept. Exp.	Total	Pay Roll	Dept. Exp.	Total	Pay Roll	Dept. Exp.	Paper and Ink	Total	Pay Roll	Dept. Exp.	Total	Expense	Per Cent	Cost in Cents	Comp.	
67.1	36.2	2.7	6.3	5.	11.3	6.1	1.5	1.	8.6	3.2	1.1	4.3	19.4	2.5	6.8	28.7	13.8	19.6	33.4	86.3	23.	4.46	
72.5	27.2	.3	11.1	6.9	18.	3.4	1.2	.5	5.1	10.8	3.4	4.2	19.7	3.1	11.	33.8	11.	15.4	26.4	97.5	26.	3.93	
72.7	27.1	.2	18.3	3.8	22.1	4.38	5.1	4.5	3.6	8.1	19.6	6.3	9.7	35.6	7.1	22.5	29.6	100.5	23.7	4.97	
74.4	24.6	1.	8.6	10.3	18.9	10.9	.5	2.	13.4	.6	.3	.9	20.8	28.	12.	60.8	.4	.8	1.2	95.2	18.5	4.36	
66.2	32.5	1.3	12.8	10.5	23.3	6.8	1.5	.9	9.2	7.9	.9	8.8	19.1	3.8	10.8	33.7	9.1	11.9	2.1	76.	24.9	5.23	
66.	22.	12.	5.	3.	8.	13.	13.	3.	...	3.	25.	5.	12.	42.	5.	6.	11.	77.	18.	3.80	
62.3	37.2	.5	11.1	3.	14.1	3.5	.9	1.2	5.6	8.6	2.2	10.8	38.1	9.	9.3	47.3	7.6	8.	15.6	93.4	32.6	...	
69.8	30.2	7.	9.3	16.3	3.	5.	9.	12.5	4.5	6.4	10.9	20.	3.1	6.	29.1	8.	19.	27.	95.8	20.	4.69		
71.	27.5	1.5	7.7	4.3	12.	3.7	.3	.4	4.4	4.3	2.	6.3	16.7	5.5	13.2	35.4	4.6	5.8	10.4	68.5	13.7	4.06	
72	27.	1.	13.4	5.6	19.	5.8	...	1.1	6.9	7.4	1.7	9.1	30.	5.8	14.5	50.3	4.7	8.5	13.2	98.5	...	4.00	
75.3	24.7	...	10.5	3.5	14.	4.6	1.3	3.4	9.3	8.7	2.5	11.2	27.2	5.2	10.7	43.1	10.8	10.6	21.4	99.	29.	5.92	
69.	31.	...	7.1	4.5	11.6	1.1	1.5	2.6	5.2	8.	2.1	10.1	17.9	1.4	8.7	28.	7.5	8.3	15.8	70.7	20.	6.47	
65.	34.	1.	15.5	9.6	25.1	8.4	...	2.1	10.5	3.5	3.8	7.3	14.6	7.1	9.3	31.	13.2	3.8	17.	90.9	21.5	4.55	
64.	35.	1.	9.5	3.	12.5	3.	.6	2.7	6.3	5.6	3.6	9.2	18.2	1.6	11.2	31.	11.9	14.7	22.	81.	19.2	...	
38.	41.	1.	9.9	3.9	13.8	1.	5.3	3.6	9.9	6.2	15.4	21.6	15.2	6.3	13.8	35.3	6.9	5.5	12.4	93.	25.5	5.69	
68.2	29.8	2.	5.9	7.	12.9	4.7	1.3	.3	6.3	8.1	2.	10.1	17.5	2.7	9.4	29.6	10.9	10.9	21.8	80.7	22.9	5.77	
76.	23.	1.	6.9	4.1	11.	4.	...	3.	7.	1.2	2.8	4.	16.	3.	10.2	29.2	18.3	10.7	29.	80.2	16.5	4.65	
66.5	33.	.5	10.8	3.8	14.6	1.5	1.	.1	2.6	7.	1.7	8.7	23.2	.7	7.1	31.	13.3	13.8	27.1	84.	22.2	4.60	
Average	68.5	30.	1.5	9.9	5.6	15.5	4.7	1.	1.9	7.6	5.8	3.2	9.	21.1	5.2	10.4	36.7	9.4	10.7	20.1	89.	22.2	4.81

CLASS B—20 REPORTS—CIRCULATIONS 5,000 TO 10,000.

71.9	23.8	4.3	6.8	4.2	11.	5.5	.4	2.3	8.2	3.3	2.	5.3	17.7	1.9	13.3	32.9	6.4	12.6	19.	76.4	27.1	6.40	
70.7	29.3	...	7.3	7.8	15.1	6.9	6.9	15.1	...	15.1	36.3	...	20.6	56.9	94.	36.	...	
67.4	31.1	1.5	7.7	3.8	11.5	3.8	.2	2.2	6.2	9.7	4.	13.7	18.6	3.	10.6	32.2	7.9	12.8	20.7	84.3	21.3	5.60	
77.8	21.8	...	8.2	7.1	15.3	3.1	1.2	2.1	6.4	7.1	6.	13.1	15.4	2.5	12.1	30.	9.7	14.	23.	88.5	35.3	4.90	
69.	31.	...	10.	8.	18.	4.	.9	2.8	7.7	3.	11.	14.	23.	4.	12.	39.	6.	9.	15.	93.7	17.	4.48	
79.3	20.5	.2	5.4	8.	13.4	3.5	...	6.4	9.9	3.	2.2	5.2	15.7	9.5	10.3	35.5	10.2	9.3	19.5	83.5	30.1	5.53	
77.8	22.	.2	10.3	4.5	14.8	1.9	2.1	.5	4.5	2.1	1.7	3.8	18.	6.5	15.5	40.	6.	2.8	8.8	71.9	28.	6.15	
66.4	31.8	1.8	5.9	4.4	10.3	1.6	2.4	1.1	5.1	7.2	8.6	15.8	14.9	6.1	10.5	31.5	13.2	7.	20.2	82.9	21.6	10.85	
80.	19.	1.	11.2	6.6	17.8	6.5	2.1	3.9	12.5	2.6	1.7	4.3	25.2	4.4	17.4	47.	4.9	11.8	16.7	98.3	30.1	5.77	
76.2	17.2	6.6	7.3	6.9	14.2	3.8	...	1.7	4.6	7.3	4.	11.8	15.9	1.9	12.	29.8	19.4	5.7	25.1	85.7	33.1	3.97	
72.	27.	1.	8.2	4.6	12.8	6.9	1.6	2.8	11.3	3.3	2.	5.3	18.4	4.2	12.8	35.4	12.8	11.8	24.6	89.4	30.4	5.75	
76.7	22.7	.6	7.	13.7	2.1	8.	2.9	2.5	2.1	4.6	16.4	1.6	15.5	33.5	7.4	9.2	16.6	71.3	24.9	5.33
87.	12.	1.	12.	7.	19.	9.	8.	17.	20.5	6.	18.	44.5	11.	9.	20.	100.5	41.	7.01	
79.1	18.8	2.1	6.4	5.7	12.1	6.5	1.9	8.4	5.6	5.4	11.	17.5	3.4	15.1	36.	7.7	19.6	27.3	94.8	37.8	6.31
72.9	26.7	.4	7.7	4.5	12.2	4.9	.2	1.8	6.9	7.4	2.6	10.	20.4	2.9	12.5	35.8	9.1	13.9	23.	87.9	39.3	8.89	
74.	23.	3.	7.1	4.7	11.8	3.4	2.2	5.6	2.3	2.1	4.4	15.8	3.3	13.7	32.8	13.4	12.6	26.	103.3	19.5	...
66.	34.	...	8.4	3.3	11.7	4.2	2.1	6.3	12.4	4.4	16.8	17.2	3.2	10.5	30.9	8.4	6.6	15.	80.7	28.7	4.99
72.	27.	1.	10.3	6.5	16.8	4.	1.9	2.8	8.7	8.3	5.3	13.6	20.3	1.	15.2	36.5	4.5	8.5	13.	88.6	32.7	4.66	
Average	74.2	24.4	1.4	8.2	5.7	13.9	4.5	.8	2.5	7.8	5.7	3.6	9.3	19.3	3.8	13.9	37.	8.6	9.5	18.1	87.3	29.9	6.17

CLASS C—19 REPORTS—CIRCULATIONS OVER 10,000.

73.1	26.1	.8	5.9	7.5	13.4	4.2	1.9	1.2	7.3	6.	11.3	17.3	18.5	3.5	16.	38.	5.8	18.	23.8	99.8	48.1	6.82	
69.	30.	1.	5.7	6.8	12.5	3.6	1.8	.6	6.	7.5	7.4	14.9	13.8	1.6	21.2	56.6	7.5	8.8	16.3	86.3	43.3	6.67	
72.1	27.	.9	5.7	4.8	10.5	3.5	2.	1.8	7.3	10.	3.	13.	19.1	3.7	16.6	39.4	4.3	9.6	13.9	84.1	31.	9.24	
76.	23.	1.	6.	4.	10.	8.	...	2.	10.	6.	4.	10.	14.	7.	16.	37.	14.	6.	20.	87.	51.	7.44	
67.	32.	1.	7.	4.5	11.5	3.4	2.	1.3	6.7	5.8	2.7	8.5	15.4	2.2	17.2	34.8	8.3	13.2	21.5	83.	33.4	6.02	
73.4	26.6	...	4.6	4.3	8.9	3.2	1.	.2	4.4	3.	5.1	8.1	14.	3.2	15.1	32.3	23.2	12.	35.2	88.9	44.6	5.60	
68.	31.	1.	6.1	5.4	11.6	4.1	1.6	5.7	5.2	4.8	10.1	15.3	2.5	17.2	35.	5.5	6.	11.5	73.9	38.9	9.56
72.7	25.7	1.6	7.6	4.	11.5	3.7	.9	6.3	10.9	9.5	18.1	27.6	17.9	2.6	16.4	36.9	5.1	10.7	15.8	102.7	43.7	7.01	
79.9	21.9	.2	8.4	5.5	13.9	3.5	.6	.5	4.6	8.8	6.2	15.	15.4	2.	17.1	34.5	3.6	8.9	12.5	80.5	45.	6.64	
81.3	17.3	1.4	10.6	3.2	13.8	4.6	1.9	.7	7.23	3.	18.5	3.3	18.1	39.9	4.	7.4	11.5	72.7	
76.3	22.5	1.2	6.6	6.1	12.7	3.3	2.1	.6	6.	2.5	8.9	11.4	20.9	1.6	22.9	45.4	7.5	11.1	18.6	94.1	56.	8.54	
70.6	26.8	2.6	9.	15.	1.8	1.	.2	3.	3.6	14.4	18.	14.4	5.6	17.	37.	5.3	7.7	13.	86.	45.	8.94		
72.4	27.3	.3	10.7	5.1	15.8	8.3	2.	1.2	11.5	11.7	6.	17.7	17.6	3.3	15.3	36.2	7.4	6.1	13.5	94.7	44.4	7.92	

COBB PRAISES "TYRANNY" OF SYNDICATES

Noted Humorist Says It Is Benevolent, Aiding Newspapers, Subscribers and Writers—Discusses American Journalism—Would Like to Be Sunday Editor—Hands Bouquet to Don Marquis

By PHILIP SCHUYLER

NEWSPAPER syndicates aren't going to go. "All the protest in the world will never kill them."

Irvin Shrewsbury Cobb, in smart gray suit, silk shirt, gay tie and spats, shifted an unlighted cigar from one side of his mouth to the other and snorted. You don't know what snort means until you have met Mr. Cobb. When he snorts one sees a British bulldog instead of an author and journalist. One hears an intermingling of the words "rotten" and "good."

That snort, in fact, figured rather prominently in conversation with the American humorist this week in the upstairs lounge of the Lambs Club, New York. Sometimes it was directed at those gloomy critics who insist the American press has seen far better days and is fast sinking into nothing but an indignant daily snort itself. Other times it was aimed at those altogether too saccharine optimists who smirk outrageously about the eternal sunshine of journalistic skies.

Yes, Cobb tried hard to be optimistic but wavered frequently on the verge of pessimism during this interview, in which he discussed the "benevolent tyranny" of syndicates, newspapers in general and a few in particular, the tribe of newspaper men, and finally indulged in a personal if, deciding what he would do were he to return to newspaper work tomorrow.

"Syndicates are bringing about a widespread standardization of newspapers," he agreed, but insisted, "that's the trend of the times. Why should newspapers be an exception?"

"Wayne Wheeler in Washington is standardizing our morals—or, at least trying to. He is the real ruler of this country today, let me tell you.

"Thought, mode and habit are all becoming standardized in the United States. Why not the newspapers?" he repeated.

"Really," here Cobb became as serious and earnest as he looks, which must be difficult, "syndicates have proved the salvation of the small town newspapers of this country.

"The benevolent tyranny of the syndicates, indeed, has given these papers a new lease on life.

"With the increase in good roads, the enhancing of transportation facilities generally, aiding distribution of the large city dailies, the country press of America was doomed until the syndicates stepped in and offered to help their owners to build up as good a paper as their city neighbor.

"The plan of the syndicates of having a graduating scale of prices has kept the monster press from swallowing up the smaller.

"Talent? Why, syndicates offer greater opportunity for developing men and women of talent than the newspapers of the old days could ever expect to offer.

"They make it possible for writers or artists to win greater reward in reputation and money than ever before was possible.

"But, of course, there's another side to the shield."

Another snort was due from Cobb at this point, and was faithfully delivered. He went so far as to remove his cigar during a brief pause and to contemplate its cold tip ruminatively. I think he even took off his gray felt hat and then put it on again.

"Well," he resumed, "let's say the syndicates are nine-tenths good and one-tenth bad, for newspapers, the subscribers, and the writers."

So that has been dutifully said. "Good old days?" Cobb echoed the question which had been flung out in an effort to stir up the glad tales of a vet-



eran looking backwards over journalistic history.

As everyone knows, Irvin Cobb has spent a good share of his 48 years as plain newspaper man before wrapping himself up in the chrysalis of journalist to emerge with an author's butterfly wings, including besides a walking stick, lunch at the Lambs Club, dinner at the Lotos Club, and an estate at Ossining, N. Y., called "Rebel Ridge."

At 16 he was a reporter, and at 19 was editor of the *Paducah (Ky.) News*, at that time the youngest, and Cobb claims, the worst editor in the country.

He has "written his way out" of the newspaper profession through the syndicates and magazines and is fast approaching a secure place in American literature, edging in between Mark Twain and Booth Tarkington.

"Good old days?" Cobb snorted again, as though to say that's an old wife's tale.

"All old men look back on a scintillating youth. In retrospect we always forget the bumps," he observed.

"As I see it, there has been three distinct periods in the history of American journalism. First came the Day of the Editor, when personal journalism was in full sway and editorial opinions of the big editors were eagerly awaited daily.

"Then came the Day of the Reporter, when real news stories were written, and well written. I think I belonged to this period, and I am glad of it.

"Today we are in the Day of the Proprietor, and the predominating influence in the newspaper world is the man who owns a newspaper. News stories and editorials have lost some of their power. Today it is the newspaper owner who is well known like Hearst, Ochs, Patterson and McCormick, the Pulitzers, Munsey and Scripps.

"We are losing something by this change, but romance will never disappear. Every day in newspaper work will always bring with it the spice of new adventure.

Says IRVIN COBB:

"The benevolent tyranny of syndicates has given the country press of America a new lease on life."

"Thought, mode, and habit are all becoming standardized in the United States today. Why not the newspapers?"

"Today we are in the Day of the Proprietor, and the predominating influence in the newspaper world is the man who owns a newspaper."

"Every day in newspaper work will always bring with it the spice of new adventure."

"Humor is both over-done and under-done in American newspapers. Some of the best humor is being written by the columnists."

"Considering what a newspaper man gives in intelligence, experience, training, judgment and native ability, all of them from the highest executive to the lowliest reporter are poorly paid—scandalously paid."

Cobb on this subject was also ready with his wavering snort.

"Humor is overdone and underdone in American newspapers," he remarked.

"It wasn't long ago that I noticed in a New York newspaper a ghastly murder story, which a reporter had tried to make humorous.

"I think the best newspaper in the United States is the *Chicago Tribune*. It would be the *New York Times* if only Mr. Ochs had a sense of humor.

"Some of the best humor in American newspapers," he concluded, "is being written in the personal columns, notably the one conducted by Don Marquis on the *New York Tribune*. A lot of fellows are writing brilliant stuff in columns all over the country. It is a mighty good thing, too.

"But Marquis, I think, is one of the greatest natural humorists America ever has produced. Curiously enough, the three best columnists today all appear in the *Tribune*—Marquis' on the editorial page and Grantland Rice's and Bill McGeehan's in the sporting pages."

NEWS MEN PLAN "JINX" GOLF TOURNAMENT

Visiting Writers at Cleveland G. O. P. Meet to Test Skill on Local Links Friday, June 13—Cups for Prizes

News writers going to Cleveland to cover the Republican national convention are urged to take along their golf paraphernalia so they can compete in a jinx tournament arranged by newspaper men of that city for Friday, the thirteenth of June.

The tournament will be on a blind handicap basis, and the biggest dub in the fraternity can hope to win a prize. Each player will choose his handicap based upon the score of one of the players—probably Ring Lardner—who will be pace maker.

If the player thinks he can play better than the pace maker he will take a minus handicap, otherwise he will add as many strokes to his score as he believes the pace maker will play the course better than his score.

The successful contestants will be the best guessers, but guessing is a feature of journalism in which political writers naturally feel at home.

The tournament will be played on the Oakwood course which measures 6,289 yards and has a par of 70 strokes. Walter Hagen won the Western Open championship on it in 1921 by defeating Jock Hutchinson and Jimmy Barnes. Hagen's score was 287. The course, while not extremely difficult, is deceiving and it affords a good test of golf. It is not far from the city.

For the convenience of those who may wish to leave the city on early evening trains, the tournament will start at 9:30 a. m. and will be played in foursomes at regular intervals. Lunch will be served all contestants, and prizes will be awarded after a buffet supper in the club house in the evening.

The prizes are: To the low medalist, a sterling silver cup.

To the handicap winner, a sterling silver cup.

To the runner up, a sterling silver cup. For the longest drive from the first tee, a bronze trophy.

For the low ringer score on holes 5, 7, 9, 13, 16 and 17.

"Ball a Birdie" on any player breaking par on any hole.

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5.99
4.66
5.17

5.82
4.67
2.24
4.44
4.02
5.77
7.01
5.56
6.64
5.54
9.94
9.2
7.77
1.16
4.47
6.0
0.99
0.95
1.13
8.86
3.0
2.7

A. N. A. ASKS NEWSPAPERS TO ABOLISH SPECIAL EDITIONS

Hit Catalog and Program Advertising at Three-Day Cleveland Convention—170 Members Attend—20 Will Go to London Meet

(By Telegraph to Editor & Publisher)

CLEVELAND, May 28.—Primarily, the Association of National Advertisers at their 3 day semi-annual convention which closed today considered reduction of the cost of distribution, methods of advertising and selling, and the use of helpful methods. One hundred and seventy of the 300 members attended. About 20 members will represent the association at the London convention of the A. A. C. W. and they will meet with the Incorporated Society of British Advertisers, a body similar to the American organization. President P. L. Thompson, who presided at all general sessions, and Secretary John Sullivan will go to London.

R. N. Fellows, of the Addressograph Company, was appointed to the directorate to succeed Stanley Twist, of the same company, resigned.

W. S. Ashby was appointed to represent the Association on the National Commission of the A. A. C. W., succeeding the late George B. Sharpe.

Resolutions as follows were adopted before adjourning.

Favoring private ownership and operation of railroads and other transportation facilities;

Co-operation of the public and government in encouraging railroads to earn fair returns on their investment;

Opposition to "political agitation against railroads revealed in recent bills in Congress" and favoring fair-mindedness towards transportation problems.

Opposing advertising in special editions, catalogs, programs, etc., declaring the money thus expended by association members "and economic waste and an unjustifiable charge against the cost of distribution.

Condemning the policy of newspaper publishers of soliciting retailers, wholesalers and others for advertising for special editions, the methods declared to be "unethical, unsound and a menace to legitimate advertising.

The American Newspaper Publishers Association was asked by resolution to "co-operate with the A. N. A. in combating these practices" and the officers and executive board of the A.N.P.A. asked to urge members to cease from these practices "in the interest of legitimate use of newspaper advertising and to avoid needless controversy between manufacturers and their distributive outlets."

Sessions of the advertising men were practically all executive, but during the Tuesday evening annual banquet at the Hotel Statler an address by Dr. Charles A. Eaton, of the National Lamp Works, was broadcast by station WJAX, of the Union Trust Company. Dr. Eaton praised the class of advertising the association members represent, saying "it helps sell America to Americans." He pointed out that good advertising is like honest merchandising—pays in the long run, because the clean advertiser invites public confidence and holds the esteem of his clients or customers, no matter whether he is advertising clothing or food, automobiles, or machinery.

During the first day's sessions Joseph P. Harris, vice-president of the Cleveland Trust Company, talking on "A Banker's View of Business Today," declared that "fundamentally business conditions are sound and that with these conditions there can be no serious depression."

He said during the past 30 days there "have been 3 developments of outstanding significance in the business world."

The first is the universal approbation of the Dawes and McKenna reports on international finance and the willingness of France, England, Belgium, Italy and Germany to accept the plans.

Second, the unmistakable evidence that industry, trade and transportation are slowing down.

Third, the lowering of discount rates by the New York Federal Reserve Bank.

With Congress adjourned, he said, confidence will come.

G. H. Abercrombie, secretary and sales manager of the Fuller Brush Company, Hartford, Conn., said the key to successful salesmanship is not criticism, but encouragement.

"A man will work for money only so long," he said. "After that you must give him responsibility to keep him satisfied. We try to instill this doctrine in all of our 6,500 employees throughout the nation."

E. D. Reed, of the F. F. Dalley Company, Buffalo, formulated a plan for a co-operative advertising movement like the "pride in appearance" once started in Cleveland last fall by retailers of men's clothing and furnishings and backed by the National Retail Clothiers' and Furnishers' Association. The plan was discussed Monday at a group session devoted to "personal appearance." The purpose of Reed's plan is to interest men in improving their appearance by having more changes of wearing apparel.

Paul B. Zimmerman, of the National Lamp Works, Cleveland, outlined ways of getting dealers to follow selling plans and hooking up with national advertising campaigns.

The services of advertising as taught in the University of Wisconsin were discussed by Prof. Edward H. Gardner of that institution.

During the Tuesday sessions Edward Edwin T. Hall, of the Ralston Purina Company, St. Louis, gave a practical demonstration of the Purina chow advertising with the aid of a miniature country town, and dressed himself up in the costume of "Purina Charley."

"Our famous checkerboard advertising," he said, "is designed to catch the eye and hold it. We base our methods on experiments which have proved that one appeal to the eye is worth 22 to the ear.

"Convincing local dealers that their advertising must supplement ours is one of the most important tasks of the national advertiser."

G. F. Lord, of the Chevrolet Motor Company, Detroit, discussing the sale of automobiles, said that "everybody is a prospect, regardless of the number of cars he or she may own or the price paid for them.

"We used to wait for the customer to come to us," he said. "Now we go after him with advertising of all kinds—daily newspapers, national magazine, billboards and other ways, and we are getting customers by the thousands."

M. E. Yadon, of the Bradley Knitting Mills Company, Delavan, Wis., said, "Direct mail advertising is important—that to get this advertising to the public, the manufacturer should sell, not give, to the dealer."

John Howie Wright, editor of *The Postage*, deplored the fact that most direct mail advertising is "dumped into the waste basket because this matter does not jump right into the subject."

"Anything that can be sold can be sold by the printed word," he continued. "Effective advertising depends upon what you say, how you say it, who you say it to and how often you say it."

W. E. Yadon then told how he sold bathing suits where people had never learned to swim because there were natural swimming pools. He did it by an educational advertising campaign.

A special committee report Tuesday recommended the modified use of outdoor plans. Mrs. W. L. Lawton, Glenn Falls, N. Y., chairman of the National Committee on the restriction of outdoor advertising, supported a move to restrict bill boards. She said the aim of her

committee is "to conserve scenic and civic beauty and not to abolish outdoor advertising entirely."

P. L. Thompson, association president, Tuesday evening pleaded for "a better understanding of public utilities." He is publicity manager for the Western Electric Company. His talk was broadcast.

Wednesday morning Martin L. Pierce of the Hoover Company, on "Better Sales Methods—Where the merchant is ultimate consumer," aroused considerable discussion.

Harry MacDonald, president of the Painted Bulletin Association, discussed "How we are meeting the demand for betterment of our medium"—by more artistic methods that appeal to the eye.

A joint luncheon and session of the visitors with the Cleveland Advertising Club at the Statler was held at noon.

After luncheon Samuel A. Weisenberger, advertising manager for the Halle Brothers Company's department store, Cleveland, said that "If your business gets a black eye, it's the advertising manager's fault."

MOORE DIRECTS LIGHT FOR W. R. HEARST

Publisher of Fort Worth Record Takes Charge of San Antonio Daily—Reveals Details of Sale—Price "Nearly a Million"

Details of the sale of the *San Antonio Light* by H. L. Beach and C. S. Diehl to William Randolph Hearst, were made public May 22, in San Antonio by D. D. Moore, publisher of the *Fort Worth (Tex.) Record* who represented Mr. Hearst.

Moore informed EDITOR & PUBLISHER the price paid was "nearly one million dollars." Except for the retirement of Beach and Diehl no immediate changes are contemplated in the business or editorial departments, Moore said.

Mr. Moore will, in addition to his duties as publisher of the *Record* only other Hearst paper in Texas, also direct the *Light* for the present, spending part of his time in San Antonio.

Sale of the *Light* to Hearst was made May 12, Moore revealed. Change to the Hearst make-up was effected this week. Under the new ownership, the *Light*, which already has the Associated Press service will take the Hearst wire services and such Hearst features as are desired as fast as they are released from others having them under contract, Moore declared.

Mr. Moore stated that the *Light* will continue only afternoon and Sunday morning editions as at present. Reorganization of the publishing company, including election of directors is scheduled for next week. The *Light's* Associated Press membership now is in the name of Col. Diehl. Regarding the foreign advertising situation, Mr. Moore said it was the Hearst policy to carry out all contracts.

Col. Diehl said on May 22 he had no immediate plans but said he would continue to reside in San Antonio. Beach is understood to contemplate a European tour. Diehl and Beach have had the *Light* more than 13 years.

"We are retiring because we received a good price and as everybody must retire some time we thought this a good time for us," said Col. Diehl. It was reported, but not confirmed, that the *Light* purchase price included \$600,000 cash.

Mr. Moore would only say that the total, including that assumed, was "not quite" a million.

C. P. Taft, of Cincinnati, was among those associated in the *Light* ownership with Beach and Diehl.

REPORT HEARST BUYING MILWAUKEE SENTINEL

Hearst Executives Await Definite Information Before Denying or Confirming Revived Rumor of Sale

Reports were current in New York and Milwaukee this week that William R. Hearst had purchased the *Milwaukee Sentinel*, a morning, evening and Sunday newspaper. EDITOR & PUBLISHER is advised by its Milwaukee correspondent that the presence in that city this week of M. Annenberg, circulation chief of the Hearst newspapers, had given force to the revived report of the *Sentinel's* sale to Mr. Hearst. Mr. Annenberg declined to comment.

A Hearst official in New York told EDITOR & PUBLISHER that he had no definite information on the reported transaction.

Another variation of the gossip that Mr. Hearst had assumed the operation, but not the ownership of the *Sentinel*, was not confirmed.

The *Sentinel* is owned and published by C. F. Pfister, and edited by George Lounsbury.

Mr. Pfister replied to a request for a statement that could make no comment at the present time.

If the *Sentinel* passes to Mr. Hearst's ownership, and if, as seems logical, he merges its evening edition with his *Wisconsin News* and its Sunday edition with his *Sunday Milwaukee Telegram*, he will have 13-issues-a-week operations in the following cities:

BOSTON—*Morning Advertiser* (tabloid); *Evening American*; *Sunday Advertiser* (regular format).

NEW YORK—*American* (morning and Sunday); *Evening Journal*.

BALTIMORE—*American* (morning and Sunday); *News* (evening).

WASHINGTON—*Herald* (morning and Sunday); *Times* (evening).

CHICAGO—*Herald & Examiner* (morning and Sunday); *American* (evening).

MILWAUKEE—*Sentinel* (morning); *Wisconsin News* (evening); *Sunday Milwaukee Telegram*.

SAN FRANCISCO—*Examiner* (morning and Sunday); *Call-Post* (evening).

LOS ANGELES—*Examiner* (morning and Sunday); *Herald* (evening).

In addition to these, Mr. Hearst also owns these evening and Sunday papers—*Detroit Times*, *Syracuse Telegram and American*, *Rochester Journal & Post-Express* and *Sunday American*, *Atlanta Georgian* and *Hearst's Sunday American*, *San Antonio Light*.

Cities in which he publishes only morning and Sunday papers are Seattle, with the *Post-Intelligencer*, and Fort Worth, with the *Record*.

No Sunday papers accompany the Hearst enterprises in Albany, where he owns the *Times-Union*; nor in Oakland, where his property is the *Post-Enquirer*.

Claims Church Advertising Record

May 27, 1924.

TO EDITOR & PUBLISHER: In your edition of May 23, you carried a paragraph in which the *Baltimore News* claims a record for church advertising.

The *Brooklyn Eagle*, ever since the first of the year, has consistently carried 16 to 18 columns of church advertising every Saturday. For Easter the *Eagle* carried four and one-half pages of church advertising, and since then we have carried about a page and a half. I think this is a greater record than that of the *Baltimore News*.

During the year 1923 the *Eagle* carried 217,816 lines of church advertising. These are the figures as computed by the *New York Evening Post* Statistical Bureau.

T. F. MULHERN,
Classified Advertising Manager.

Add Less Known Characters: The Mother of the Queen of the May. Also, did she wake the daughter who left the early call?—F. P. A., *Conning Tower*,

WOULD MAKE U. S. "BEST DRESSED NATION"

Reed Promoting National "Dress Up" Campaign Stressing Importance of Personal Adornment and Correct Attire—Would Enlist Newspapers, Schools, Women's Clubs, and Ad Associations

By E. D. REED

Advertising Manager, F. F. Dalley Company, Inc.

DURING the past two years considerable attention has been given to the personal appearance appeal in the advertising of a few national advertisers. The effort, however, has not been cumulative in effect, owing to the small amount of prominence given the idea by the individual companies concerned. However, the thought of the excellent results that could be obtained through the general adoption of this "pride in appearance" idea if properly worked out, has resulted in a number of conferences called by the F. F. Dalley Corporation and members of the Association of National Advertisers, Inc. In order to make a definite start it was decided to incorporate an association for the promotion in a large way of the "pride in appearance" idea.



E. D. REED

The objects of the association will be wide and embrace the "dress up" idea from every possible angle. Every one admits the economic value of such an association when it is considered that manufacturers and retailers of every conceivable product used either for personal wear or adornment, are interested in increased sales—a larger turnover.

For instance, the clothing industry will be interested in the promotion of the "pride in appearance" idea—proper dress, a frequent change, an additional suit, etc. The same will appeal to manufacturers of hats, shoes, shirts, collars, neckties, hosiery, etc.

We believe the shoe manufacturers are already trying to instill the idea of "No tan shoes after 6 P. M." They are playing a lone hand but this idea gains from the cumulative force of a combined attack by all personal wear and adornment factors.

There are many reasons for the promotion of this "pride in appearance" idea at this time. People have become careless of their appearance through the use of the motor car, which is directly the opposite result that should be expected. It is a condition favorable to a change. The new thought (and an admirable one) of getting a little fresh air and exercise by walking a block or two before hopping the car, train, bus or subway in the morning and the same in the evening, means that these people will respond to the "personal appearance" idea and these walkers will represent an excellent subject for an example of the necessity of pride in appearance.

Many newspapers and magazine articles have appeared on the subject of personal appearance from time to time. In 1916 the *Saturday Evening Post* published the story entitled "Skinner's Dress Suit," while just last month Dr. Orisen Swett Marden had an article in *Success Magazine*, on the "Psychology of Clothes" but clothes are only one item, although a very important one, in the "personal appearance" category. The teeth, hair, complexion, hands, eyes, all features in general are included, and tooth paste, tooth brushes, shaving cream, shaving apparatus, face cream, lotions, soap, hair brushes, hat brushes, clothes and clothes brushes, barber, neckties, underwear, corsets, hosiery, hose supporters, shoes, shoe polish, shoe strings, all pertain to the personal comfort and appearance of the people.

The same publications that have printed columns on personal appearance lines

have also decried the fact that we are a poorly dressed nation. It should be the reverse, the United States should be the world's best dressed nation. It will be our object to make the United States the best dressed nation of the world.

The papers are full of suggestions for styles and fashions, but the individuality of these appeals have lacked the force that a real Pride in Appearance Campaign would have run in accordance with modern merchandising ideas.

Our schools and colleges are all more or less interested in this problem of instilling personal pride in their scholars and students. That the importance of personal appearance must be instilled into the mind of those whom our colleges and universities are turning out as leaders of men, has long been acknowledged. West Point Academy is one example.

Success is, in a great degree influenced by appearance, possibly more than anything other than ability.

Appearances often make or break a business.

If we can get the great American public to realize the harm it is doing itself through lack of this very important item and get the public awakened and alive to their personal appearance, we need not worry about the prosperity of the business of any individual or company manufacturing things that are used for personal adornment and which assist in the improvement of personal appearance.

The reaction will be all-embracing, as wide in scope as it is economically sound. How many people today through lack of interest in the subject generally, or indifferent to appearances, let their shoes run down at the heel, wear threadbare suits, shapeless hats or scuffed gloves? We all know their number is legion. Admitting this then, is it not also a fact that most people when made conscious of their remissions will correct them. It is a delicate subject when attempted personally, an easy one when tackled broadly.

To promote this movement, publicity is of primary importance. By the use of magazines, newspapers, billboards, street cars, etc., we can make the public realize its negligence in dress and personal appearance by stressing the benefits and pleasure to be derived from keeping one's appearance or the "pride in appearance" thought, creating a jealousy of it that does not even exist today.

The extent to which this appeal may be elaborated upon is without any bounds, the field for the imagination is large and varied in this to any extent we wish to go. It is already an item of intense human interest, the inherent desire has but to be aroused. There is no limit to the copy appeal and the material for it is inexhaustible.

There is every reason in the world why every man, woman, boy and girl should for their own advancement, social

or commercial, realize the importance of their personal appearance.

It will be very easy to point out to them that there exists no more pleasant or easy avenue to gain these ends.

In all our advertising, magazine, newspapers, billboard, street cars, etc., we will put across the message of our slogan, which has not yet been chosen. Around this slogan all our advertising will be built. By continued repetition and by prominent display we will soon make this slogan a "by-word" with the American public. We can teach them how to dress, point out the right way; the wrong way. We can, by continually bringing it to their attention have them notice the neatness and confidence of their well dressed neighbors and passers-by. We can by the very natural interest in their fellow men create a new standard of judgment.

It recalls the old adage "Fine Feathers Make Fine Birds." It is true. We can give our magazine and newspaper advertisements a real human interest and economic appeal.

There is also the endorsement of our leading educationalists and employers. Many of us are familiar with the fact that the Pullman Company require every colored porter to have his hands manured and his shoes polished every day before every trip and his linen coat must be kept spotlessly white and clean. Our public school teachers will all be glad to co-operate in promoting such a fundamentally sound principle as pride in personal appearance.

Through newspapers, schools, colleges and universities, through local clubs and organizations, women's clubs, etc., we can promote the idea of "personal dress up" and "pride in appearance."

We can have America dressing for functions, we can have the cellar equipped with a duster for the furnace work, the garage equipped for tinkering at the car, the man will slip on his smoking jacket at home and his office coat will be religiously donned and removed. For driving, riding, walking, golfing, shooting, boating, hunting, party, banquets or business, we will instill a desire for wearing those things which have singled out certain nations and people who take pride in dress, and make the doing of these things a *desire*, accomplishing our ends with twofold results in business created.

We are all more or less familiar with the success of the Orange Growers "Sun-kest" and the cranberry, "Eatmor Cranberries," and "Sunmaid" raisins, "Have you had your iron today?" and the florist's "Say it with Flowers," the "Save the Surface and Save All," prune growers, walnut growers, Portland Cement Association, and so on. There are many others.

The story of their success is indeed interesting.

Take for instance the Paint Manufacturers Association, they started their "Save the Surface and Save All" campaign with the idea of doubling the paint business in 5 years. Through their very efficient collective effort they report that in just two and one half years they have reached their objective. Their assessment of members was 1-8 of 1 per cent of each manufacturer's sales.

Surely the human appeal of pride in personal appearance has a far greater potential value in business, considering its many varieties, than the appeal of paint, which is limited. It is doubtful if any manufacturer would admit that his product for personal wear or adornment is secondary to paint. Collectively, then, an appeal affecting the products of all kinds for personal adornment or wear, should succeed just in proportion to their greater importance in the affairs of the people.

FRANCE PAYS A NEW HIGH HONOR TO GIBBONS

Director of Paris Edition of the Chicago Tribune Decorated

FLOYD GIBBONS, famous in the history of the World War, has just received new honors. In recognition of his recent trip across the Sahara Desert, Marshal Foch, in Paris, pinned on his lapel the Cross of the Legion d'Honneur, the scene being depicted in the accompanying photograph.

Present at the ceremony were Mr. and Mrs. Edward J. Gibbons, the parents of the famous newspaperman.

Gibbons also possesses a decoration from the French Government for bravery above and beyond the call of duty. He saved the life of a wounded officer by carrying him through shell fire to safety.

The photograph shows him still wearing a mask for his left eye which was torn out by machine gun fire as he lay in a bullet-swept wheat-field, in advance of the front lines of the U. S. Marine Corps in company with several officers.

Floyd Gibbons is at present director of the Paris Edition of the *Chicago Tribune*, and also plays an important part in the *Chicago Tribune* news service in Europe.

He recently spoke before the American Club in Paris, relating the adventures encountered upon his trip across the Sahara Desert to Timbuctoo. He is now making plans for covering Capt. Amundsen's forthcoming flight across the North Pole in an aeroplane. Gibbons will accompany the explorer on the flight.



N. E. A. WAIVES RULE TO ELECT BRONSON PRESIDENT AS MARK OF GRATITUDE

Vice-President Marble Steps Aside for Oklahoman, Who Arranged Present Tour, But Will Conduct Association During His Illness

By WALLACE ODELL

(Retiring President, National Editorial Association.)

EL RENO, Okla., May 25.—The National Editorial Association paid splendid tribute today to Edward S. Bronson, editor of the *El Reno American*, when it elected him president. Mr. Bronson is critically ill and the association wanted to recognize his work for the organization and what he did to make this wonderful trip possible. His election was without precedent and was made possible through the unselfish and sacrificing spirit of George W. Marble, *Fort Scott (Kan.) Tribune-Monitor*, who arc elected vice-president and acting president. Mr. Marble will carry on all work of the association, whose members expressed deep appreciation of his act.

By W. F. BICKFORD

(By Telegraph to Editor & Publisher)

OKLAHOMA CITY, May 28.—Members of the National Editorial Association, Mexico-bound, aboard their special train, rolled out of Oklahoma at the close of a \$500,000 artillery demonstration staged by the War Department on the Fort Sill military reservation. As if to complete the desired effect of reproducing a bit of the terrain along the Western front of six years ago, a drizzling rain fell all the night before and resumed as the N. E. A. folk set forth from their hotel for the "battle-field."

Accompanied by Gov. M. E. Trapp and his staff, numerous army officers, guides, and several thousand Oklahomans attracted by the promise of the greatest explosion of Uncle Sam's ammunition since the war ended, the editors fared to a mountainside. Artillery mobilized from other Southwestern posts, machine guns, infantry and aircraft detachments from the Fort Sill forces, took part in the problem, which was the conquest of trenches on a hillside across the valley from the editors' vantage-point.

The editors concluded their Oklahoma City session with a dramatic abandonment of the rule of succession which has come to prevail in the election of their president, as told above. Acting President Marble, with President Bronson's approval, has named the following vice-presidents by States—

ALABAMA—D. K. Wiggins, *Hartselle Enterprise*.
ARIZONA—J. H. Westover, *Yuma Sun*.
ARKANSAS—Erwin Funk, *Rogers Democrat*.
CALIFORNIA—Timothy Brownhill, *La Puente Journal*.
COLORADO—Edwin A. Bemis, *Littleton Independent*.
CONNECTICUT—O. S. Freeman, *Watertown News*.
DELAWARE—James F. Alec, Jr., *Dover State Sentinel*.
FLORIDA—A. W. Newett, *Groveland Graphic*.
GEORGIA—G. S. Chapman, *Sandersville Progress*.
IDAHO—W. Lloyd Adams, *Rexburg Standard*.
ILLINOIS—William J. Smith, *Waukegan Sun*.
INDIANA—Charles H. Beeson, *Winchester Journal*.
IOWA—Walter H. Beall, *West Union Argo-Gazette*.
KANSAS—O. W. Little, *Alma Enterprise*.
KENTUCKY—William Grote, *Vanceburg Sun*.
LOUISIANA—Lyman H. Tucker, *Hammond Sun*.
MAINE—Charles H. Fogg, *Houlton Times*.
MARYLAND—P. G. Stromberg, *Ellicott City Times*.
MASSACHUSETTS—Lewis R. Hovey, *Haverhill Record*.
MICHIGAN—Homer Harwood, *Warren Watchman*.
MINNESOTA—Herman Roe, *Northfield News*.
MISSISSIPPI—Clayton T. Rand, *Philadelphia Democrat*.
MISSOURI—William Southern, Jr., *Independence Examiner*.
MONTANA—O. S. Warden, *Great Falls Tribune*.
NEBRASKA—J. P. O'Furey, *Hartington News*.
NEVADA—D. E. Williams, *Fallon Eagle*.
NEW HAMPSHIRE—Chas. G. Jenness, *Rochester Courier*.
NEW JERSEY—Dixie Anzer, *West Hoboken Hudsonian*.
NEW MEXICO—Don W. Lusk, *Silver City Independent*.
NEW YORK—T. J. Blain, *Port Chester Item*.

WHO'S WHO IN N. E. A. PARTY

ARKANSAS

W. D. Palmer, *Rogers Daily Post*.
Mr. and Mrs. Chas. Young, *Helena World News*.
Mr. and Mrs. C. A. Berry, *El Dorado Daily News*.
Mr. and Mrs. Erwin Funk, *Rogers Democrat*.
L. D. Freeman, Jr., *Harrisburg News*.

ALABAMA

M. D. Wiggins, *Hartselle Enterprise*.

COLORADO

Alfred F. Isham, *Brighton Blade*.
Edwin A. Bemis, *Littleton Independent*.
Geo. T. Hanbrich, *Secretary Colorado Press Association, Denver*.
Mrs. H. E. Hogue, *Eaton Herald*.
Mr. and Mrs. George C. McCormick, *Fort Collins Express-Courier*.

CONNECTICUT

Geo. Woodruff, *Litchfield Enquirer*.

DISTRICT OF COLUMBIA

W. L. Daley, *Washington Representative, N. E. A.*

FLORIDA

A. W. Newett, *Groveland Graphic*.
Mr. and Mrs. J. C. Lochner, *Clermont Florida Publisher*.

GEORGIA

G. S. Chapman, *Sandersville Progress*.

SONGS OF THE CRAFT

(Specially Written for Editor & Publisher)

By Henry Edward Warner

FUGITIVES

Floating somewhere in the nebulous air,
Or hitched to a shimmering Star,
Or wherever there gleams the aurora of dreams
Such as dreams of the Hopefullest are,
There are fugitive thoughts of a book or a play,
Or a plot that reached never an end,
And ever and ever they drift on their way
With the fortunes we never shall spend.

Drifting away in the blue and the gray
Of a sky that is studded with light,
There are thoughts that were born on the blush of a morn
And that never survived to the Night!
There are men anchored fast to The Job who would soar
On the wings of their dreams that have fled,
Who are only held back by the Copy Desk's roar.
For a yarn worth a Number One head!

Oh, life is to laugh! . . . and the Pride of the Staff
Sits wishing with meaningful eyes,
For he's just sent his Best to the critical test
Of the morons where Hollywood lies!
And the Column Man frowns as he opens his mail
That is stamped with the stamps he enclosed!
And why should the Poet turn sickened and pale
At the Fate of a Thing he composed?

Yet we shall not fret, while we try to forget
All the fugitive thoughts of our dreams.
Where we've tackled and flunked, all the stuff has been junked
And is lost in the glare of the gleams
That light up the way for such fugitive things,
As the fragments that flicker and flare
Do one little turn, till their memory clings
To their patch in the nebulous air.

ILLINOIS

Mr. and Mrs. H. U. Bailey, *Princeton Republican*.
W. E. Babb, *Chicago Rock Island Magazine*.
Lyman F. Black, *Elgin Daily News*.
Mr. and Mrs. Horace Critchfield, *Atlanta Argus*.
E. H. Childress, *Fairfield Press*.
R. L. Davis, *Mount Sterling Democrat-Messenger*.
C. T. Taylor, *Mount Sterling Democrat-Messenger*.
Mr. and Mrs. F. E. Evans, *Belleville Advocate*.
L. B. Frazier, *Aurora Press Club*.
Mr. and Mrs. Paul Goddard, *Washington Reporter*.
Miles T. Lamey, *Barrington Review*.
Wright Patterson, *Publishers Auxiliary*.
Mr. and Mrs. Ed. W. Reef, *Carbondale Free Press*.
Mr. and Mrs. Chas. F. Renich, *Woodstock Daily Sentinel*.
Wilson M. Smith, *Waverly Journal*.
Roy L. Scrieght, *Harrisburg Register*.
Mr. and Mrs. A. T. Spivey, *East St. Louis Daily Journal*.
H. J. Schmidt, *Nashville Journal*.
Mrs. Mabel Shaw, *Dixon Evening Telegraph*.
W. J. Smith, *Waukegan Daily Sun*.
Mr. and Mrs. C. K. Todd, *La Harpe La Harper*.
D. D. Bruner, *Industry Press*.
Mrs. W. L. Black, *Elgin Daily News*.
Mrs. Wm. McCrede, Jr., *Elgin Daily News*.
Miss Marion McCrede, *Elgin Daily News*.
Mr. and Mrs. P. N. Mason, *Buda Plaindealer*.
H. L. Williamson, *Secretary Illinois Press Association, Springfield*.

INDIANA

Mrs. Charlotte Woodring, *Peru Journal*.
Mrs. Amanda Sanders, *Syracuse Journal*.
H. A. Buettner, *Sycamore Journal*.
Mr. and Mrs. Robert A. Todd, *Franklin Republican*.

W. W. Aikens, *Franklin Daily Star*.
Chas. Beeson and W. E. Beeson, *Winchester Journal*.

IOWA

Mr. and Mrs. Ralph E. Shannon, *Washington Evening Journal*.
Mr. and Mrs. Harry E. Taylor, *Traer Star-Clipper*.
Mr. and Mrs. Marion Bruce, *Rolfe Arrow*.
Miss Mary Dossce, *Monticello Express*.
Mrs. Estelle LesPrevoist, *Clinton Herald*.
Mr. and Mrs. H. J. Green, *Decorah Public Opinion*.

KANSAS

Miss Dora Adriance, *Seneca Courier-Tribune*.
Angelo C. Scott, *Jola Daily Register*.
W. D. Greason, *Paola Republican*.
Mr. and Mrs. George Harman, *Valley Falls Farmers' Indicator*.
O. W. Little, *Alma Enterprise*.
George Marble, *Fort Scott Tribune-Monitor*.
Mr. and Mrs. Clark T. Richardson, *Garnett Review*.
Mr. and Mrs. John Redmond, *Burlington Republican*.
Mr. and Mrs. George Yust, *Sylvia Sun*.

KENTUCKY

Mr. and Mrs. Wm. Grote, *Vanceburg Sun*.

LOUISIANA

Mr. and Mrs. F. W. Bott, *New Orleans Linotype Bulletin*.

MAINE

Mrs. Chas. H. Fogg, *Houlton Times*.

MASSACHUSETTS

Mr. and Mrs. L. M. Marshall, *Manchester Cricket*.
L. C. Hall, *Wareham Courier*.
Mr. and Mrs. J. C. Brimblecom, *Newton Graphic*.

MINNESOTA

Mr. and Mrs. J. M. Freeman, *Olivia Times*.
H. C. Hotaling, *Executive Secretary, St. Paul County Enterprise*.
C. E. Johnson, *St. Paul, West St. Paul Times*.
Mr. and Mrs. J. P. Kinney, *Alexandria Citizen-News*.
Mr. and Mrs. Emil Leicht and Son, *Winona Herald*.
Herman Roe, *Northfield News*.
R. B. Wise, *Brainerd Journal Press*.
Mrs. C. K. Blandin, *St. Paul Pioneer Press*.
Mrs. Irene Passer, *St. Paul Pioneer Press*.
J. P. Conghlin, *Waseca Herald*.
H. C. Miller, *St. Peter Free Press*.

MISSOURI

Mr. and Mrs. J. S. Hubbard, *Columbia Missouri Publisher*.
Miss Ella Pearl Smith, *Clinton Eye*.
A. H. Volkman, *Rock Port Mail*.
O. J. Ferguson, *Fredericktown Democrat-News*.
Walter Williams, *President, World's Press Congress, Columbia*.
Mrs. H. P. Staple and daughter Frieda, *Rock Port Mail*.
Wm. Nolan, *Monroe City News*.

MICHIGAN

A. A. Howard, *Waterlovet Record*.
Geo. B. Dolliver, *Battle Creek Moon-Journal*.
Homer Harwood, *Warren Watchman*.

MISSISSIPPI

Mr. and Mrs. James Faulk, *Meridian Herald*.
Mr. and Mrs. L. H. Bowen, *Brookhaven Times*.

MONTANA

G. M. Moss, *Whitefish Pilot*.

NEBRASKA

Mr. and Mrs. W. T. Pickett, *Wahoo Wasp*.
Mrs. Josephine Mickel, *Seward Independent-Democrat*.
Miss Catherine Dougan, *Seward Independent-Democrat*.
Mrs. M. G. Perkins and daughter, *Freemont Herald*.
Mr. and Mrs. Frank Edgecombe, *Geneva Signal*.

NEW YORK

John E. Allen, *Brooklyn Linotype News*.
Mr. and Mrs. Wallace Odell, *Tarrytown Daily News*.
John P. Herrick, *Olean Breeze*.
Miss Marjorie Herrick, *Olean Breeze*.
Mr. and Mrs. John Clyde Oswald and two children, *American Printer*.
Mr. and Mrs. Thomas Blain, *Port Chester Daily Item*.
A. E. McCall, *Bath Plaindealer*.
Roy Milliken, *Utica Times*.
W. S. Travis, *Utica Times*.

NEW JERSEY

Mr. and Mrs. Dixie Anzer, *West Hoboken Hudsonian*.
Mrs. Lyle Arney, *West Hoboken News*.

NORTH DAKOTA

Geo. P. Collins, *Carrington Independent*.
E. L. Peterson, *Dickinson Press*.

OHIO

Mrs. Clara Amos, *Sidney Daily News*.
Mrs. Robert McCormack, *Sidney Shelby County Democrat*.
A. C. Callaghan, *Bellevue Gazette*.
Miss Margaret Callaghan, *Bellevue Gazette*.
Frank A. Knapp, *Bellevue Gazette*.

OKLAHOMA

E. S. Bronson, *El Reno American*.
Mrs. N. B. Canavan, *El Reno American*.
Miss Mary Kavanagh, *El Reno American*.
Mr. and Mrs. John P. Hinkel, *Sillwater Gazette*.

(Continued on page 22)

ADVERTISING BUILT AMERICA'S WEALTH DANA TELLS COAST AD CLUBS

800 Delegates Attend Fresno Convention—Coolidge Sends Greetings—Newspapers Lauded as Media—Spencer of Seattle Conceded Presidency

(By Telegraph to EDITOR & PUBLISHER)

FRESNO, Cal., May 28.—"Co-operative Advertising—How the Pacific Coast is Selling Itself to the World," was the underlying theme of the twenty-first annual convention of the Pacific Coast Advertising Clubs' Association which opened in this city Sunday, May 25.

Numbered among the 800 delegates in attendance at the four-day sessions were some of the best known figures in the advertising and mercantile fields of the Pacific Coast. Authorities who came to tell their secrets of success and to learn what the other fellow is doing to build and maintain the prosperity of the 3 states, California, Oregon and Washington, and Territory of Hawaii included in the Association's jurisdiction.

Opening the session was the address of Marshall Dana, associate editor of the *Portland (Ore.) Journal*, at a great open air meeting in Roeding Park.

Immediately preceding Mr. Dana's address was a speech by Lou E. Holland, president of the Associated Advertising Clubs of the World, who said that in a recent conversation with President Coolidge, the President had expressed the hope that "Truth in Advertising" would bring about a better understanding between all nations, for then there would be no more wars.

Both Dana and Holland were introduced by Don Francisco, co-manager of Lord and Thomas, Los Angeles, president of the P. C. A. C. A.

Declaring that the United States still would be near the log cabin days of progress without advertising, Mr. Dana pointed out how the United States could never have accumulated, without advertising, a wealth of 300 billions in the nation's short life when all the world's wealth at the beginning of American independence was not more than 1,000 billion dollars.

"We could never have owned half of the world's railways, three-quarters of the telephones, nine-tenths of the automobiles, and all but 2 per cent of the world's radio. We never could have spread in a century 3,000 miles over a raw territory and make the last stand the best. We could not today be converting as much of Nature's resources into uses good for humanity as the rest of the world combined, nor could we find the uses and the consumers without advertising. Advertising is to business as electric current is to the dynamo.

"Advertising is the chief of staff in making America the greatest nation in the world. It has elevated our standards of living by keeping before us the incentive to possess the better things of life. It has put cleanliness and sanitation in the kitchen. It has made the old fashioned, little used, 'front room' over into a real living room by finishing it with the best of nationally advertised products.

"It furnishes us the modern facilities of the bath, the shave and the clothing we put on. It is our most intelligent adviser as to the things we eat and the beverage wherewith we warm or refresh ourselves.

"Advertising is the first ally of public health. It is the exponent of courage and the antithesis of fear.

"Business takes heart when it begins to advertise. Advertising will make business men community leaders in good times, but more so in worse times.

"It is the voice of Business, the voice of Nature and the voice of the fields, of the orchards, and the forests.

"It is the voice of appeal to come out of the crowded places and revel in the beautiful, the wholesome and the good. It is the agency whereby the Pacific Coast Advertising Clubs may justify their Pacific Coast character.

"Let the west advertise all the west." The general sessions opened Monday and were conducted through Tuesday and Wednesday, May 26, 27 and 28.

Under the direction of Don Francisco, C. M. C. Raymond, executive secretary Advertising Club of Los Angeles, secretary; W. C. Beaumont, president of the Fresno Advertising Club, and Harry B. Gregory, general manager of the *Fresno Republican*, chairman of the general convention committee, the convention program was fulfilled without a hitch.

Lloyd Spencer, past president of the Seattle Advertising Club, was nominated for the office of president to succeed Francisco.

There were no other candidates for the position and his election was conceded. Seattle was chosen as the 1925 convention place without competition.

The complete list of officers nominated follows: President Lloyd Spencer, Seattle, past president of the Seattle Club; Raymond P. Kelly, Spokane, for re-election as president for Eastern Washington; Guy Llewellyn, Tacoma, director of the Tacoma Club, for vice-president in Western Washington; Marshall Dana, Portland, past president of the Portland Club, for vice-president in Oregon; W. C. Beaumont, Fresno, president of the Fresno Club, for vice-president in Northern California and Hawaii; A. Carman Smith, Los Angeles, president of the Los Angeles Club, for vice-president of Southern California; Florence Gardner, secretary of the San Francisco Club for vice-president of women's participation.

A. Loomis of Portland was appointed to fill the unexpired term until the election, Wednesday, of W. S. Kirkpatrick of Portland, vice-president for Oregon.

The new Petaluma Club and the new Advertising Club of Honolulu applied for membership. Petaluma was admitted, and the Honolulu application was approved subject to ratification by the A. A. C. W. President Don Francisco presided at the dinner meeting Monday evening. He reported on his stewardship of association affairs during the year.

His reports showed that the Pacific Coast Advertising Clubs' Association, which is affiliated with the A. A. C. W. as District No. 12, now comprises 19 clubs in Pacific Coast cities with a total membership of 3467.

A personal message from President Coolidge was read as follows:

"Please express to the Pacific Coast Advertising Clubs' Association my greetings and good wishes. Advertising is the given word of the producers to the consumer. As advertising men, it is your duty to see that that word is not broken and to keep faith with the public, which relies upon you for guidance in the daily affairs of life."

A feature of the convention was offered by the *Fresno Bee*. This was a series of news stories from the home towns of the convention delegates published under 2 column reproductions of the mastheads of the newspapers in the various cities included in the jurisdiction of the P. C. A. C. A.

Expressing Gov. F. W. Richardson's regrets at not being able to attend the sessions, David C. Williams, state assemblyman from the 49th district, extended the governor's greetings to the delegates.

Paul Shoup, vice-president of the Southern Pacific, president of the Associated Oil Company, and president of the Pacific Electric Railway, declared that advertising was the stimulus that made California increase its population 3 or 4 times in one decade.

"Advertising is essential to Pacific Coast prosperity," he said. "We are iso-

lated from the rest of the world by oceans and mountains, which are still somewhat of a barrier, but we have overcome much by advertising."

Miss Alice Irwin of the Los Angeles Club spoke on the "Woman's Viewpoint of Advertising." She said, "the primary function of advertising is to sell goods and the secondary function is to educate."

Walter Weohlke, editor of the *Sunset Magazine* of San Francisco, said in an address on "Why Advertise a Community?" that the sole reason a community should advertise is to stimulate its growth. The community that advertises must offer something to induce the purchase of what it has to offer, he said.

Paul S. Armstrong, advertising manager of the California Fruit Growers' Exchange, declared that there is no question but that newspapers in the aggregate stand far in the lead of all other advertising media.

"No advertiser can afford to ignore the newspapers. All advertising media are good, but some are better in particular." (Continued on page 27)

JUDAH HEADS AD MANAGERS

Named President California Daily Newspaper Group at Fresno Meet

(By Telegraph to EDITOR & PUBLISHER)

FRESNO, Cal., May 28.—H. E. Judah of the *Santa Cruz News*, was re-elected president of the California Association of Daily Newspaper Advertising Managers at the convention held in Fresno yesterday in connection with the convention of the Coast Advertising Clubs Association. J. A. Long of the *Richmond Independent*, was elected secretary-treasurer.

Santa Cruz was awarded the next state session, which will be held August 11, this year.

A promotion committee under the chairmanship of J. C. Allison, business manager of the *Marysville Appeal*, was named to carry on a publicity campaign during the year to obtain 100 per cent participation in affairs of the Association by the advertising managers of Daily Newspapers in California.

Within the next 60 days regional meetings will be held at Fresno, San Francisco, Los Angeles, San Jose, Sacramento Modesto, Santa Cruz.

Speakers at the sessions here were Gordon E. Blade, *Fresno Republican*; Donald S. Mains; *Tulare Register*; Alvin Long, San Jose; John A. Dignan, campaign director, California Gas Appliance Society, San Francisco.

RICHARDSON REELECTED

California's Governor Heads State Press For 22nd Time

(By Telegraph to EDITOR & PUBLISHER)

LONG BEACH, Cal., May 28.—Friend W. Richardson, governor of California, was elected president of the California Press Association for the 22nd consecutive time at the annual dinner of the Association meeting here.

"I would be willing to step down in favor of someone else," the governor said, but none appeared to contest with him for the honor.

Justus F. Craemer of the *Orange News*, was re-elected vice-president. Other officers re-elected were, Oran A. King, *Jackson Ledger*, secretary; Robert W. Walker, *Vallejo Times*, Treasurer.

FLYNN LAUNCHES NEW ST. LOUIS DAILY

American, Published Mornings and Sundays is English Edition of Amerika, German Paper—Has No Editorial Page

St. Louis, May 26.—The St. Louis *American*, St. Louis' new morning newspaper, made its first appearance Friday, May 23. The *American* is published by Col. J. D. Flynn, who is well known in the Oklahoma publishing field. The paper is the English edition of the *Amerika*, a German language newspaper which has been in existence 52 years.

Glenn Ross, formerly of the *Tulsa (Okla.) Press, Muskogee (Okla.) Phoenix, and Fort Smith (Ark.) Southwest American*, is business manager of the paper; R. A. Woolford, formerly of the *Kansas City Journal* is advertising manager, and Floyd G. Bryan, formerly of the *Tampa (Fla.) Tribune*, is circulation manager.

Ashley Green, formerly with the *New York American*, is city editor, and Fuqua Turner, formerly with the old *St. Louis Republic*, is Sunday and feature editor.

The *American* has the wire news service of the Universal Service and the United News. The Sunday paper was without a colored supplement. The paper daily for 2 cents, and Sunday for 5 cents.

"A Newspaper With a Heart and Soul for the Hearth and Home," is the *American's* slogan. Col. Flynn says that he is a Republican, but "the paper is not concerned in politics as much as it is in principles."

The *American* has no editorial page. Its only editorial comment is a column—the first on page one, which is called "Keeping People Posted," by Col. Flynn. These are short paragraphs devoted to local subjects.

The *Daily Record*, a court paper, carried an announcement of the sale of 2,000 share of stock of the *Amerika Publishing Company*, by G. S. Pollard, pledgee, at the east door of the Court House next Friday at noon. This stock was purchased by Flynn from Pollard, who was president of the publishing company. Col. Flynn declined to discuss the matter.

There is no unemployment in PORTSMOUTH, OHIO

and this city is in very prosperous shape. An average of \$30,000,000 is spent in Portsmouth every year and this prosperous market can be reached only via the

EVENING TIMES
MORNING SUN
SUNDAY SUN-TIMES

They cover South Central Ohio like the dew.

National Advertising Representatives
ROBERT E. WARD, Inc.
501 Fifth Ave. New York
5 So. Wabash Ave. Chicago

DETROIT TIMES

Over 200,000
DAILY
Over 250,000
SUNDAY

A good newspaper plus the growth of Detroit to 1,200,000 population, is the answer.

In New Orleans it's THE ITEM



NEW AND AUTHENTIC HISTORY OF THE HERALD OF THE BENNETTS

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

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(Continued from last issue)

The result of his enterprise exceeded Mr. Bennett's fondest expectations and we quote his editorial published near the close of 1836, in which he said:

"The surprising success of the Herald has astonished myself. I began on \$500, was burned out, once had my office robbed, have been opposed and calumniated by the whole newspaper press, ridiculed, contemned, threatened, yet here I am, at the end of 15 months, with an establishment, the materials of which are worth nearly \$5,000, nearly all paid for, and the prospect of making the Herald in two years produce a revenue of at least \$30,000 a year; yet I care not. I disregard, I value not money. I rise early, and work late, for character, reputation, the good of mankind, the civilization of my species. It is my passion; my delight, my thought by day and my dream by night to conduct the Herald, and to show the world and posterity that a newspaper can be made the greatest, most fascinating, most powerful organ of civilization that genius ever dreamed of. The dull, ignorant, miserable, barbarian papers around me are incapable of arousing the moral sensibilities, or pointing out fresh paths for the intellectual career of an energetic generation."

His enterprise as a publisher was remarkable. Though he could ill afford it, yet when the great fire in December, 1835, destroyed the Merchants' Exchange and adjoining blocks of buildings, causing a loss of over a million dollars, he had a picture and a map specially engraved at heavy expense, and again on March 19, 1836, he published a large map of New York City, on which all his numerous advertisers' locations were noted. Of this issue, he sent out an "extra edition of 10,000 to all points," though it severely strained his resources.

The rush of business in the spring of 1836 so overwhelmed him that his cellar at 148 Nassau street had to be abandoned and on April 9 he removed to a large airy office on the first floor of the prominent Clinton Hall building, corner of Nassau and Beekman streets. Here he installed a full modern equipment, bought a safe and a second-hand mahogany counter, while in rear was his "den" or sanctum, where he could retire to pen his brilliant editorials. Over the door was a large sign bearing the words "Herald Office" and still further impressing Day and Wisner of the Sun with the proximity of their dangerous rival.

By August the circulation had increased so much and the newsboys were selling the Herald at such extortionate figures, that he raised the price to two cents a copy at retail. His patrons willingly paid it, and as he remarked to an old medical friend, "the whole city reads the Herald and my presses are taxed to the utmost to supply the demand."

Mr. Bennett had only a few enemies—they were his competitors in business and the political and financial evil-doers whom he struck with lightning-like effect—while he had hosts of friends, several of whom demonstrated it most impressively in September, 1836, when Mr. Bennett was fined \$500 for accidentally publishing the name of John Haggerty in a list of insolvents. He promptly paid the fine and the next day his friends raised a similar amount and presented it as a testimonial to him that he was "an honest, fearless editor."

The Hamblin Assault

After the burning of the Bowery Theatre in the latter part of 1836, Thomas S. Hamblin, the manager, was practically ruined, and his friends planned a monster benefit for him. This was strongly opposed by Mr. Bennett in several caustic articles as unnecessary, with the result that both Hamblin and his associates became infuriated, and finally went to the Herald office and personally assaulted Mr. Bennett in his private office. Mr. Bennett manfully resisted, but was badly beaten, his furniture wrecked, and, worst of all, during the *melee*, someone went to the cash drawer and stole more than \$300. Mr. Bennett justly denounced Hamblin in the bitterest terms, while the latter and his friends were championed by practically all the other papers in town, and Noah in the Star dwelt on the fact that retribution had at last overtaken Bennett and that he richly deserved punishment. Col. Webb also gloated over the disaster that had befallen "the scoundrel, Bennett," for a few days before the Herald had branded the Courier and Enquirer as "that trough of infamy." On February 27, 1837, Hamblin and his associates in the outrage were tried, found guilty, and made a monetary settlement with Mr. Bennett, though prior to that, the defenders of Hamblin had insinuated that an employe of the Herald, taking advantage of the confusion, might have committed the theft. It is only fair to say that in 1850, Mr. Bennett publicly announced his regret at the incident and appealed to the public to aid Hamblin in his effort to save the Bowery Theatre from foreclosure at that time.

Two Famous Herald Editors

The year 1837 was notable in the annals of the Herald, due to Mr. Bennett employing two men who became famous as journalists and were

loyal and able workers in the Herald's editorial department and greatly aided the proprietor in his labors. They were William H. Atree and Frederic Hudson.

Probably no one was more relied upon by Mr. Bennett as an editorial assistant than William H. Atree, of whom he once remarked:

"Bill Atree possesses many of my qualities; he has sound judgment, fearlessness, is absolutely accurate in his reports, and is a brilliant writer withal."

Atree arrived in the United States in 1834, and secured employment in Conner's type foundry. His occupation proving uncongenial, he resigned and became a reporter on the Transcript, at much smaller wages than he had been receiving. He enlivened its columns with his witty and realistic police court stories, rapidly raising its circulation, and incidentally rousing the envy of Day and Wisner of the Sun, who so grossly libelled him that he obtained their indictment. The Courier then offered him a largely increased salary, which he accepted, and on joining its staff, at once began a series of studied attacks on certain individuals, resulting in his being waylaid and so severely beaten that a fatal result was feared. Even the Sun expressed indignation and aided in trying to discover his assailants. Disgusted with journalism, on his recovery, Atree went South to carve out a fortune in the new territory of Texas, from which he sent interesting letters to the Courier. Mr. Bennett got in touch with him after his adventures in Texas and Mexico and brought him back to New York as the Herald's first news editor, a connection which he retained until 1844.

Frederic Hudson came from Boston to New York in 1836 with his brother to seek employment, and in 1837, as a youth of 17 years, was hired by Mr. Bennett as messenger and office boy. He had the benefit of what was considered a good education in those days, having graduated from the famous Mayhew School, and to great aptitude he joined the reportorial "nose for news." He became an active and willing assistant to Mr. Atree and his subsequent rise to become the director of the Herald's editorial staff and his elevating of the tone of the paper to the dignified attitude it gradually assumed in the discussion of politics and the news is fully dwelt upon elsewhere.

Another selection of Mr. Bennett's for his editorial staff did not turn out so satisfactorily. A man around whom was thrown the charitable cloak of anonymity and was later referred to as "Ariel," was a remarkable character, talented and brilliant as a writer, but absolutely untrustworthy in private life. Holding the responsible post of chief editorial assistant and doing some excellent work, it was discovered that he had developed kleptomaniac traits and so flagrantly betrayed the confidence of his employer that he was summarily discharged. He had been stealing anything in the office that he could conveniently conceal and carry to his lodgings, including even the spermaceti candles then used for lighting purposes. His rooms were searched and heaps of uncatalogued articles belonging to the Herald were found and restored.

"Ariel" died soon after his discharge and Mr. Bennett not only condoned his faults, but actually provided for his impoverished family.

(Continued next week)

**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.

248,612

was the average net paid daily
circulation of The Baltimore
Sun (morning and evening) for
the month of

April, 1924

showing a gain of 10,139 average
net paid daily circulation
over the month of April, 1923.

Everything in Baltimore
Revolves Around

THE  SUN

Morning Evening Sunday

Features that are carefully selected and edited to build circulation for The News, New York's Picture Newspaper, and for The Chicago Tribune. The News, in four years, amassed the largest newspaper circulation in America and The Tribune is second only to The News in the morning field. The Chicago Tribune Newspapers Syndicate offers only features used regularly in The Tribune or in The News of New York.

Blue Ribbon FICTION

First Run Work of First Class Authors

Blue Ribbon Serials for Sunday (one release a week)
Blue Ribbon Serials Week day (six days a week)
Blue Ribbon Short Stories—from 3,000 words down.
Well Written Tabloid Short Stories of 300-600 words

BLACK & WHITE Strips

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

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

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

WINNIE WINKLE
By Branner
SMITTY
By Berndt

TEENIE WEENIES
By W. M. Donahay
MOON MULLINS
By Willard

ONE ROUND TEDDY
By Sals Bostwick

GOOP ETIQUETTE
by Celott Burgess

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

CARTOONS

John T. McCutcheon—Carey Orr—Gaar Williams

BURNS MANTLE

Weekly New York Theatre Letter

WEEKLY ILLUSTRATED CHILDREN'S STORY

Raymond Kelly

DR. EVANS

The first and best of newspaper medical writers

WEEKLY COMIC STRIPS

JOLLY JINGLES

By Hunter

EMBARRASSING MOMENTS

By McCullough

SENTENCE SERMONS

Roy L. Smith

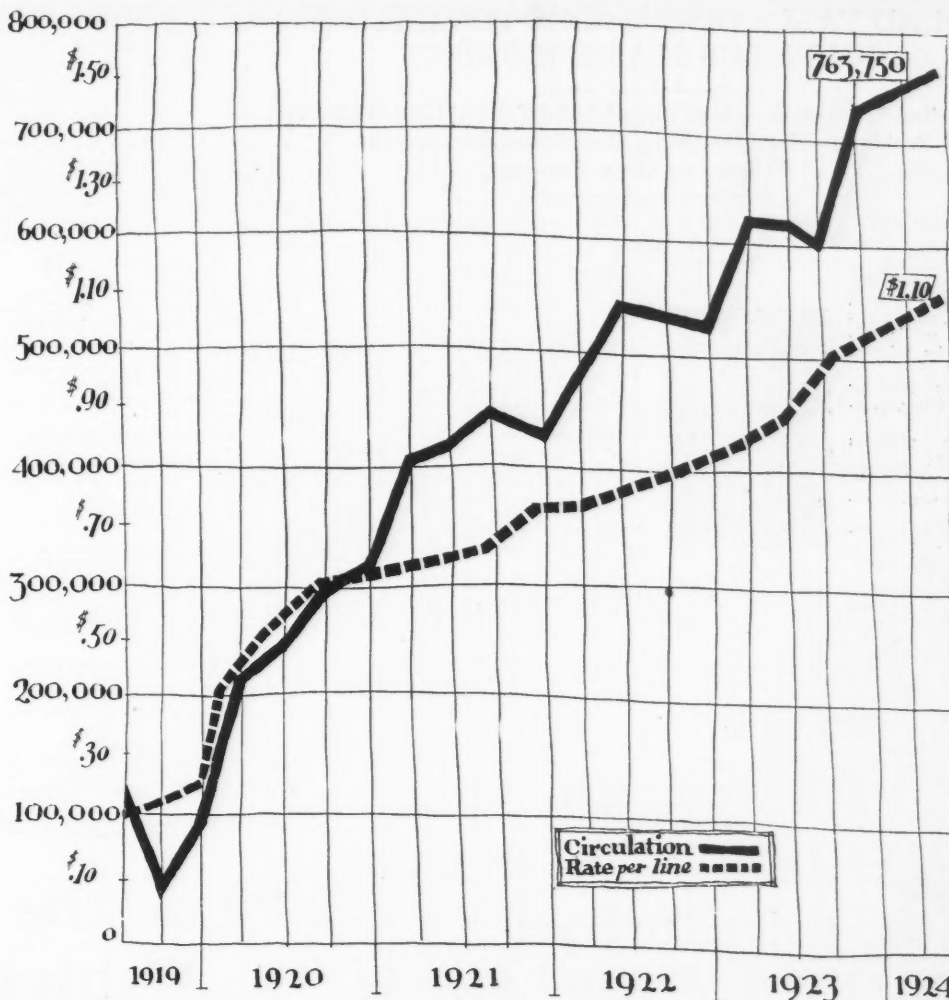
Daily and Sunday

Men's Fashions, Women's Fashions, Woods and Waters, Farm and Garden, Love and Beauty, Cookery, Etiquette, Home Harmonious, Line n' Type, Sports, Science and Embroidery, Club Ethics, Wake, In Motardom, Outline of Science, Character Reading, Weekly Home Page, Women's Page and Page of Sports.

LEASED WIRE Service
Foreign—National—Local

PACIFIC & ATLANTIC Photos

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



How well chosen FEATURES increase ADVERTISING REVENUE

(an example from life)

WHILE the whole journalistic world has marvelled at the circulation growth of The News, New York's Picture Newspaper, it has not given sufficient thought, perhaps, to the parallel increase in advertising rates. The News recently issued its seventeenth rate card. In less than five years its rates have increased from 20 cents a line to \$1.10 a line—and with every change the rate per 1,000 circulation has decreased.

Thus the use and promotion of Chicago Tribune features has helped to build up not only the largest newspaper circulation in America but has caused a steady increase in advertising rates. Features offered by The Chicago Tribune Newspapers Syndicate are carefully selected and

intelligently edited to build circulation for The Chicago Tribune and The News of New York—both noted for their outstanding success. These features are not created to peddle for profit but, primarily, to build up the circulation and prestige of The Tribune and The News. Other newspapers in the United States and Canada may obtain these features at a modest cost.

The Sunday News of New York added 150,000 circulation by adopting an eight-page tabloid comic section. This comic section is available to other publishers at a moderate price. Why not buy the complete set of features used by The Chicago Tribune and the News of New York?

THE CHICAGO TRIBUNE Newspapers SYNDICATE

Tribune Square, CHICAGO

25 Park Place, NEW YORK

Buy - - - Leadership!!

ROUND TABLE DISCUSSIONS TO FEATURE COLUMBUS CLASSIFIED MEET

Detailed Program Prepared Covering Ad-Takers' Most Difficult Problems—President Irvin, Des Moines Register and Tribune to Open Sessions

COMPLETE program for the fifth annual convention of the Association of Classified Advertising Managers to be held at Columbus, O., June 9, 10, 11, and 12 was made public this week by John L. Irvin, of the *Des Moines Register & Tribune*, president.

The program follows:

MONDAY, JUNE 9

9:00 a. m. Registration.

10:00 a. m. Assembly and organization of convention.

Opening address: John L. Irvin, president of the Association of Newspaper Classified Advertising Managers.

Reports of officers and committees.

11:00 a. m. Inspirational address by nationally known publisher on classified advertising.

11:30 a. m. Purpose and outline of program by Charles W. Nax, chairman of program committee.

1:30 p. m. "Voluntary Patronage and How to Increase it by Promotion in Own Newspaper."

1. Should promotion advertising seek to secure more readers for classified advertising or to create new advertisers, or both?

2. Should promotion advertising be written to build the entire classified section or specific classifications?

3. To what extent are the use of testimonials desirable in promotion advertising?

4. In promotion advertising of specific classifications, what is the best method of tie-up through the street solicitor with the advertiser?

5. What plan of promotion is best for tie-up between the telephone solicitor and the advertiser?

6. Is it profitable to attempt to teach advertisers to write better copy by promotional advertising, or can the space be used otherwise to better advantage?

7. How can the editorial department cooperate with the classified department in the promotion of classified advertising through news features?

8. Is large space at regular intervals more efficient promotion than smaller space used every day?

9. What kind of copy is best for first page publicity?

10. Is promotion advertising on the classified pages more desirable or less desirable than run-of-paper?

11. Do comic strips on the classified pages actually promote reader interest in classified advertising?

12. Many classified departments have considerable difficulty in securing promotion space in their own newspaper with consistent regularity. Can this be accomplished by a budget system, and how?

13. What per cent of classified revenue should be devoted to promotion?

14. Is it advisable to have a promotion department as part of the classified department, or should classified promotion copy be prepared by the general publicity department of the newspapers?

"VOLUNTARY PATRONAGE; HOW TO INCREASE IT BY THE USE OF THE TELEPHONE"

1. Is it advisable and profitable to call telephone subscribers suggesting the use of classified advertising? If so, what form of approach and conversation should be used?

2. How can ad-takers and telephone solicitors promote voluntary patronage?

STREET SALESMEN

1. How can street salesmen promote voluntary patronage?

NOVELTIES, PRIZES, ETC.

1. What kind of novelties can be used to promote voluntary patronage?

2. Are stunts, prizes, etc., of any permanent value in promoting voluntary patronage?

TUESDAY, JUNE 10

9:00 a. m. Telephone Room—Ad Takers.

1. What bonus plan can be used to stimulate more-than-one-insertion orders through ad-takers?

2. What is the best method of training ad-

takers to assist the advertiser in preparation of copy?

3. What is the best form of conversation to be used by the ad-taker to complete transaction after ad is taken?

TELEPHONE SOLICITATION

1. Can men be employed as successfully as women in telephone soliciting?

2. What is the best and quickest method of training telephone salespeople and ad-takers?

3. What is the best method of payment for telephone salespeople?

4. Is it best to solicit over the telephone by classification or by district?

5. What is the best method of clipping and sorting leads for telephone solicitors?

6. Is too persistent solicitation beneficial or detrimental to the newspaper?

7. Can more or an equal amount of business be secured from contract advertisers at lower cost over the telephone, or should they receive personal calls?

8. What new classifications can be developed by telephone solicitors, and how?

9. What method of tabulation can be used for records of telephone solicitors without loss of time to the solicitor?

TELEPHONE EQUIPMENT

1. Can the typewriter be successfully employed in taking ads over the telephone?

2. What new equipment is being used in the telephone room?

3. Is a separate switchboard and telephone number advisable for the classified advertising department?

TUESDAY, JUNE 10

11:30 a. m. Exclusion of fake and misleading advertising and standardized code of rules for same.

12:00 a. m. Convention photo.

2:00 p. m. Joint meeting with the Association of Newspaper Executives.

"The Importance of Classified Advertising to a Newspaper," F. L. Tate, classified manager, *Toronto Star*.

"How to Get More Classified Advertising for Your Readers," H. G. Barringer, classified manager, *Indianapolis News*.

"How to Get More Readers for Your Classified Advertisers," R. E. Seiler, classified manager, *Los Angeles Examiner*.

WEDNESDAY, JUNE 11

9:00 a. m. Street solicitors.

1. Methods of instruction to new staff members and how soon should they be expected to produce?

2. Methods of payment for services to street salesmen?

3. Methods of clipping and sorting leads for street salesmen?

4. Methods of teaching street salesmen how to develop new business?

5. Should street salesmen collect weekly or monthly bills from their customers?

6. Are women solicitors as successful as men and, if so, on what classifications?

7. Is it better to have street salesmen work by districts or by classifications?

8. What plans are most successful in maintaining interest and enthusiasm of street salesmen?

9. How can the work of the salesmen be made more effective by assisting them with direct mail advertising?

10. What can be done to assist the salesman so that the maximum amount of advertising will be secured from contract accounts?

11. Methods of follow-up, by executive organization, of advertisers that street salesmen fail on.

11:30 a. m.—Discussion: Lineage, Measurements, Statistics.

1:30 p. m. Separate meeting for small and large newspapers. Mr. A. T. Miller, *Nashville Banner*, chairman small group, and R. E. Seiler, *Los Angeles Examiner*, chairman large group. Subjects to be discussed to be left to discretion of chairmen, or as they come up in the meeting.

THURSDAY, JUNE 12

9:00 a. m. Mail solicitation.

1. How can direct mail be employed successfully in the solicitation of local advertising?

2. Which classifications can be developed profitably by direct mail in the foreign field?

3. Which are the best methods of building profitable lists of advertisers for mail order solicitation?

4. What are the essentials of a good sales letter?

5. Is it advisable to use booklets, coupons, testimonials, or other enclosures with sales letters?

6. Should 1c or 2c postage be used and why?

7. Can an economical cost system be installed for mail order solicitation?

8. Is it advisable to have newspapers listed in catalogues or booklets of classified advertising agencies?

11:00 a. m. Discussion: The Classified Journal.

11:30 a. m. Election of officers and directors.

1:30 p. m. Classified calendar showing seasons best for different classifications and businesses.

2:00 p. m. Consideration of a national campaign on the service value of classified; how to write a good ad, why to run it 7 or more times, when to use a "Wanted" classified advertise-

ment—to be prepared by a group or committee selected by the convention and to run simultaneously in all papers.

Basis of campaign: Read and use the ads in your own paper. What classified means to the public. Every newspaper represents an exclusive advertisement reading patronage, and advertising clientele. How to prepare the ad—why it should be inserted for more than one time, etc.

The purpose—to awaken greater public interest in classified of all newspapers as an every-day public utility.

2:30 p. m. Report and discussion of progress made in use of term, "Classified" Ads.

3:00 p. m. 5 minute paper or talk by members present on any classified subject.

Gold prizes, \$50, \$25, \$15, \$10.

Additional subjects to be discussed at various intervals:

Counter help.

Daily contract, and most successful lineage for same.

Sub-branches.

Use of display type in classified.

Should classified rates be more than display? If so, why?

Standardized contract form.

Developing advertising from national advertisers and manufacturers now using display.

How to sell your own organization on the advantages of your own paper.

Desirability of special pages such as Poultry Show, Used Cars, Real Estate, Own Your Own Home Day, etc.

Typographical appearance and arrangement.

Credits, best method of keeping records for bad pay.

Legal notices, should they be classified or display?

ADDRESSES WANTED

Elmore Broderick
R. Gilbert Gardner
Kenneth M. Keegan

"Let the Next Witness Be Called"

Advertising media are always on trial. Circulation figures are convincing only in so far as they are supported by A. B. C. audit. The publisher's claims of market coverage and consumer influence find credence only when they are confirmed by the testimony of advertisers who have paid the bills for space and checked the records of their sales department. Past performance and consistent delivery of value received weigh heavily with the jury.

The Cincinnati Times-Star claims a daily city circulation reaching four out of every five homes in greater Cincinnati. The Audit Bureau of Circulations places this at 109,150 copies net. This is 22,734 copies more than the second evening paper and 67,271 copies more than the unaudited statement of the publisher of the leading morning paper.

The Cincinnati Times-Star claims to be the buyers' guide for its field. Display advertisers both local and national testified to this last year by placing in its columns 11,710,139 lines of display advertising, an excess of 4,481,358 lines over the second evening paper and of 2,192,708 lines over the leading morning paper, including its Sunday magazine edition.

Times-Star leadership in circulation and in display lineage has been consistently maintained without a break for sixteen years. It is greater today than at any time in the past.

CINCINNATI TIMES-STAR

CHARLES P. TAFT, Publisher C. H. REMBOLD, Manager

Member of Audit Bureau of Circulations

Remember!

IT REQUIRES the use of only one medium—at one low advertising cost to thoroughly cover the rich Milwaukee-Wisconsin market. That medium is—

The Milwaukee JOURNAL FIRST—by Merit

There are certain fundamental beliefs on which the Linotype Company has built its business

YOUR INTERESTS AS WELL AS OURS

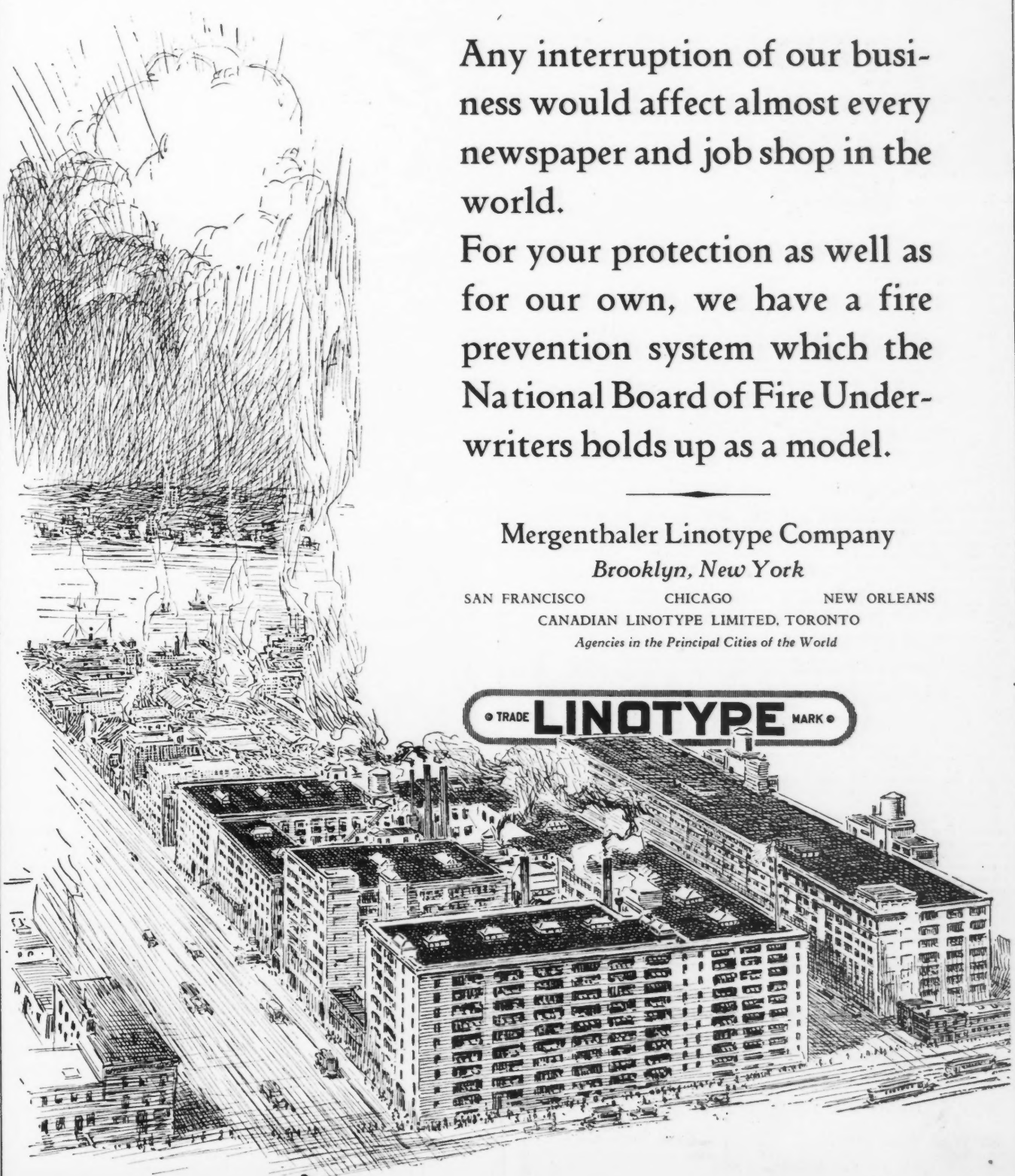
Any interruption of our business would affect almost every newspaper and job shop in the world.

For your protection as well as for our own, we have a fire prevention system which the National Board of Fire Underwriters holds up as a model.

Mergenthaler Linotype Company
Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS
CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World



828-24 B-F

A. N. A. E. TO CONSIDER ALL PHASES OF NEWSPAPER ADVERTISING

Frank Carroll Announces Complete Program of 3 Day Columbus Joint Convention With Classified Men —Prominent Speakers Listed

NEWSPAPER advertising will be discussed from every angle by a host of prominent speakers at the annual convention of the Association of Newspaper Advertising Executives, Columbus, O., June 9, 10 and 11, the program for which was announced this week by Frank T. Carroll, advertising manager of the *Indianapolis News*, president.

The convention meetings will be held in the Assembly Room of the Deshler Hotel, Columbus, in conjunction with the sessions of the Association of Newspaper Classified Advertising Managers.

The program follows:

MONDAY MORNING, JUNE 9.

Registration 8.00 a. m. to 10.00 a. m.
Opening Session, 10.00 a. m.

The Hon. Vic. Donahey, Governor of Ohio; James J. Thomas, Mayor of Columbus, and Robert F. Wolfe, publisher of the *Columbus Dispatch* and the *Ohio State Journal*, will address briefly a joint session of the two associations on Monday morning. After these addresses the classified managers will start their separate meetings, while the members of the Association of Newspaper Advertising Executives will hear reports covering the activities of the past year, announcement of committee members and other business matters.

MONDAY AFTERNOON, LOCAL DISPLAY ADVERTISING.

These sessions will start at 2.00 o'clock, and be devoted to local display advertising problems. The principal speakers will be Joseph B. Mills, publicity director of the J. L. Hudson Company, large department store of Detroit, whose subject will be "Department Store Advertising from the Inside," and James W. Fisk, merchandising counsel of the *Milwaukee Journal*, who will cover the subject, "The Service a Newspaper Should Give in Selling Retail Advertising."

"Is it Good Policy to Publish Special Editions in Order to Maintain Lineage Even if They are Not Profitable?" H. W. Roberts, advertising manager, the *Cleveland Plain Dealer*.

"Effective Contests for Newspaper Advertising Salesmen," Ralph Hirsch, advertising manager, the *Ohio State Journal*.

"Effective Methods of Securing and Developing Good Local Display Salesmen," W. E. Donahue, local display advertising manager, the *Chicago Tribune*, and A. L. Poorman, advertising manager, the *Providence Journal-Bulletin*. Two speakers were assigned to this subject on account of its unusual importance to newspaper advertising managers.

MONDAY NIGHT ENTERTAINMENT

All registered members of the A. N. A. E. and the Association of Newspaper Classified Advertising Managers, and registered guests, will be entertained at a theatre party at the Keith Theatre on Monday night. Official badge will admit bearer to the theatre.

TUESDAY MORNING, NATIONAL ADVERTISING.

Three formal addresses will feature the na-

tional advertising session of Tuesday morning, starting promptly at 9.00 o'clock.

"Developing More National Advertising for Newspapers," Wm. A. Thomson, director, Bureau of Advertising, American Newspaper Publishers Association.

"The Iowa Idea—a Discussion of the Co-operative Advertising Placed by Iowa Newspapers," Harry T. Watts, business manager, the *Des Moines Register and Tribune*.

"Linking Newspapers and Window Display Advertising," Clyde P. Steen, secretary, Window Display Advertising Association.

Brief addresses will be delivered by 7 well known newspaper men, and time allowed for general discussion after each talk.

"Recent Developments of Merchandising Service and Merchandising Service Policies," Carl P. Slane, publisher, *Peoria Journal Transcript*, and G. R. Katz, E. Katz Special Advertising Agency.

"Methods of Enlisting the Support of Retailers and Wholesalers for Newspaper Advertising," Harvey K. Young, advertising manager, the *Columbus Dispatch*.

"Should Newspapers Sell Tie-up Advertising for Exclusive Magazine Campaigns," H. S. Conlon, advertising manager, the *Grand Rapids Press*.

"Should Newspapers Sell Tie-up Advertising for National Newspaper Campaigns," W. E. Donahue, manager local display advertising, the *Chicago Tribune*.

"Should Agency Contracts be Accepted for One Year from Date or One Year from the First Insertion?" Joseph W. Simpson, national advertising department of *Philadelphia Bulletin*.

"The Non-cancellable Contract as a Method of Protecting the Newspaper and Dealers when Merchandise is Sold upon the Promise of Advertising," W. F. Johns, advertising manager, the *Minneapolis Journal*.

TUESDAY, NOON.

Three separate noon luncheons will be held to give an opportunity for the discussion of special matters that can not have a place on the general program. One luncheon meeting will include representatives of all newspapers published in cities of less than 50,000 population. Another luncheon will be for representatives of morning newspapers, and the third luncheon for evening newspaper men. The chairmen of these meetings will be:

Harvey R. Young, advertising manager, the *Columbus Dispatch*, evening newspapers.

E. J. Treffinger, vice-president, the *Richmond (Ind.) Item*, morning newspapers.

Chas. L. Nicholson, advertising manager, the *Hutchinson (Kan.) News*, newspapers in cities of less than 50,000 population.

Representatives of the newspapers published in cities of under 50,000 may elect to attend the luncheons of morning or evening newspapers if desired.

TUESDAY AFTERNOON, CLASSIFIED ADVERTISING.

A joint session will be held on Tuesday afternoon, starting at 2.00 o'clock. The members of the Association of Newspaper Classified Advertising Managers will discuss vital classified advertising problems of particular interest to advertising managers, business managers, general managers and publishers.

TUESDAY, ENTERTAINMENT.

The women attending the joint convention will be entertained at a luncheon bridge at the Mar-mor, with service at 1.00 o'clock. An afternoon program is being planned by Mrs. Charles Hardin, Mrs. Harvey Young, Mrs. Ralph Hirsch, Mrs. M. R. Thomas and the other members of the Columbus committee. Suitable prizes are being donated by various Columbus retail stores.

The principal social event of the convention will occur on Tuesday night. Special cars will take the men and women attending the joint convention to Olentangy Park, Columbus, where a barbecue frolic will be staged. It will be strictly informal, and Ralph Hirsch, of the *Ohio State Journal* has already "tagged" a prize baby beef, and has arranged for a complete menu of a most attractive nature. After the barbecue, the extensive amusement park will be available to the delegates. The convention badge will entitle the wearer to rides on all amusement devices, to the dance hall, the swimming pool, prize fight and the numerous other attractions put on especially for the convention. A large section of the spacious dance hall will be reserved for the exclusive use of the members of the two associations and their guests.

WEDNESDAY MORNING, JUNE 11.

This session, starting at 9.00 o'clock, will be devoted to problems that concern the general management of a complete advertising department.

Principal speakers will be David Gibson, publisher, the *Lorain Journal*, on "Newspaper Advertising Salesmanship," and Douglas V. Martin, Jr., promotion manager, the *St. Louis Globe-Democrat*, who will speak on "How a Newspaper May Promote Its Own Sales by Advertising."

"Efficient Methods of Measuring and Billing Advertising Space," Fred E. Hussey, *Rochester (N. Y.) Democrat-Chronicle*.

"The Advantages and Disadvantages of the 12-em Column," Brent Williams, manager, service and promotion department, *St. Louis Post-Dispatch*.

"Analysis of Advertising Selling Costs," Don Bridge, manager merchandising and national advertising department, *Indianapolis News*.

"The Advantages and Disadvantages of the Pyramid Make-Up," M. R. Thomas, advertising manager, *Columbus Citizen*.

"Practical Rules Determining the Classification of Advertising as National or Local," Joseph W. Simpson, national advertising department, *Philadelphia Bulletin*, and J. K. Groom, director of national advertising, North-

ern Illinois Group.

"General Problems of Business Management," W. P. McKinney, secretary-treasurer, *Marietta (O.) Times*.

WEDNESDAY NOON.

Group luncheons will be held on Wednesday noon to complete the discussion of matters pertaining to the specific problems of the newspapers in the three general classifications. The same chairmen will take charge of the luncheons.

WEDNESDAY AFTERNOON, BUSINESS SESSION.

This session, starting at 2:00 o'clock, will be devoted to the business matters of the Association. Probably the most important feature of the meeting will be presentation of a Code of Ethics covering the selling and handling of newspaper advertising. Committees will report, policies for the new year will be discussed, and officers elected. This will be the final session of the convention.

WEDNESDAY, LADIES ENTERTAINMENT

Ladies attending the joint convention will meet at the Deshler Hotel at 10.00 o'clock Wednesday morning for an automobile ride around Columbus. The party will have lunch at the Columbus Country Club at 1.00 o'clock. Ohio State University will also be visited.

LUNCH CLUB SPEAKERS.

Members of the Association of Newspaper Advertising Executives will address the various luncheon clubs during convention week.

N. Y. Ad Men Plan York Memorial

Prominent New York advertising men are on a special commission just appointed by Mayor Hylan to present to the City of York, England, this summer a memorial to commemorate the naming of New York after the old English city. The commission, which will present the memorial in the old Guild Hall at York about the middle of July, includes: H. H. Charles, president of the New York Advertising Club, Frank Presbrey, Francis H. Sisson, and A. C. Pierson.

Who's Who in the CONSOLIDATED PRESS



LAWRENCE PERRY

LAWRENCE PERRY, who writes sports exclusively for the newspapers served by the Consolidated Press, has just been chosen by the Encyclopædia Britannica to contribute the chapter on the status of world sports.

Lawrence Perry specializes on amateur sports. He began his career on the New York Sun and in 1906 went to the New York Evening Post, joining the Consolidated Press in 1920.

Lawrence Perry makes trips annually to various sections of the country acquainting himself with athletes and athletic systems. As a consequence, his sources of information are far-reaching. Some of Mr. Perry's exclusive stories in recent weeks included his interview with Chancellor Flint of Syracuse who defended the present trend of intercollegiate athletics, expert analyses of the winter indoor track meets, disclosures as to the increasing number of southern and western college baseball stars making good in the big leagues, and predictions regarding the Olympic trials which have been borne out by developments.

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

Norwegian Newsprint

Prompt shipments

Inquiries solicited

NORWEGIAN PAPER MILLS AGENCY, INC.

33 West 42nd Street

New York City

Telephone Penn. 7443

1,251,000 Individuals In PENNSYLVANIA

Are Members of Building and Loan Associations
With Assets of \$624,000,000

PENNSYLVANIA, with a population of 9,106,000 (estimated 1923), leads the country with 3,316 Building and Loan Associations. This is over one-third of all those in the remainder of the country.

The market for household equipment and supplies is growing. Pennsylvania's workers are earning salaries and wages which enable them to accumulate assets in Building and Loan Associations alone of over \$624,000,000. A fund like this giving these people homes of their own and home comforts is indicative of the wealth of Pennsylvania.

Reports from 1,636 banks in Pennsyl-

vania show individual deposits in these banks amounting to \$3,715,000,000. This is another reason why Pennsylvania offers trade advantages sufficiently attractive to manufacturers.

Pennsylvania is a producer, and with it comes a demand from its workers for goods of all kinds, and Pennsylvania's daily newspapers carry your message to these people.

These listed dailies are daily selling merchandise for National Advertisers through Pennsylvania storekeepers—these papers can help these men put the goods out for you.

DOMINATE PENNSYLVANIA WITH THESE NEWSPAPERS
AND YOU WILL GET LEADERSHIP IN MERCHANDISING

	Circulation	2,500 lines	10,000 lines		Circulation	2,500 lines	10,000 lines
***Allentown Call (M)	30,627	.09	.09	+++Scranton Republican (M)	28,492	.12	.10
***Allentown Call (S)	19,595	.09	.09	+++Scranton Times (E)	41,544	.12	.11
+++Beaver Falls Tribune (E)	5,702	.025	.025	***Sharon Herald (E)	6,287	.0285	.0285
+++Bloomsburg Press (M)	7,130	.029	.029	**Sunbury Daily Item (E)	4,416	.025	.021
++Carbondale Leader (E)	5,682	.025	.025	***Warren Times-Mirror (E&M)	9,090	.036	.036
Chester Times (E)	15,547	.055	.055	*Washington Observer and Reporter (M&E)	17,042	.06	.06
++Coatesville Record (E)	6,097	.035	.03	***West Chester Local News (E)	11,090	.04	.04
***Connellsville Courier (E)	6,302	.02	.02	***Wilkes-Barre Times-Leader (E)	23,690	.08	.05
+++Easton Express (E)	21,270	.07	.07	***Williamsport Sun (E)	19,561	.06	.05
++Easton Free Press (E)	12,711	.05	.05	+++York Dispatch (E)	18,317	.05	.05
***Erie Times (E)	26,820	.08	.08	+++York Gazette and Daily (M)	17,435	.05	.05
**Harrisburg Telegraph (E)	39,537	.095	.095				
***Oil City Derrick (M)	6,765	.035	.035	**A. B. C. Statement, Sept. 30, 1923.			
***Pottsville Republican and Morning Paper (E&M)	15,354	.08	.07	++Government Statement, Sept. 30, 1923.			
				***A. B. C. Statement, April 1, 1924.			
				+++Government Statement, April 1, 1924.			

EDITORIAL

RING OUR BELL!

IN the field of daily journalism, EDITOR & PUBLISHER has come to be a service station. What it accomplishes through its columns is generally known. What it does day by day for all those engaged in publishing and advertising, through specific request, is known to few. Perhaps we owe it to ourselves and to our friends to discuss this service and call down upon our heads more of this pleasant, wholly gratuitous "trouble."

Here are just a few specimens of EDITOR & PUBLISHER recent special acts of service to readers and advertisers:

Furnishing to an advertising agency, by wire, a comprehensive list of news agencies and American correspondents and picture concerns in Germany.

Giving a city editor the basis of defense against an attempt to force a revelation concerning the source of a story given in confidence.

Supplying a publisher with a formula upon which to calculate his manufacturing costs and justify his rate claims.

Refereeing a question between newspaper executives concerning the salary one felt justified in drawing.

Supplying a newspaper with data concerning the total number of newspaper readers in the United States.

Locating for an advertising agency a newspaper named "The Herald," which used stationery which gave no city address. One of the commonest requests is for the address of newspaper men who have changed bases.

No week passes that we do not give a dozen or more leads as to agencies placing certain advertising accounts.

Space buyer's charts, market surveys, advertising and circulation statistics, are being constantly mailed, on request, and each week sees its quota of queries from agencies regarding local conditions of specific newspapers.

There is a constant flow of special requests regarding mechanical equipment, syndicate features, supplies of all kinds, and many of our friends insist upon having our opinion concerning such novelties introduced into the field as "rain insurance" and circulation schemes of all sorts.

"Newspaper at ——— declines to accept our advertising, without stating reason. Wire if newspaper is public carrier and compelled to publish legitimate advertising," was a telegram recently received from an out-of-town agency.

Compiling certain advertising statistics over a period of five years for a publisher in an income tax dispute.

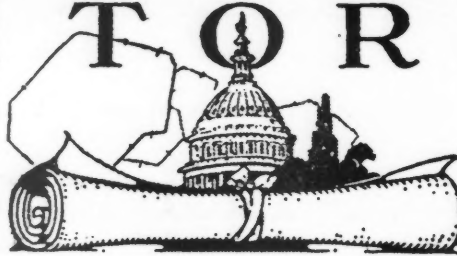
We have numerous requests for authoritative books on special subjects in journalism. The Spring brought the usual bombardment of queer problems from journalism students, at work on their valedictory masterpieces. Our observation is that these young men are often over-loaded with information on editorial subjects and shy of sound information bearing on advertising, circulation and mechanical departments.

Job hunters are always with us and we earnestly do what we can to direct their oft nervous foot-steps; a bright young man put a sensible little liner, at half the rate, in EDITOR & PUBLISHER and had the grace to return last week and tell us that he had landed a job worth \$9,000 per annum. A publisher in New Jersey who got a first-class managing editor through EDITOR & PUBLISHER also did us the honor of a telephone message of praise.

Within two days three prominent magazine writers, all former reporters, called at this office for data upon which to base articles. Each one, of course, came in with the preconception that the newspapers were going to the dogs and that monstrous conditions were being worked through mergers and "chains."

The countless special problems brought to our staff demand immediate and earnest attention. We want every reader to know that our natural advantage in possessing information of every description in the field of journalism is regarded as a part of our service and is at their disposal. If your problem concerns newspapers or advertising—ring our bell!

It seems to be the unanimous opinion of small, high-priced magazines that the road to circulation is newspaper muck-raking.



KINGS

CHAPTER III. 14

And if thou wilt walk in my ways, to keep my statutes and my commandments, as thy father David did walk, then I will lengthen thy days.

YOUR LITTLE PARTNERS

"DEAR Editor: Please help me to buy a pig." Years ago this serio-comic appeal was received by Arthur Capper, Kansas editor-senator, from a youngster living on a desolate farm. The child's wish was gratified and from one little pig came many and relative prosperity for a striving lad.

But the letter had more important effect. It was the start of the Capper Pig Clubs for boys and the Capper Poultry Clubs for girls. The Senator goes into partnership with the members of these clubs, lending them enough money to start pure-breed pens. Having loaned more than \$100,000 without security, Mr. Capper recently proudly announced that he had not lost a cent through such financing, and has won the friendship of thousands of aspiring children.

Almost every newspaper publisher has business relations of the highest importance with boys and many understand and appreciate boy nature. There are few elements in newspaper publishing more delicate or more worthy of scrupulous attention, vied either from good citizenship or from good business.

EDITOR & PUBLISHER puts the question: Are you in partnership with your newsboys? That word partnership means more than mere commerce. It means a common understanding of aims and sharing of benefits. It means close association and personal concern. From the publisher's side it means a real sense of fatherhood to a great number of dependent youngsters. From the boy's side it means duty. You may snap your fingers at many powerful antagonists if you have on your side the children of the town.

A knowledge of shorthand is one of the most valuable accomplishments of a reporter, all students to the contrary notwithstanding. It is important to quote people correctly and the shorthand reporter, not ashamed to use his book and pencil, usually turns out the best story.

May 31, 1924

Volume 57, No. 1

EDITOR & PUBLISHER

Published Weekly by

THE EDITOR & PUBLISHER CO.,

1115 World Building, 63 Park Row, New York

Marten E. Pew, Editor

Arthur T. Robb, Jr., Managing Editor

Associate Editors, Philip N. Schuyler
Warren L. Bassett, Rosalie Armistead Higgins

James Wright Brown, Publisher.

J. B. Keeney, Business and Advertising Manager.

Fenton Dowling, Promotion Manager.

George Strate, Circulation Manager.

Washington: Sam Bell, 26 Jackson Place.

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

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

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

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

Tokyo: John R. Morris, Japan Advertiser.

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

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

A GRACEFUL ACT

THE National Editorial Association paid a courteous and just tribute to Edward S. Bronson by electing him its president, well knowing that his delicate health would not permit him to actively serve. It was a recognition of the work that Mr. Bronson had done for the association, the latest feature of which was the brilliant excursion of the association into Mexico. His election was without precedent in the annals of the editorial organization and was made possible through the unselfish and sacrificing spirit of George W. Marble, who was re-elected vice-president who, as the acting president, will carry on the work of the office. EDITOR & PUBLISHER joins with the retiring president, Wallace Odell, and the members of the association in expressing appreciation of Mr. Marble's graceful act.

A newspaper publisher in the middle west writes that he is treating with silent contempt the threats of the K. K. K. to boycott his advertisers if the newspaper does not publish certain articles concerning foes of the klan. Another method would be to publish certain articles about the klan and see to it that they led conspirators to the place where conspirators belong.

NOT UNRESPONSIVE

"THE average publisher is very slow in expressing appreciation of anything," said Secretary H. C. Hotelling, at the Newspaper Editorial Association convention, but this is by no means the experience of EDITOR & PUBLISHER. On the contrary, we find newspaper publishers as a class highly sensitive to the requirements of good journalism and willing lavishly to patronize those who minister to it. We are ordinarily in agreement with the able secretary of the N. E. A., but in this instance we feel that he misstated a general conclusion to make a forceful, arousing argument for co-operation.

"Joe," Park Row boot-black, looked up and said: "Next Saturday I go back to Italy, to my father's house and work in vinyard. Work only little there and have wife and children in sun. Here work all time, get few dollars, pay landlord everything for dirty rooms in Allen street. You Americans work, work, work, but never breathe air. You all work crazy."

WRITING TALENT

HERE and there flashes of good writing! News stories which comprehend their subjects without waste of words or ponderous, labored, self-conscious effort.

Lucid writing, a column length strewn with wit, epigrams, glistening description, easy conversation, by some one with sound understanding of the text.

It is the new literature. It is uncommon, for few are capable of expressing what they see and fewer still are able to articulate a sense of feeling.

Bring into journalism interesting people, who have something to say and know how to say it!

It is to the point in the discussion regarding the financing of newspapers through stock issues that the Minneapolis Daily Star, in which some 6,000 farmers and laborers purchased \$750,000 stock, is in the hands of a receiver, largely by reason of quarrels over management.

SHOULD BENNETT RETURN?

FROM week to week we are giving our readers a taste of old-time personal journalism, through publication of the serial "Herald of the Bennetts." It is a fascinating story, bristling with adventures of "red-blooded men," but with the facts fresh in your mind do you now feel that journalism has lost through impersonality of editorship? Would those who deplore the passing of the "good old days" be much in favor of a return of James Gordon Bennett? We think he would lead a futile and desolate existence today.

PERSONALS

JOSEPH PULITZER'S new 75-foot schooner, the "Discoverer," was recently launched at Wiscasset, Me. A coast cruise planned by Mr. Pulitzer has been postponed until after the Democratic national convention.

F. A. Miller, editor of the *South Bend (Ind.) Tribune*, was recently made delegate from the Thirteenth Indiana district to the national Republican Convention in Cleveland, June 10.

A. H. Alfred, owner of the *Lewiston (Idaho) Tribune*, recently underwent an operation in a Portland, Ore., hospital. He is on his way to recovery.

Layette Young, publisher of the *Des Moines (Ia.) Capital*, with his wife, is in San Francisco for an indefinite stay.

Fred Wolf, editor, *Newport (Wash.) Miner*, is making a 3 months' tour on the Atlantic coast. His paper is being edited during his absence by Ruth McGlade, his daughter.

IN THE EDITORIAL ROOMS

EDGAR R. BEAN, make-up editor, *New York Daily News*, has been appointed night news editor, succeeding Edwin H. McCloskey who died recently. Don Fitch has been promoted from the copy desk to take Bean's place, while Robert G. Shand is the new copyreader.

Chaplin Collins, desk man on the *Seattle (Wash.) Post-Intelligencer*, has resigned to enter the publicity department of the Seattle Chamber of Commerce.

Herman Roe of the *Northfield (Minn.) News*, and Mrs. Roe, are parents of a daughter, born May 9.

Lloyd Evans of the *St. Paul Dispatch* rewrite desk, and Mrs. Evans are parents of twin girls.

F. N. Wild, former city editor of the *Stillwater (Minn.) Daily Gazette* and later publisher of a paper at Sand Point, Idaho, is in a St. Paul sanitarium convalescing from a nervous breakdown.

C. P. Streeter, farm editor of the *Cedar Rapids (Ia.) Gazette*, has been elected to Gamma Sigma Delta, honorary agricultural society, and will be initiated June 2, at the Iowa State College, Ames.

Max Lief is now running a radio column for the *New York Daily News*, captioned the "Radio Review."

Louis S. Siniff has been appointed night city editor of the *Sioux City (Ia.) Journal*.

Leon Ryan has been added to the sports staff, the *Sioux City (Ia.) Journal*, assisting his brother, Joe Ryan, sports editor.

Helen Cowles LeCron, editor of the book page in the *Des Moines (Ia.) Sunday Register*, has been elected librarian of the Iowa Press and Authors' Club.

William T. Noonan, editor, *Baudette (Minn.) Region* and member of the legislature, has resumed work after 6 weeks in a hospital.

T. R. Kelly has resigned as news editor of the *St. Paul Dispatch* and has been succeeded by James Tucker, reporter.

Jack Abbott, son of Ernest Hamlin Abbott, editor of the *Outlook*, has joined the staff of the *Wichita (Kan.) Eagle*.

Nicholas Radford and O. P. Russell, formerly of the *Philadelphia Public Ledger* copy desk, returned recently from a trip to France. They have joined the staff of the *New York Evening Post*.

Captain Francis McCullagh, who spent some time in Russia as correspondent for the *New York Herald*, will come to the United States next fall on a lecture tour.

Benjamin Eastwood, formerly chief clerk of the division passenger agent's office, of the New York Central Railroad at Syracuse, has been appointed manager of the travel bureau of the *Buffalo Courier and Enquirer*.

Rufus M. Eddy, managing editor of the *Palmyra (N. Y.) Courier* since 1920, has been appointed managing editor and advertising manager of the *Newark (N. Y.) Courier*, recently purchased by A. Bolles of New York.

Joseph H. Riseley, III., until recently managing editor of the *Perth Amboy (N. J.) Record*, has become associated with R. Hoe & Co. in New York.

Lawrence M. Benedict, representing the *Akron (O.) Beacon-Journal*, *Springfield (O.) Sun and Toledo (O.) Times* in Washington, has gone to Columbus, where he will conduct the State Capitol bureau for the same newspapers.

Ralph McCanna has resigned from the *Chicago Tribune* to do publicity work for the Chicago sanitary district.

IN THE BUSINESS OFFICE

WALTER EVANS, manager of the classified advertising department of the *Kansas City Journal-Post*, and Mrs. Evans are parents of a son, Walter Penn Evans.

Miss Valeria Weller, of the business and advertising office of the *Independence (Kan.) Reporter*, has resigned.

Max Balthaser has resigned as business manager of the *Paducah (Ky.) News-Democrat* and become part owner of the Paducah Printing Company.

HOLDING NEW POSTS

HAROLD P. BRADLEY, managing editor, *Groversville (N. Y.) Herald*, to city editor, *New Rochelle (N. Y.) Standard*. He is succeeded by Leo Fenley, formerly telegraph editor of the *Herald*.

Edward Olwin, from *Duluth News-Tribune*, to copy desk, *St. Paul Dispatch*.

ON THE MECHANICAL SIDE

J. H. GREENAWALT, acting president of the Danville (Ill.) Typographical Union, No. 230, was elected president at the annual meeting last week.

WITH THE ADVERTISERS

L. L. Grimes, formerly advertising manager of the Firestone Tire and Rubber Company, Akron, O., has resigned to become advertising manager of the Wheeling Steel Corporation, Wheeling, W. Va.

H. R. Swartz, president of the Intertype Corporation and treasurer of the Advertising Club of New York, and C. K. Woodbridge, president of the Dictaphone Products Corporation, sailed May 28 on the *Aquitania* for England, where they will remain until after the convention of the A. A. C. W.

WITH THE SPECIALS

EMMETT Finley, secretary and general manager of the American Press Association, publishers' representatives, will attend the New Jersey Press Association meeting at Wernersville, Pa., June 20 to 23.

Carroll J. Swan, 44 Bromfield street, Boston, Mass., has been appointed New England representative of the *New York Herald-Tribune*.

Frost, Landis & Kohn, publishers' representatives, New York, have been appointed national advertising representatives by the *Gastonia (N. C.) Gazette* and the *La Grange (Ga.) Reporter*.

ON THE AGENCY FIELD

CAMPBELL - EWALD Advertising Agency, of Detroit, has just opened two offices on the Pacific coast. The one in San Francisco is in the Chronicle Building, that in Los Angeles in the Los Angeles Railway Building.

Charles W. Wrigley Company, Wrigley Building, 400 North Michigan avenue, Chicago, last week obtained articles of incorporation from the secretary of state of Illinois. The company is authorized to engage in a general advertising business. The authorized capital is \$25,000. Incorporators are: Ednyted H. Williams, Charles F. Keyser and Charles W. Wrigley.

FOLKS WORTH KNOWING

FRANCIS H. SISSON, former newspaper publisher, now vice president of the Guaranty Trust Company of



F. H. Sisson

New York, has had wide experience in the publishing and advertising field, his association with this line of work having commenced during his early school days in Galesburg, Ill., where he was born. He is a graduate of Knox College, and also of Harvard College, where he did post-graduate work.

Sisson was formerly editor and publisher of daily newspapers in the Middle West, including the *Galesburg (O.) Evening Mail* and the *Peoria (Ill.) Transcript* and has been interested in various magazine and advertising activities since coming to New York 15 years ago. For several years he was vice-president and General manager of the H. E. Lesan Advertising Agency, of New York and Chicago.

Previous to his association with the Guaranty Trust Company, Sisson was prominent in railroad circles as assistant chairman of the advisory committee of the Association of Railway Executives, and in this capacity and in his editorial, advertising and banking experience he has written and spoken extensively on business and financial subjects.

In addition to directing the advertising activities of the Guaranty Trust Company, Sisson is chairman of the Public Relations Commission of the American Bankers Association, and also chairman of the executive committee of the association's trust company division.

Sisson is a member of a number of important economic organizations, including the Academy of Political Science. He also is a member of Phi Beta Kappa. He was given a degree of LL. D. by Knox College in 1921, and was made a Chevalier of the Order of the Crown by the King of Belgium in recognition of services during the war.

O. R. Hardwell, formerly copy chief of the Wendell P. Colton Agency, New York, has joined the service staff of Albert Frank & Co., New York.

MARRIED

BERTON BRALEY, newspaper poet, to Miss Elliott Taylor, a New York writer, at Doylestown, Pa., May 24.

Arthur Logan Poorman, former advertising manager of the *Springfield (Ill.) State Register* and occupying a similar position with the *Providence (R. I.) Journal*, to Miss Helen Seagrave Wynn, in New York City, May 15.

William J. Stringer, editor and publisher of the *Teague (Tex.) Chronicle*, to Miss Vasa Ward, May 16.

Arthur E. Kelly of the *Omaha (Neb.) News*, to Miss Doyne Chambers of Des Moines, Ia.

Michael W. Strauss, assistant city editor, *Chicago Evening Post*, to Miss Nancy Foster Porter, May 24, at the home of the bride's parents at Hubbard Woods, Ill., a suburb of Chicago.

PRESS ASSOCIATION NOTES

A. H. UHL, night city editor at the Newark bureau of the Associated Press, has been transferred to New York as second night west wire editor.

Frederick D. Grab has been transferred from the Philadelphia bureau of the Associated Press to the New York office as night filing editor.

Lawrence C. Martin has resigned as bureau chief of the United Press in Washington to become publicity man for Yellowstone National Park, a post formerly held by Harry Frantz, also of the United Press. William J. Losh, of the Washington bureau of the U. P. has succeeded Martin.

John R. Z. Henle, formerly of the *Fort Madison (Ia.) Democrat*, is the new second State editor for the Associated Press at Des Moines, Ia.

Thomas B. Morgan has been appointed manager of the Rome, Italy, bureau of the United Press Associations, effective June 1, succeeding Camillo Ciamferro, resigned.

NEW PLANTS AND EQUIPMENT

BRATTLEBORO (Vt.) Phoenix has installed a new Model E, Duplex web-perfecting flat-bed press.

Waterbury (Conn.) Republican has let all contracts for the construction of its new home.

Chattanooga (Tenn.) News has purchased additional ground at the rear of its plant to provide room for future expansions. The consideration was \$20,000.

SPECIAL EDITIONS

MINNEAPOLIS (Minn.) Tribune, annual Outing Number, Sunday, May 25.

The Pittsburgh Post
has signed a contract
for the Haskin service
for one year. . . .

ASSOCIATION CHIEFS

DEAN of the editorial profession in Alleghany and Cattaraugus counties, New York State, F. A. Crumb, editor and manager of the *Alfred* (N. Y.) *Sun*, is the 1924 president of the Alleghany-Cattaraugus Press Association.



F. A. CRUMB

In 1876 at the age of 14, he entered the office of the Brookfield (N. Y.) *Courier* and has been in the printing and publishing business continuously since that date.

For 2 years he conducted a job office in Syracuse. Then he came to Alfred where, in 1883, he assisted in the establishment of the *Sun*.

Crumb is a member of the Western New York Press Association, the New York State Press Association, and the National Editorial Association.

ASSOCIATIONS AND CLUBS

COLORADO EDITORIAL ASSOCIATION has a somewhat unusual plan for its operation. Each member newspaper is asked to contribute 10 inches of space each week, free of charge, to be sold by the association through the *Inter-Mountain Press*, official organ, to provide the necessary finances for the field manager's work. Under the agreement, which 121 Colorado newspapers have entered, the association is to receive one-fourth of the receipts and the *Inter-Mountain Press*, one-fourth.

Woman's Advertising Club of New Orleans has elected Mrs. Margot Ingles, advertising manager of the *Maison Blanche Company*, president, and Miss Rose Michaelis, corresponding secretary.

Northern Minnesota Editorial Association's annual outing is scheduled to be held at Alexandria, Minn., June 26, 27, 28 and 29. A. G. Ruthledge, secretary, has announced. Members of the Seventh District Editorial Association, of which Theodore Christianson of Dawson is president, has accepted the invitation to join in the meeting. The program arranged includes sports of all kinds, annual ball game, fishing, automobilism, swimming, boating, banquet and smoker.

Country Press Club held its spring meeting May 9, at Valley Springs, S. D.

Advertising Club of New York, members inspected the U. S. S. Virginia at the Brooklyn Navy Yard, May 24, on the invitation of Captain Thomas J. Senn, commanding officer.

Des Moines (Ia.) Advertising Club has elected Ray W. Lockard, manager of the Periodical Publishers' Service bureau, president.

Women's Advertising Club of Omaha recently elected the following officers: Mary Carlson, president; Mrs. Mary Hultz, vice-president; Carita Herzog, treasurer, and Lucille Latham, secretary.

Northeast Missouri Publishers' Association will hold its annual summer meeting in Paris, Mo., in July, the date to be announced later.

Walla Walla (Wash.) Advertising Club has elected the following officers: president, J. L. Cundiff; first vice-president, J. L. Jones; second vice-president, Leslie Hoagland; secretary, J. E. Ransom; treasurer, N. A. Davis.

San Diego (Cal.) Advertising Club has elected W. Hugh Strong, advertising manager of the Marston Store, president, to succeed U. S. Grant. Austin Cordtz succeeds W. W. Fell as vice-president.

Lowell (Mass.) Press Club has been organized and the following officers elect-

ed: president Charles E. Gallagher; vice-president, Arthur F. Woodies; secretary, William Trotter; treasurer, Frank E. MacLean.

Michigan League of Home Dailies met May 22 and 23 at Hotel Pantling, Grand Rapids.

New Jersey Press Association will hold its sixty-eighth annual convention and tour June 20-23 inclusive at South Mountain Manor, Wernersville, Pa. The committee in charge are: John E. Clarey, Jr., of the *Madison Eagle*, president; Charles H. Frost, *Plainfield Courier-News*, W. B. R. Mason, *Bound Brook Chronicle*, and John W. Clift, *Summit Herald*.

White House Photographers' Association entertained at its second annual banquet May 3. Among the guests were Senator Samuel M. Shortridge of California, Postmaster General New, Senator Stanfield of Oregon, C. Bascom Slemple and Edward T. Clark, secretaries to the President; Representatives: Bloom, of New York; Britten of Illinois, and McLeod of Michigan.

Illinois Press Association, will hold its next annual meeting Nov. 20-22 at the University of Illinois, Urbana.

Lynn, (Mass.) Press Club held its first annual ball and frolic Friday evening, April 25. Proceeds of the affair will go towards a fund for disabled and deceased newspapermen and their families. In connection with the ball a souvenir in the form of a 32-page miniature tabloid newspaper was issued.

Obituary

CHARLES E. PEARCE, 66, for many years advertising manager of the *Lawrence* (Mass.) *American* and later with the *Lawrence Telegram*, died on May 22, in a hospital at Boston.

JOHN K. CUSHING, 34, editor of the *Marting* (Cal.) *Gazette*, died May 20, following an operation.

PATRICK J. MCSHERRY, for 52 years a pressman on the *Brooklyn Eagle*, died in Asbury Park, N. J., May 23.

MILTON KERNS, 78, for a number of years editor of *High Tide*, a weekly publication of Pittsburgh, died at his home in Bellevue, Pa., May 7.

HENRY F. URBAN, 61, New York correspondent for the *Berlin Lokal Anzeiger*, died May 13, in New York.

HOWARD SULLIVAN, former Chicago newspaper man, died May 10, at Denver. He was at one time editor of the *Great Falls* (Mont.) *Tribune*.

MRS. MAYME O'LEARY QUIGLEY, wife of S. M. Quigley, editor of the *Wabasha* (Minn.) *Herald*, died May 21.

ARION C. PIERCE, 79, for 35 years foreman of the mechanical department of the *Lewiston* (Me.) *Journal*, died last week.

CARL BOWEN JOHNSON, editor of the *Franklin* (Mass.) *Sentinel*, died, May 23, following 6 months' illness.

MRS. MARGARET GRAHAM HORTON, wife of the editor of debates in the Senate at Ottawa, Canada, and one of the founders of the Canadian Women's Press Club, died in Montreal, May 20.

WALTER J. LEWIS, 70, one of the early newspaper compositors in Salt Lake City

and for many years prominent in publishing circles died recently.

GEORGE A. PERRY, for many years editor of the *Charlotte* (Mich.) *Tribune*, died recently at Hollywood, Cal.

DANIEL J. CASEY, 19, police reporter on the *Boston American* for the last 2 years, and one of the youngest men in Boston ever to hold such a job, died at his home in Dorchester after an illness of two months.

CHARLES F. STURTEVANT, one-time editor of the *Jamaica Plain* (Mass.) *News*, died May 13, after a brief illness.

T. J. HART, 24, former reporter for the *San Antonio Evening News* and prior to that with the *San Antonio Light*, died at a hospital at Fort Sam Houston last week.

CHARLES A. WORTH, 58, for 30 years mechanical superintendent of the *Youth's Companion*, Boston, and formerly of the *Watertown* (Mass.) *Enterprise*, died at Watertown last week.

ALBERT S. RADCLIFFE, 82, former circulation manager for the *Springfield* (Ill.) *State Register*, died May 14 in his home in Springfield. He was manager of circulation department nearly 30 years, retiring 15 years ago.

THEODORE FISHER, 81, for 34 years editor of the *Farmington* (Mo.) *Times*, died May 14 at the home of his daughter in New Orleans, La.

THOMAS COMMERFORD MARTIN, 67, editor and author, died May 17, in Pittsfield, Mass.

JOHN DEAN FINLAY, former publisher of *Owen Sound* (Ont.) *Advertiser*, died May 17, after lengthy illness.

HOWARD D. SULLIVAN, formerly of the editorial staff of the *Denver Rocky Mountain News*, died recently in Denver.

HARRY A. QUARRELS, advertising and circulation manager of the *Texarkana* (Tex.) *Four States Press*, died this week, following a short illness.

Payne First to Type A. P. Dispatches

John A. Payne, who died suddenly in Cincinnati on May 23, was in his earlier years employed as a telegraph operator by the Associated Press, and it is said he was one of the first to use a typewriter in copying press dispatches. The late Addison C. Thomas, then Central Division superintendent of the A. P., happened in the office of the old *Nashville* (Tenn.) *American* one day where Payne was working as operator, and noticed a type-written piece of A. P. copy in a waste basket. He rescued it and learning that Payne was taking the report on the typewriter regularly sent him the various Associated Press offices to introduce the practice.

FIRST IN PUBLIC SERVICE

The World.

ROBINSON EDITION

The World and the Evening World have a combined circulation daily, of 630,000 for \$1.20 per agate line gross, subject to contract discounts. They carry more high class dry goods advertising; are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

Advertise in Newspapers by the Year

The Evening World

Pulitzer Building, New York
Mallers Building
Chicago Ford Building
Detroit

Ludlow helps you sell display advertising

"WE purchased our Ludlow in the fall of 1918. At that time it was very difficult to secure sufficient help and we were looking about for some more efficient means to handle our advertising than the old fashioned one-type-at-a-time method. The Ludlow System seemed to be the logical answer to the question," writes the Madison Courier, Madison, Indiana.

"When we changed from single type display to Ludlow display, we found it was not necessary to go through a long process of instruction to our help, as the operation of the machine is so simple that in a day or two it was running as smoothly as one might desire.

"After using the machine for almost six years, we have found it to be not only a time saver in setting advertising itself, but in make-up and lock-up of the forms. It has improved the typography and with the improvement in the appearance of the paper we have found it easier to sell advertising space, and we have increased our local display about fifty per cent. in the last four or five years. During the last few weeks we have been using the Ludlow to set italic headlines over news matter, and we find it quite an improvement over the old method of setting italic headlines. They are not only set faster, but they get a better face and look better."



Ludlow Typograph Co.

2032 Clybourn Avenue

San Francisco:
Hearst Bldg.

CHICAGO

New York:
World Bldg.

LUDLOW QUALITY COMPOSITION

More than
a million buyers
of goods read the
NEW YORK
EVENING JOURNAL

The NEW ENGLAND STATES

MASSACHUSETTS—Population, 3,352,356

	Circulation	2,500	10,000
		lines	lines
***Attleboro Sun	(E) 5,414	.0275	.0175
†††Boston Globe	(M&E) 273,616	.50	.50
†††Boston Globe	(S) 332,083	.55	.55
***Boston Post	(M) 362,520	.60	.60
***Boston Post	(S) 367,600	.55	.55
***Fall River Herald	(E) 15,271	.045	.045
***Fitchburg Sentinel	(E) 11,410	.055	.045
***Haverhill Gazette	(E) 16,003	.055	.04
†††Lynn Item	(E) 16,517	.06	.045
†††Lowell Courier-Citizen and Evening Leader	(M&E) 21,270	.06	.06
***New Bedford Standard-Mercury	(M&E) 32,565	.08	.08
***New Bedford Sunday Standard	(S) 27,334	.08	.08
***North Adams Transcript	(E) 9,604	.0375	.08
†††Pittsfield Eagle	(E) 16,007	.04	.085
***Salem News	(E) 21,154	.09	.07
***Taunton Gazette	(E) 8,551	.04	.03
†††Worcester Telegram-Gazette	(M&E) 34,365	.24	.21
†††Worcester Sunday Telegram	(S) 46,539	.18	.15

MAINE—Population, 768,014

***Bangor Daily Commercial	(E) 14,525	.05	.04
***Portland Press Herald	(M&S) 31,115(A)	.08	.08
***Portland Express	(E) 28,400	.10	.07
***Portland Telegram	(S) 23,734	.10	.07
(Sunday Edition Express)			
†††Waterville Sentinel	(M) 5,999	.035	.025

NEW HAMPSHIRE—Population, 443,683

***Concord Monitor-Patriot	(E) 5,328	.0375	.025
†††Keene Sentinel	(E) 3,518	.03	.034
***Manchester Union Leader	(M&E) 23,346	.10	.07

RHODE ISLAND—Population, 604,397

†††Newport Daily News	(E) 6,134	.0636	.0296
†††Pawtucket Times	(E) 25,891	.07	.07
†††Providence Bulletin	(E) 64,075	.17	(A).23
***Providence Journal	(M) 33,534	.10	(A).23
***Providence Journal	(S) 61,142	.15	.15
†††Providence Tribune	(E) 23,031	.10	.09
***Westerly Sun	(E&S) 4,429	.025	.025
***Woonsocket Call	(E) 13,552	.05	.05
(A) Combination rate Daily Journal and Eve. Bulletin.			

VERMONT—Population, 352,423

***Barre Times	(E) 6,835	.08	.025
†††Bennington Banner	(E) 3,059	.0125	.0125
***Burlington Free Press	(M) 12,898	.05	.06
***Rutland Herald	(M) 10,548	.04	.04
***St. Johnsbury Caledonian-Record	(E) 4,024	.0214	.015

CONNECTICUT—Population, 1,380,631

***Bridgeport Post-Telegram	(E&M) 46,117	.14	.14
***Bridgeport Post	(S) 20,565	.09	.09
***Hartford Courant	(M) 31,940	.08	.08
***Hartford Courant	(S) 50,247	.11	.11
†††Hartford Times	(E) 46,997	.12	.12
***Meriden Record	(M) 7,212	.045	.03
†††Middleton Press	(E) 7,988	.0325	.025
†††New Haven Register	(E&S) 40,106	.11	.10
***New London Day	(E) 11,341	.06	.045
†††Norwich Bulletin	(M) 12,494	.07	.05
***Norwalk Hour	(E) 5,624	.03	.03
***Stamford Advocate	(E) 8,994	.0375	.03
***Waterbury Republican American	(M&E) 21,951	.08	.07
***Waterbury Republican	(S) 15,181	.06	.06

†† Government Statement, Sept. 30, 1923.
 *** A. B. C. Statement, April 1, 1924.
 ††† Government Statement, April 1, 1924.
 (A) Circulation daily edition only.

as a group lead the country in many lines of endeavor and a wise advertiser or manufacturer will advertise a path to their door.

Statistics show that two-thirds of all the clocks, fire alarms, silver plated ware, corsets and ammunition manufactured in the United States are made in New England.

More than fifty per cent of all the brass made in the United States is produced in these states.

Nearly seven hundred places in New England can be termed manufacturing towns.

Here we find communities where intelligent, productive people have made permanent homes.

These people demand an enormous volume of merchandise every day.

The daily newspapers will move this merchandise from the dealers' shelves to the consumer, if only you will do your part and use adequate advertising space.

These New England dailies, covering the territory from the east to the west, and from the north to the south, will carry your message to the buying public of this territory.

OUT OF TOWN NEWS STANDS SELLING EDITOR & PUBLISHER

AUGUSTA, Ga.—
Steve's Place, 1140 Broad street.

BAKERSFIELD, CALIF.—
Bakersfield Magazine Agency, 1609 19th street.

BEAUMONT, Tex.—
Szaflir's Book Store, Cozy News Stand.

BELLINGHAM, Wash.—
Elmo Hurley, 1331 Cornwell avenue, and
Al Buckner, 100 West Holly street.

BOISE, Idaho—
Asa Tillotson.

BOSTON—
A. McNeil, P. O. Box 5335, and Old South News Company.

BRIDGEPORT, Conn.—
Simone's News Room.

CHICAGO—
Charles Levy, 27 N. Fifth street, and I. B. Ury & Co., 74 W. Madison

CLEVELAND—
Schroeder's News Store, Superior street, opp. P. O.

DAVENPORT, Iowa—
Comentiz News Agency, 408 Harrison street, and
Hickey Bros., 424 Brady street, and Martin Cigar Company, 116 Main

DAYTON, Ohio—
Wilke News Company, 125 South Ludlow street.

DES MOINES—
Mose's News Stand, 309 Fifth avenue, and
Hyman's News & Book Store, 407 Sixth avenue, and
Fidler-Pearlman News Stand, 509 Grand avenue.

DETROIT—
Ludington News Company, 928 W. Forest avenue, and
Triangle News Company.

EUGENE, Ore.—
Koke-Tiffany, 878 Willamette street.

HUTCHINSON, Kan.—
City News Stand, 101 West 15th

KANSAS CITY, Mo.—
Izzy Fleischman, 10th and Main streets, and
News Stand, 18th street near Grand avenue, and

LAKE CHARLES, La.—
Parker's News Stand.

LAWRENCE, Kan.—
R. R. Iffickson, 715 Massachusetts

MANCHESTER, N. H.—
Mr. Thompson, 30 Hanover street.

MARION, Ind.—
Mussel & Sons News Company, 122 West 4th street.

MASON CITY, Iowa—
Yelland & Hanes.

NEW ORLEANS—
Wallace, 105 Royal, near Canal.

OGDEN, Utah—
Vogel News Company.

OKLAHOMA CITY—
Stevenson News Agency, and
News & Book Shop.

PARSONS, Kan.—
Union News Stand, M. K. T. Station.

PITTSBURGH—
Jones Book Shop, 437 Wood street.

PROVIDENCE—
Butler Exchange News Company.

ROCK ISLAND, Ill.—
Louis Andich, 1608 Second avenue.

ST. PAUL—
St. Marie Cigar & News Company, 96 East Fifth street.

SALT LAKE CITY—
Magazine Book Store, 237 South State street.

SALEM, Ore.—
D. H. Talmadge, 193 North Commercial street.

SAN FRANCISCO—
Golden Gate, 3rd and Market streets.

SIoux CITY, Iowa—
Fitzgibbons, 532 Fifth street.

SPRINGFIELD, Mass.—
A. R. & C. H. Marshman, Bowles Bldg.

STOCKTON, Calif.—
Stockton News Co., Hotel Main.
Scantlebury Bros., 37 N. Sutter

TOLEDO, Ohio—
Blade News Stand, P. O. Box 429.

WASHINGTON, D. C.—
L. Lec Combs, Ebbitt House Cigar Stand.

WHAT'S WHAT IN THE FEATURE FIELD

THIS election year Bob Satterfield, cartoonist, now with the Publishers Autocaster Service, New York, is having to think and draw three ways at



BOB SATTERFIELD

time, his syndicate has agreed to furnish publishers their choice in political cartoons. Satterfield, therefore, has to produce suitable cartoons for the Democrats, Independents, and Republicans.

A questionnaire has been sent out to clients by Publishers Autocaster Service, announcing the service and asking them to submit their choices. A. F. Harrison, sales manager, reports that the arrangement has been very favorably received and that many letters have reached him praising the plan.

Satterfield, who was formerly with the NEA Syndicate, is widely known as a cartoonist.

Release date for Gene Carr's new comic strip, "The Baxter Beasley's," has been set for June 2, the McClure Newspaper Syndicate, New York, an-

nounced this week. It will run daily with a full page Sundays.

The Scripps-Paine Service is removing its Pacific Coast headquarters from San Diego to 1126 Folsom street, San Francisco, Cal.

"The Improbable Success of Mr. Owen Hood," a short story by Gilbert K. Chesterton, is ready for release to newspapers June 15, by the Chicago Tribune Newspapers Syndicate, Tribune Square, Chicago.

Mary Graham Bonner, children's feature writer for the Western Newspaper Union Syndicate, is at Emerald Lake Camp in the heart of the Canadian Rockies, gathering fresh material for her series, "Daddy's Evening Fairy Tales." During the past 9 years, Miss Bonner has written and published nearly 4,000 stories for children. In private life she is the wife of Eugene E. Early, publisher of the *Jamaica (N. Y.) Queens County News*.

Mrs. Alma Whitaker, special writer on the *Los Angeles (Cal.) Times*, has contracted to write a daily article for the McClure Newspaper Syndicate, New York, on psychological philosophy. Mrs. Whitaker has become popular on the west coast and her connection with the New York syndicate will be her first introduction to a larger field.

MERCHANT SHOOTS EDITOR

Quarrel Over Editorials at Soperton, Ga., May End Fatally

(By Telegraph to EDITOR & PUBLISHER)

SOPERTON, Ga., May 28.—Horace M. Flanders, editor of the *Soperton News*, was shot in the chest and seriously wounded last night by Crosby Williams, prominent Soperton merchant. Williams escaped, and has not been arrested. Flanders' condition is grave. Police officers are still searching for his assailant.

Williams shot Flanders for printing editorials which he said were hurting the town, according to the police.

New Bayonne Daily Planned

Michael J. Donovan, editor of the *Bayonne (N. J.) Public Opinion*, has announced his intention of starting a daily afternoon paper within 5 weeks. The purchase of equipment already is under way and construction of the new home has been started. Bayonne has two other papers, both published in the afternoon, the *Times* and the *News*.

New Ink Company Organized

Edmund E. Sinclair, for 32 years with the Sinclair & Valentine Company; and John J. Carroll, 16 years with the same concern, have formed a new company for the manufacture of printing and lithographic inks.

BRONSON NEW PRESIDENT OF N. E. A.

(Continued from page 10)

I. W. Kayser, *Chickasha Star*.
Miss Kayser, *Chickasha Star*.
Mr. and Mrs. A. L. Kales, *Claremore Progress*.
C. A. Looney, *Muskogee Times-Democrat*.
A. O. Leamon, *Agra Index*.
Mrs. Frank B. Lucas, *Ponca City*.
Floyd Miller, *Skiatook News*.
Mr. and Mrs. W. E. Marsh, *Publishers Auxiliary*, *Oklahoma City*.
N. A. Nichols, *El Reno American*.
Mrs. C. P. Rhodes, *Mariand Red Rock Record*.
Mr. and Mrs. Fred P. Shepler, *Lawton Constitution*.
W. E. Schooler, *Hugo Daily News*.
Mr. and Mrs. C. M. Sarchet, *Ponca City News*.
Miss Eta Stephen, *Oklahoma City Farmer*.
Miss Ruth M. Stross, *Stillwater Daily Press*.
John R. Thacker, *El Dorado Courier*.
T. W. Maher, *El Reno Daily Democrat*.
Mrs. Sue L. Lower, *Enid Democrat*.
E. Fiel, *Enid Democrat*.

PENNSYLVANIA

Mr. and Mrs. H. B. Heywood, *Conshohocken Recorder*.
Miss Mildred Zerbey, *Pottsville Daily Republican*.
Miss Elisabeth Zerbey, *Pottsville Daily Republican*.
J. Frank Buch and daughter Mary, *Lititz Record*.
Mr. and Mrs. Chas. M. Meredith, *Quakertown Free Press*.
Mr. and Mrs. Chas. W. Baum, *Parkside Central News*.

SOUTH DAKOTA

Mr. and Mrs. Fred C. Kirch, *Wood Pioneer*.
Mr. C. Lusk, *Yankton Daily Press*.
Mr. and Mrs. H. H. Heath, *Artesian Commonwealth*.
Miss Nettie Cardin, *Sioux Falls Argus-Leader*.

TENNESSEE

Edward Albright, *Gallatin News*.

TEXAS

Cora May McKee and sister, *Frankston Citizen*.
Mr. and Mrs. S. W. Papert, *Texas Daily Press League*, Dallas.*
Mr. and Mrs. W. W. Jenkins, *Alpine Avalanche*.
Miss Ruth Jenkins, *Alpine Avalanche*.
Mr. and Mrs. C. E. Palmer and daughter Betty, *Texarkana Four States Press*.
Mr. and Mrs. E. S. Eberly and daughter, *Western Newspaper Union*, Dallas.*
Mr. and Mrs. W. T. Carter, *Killeen Herald*.

UTAH

J. E. Jones, *Western Newspaper Union*, Salt Lake City.
Mr. and Mrs. Chas. England, *Logan Journal*.

VIRGINIA

James C. Latimer, *Secretary Virginia Press Association*, Richmond.

WASHINGTON

Mr. and Mrs. E. L. Wheeler, *Waitsburg*.
WISCONSIN
P. C. Atkinson and son, *Eau Claire Leader*.
Mr. and Mrs. T. J. Cunningham, *Chippewa Falls Daily Gazette*.
Mr. and Mrs. F. K. Helmer, *Clinton Banner*.
Miss Helen Howe, Mrs. Randall Howe, *Ripon Press*.
Mrs. H. L. Hoard, *Fort Atkinson Union*.
Mrs. C. A. Caswell, *Fort Atkinson Union*.
Mr. and Mrs. Frank E. Noyes, *Marquette Star*.
Louis H. Zimmerman, *Burlington Standard-Democrat*.

CANADA—MANITOBA

W. J. Keyes, *Winnipeg Country Publisher*.

*Will join enroute to Mexico.

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XXXI—AUSTIN—Located by Its Natural Beauty

By HARRY R. DRUMMOND

AUSTIN, Tex., capital city of the largest state in the Union, is the official residence of the benevolent despot who rules more square miles of country than are contained in the states of Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New Jersey, Delaware, Maryland, West Virginia, South Carolina, Kentucky, Indiana, Ohio and the District of Columbia by 3,310 square miles.

According to the 1920 census, collected by the Government of the United States, Austin had 34,876 people. In accordance with all Chambers of Commerce, the Chamber of Commerce of Austin, together with the city directory people "estimate" that there are 53,000 people now living in Austin, but a real investigator found out that there are approximately 39,000, divided into 8,850 families, occupying 8,277 residences and apartment houses, with emphatic emphasis on the residences.

There are 1,063 high class homes; 2,835 middle class homes; 2,065 third class homes and 2,247 homes of the poorer class.

There are 45 manufacturing institutions in Austin, most of them rather small, employing, collectively 1,037 persons, who were paid \$1,470,000 in wages during the year. This gang of huskies turned out \$4,996,000,000 worth of merchandise from these factories last year.

There are 38 jobbing houses in Austin, and their combined turnover was something in excess of \$15,000,000.

The retail portion of Austin is on three streets. Congress avenue is the big bet. It runs for one mile, leading from the river to the State House, and is a clean, roomy wide street, the "main street" of the city. Sixth street, Lavaca street and Guadalupe street, each for one half mile, are retail streets, but, in reality "side streets." However, they have many good stores on them.

There are 7 department stores in Austin. Collectively they do some \$7,000,000 a year, and the combined retail turnover of the city is about \$20,000,000 annually.

Scarborough's is the largest and best store in the city. Adam Johnson is second, both in quality and volume, Rosner's third, Warren's fourth, Ludeck Moffett fifth, Bohn Bros. sixth, and Penny's seventh, both in volume, quality and standing in the community.

The merchandise offered for sale in Austin is, for the most part, of good quality. There is a preponderance of what is known as "good trade" in the city, and it is catered to in very good shape by the merchants.

There are 278 miles of streets in Austin, 22 of which are paved, which indicates that paved streets are comparatively rare.

The International Great Northern, Southern Pacific and Missouri, Kansas and Texas railroads connect the rest of the world with Austin, furnishing adequate and ample transportation facilities. There are five national highways passing through Austin, making it a port of call for motorists, and also making it easy for residents of surrounding territory to reach the city easily—incidentally contributing to Austin's retail prosperity.

It is interesting to learn how Austin "happened." Back in 1836, when Texas, just freed from Mexican oppression, was a Republic, there was a commission appointed to find the most beautiful spot in Texas and there to locate the capital of the state. That is how Austin was located where it is.

It has been shown that, as a manufacturing center, Austin is not so much. The reason Austin exists is that it is the political headquarters. This, too, accounts for several other curious things one sees in Austin.

The stranger, unacquainted with circumstances, walking up (or down) Congress street, might think that Austonians are different from other folks. This because of the large number of pompous, queerly dressed "statesmen" one sees on the street. Peace, brother, they are not, for the most part Austonians. They are, for the most part, "statesmen" from all over Texas who foregather in Austin to advise with Governor Pat M. Neff as to how to run the weighty affairs of the state, and how to make the proper appointments.

You see Texas "statesmen" take themselves very seriously, and must dress the part—or the "commun peepul" would not know they are "statesmen." It is a good idea, too, for, in a great many instances it is the dress alone that identifies them.

When a "statesman" eventually yields to the incessant murmur of his constituents and "accepts" and office which necessitates his being in Austin, either for a session of the legislature or during a political term, he is impressed with the living conditions and, provided he can afford it, he establishes a residence in Austin, there to live, handy for the Governor to call on him for advice, and, basking in the reflected glory of a great past, really enjoy life.

That is why there are so many beautiful homes in Austin; why Austin is prosperous beyond all statistical data, and why Austonians, particularly the ladies, are such good looking, well dressed, snappy affairs.

Texas "statesmen" almost invariably wear the uniform made famous by the late Thomas Nast and the happily present John T. McCutcheon—long black coats, wide, soft black hats, long hair, turn down collars, string ties and a deeply serious look—you know—the regulation vaudeville make up.

But their women folks will none of that. They, bless 'em, want the new and they get it, for, by jimminy, a man may run a government, but he does not run his wife nor his daughter—particularly the daughter.

However, the chief industry of Austin is the government, and the Capitol is the biggest and finest building in the city, being 317 feet high, covering six acres, costing 3,000,000 acres of Texas land, and having been built of Texas granite.

Texas, amongst other things produces great quantities of nuts. That is, the peanuts, pecans, walnuts and such, and one room of the Capitol is given over to an exhibition of Texas' agricultural products, including the various nuts. It is the one room in the Capitol that contains no oil paintings of "statesmen."

The University of Texas, with more than 4,000 students, the State School for the Deaf, with nearly 500 students, the State School for the Blind, with 250, St. Edward's College and St. Mary's Academy with more than 400 students, together with the Highlands Private School for Girls and the Austin Military Academy, all located in Austin, afford a "college town" atmosphere that adds to the charm of the city.

There are 26 churches, 2 high schools, and sixteen grade schools in the city; 7 theatres (movies), and, all in all, Austin is a market worth being placed on the commercial map as a port of call, and a pretty good one.

One point worthy of mention, and indicative of the high class trade in Austin, is the fact that the "Walk Up and Save Ten" and credit clothing stores have never been able to make a go of it there. They simply cannot get enough support to make expenses.

Which indicates a rather high order of intelligence, by and large.

Circulation that stays—pays

Permanent circulation is the only kind that pays. Our plan makes it to the financial interest of the subscriber to continue—permanently.

We have a dignified, simple, successful plan to outline to one newspaper in each of several territories.

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NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



Edwin J. Clapp: Keep in constant touch with authorities.

FROM economist to editor—is this one of the latest rules of progression in the journalistic profession?

One notices it at least in two instances in New York City, where Edwin Jones Clapp, one time professor of economics, later consulting economist, is editor of the *New York American* and Walter Lippman, a writer on economics and politics, occupies the editorial chair of the *New York World*.

Edwin Clapp, although he doesn't say so, gives the impression that it undoubtedly would be a good rule to adopt. He has been editor of the *American* only since January of this year, and has been in newspaper work but a brief 3 years. He is 43 years old. After a life of scholarly leisure, the rush of newspapering still rather appalls him.

"Certainly there is no other profession in the world that requires as broad an education as journalism," Mr. Clapp remarked to me this week. "But unless you have acquired your roots beforehand," he added, "I don't see how you can ever get them in newspaper work. One is kept so continually busy reading current newspapers and magazines, it is difficult to find time for the necessary real hard study."

Mr. Clapp's 3 years of newspaper work, when he was financial editor of the *New York American*, put him into the news spirit. He believes in varied interest on the editorial page, which he

would keep as up-to-the-minute as the news columns; he believes in going direct to sources for facts, not depending entirely on published matter read and digested in the seclusion of the editorial sanctum; he believes in writing down to the masses; and he believes in the psychology of typographical make-up.

Not only should the editorial page keep pace with published news, but, as far as possible, it should forge ahead, seeking new facts and new angles by personal reporting on the part of the editorial writers, in the opinion of this energetic newspapermaker. To this end he invariably utilizes his wide acquaintance, going or telephoning direct to experts to talk over their ideas and plans, before writing an editorial on an important subject.

"Talking with people, I believe, is the best way for an editor to keep pace with the march of events," Clapp declared. "I like to keep in constant touch with authorities. That is the beauty of being editor in a city like New York. There is somebody always within easy

reach who is an expert on something, to whom one may talk, gaining fresh ideas and viewpoints, before they are written down."

After talking to experts, Clapp comes back to his tiny office in the American building, 238 William street, New York, and "talks off an editorial" into a dictaphone. It was thus I found him early this week.

"I became used to the dictaphone while I was a professor," he explained. "Now I can neither write nor typewrite fast enough to keep up with my thoughts."

Mr. Clapp still has about him the calm, unharried professorial air. He has kept his young appearance, and there is none of the negligence in dress common to working newspaper men. His face, smooth-shaven and with regular features, is sunburned from a month's vacation just spent on his cotton plantation in Texas.

He was asked about his experiment in cotton planting, which has created quite a stir throughout the southwest.

"Arthur Brisbane and I went down to Fort Worth last November," he explained. "I fell in love with the place and purchased a half-section of land and have an option on another half-section."

"My wife is really the one who is making the experiment. We have hired 3 farmers, whom she manages. We have a couple of tractors and a stable of riding horses. During the past month, we have just planted 250 acres, and since the part of Texas we selected is singularly free from the boll-weevil, we expect very good results."

Although not trained in the ordinary newspaper school, Clapp's education and subsequent experience has been rather more detailed, more varied, and more exhaustive.

He came to the east from Wisconsin. Graduated from Yale with the class of 1904, he first went out on the road selling ammunition. In 1907 he went to Germany to complete his studies, being awarded his Ph. D. degree from the University of Berlin in 1910. Returning to Yale, he became an instructor in political economy. He held this position one year, then transferring to the School of Commerce, New York University, becoming there assistant professor of trade and transportation.

For the next 2 years he was special commissioner for the Board of Directors of the Port of Boston, coming back to New York University as economics professor, in 1914, and remaining until 1920. From 1918 to 1919 he was also chief of the economics section of the Information and Education Service, of the United States Department of Labor.

Gibbons Lectures in Paris

Floyd Gibbons, director for Europe for the *Chicago Tribune*, addressed the American Club in Paris, May 8. He described his recent trip in North Africa, across the Sahara to Timbuktoo.

Winchester, Tenn., Has New Weekly

Thomas C. Price, recently editor and owner of the *Lincoln County (Tenn.) News*, started publication of the *Winchester News*, a weekly, May 22. Associated with him is J. N. Martin.

94,150

Sworn government statement for the six months ending March 31, 1924. Daily average circulation April, 1924, exceeded 97,500.

Advertising Leadership

For the first three months of 1924 the *Dispatch* exceeded the other Columbus Newspapers combined by 738,391 lines.

DISPATCH . . . 5,126,244 lines
SECOND PAPER 2,505,764 lines
THIRD PAPER . 1,882,089 lines

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If we don't handle your paper in New York we both lose money.

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Daily Circulation . . . 118,000
Sunday Circulation . . . 175,000

Member A. B. C.

The Washington Herald

Largest Sunday Circulation Any Washington Paper

The Washington Herald
morning and

The Washington Times
evening

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

G. Logan Payne
Publisher and Gen. Mgr.

What They Are Saying

Significant Sayings and Writings of Leaders in the Field of Newspaper Publishing and Advertising.

"PRECIOUS STREAKS OF FINE GOLD"

"THE newspaper business is not a romance. It is just a plain, workaday, business world, warped a little, perhaps, with none too firm foundations, hungry for young life, but filled with uneven, precious streaks of fine gold, that remains after the dross has been washed away."—Philip Kinsley of the *Chicago Tribune* staff.

NEWS INTERPRETATION VS. SPEED

"I BELIEVE the time is coming when newspapers of the world will not lay so much stress on the lightning flashing of news events as they will on the interpretation of the significance of those events. That was the purpose of newspapers several decades ago and I'm convinced that they will revert to it."—Sidney F. Wicks, *Manchester Guardian*.

POUNING THE BIG BASS DRUM

"PRICE is to the average advertisement like the bass drum is to the band. It's always at the tail end, but the band wouldn't be complete without it. Yet the mere pounding of the drum wouldn't mean anything without the music that accompanies it. Before price means anything, it must be accompanied by description."—Albert W. Stone, of the Denver (Col.) Advertising Club.

COPY TRANSCENDS ALL "SERVICES"

"BUT merchandising service, trade research investigations, and surveys count for naught if the advertising copy is not all that it should be. Given my choice I would prefer good copy, and the proper dealer and consumer appeal, and that combination will sell more goods than all the merchandising help and publicity together. The wise advertiser can have both—and that is where a good advertising agency can and does help."—William H. Rankin, President, William H. Rankin Company.

"FAITHFUL AND ACCURATE"

"THE venality of which we hear so much from Europe does not exist in American journalism. No matter whom it hurts, the news cannot be suppressed. Nor can it be colored in the interest of a political party. Taken as a whole, the American press is not only independent, but it also strives to give its readers a faithful and accurate presentation of news, and to give both sides in reporting controversies and moot questions."—Herbert Adams Gibbons, correspondent and author, Boston.

KEEPING JOURNALISM CLEAN

"THE shyster reporter ranges all the way from the dumb-bell who cannot observe and who cannot tell what he does see and hear to the contemptible sell-out man. He must be driven out by the combined efforts of the public, other reporters and the editors. Reporters who are worth a sliver of type metal are proud to be reporters—they aren't ashamed of the title 'reporter.' And they don't try to disguise it by introducing themselves as 'special writers,' 'investigators,' or 'feature men.'"—Paul R. Leach, *Chicago Daily News*, speaking to Medill School of Journalism Students.

TO THE CARRIER BOYS

"A GREAT many young men are born with the fear in their hearts of meeting a stranger—say nothing about asking them to buy something—and the one big institution that is constantly taking the fear out of the young boy is the newspaper. In the newspaper the boy has a great chance to come up in life; to break forth from the chains of fear and bashfulness by trying to sell newspapers. Newspapers are one of the most important parts of a man's life, and there is something about a newspaper that seems to call for a young boy trying to climb the ladder of success to be the salesman—it is a fitting product for any boy to sell, and in the great life of today you will find men of the highest positions in the business world who started their career as newsboys."—Dr. Frank Crane.

SCHOOLS MUST RAISE INTELLECTUAL STANDARDS

"I SAY it is up to the schools so to form the taste of the young people that they shall loathe the trashy, sexy newspaper, the lying, cheating newspaper, the newspaper that present a picture of life in America that is false and poisonous. * * * When you give us readers that think most funny pictures are silly and most crime stories revolting and most of today's editorial too elementary, we shall throw up our hats in joy. * * * I believe, just as firmly as I believe in anything, that unless the schools are strengthened, unless America digs in for the battle against ignorance, against laxness of moral and intellectual fiber, on a scale that will dwarf all past fights against ignorance—unless the educational level rises in America, in another generation there will be no reader for the kind of newspaper I want to produce—not even for the kind of newspaper we produce today."—Marc A. Rose, Managing Editor, *Buffalo News*.

THE PROVINCE OF ADVERTISING

"ADVERTISING is not a magic word that can convert a decrepit retail establishment into a productive business overnight. * * * More often than not the merchant who complains that advertising doesn't pay is entirely correct, but the fault doesn't lie with advertising. It cannot bring people into the store, stand behind the counter and sell merchandise. It is capable of bringing prospective customers into a store, but its province ceases when they are there. Advertising will not sell an inferior article in competition with an honest product; it cannot camouflage values that are lacking. * * * The newspaper is unquestionably the best medium for retail advertising. It offers the largest possible circulation for the amount of money spent."—Don D. Patterson, Assistant Professor of Advertising, University of Missouri.

Farm and Factory Values

Indiana from a manufacturing viewpoint has \$1,335,714,000 invested in 7,918 manufacturing establishments employing 329,000 persons—and expending \$402,209,000 in salaries and wages. These establishments turn out products valued at approximately \$1,901,000,000. Iron and steel, steel works and rolling mills constitute the most important industry. Slaughtering and meat packing is the second industry, with the automobile industry third.

Indiana's 200,000 farms are rated at \$3,233,000,000. The value of all crops is approximately \$500,000,000, with corn as the leading crop. It is by far the most important crop with value of practically two-thirds that of combined cereals. The value of domestic animals, poultry and bees is \$261,264,000. Poultry is valued at \$16,757,000; bees at \$342,207.

Indiana ranks fourteenth among the States in the value of mineral products with a net value of \$52,789,000. It ranks third among the States in the value of the limestone industry and sixth in coal production. Coal mining is the leading mineral industry of the State with an output valued at \$60,820,000. Other minerals are valued at: Coke \$27,302,000, cement \$19,795,000 and petroleum \$2,796,000.

Indiana is a productive territory for every National Advertiser and many are depending more and more upon these daily newspapers.

When you buy advertising in these Indiana Dailies you deal in known quality and quantity—they are the undisputed leaders in business getting.

	Circulation	Rate for 5,000 lines
†††Decatur Democrat	(E) 3,276	.025
***Evansville Courier and Journal..	(M) 27,040 } (E) 10,868 }	37,908 .08
***Evansville Courier and Journal.....	(S) 32,502	.08
***Fort Wayne Journal-Gazette	(M) 31,274	.07
***Fort Wayne Journal-Gazette	(S) 34,657	.07
***Fort Wayne News-Sentinel	(E) 41,412	.09
***Gary Evening Post-Tribune	(E) 11,410	.05
Hammond Times	(E) 15,436	.05
***Huntington Press	(M&S) 3,563	.025
***Indianapolis News	(E) 131,818	.25
***Lafayette Journal & Courier...	(M) 7,372 } (E) 12,875 }	20,247 .06
†††La Porte Herald	(E) 4,091	.025
***Newcastle Courier	(E) 4,603	.025
***South Bend News-Times.....	(M) 10,155 } (E) 12,884 }	23,039 .06
***South Bend News-Times	(S) 21,440	.06
***South Bend Tribune	(S) 19,718.(E) 20,588	.06
***Terre Haute Tribune	(E&S) 23,608	.06

***A. B. C. Statement, April 1, 1924.

†††Government Statement, April 1, 1924.

VETO OF POSTAL WAGE INCREASE EXPECTED

Measure Approved by Congress Will Create \$60,000,000 Deficit Is Belief—No Increase in Second-Class Rates

By SAM BELL

(Washington Correspondent, Editor & Publisher)

WASHINGTON, D. C., May 28.—The postal pay increase bill, passed by the Senate by a vote of 73 to 3 on Tuesday, has a two-fold interest for the newspaper industry. First the measure, which doubtless will be approved overwhelmingly by the House before the adjournment of Congress, threatens to result in an advance in postal rates, including second class matter; and second, the bill carries a rider providing for complete publicity for campaign contributions and expenditures.

As approved by the Senate, the bill sponsored by Senator Edge, who reported it for the Post Office Committee, will advance the salaries of postal employees approximately \$60,000,000 annually. A draft bill prepared for the House provides advances totaling about \$80,000,000, but there is every indication that the Senate bill probably will be adopted by the House or that a compromise measure will be reached in conference.

As the situation stands, there is ample indication that the measure will be vetoed by President Coolidge on the ground that the Government cannot stand the expenditure at this time, particularly as Congress has not provided the means of raising additional revenue within the postal service. Postmaster General New recommended that if the pay increase was granted second, third and fourth class rates—notably the parcel post service of the fourth class—be advanced to meet at least part of the deficit that would be created. The postmaster general's estimates that called for second class rate increases totaling about \$5,000,000 annually were ignored by Congress. Senator Edge in reporting the bill to the upper house contended that the "question of raising the revenue to meet the additional expenditures incident to increasing the salaries of postal employees is one that should not be considered jointly with the salary bill," and members of the House Post Office Committee take the same view.

Actually Congress proposes at this session to advance postal expenses without increasing rates, in the hope that some way will be found to take care of the gigantic postal deficit at the next session. Mr. New has asserted that an increase in parcel post rates alone will not take care of the pay advances, and the only way to meet the situation will be to increase rates all down the line, excepting only rates on first class matter.

The three Senators who voted against the pay increase were Borah of Idaho and Fess and Willis of Ohio, all giving as their reason the necessity for governmental economy. Senator Borah voted against the bill despite the fact the Senate accepted his amendment for full publicity for campaign contributions and expenditures.

In addition to providing for publicity during the campaign, the Borah plan requires publication of the amount of any deficit incurred and public announcement monthly thereafter of contributions received to make up the deficit.

DAILY ABSORBS FARM PAPER

Gannett Merges Maine Farmer With Portland Sunday Press Herald

Guy P. Gannett, president of the Gannett Publishing Company, of Augusta, Me., announces that beginning June 15th, the *Maine Farmer*, published in Augusta, will be combined with the Sunday edition of his *Portland Press Herald*.

The *Maine Farmer* is the oldest sectional farm paper in the country. The consolidation is in keeping with the pol-

FORESHADOWED EVENTS

June 2—Central States Assn. of Circulation Managers, annual convention, Louisville, Ky.
June 2-3—Advertising Managers of New York State Dailies, June Session, Gloversville, New York.
June 3-4-5—International Circulation Managers Assn., annual convention.
June 3—Ad Managers Group, Paint and Varnish Mfrs., Hotel Statler, Detroit.
June 3-5—National Assn. of Employing Lithographers, annual convention, Del Monte, Cal.
June 6-7—Canadian Weekly Newspapers Assn., annual convention, Toronto, Ont.
June 9-12—Assn. of Newspaper Advertising Executives and Classified Advertising Managers Assn., joint convention, Columbus, O.

icy of expansion pursued by Mr. Gannett since he bought the 2 morning newspapers in Portland less than 3 years ago and consolidated them into the *Press Herald*.

It is announced that the part of the combined Sunday paper devoted to the agricultural interests of the State will continue to maintain the same policy and standards of the *Maine Farmer*.

Collier's Moves Plant to Springfield

Beginning with the issue of June 7, *Collier's Magazine* will be printed in the plant of the Crowell Publishing Company at Springfield, O., instead of in New York. Editorial and business departments will remain in the latter city. The publication's change follows removal of many other magazines from New York, because of high labor and postage costs.

To Aid Pan-American Communications

To better methods of communication between the United States and all Latin-American countries, the Inter-American Congress on Electrical Communications was formally opened in Mexico City, Mexico, May 27. Through uniform regulations of communication, it is expected that closer and more cordial relations between the peoples of both Americas will be established and the ideals of Pan-Americanism will be promoted.

Sir Alfred Robbins Returns Home

Sir Alfred Robbins, retired British journalist, and head of the Council of Freemasons in Great Britain, who has been visiting this country, sailed for England, May 28, on the *S. S. Aquitania*.

EXPENSES EAT 88 PER CENT OF NEWSPAPER INCOME

(Continued from page 6)

Averages for the General Administration expenses for three groups, however, are: Class A, 20.1 per cent; Class B, 18.1 per cent; Class C, 16.7 per cent. Payroll charges against this department, which should ordinarily include a salary for the working owner or employed general manager, and for limited clerical assistance, average 9.4 in Class A; 8.6 in Class B, and 7.5 in Class C. Extremes in this column, which would seem to permit of little latitude, are four-tenths of one per cent and 23.2 per cent.

Departmental expense under this heading furnishes a fine assortment of percentages, although the averages are not dissimilar. The average for Class A is 10.7 per cent; for Class B, 9.5 per cent, and for Class C, 9.2 per cent. The extremes, both among the smaller papers, are eight-tenths of one per cent and 22.5 per cent.

It might here be noted that one of the smaller papers is furnishing most of the extreme highs and lows. This paper runs 60.8 per cent as its mechanical depart-

ment budget, and 1.2 per cent for its general administration expense.

Editorial expense in general is far less than one-half of that of the mechanical departments. In Class A, the editorial department consumes 15.5 per cent of the total income; in Class B, its proportion is 13.9 per cent; in Class C, it is 13.1 per cent.

Editorial payrolls likewise take a smaller proportion of the total income as the latter increases. In Class A, the editors and reporters receive 9.9 per cent of the paper's revenue; in Class B, their "take" is 8.2 per cent; in Class C, they draw 7.6 per cent.

Departmental expense, other than payroll, takes about the smallest toll proportionately from all of the papers analyzed. In Class A, it is 5.6 per cent; in Class B, it is 5.7 per cent; in Class C, it is 5.5 per cent. It may be presumed that more uniformity prevailed in this account than in some of the others noted, as the things for which an editor can spend money are more or less limited—wire service, features, mats, cuts, and photos, overhead, telegraph and telephone charges, postage, stationery and other incidentals.

The totals do not indicate that any of the papers listed follow the Scripps-Howard plan of charging to editorial expense the operation and maintenance of the composing room.

Advertising department expense is comparatively low and about the same proportion for all three classes. In Class A, the total is 7.6 per cent; in Class B, it is 7.8 per cent; in Class C, it is 7.1 per cent.

Advertising department payrolls are likewise low in all classes: 4.7 in Class A, 4.5 in Class B, and 4.5 in Class C.

Compensation to special representatives, as set forth, would indicate that, with few exceptions, these newspapers make national advertising a relatively small proportion of their volume. The special payment by Class A papers averages 1 per cent; by Class B, eight-tenths of 1 per cent, and by Class C, 1.3 per cent.

Other departmental expense is subject to the variation caused by lack of uni-

form standards, but the averages are, after all, not far apart—Class A, 1.9 per cent; Class B, 2.5 per cent; Class C, 1.3 per cent.

Circulation department proportions are lower on the two smaller classes than on the larger papers: Class A, 9 per cent; Class B, 9.3 per cent; Class C, 13 per cent. Payrolls of this department, which ordinarily include salaries to a subscription manager, and an assistant or bookkeeper and clerical assistance, average 5.8 in Class A, 5.7 in Class B, and 5.6 in Class C. Circulation department expense in Class C more than doubles the proportional averages of Classes A and B, the latter two being 3.2 and 3.6 per cent and the first, 7.4 per cent. Heavier promotion on the larger papers would appear to account for part of the bulge.

Less than 12 cents of every dollar received remain to the newspaper owner after paying all expenses (and the table does not indicate whether Federal taxes have been included in expenses or not; presumably they have not been, and will have to come out of the 11 or 12 per cent remaining after expenses are paid. The Class A expense totals an average of 89 per cent; Class B, 87.3, and Class C, 88.6. Five of the 61 newspapers listed indicate expenses greater than their revenues. One, in the unclassified total, shows revenues equalling expenses, though this might have been due to use of another base for calculation of expense than the assigned total income.

Auxiliary to the table and a by-product of its compilation are the last two columns—the net cost of advertising per inch in cents and the page cost composition for the last six months of 1923. How these were calculated the committee has not stated, probably because it was assumed that publishers knew. At any rate the committee shows that Class A newspapers produce advertising at a net cost of 22.2 cents per inch; Class B newspapers, 29.9 cents; Class C newspapers, 40.6 cents.

Page cost for composition runs \$4.81 for Class A newspapers; \$6.17 for Class B newspapers, and \$7.13 for Class C newspapers.

The BOWATER PAPER CO., INC.

ENQUIRIES SOLICITED FOR NEWSPRINT, HALFTONE NEWSPRINT, ROTAGRAVEUR AND ALL CLASSES OF BOOK PAPER.

Sole distributors in the United States for

THE NEWFOUNDLAND POWER & PAPER CO.

(under construction capacity 400 tons daily)

342 Madison Avenue, NEW YORK, N. Y.

Telephone Vanderbilt 7186



Some items from London, England, that will show how the Advertising and Publishing Men of Great Britain are preparing and building for the Great Advertising Convention in London, in July, 1924.

By HERBERT C. RIDOUT

(London Editor, Editor & Publisher)

London Office—Hastings House, 10, Norfolk Street, Strand, W. C. 2

Ship American Ad Exhibits:—Part of the American advertising exhibits which will be placed in the stadium at Wembley for the A. A. C. W. convention July 13 to 18 were shipped from New York May 29, on the S. S. *American Banker*. More will leave June 5, on the S. S. *American Farmer*. John Logeman, Chicago, is chairman of the international exhibit committee.

Rooms at the Exposition grounds selected for the American exhibition are the "most advantageous," according to Logeman. The American exhibit will be the only part of the exposition at which American products can be exhibited. Foreign exhibitors will utilize 10,000 square feet.

"It is the greatest thing for organized advertising that has ever happened, I think, to get that exhibit into the British Empire Exposition at Wembley," Logeman said.

To Establish American Headquarters:—The A. A. C. W. headquarters in London will be located in the Bush House, London, W. C. Bracket and Strand. All credentials and other data will be issued to delegates at the foregoing address. This headquarters will be established shortly after the arrival in London of Harry Tipper, chairman, and Earl Pearson, secretary of the international program committee, and John Logeman, chairman of the international exhibit committee, who will leave New York for England on the S. S. *Harding*, June 12.

Lord Riddle is After Golf Game:—Andrew Milne, convention secretary, in London, has cabled Richard R. Mamlok, New York, chairman of the international golf committee, as follows: "How many golfers can you get to accept the invitation of Lord Riddle all day Friday, July 11, at Walton Heath for stroke and fore-some competitions with prizes? No team matches." Delegates who desire to accept Lord Riddle's invitation should write to Richard Mamlok, A. A. C. W. headquarters, 383 Madison avenue, New York.

In charge of Lancastris Program:—Lon Holland, A. A. C. W. president, has appointed C. M. C. Raymond, secretary of the Advertising Club of Los Angeles, chairman of the entertainment committee on the S. S. *Lancastris*.

Financial Ad Men Name Speakers:—C. H. Handerson, chairman of the Financial Advertising Association's program committee, on May 27, appointed the following speakers to address the departmental sessions at the convention: F. L. Blanchard, Henry L. Doherty & Co., New York, on "Investment Advertising"; C. F. Berry, Union Trust Company, Detroit, Mich., "Trust Advertising"; F. W. Ellsworth, Hibernia Bank

& Trust Company, New Orleans, "Savings Banking"; and H. B. Grimm, Security Trust Company, Detroit, Mich., "Special Advertising and Merchandising Plans."

Feitel Succeeds Blumenstock

C. D. Feitel has been appointed director of sales and advertising for Stix, Baer & Fuller Dry Goods Company, St. Louis with the exception of the basement departments, which will be directed by E. H. Hosbourn succeeding Louis Blumenstock, who resigned his position last month as advertising and sales director. Up to the present time, Mr. Feitel has been in charge of advertising for the men's departments.

ADVERTISING BUILT U. S. WEALTH

(Continued from page 11)

lar instances. Newspapers are indispensable to advertising campaigns with an aspect of news value."

C. C. Milham, secretary of the All Year Club of Los Angeles, spoke about the various phases of community advertising. He told how San Diego created a tremendous increase in week-end visitors by means of newspaper advertising in Los Angeles, how Salt Lake City increased its tourist travel by means directly traceable to newspaper advertising, and how Los Angeles has attracted thousands of visitors to that city by newspaper and magazine advertising.

Vernon Churchill, representing the Honig Cooper Company of San Francisco, gave a presentation of newspapers as an advertising medium from the advertiser's standpoint.

"The welfare of 125,000 California homes as well as an investment of \$600,000,000 in capital, is dependent upon the success of co-operative enterprises in California," said Ralph R. Merritt, president and managing director of the Sunmaid Raisin Growers.

Mr. Merritt said that there is no more important part in the maintenance of the prosperity of the nation than there is to be found in the maintenance of stable markets. And in this undertaking advertising, which creates and holds a continued appeal for the product, plays a role of leadership and responsibility

greater than at any previous time, he said.

"Advertising clubs have taken the uncertainty out of business," said Paul Findlay, merchandising counsellor of the Honig Cooper Company of San Francisco.

Charles Everett Johnson, noted Chicago commercial artist and illustrator, declared that advertising generally has improved infinitely in the past 5 years and the average advertisement of today would rate at about 400 per cent out of a possible 600 points in appeal and artistry.

Special departments were conducted on the afternoons of the last 3 days of conference, as follows:—Advertising agencies, community advertising, direct by mail advertising, financial advertising, graphic arts, national and territorial advertising, newspaper, outdoor advertising, retail advertising, Better Business Bureaus, and advertising instruction.

H. A. Nater of the Los Angeles club won the trophy for the best 3 minute speech at the Monday luncheon on "What should an advertising club's activities include?"

A. L. Loomis of the Portland (Ore.) Advertising Club, and advertising manager *Portland Telegram*, won the 3 minute speaking contest at the luncheon on Tuesday. Twelve speakers took part. Mrs. Henrietta Dewalt of the San Francisco club was given honorable mention. The subject was: "What a community has a right to expect from its advertising club."

Lon E. Holland, president of the A. A. C. W., declared that if the National Vigilance Committee of the Associated Clubs were to release to the newspapers the information it has, there would be a great scandal, worse than that of the Teapot Dome.

A ball in the Californian, a banquet, automobile rides around Fresno and through the adjacent San Joaquin valley were included in the entertainment features.



'JOHN BULL' takes its own medicine

LIKE all great national journals, "JOHN BULL" largely depends for its existence upon the Advertising it carries.

It receives much from advertising—but it also spends much.

There is not a weekly in Britain whose announcements loom so large in the public eye as do "JOHN BULL'S."

On every hand—everywhere—on hoardings, on flashing electric signs, in the pages of the press, "JOHN BULL'S" announcements appear. Thousands of London Trams carry on their rear-boards its weekly contents bills, which, also, are displayed on practically every newsstand and news agent's shop throughout Britain.

Britishers would not be allowed to forget "JOHN BULL"—even if they wanted to!

JOHN BULL

BRITAIN'S DOMINANT WEEKLY

NOTE: "JOHN BULL'S" great circulation is due to editorial merit alone. This paper runs no free competitions, free Coupon Schemes, or other fake circulation-boosting campaigns.

Net sales exceed 800,000, copy based on 600,000.

For Rate Card, Specimen Copy and full particulars write:

Phillip Emanuel, Advertisement Mgr.

ODHAMS PRESS, LTD.

57-59, Long Acre London, W.C.2. England

Daily Mail

with its **WORLD'S RECORD NET DAILY SALE**

enables the advertiser to obtain in a single day, at a single cost, complete coverage of the whole of the British Isles. It is the recognized medium for national advertising in England, Scotland, Wales and Ireland.

DAILY MAIL
NEW YORK OFFICES
230 Broadway
Telephone: Worth 7278

Ahead on its Merits

Circulation and lineage increasing by leaps and bounds—news satisfaction—advertising results. These merit the growth of newspapers. It's the answer for the continued great growth of

The Mt. Vernon, N. Y. Daily Argus
AND
The New Rochelle, N. Y. Standard Star

Write for information, how to cover this rich field.
WESTCHESTER NEWSPAPERS, Inc.
T. Harold Forbes New Rochelle

The Greatest Force in British Advertising is

The Times
London, England

New Haven Register

is New Haven's Dominant Paper

Circulation over 40,000 Average

Bought every night by More New Haven people than buy any other TWO New Haven papers COMBINED.

New Haven Register

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

MULLIGAN URGES AD RATES WHICH PROMOTE USE OF NEWSPAPER SPACE

By ROSALIE ARMISTEAD HIGGINS

NINETY-SEVEN newspapers in 21 states. That is the list of Ralph R. Mulligan, special newspaper representative with headquarters in New York. Small papers to be sure, but a mighty interesting list at that. After meeting Mr. Mulligan, one feels that he might represent half that number again, and do it well. More than 6 feet in height, and strongly built, he suggests a human dynamo. Twenty-three years in the business of special newspaper representation have not lessened his enthusiasm. He radiates cheerfulness. As he talks, the merry twinkle in his blue eyes indicate that he has the true Irish sense of humor, while his hearty laugh is unmistakable evidence of the fact.



R. R. MULLIGAN

Mr. Mulligan was born and reared in New York, and received his first advertising experience there, starting at the age of 20 with R. A. Craig, special newspaper representative. He went into his business for himself in 1901, and since that time he has taken an active part in advertising circles. Mr. Mulligan was a charter member of the Six Point League, and has worked untiringly and unselfishly for that organization, having served as both president and secretary. He is chairman of the Directory Committee of the Six Point League, and has done a vast amount of work on the very valuable directory of newspaper advertisers and general advertising agents, issued by the League.

With his wide experience, he has some very interesting views on the many problems which come up to his business.

"As we frequently find that advertisers, because they feel that advertising rates are increasing so greatly, are disposed to curtail the amount of space used, it seems that possibly it might be advisable for publishers to consider whether the situation could not be met by establishing rates that would serve to encourage the use of regular space inserted at regular intervals throughout the year, lower because of continuous insertion, than present flat rates," said Mr. Mulligan.

"Even though comparisons of present rates have shown that in most instances the advertising dollar of today purchases a larger volume of circulation, this fact does not seem to register in the minds of many advertisers, and it is the feeling that they are paying relatively more today that actuates them in reducing schedules.

"Large space advertisements have their value; the concentration of effort in short campaigns has its value also. To question an advertiser's policy who uses these methods may be carrying criticism into directions which the critic should not venture, with possibly a meagre knowledge of the facts. There is undoubtedly a definite purpose which the advertiser and his advertising counsel have planned that such a campaign will accomplish. But after all, if we look back over the files of the newspapers of several years or more, we seem to find this as axiomatic, that the campaign sustained throughout the year, or the greater portion thereof, is the campaign of the firm that was advertising then and now. Contrast the large copy advertisements of then and now, the advertisements of firms which appeared possibly in what would be considered an extensive campaign in a comparatively short space of time, and we do not find many of this type of advertiser as active today in the newspapers, which emphasizes the

point that advertising employed continuously, like any other effort that is constant, is most likely to be successful. "When we refer to the rate cards of newspapers of some few years ago, we find that the cards in those days were on the basis of a rate for a certain number of insertions or a rate for volume of space or a rate which was graded in its discounts by the frequency of insertion and the size of the copy.

"The publisher figured that he entered up the order and scheduled it over a considerable number of insertions in one operation, and whether the advertisement was large or small, it took about the same time to handle it, up to the time it was placed in the forms. Therefore, these savings were carried over into the rate card. It certainly was by no means a careful determination of rates in those days, for business was not conducted on the cost factors as ascertained by any thorough analysis.

"Today cost factors are, or can be closely determined. With labor cost already high and steadily increasing, it would seem that regular space, regular insertion of copy and possibly the question of large copy over small, might be handled in such a manner that would permit lower rates being made for such business."

Mr. Mulligan was asked whether the establishment of such rates would serve to develop advertising.

"I certainly think it would. Advertising that is continuous need not become stale. It is possible to incorporate in a moderate space, bright, interesting copy. Today the art of copy-writing, illustrating, and type display, together with the facilities of newspapers to give proper printing results has progressed so greatly that copy can be kept interesting and attractive. With schedules covering a protracted period of time, using set space regularly with the inducement to increase the average space used, there would be this advantage, the publisher would have a larger volume of steady business and be able to keep his paper within certain limitations of size. At the same time the inducement for the advertiser to advertise continuously would be there. After all, it is constant, steady repetition of the sales argument that sells goods.

"My thought there is this—that if more advertising could be handled on a regular basis of stated days of insertion and in fixed space, there not only would be less fluctuation in volume of business, but there would most likely be more business. By this is meant that the advertiser would do more business, and in the same respect that the advertiser profited from his increased volume of business, this would be an example for the non-advertiser and we might well expect that many more would be converted to the use of newspaper space."

TO DISCUSS NATIONAL COPY

Ad Managers of New York State Dailies Meet at Gloversville

Discussion of national advertising will feature the June session of the Advertising Managers of New York State Dailies to be held June 2 and 3, at Gloversville, N. Y.

Principal speakers will be Walter Sammis, assistant business manager of the *New York Times*, and Thomas H. Moore, associate director of the bureau of advertising of the American Newspaper Publishers' Association.

The opening session will be called to order at the Eccentric Club, Gloversville, by President Frank A. Wood. Addresses of welcome will be delivered by John W. Sisson, Mayor of Gloversville, and Robert H. Stroud, manager of the Chamber of Commerce. The banquet will be held at the Adirondack Hotel, Wells, N. Y.

WIDE WORLD PHOTOS IN LARGER QUARTERS

Photographic Plant on Ninth Floor of N. Y. Times Annex Capable of Producing 3,500 Glossy Prints Daily

Averaging a daily turn-over of 3,500 glossy prints for newspaper reproduction, the new plant of the World Wide Photo Syndicate, New York, just completed, is an example of all that is best in the "Picture Age" in the history of journalism.

The plant was inspected this week by EDITOR & PUBLISHER.

The 3,500 prints of more than 100 different photographs are turned out from four dark rooms, grouped about the work shop, the heart of this picture organization, occupying the ninth floor of the *New York Times* Annex.

Ten minutes after a picture is brought in from the street, it can be rushed through the various processes. Ten minutes later it is thoroughly dry and ready for mailing to clients.

Adolph S. Ochs, owner of the *Times*, takes great pride in showing visitors this department of his newspaper property. If the visitors are sufficiently distinguished, their pictures are taken in the private studio which is part of the plant's equipment.

An artistically decorated reception room is provided for callers. Hand-painted tiling lines the walls to the height of 4 feet. Gothic architecture is followed and the furniture is early English in style.

Hidden behind the elegance of this reception room, the wheels of the picture syndicate turn.

The work room, in charge of John Metzger, dark room manager, and also designed and built under his supervision, is the most thoroughly equipped department of its kind in the United States, World Wide officials claim.

Four developing stalls and four dark rooms are clustered about this main work shop, all of steel construction and well ventilated. Hypo tanks, even, are equipped with an overhead exhaust to carry away the fumes.

In the workshop also are 3 electrical drying machines designed by Metzger, which can be regulated to 3 different degrees of heat. Each machine is capable

of drying one hundred, 6 x 8, or sixty-eight, 8 x 10 prints at one time. There is also one rotary drier to be used for rush work.

In a contiguous alcove stands the work table, where the 3,500 prints are sorted, identified, and the mimeographed captions attached. On the shelf above are 14 baskets into which pictures are placed for the foreign clients of the syndicate. The international aspect of the concern can be seen from the basket labels, which run, Bombay, Berlin, Copenhagen, London, Milan, Sydney, Rome, Paris, Melbourne, Madrid, Stockholm, Yokohama, Osaka, and Tokyo.

Just beyond this alcove is the syndicate's filing room. Walls are lined with shelves, holding photographic plates. More than 60,000 negatives are on file.

Frederico Boyd Dies in New York

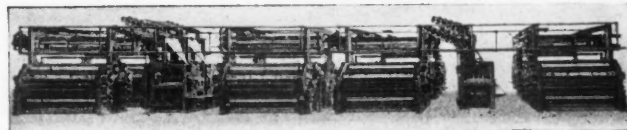
Frederico Boyd, of Panama City, twice President of the Republic of Panama, who died suddenly in New York on May 25, started his career on his father's newspaper, the *Panama City Star and Herald*. From 1895 to 1903 he acted as correspondent for the *New York Times*. Recently he had been president of the international tribunal, composed of representatives of his country and the United States, to decide questions involving the Panama Canal. Last month he was appointed as Minister to Belgium and Germany. Archibald Boyd, his father, an American of Scotch ancestry, went to Central America during the gold rush years ago, and remained to found the first English newspaper there, the *Star and Herald*.

International Paper Earnings Higher

Earnings of the International Paper Company for the first quarter of 1924 are estimated at \$575,000 after all expenses and charges, Dow-Jones Company reported. It is also estimated that earnings for the first five months of 1924 are slightly higher than those reported for the same period in 1923.

N. Y. Sun Radio Fund Increases

The *New York Sun* Radio Fund, to provide radio sets for disabled war veterans in hospitals, reached \$25,562.34 this week.



The Scott "Multi-Unit" Double Octuple Newspaper Press

is used by

The Norfolk Ledger, Norfolk, Virginia

In the near future a duplicate of this machine will be installed in the plant of

The Richmond Times Dispatch
Richmond, Virginia

SCOTT "MULTI-UNIT" PRESSES ARE APPRECIATED

WALTER SCOTT & CO.

PLAINFIELD, NEW JERSEY, U. S. A.

CHICAGO

NEW YORK

1441 Monadnock Block

1457 Broadway, at 42d Street

ALL IN THE DAY'S WORK

Drawn for EDITOR & PUBLISHER
By **OSWALD R. BLACK**
He Began As Cartoonist for His School Paper



ing wax figures in downtown shop windows to frying hot dogs at state fair grounds. Was a student at University of Nebraska for 5 years. Became intimately acquainted with the dean of men. Left school on account of marital duties.

"Joined editorial staff of the Lincoln Star April 1, 1919, as cub reporter. Interviewed Senator Hi Johnson and covered railroad strike. Slept on job June 5, and was demoted to dead shop run. Served as copy reader and feature writer. During summer of 1919 became cartoonist and a year later head of the art department. For the past 3 years have been drawing a half-page Sunday feature cartoon on local events under the title, 'Here in Lincoln.' Have gained 6 new subscribers to Star through cartoon work. Caricature victims have bought 4,287 extra copies within the three years. Have appeared in chalk talks and vaudeville sketches 124 times. Have disappeared after such performances 124 times.

"Member of Sigma Delta Chi, national professional journalistic fraternity; Westminster Presbyterian Church and elder in same, American Legion, Lincoln Pathfinder Club, Y. M. C. A. (expired) and Lincoln Press Club (extinct)."

FLASHES

Dr. Charles W. Eliot says he became a total abstainer at the age of 83. He has no idea how many men are determined to follow his example.—*H. I. Phillips in New York Sun.*

In China the girl bandits steal young men and marry them. Over here they never do worse than shoot their victims.—*New York American.*

War between Germany and Russia over a point of honor would be a truly humorous affair.—*Don Marquis in the New York Herald-Tribune.*

A Rumanian inventor is to exhibit in Paris a method of showing motion pic-

tures in three dimensions without the use by the spectator of colored glasses. Next should come a device to prevent the scenario from falling flat.—*Springfield (Mass.) Republican.*

What good is a 20-year endowment policy? It takes longer than that for a man to read the policy and find out what it means.—*H. I. Phillips in New York Sun.*

Organized effort is on foot to electrify the farms, after which the women folk may, perhaps, work only from sunrise to sunset.—*Boston Transcript.*

According to a distinguished dairy-woman at a recent farmer's convention, there has never been any really choice butter since mother used to make it in the old up-and-down churn. Backward, churn backward, O Time, in your flight! —*Boston Transcript.*

The highest-priced newspaper in Dallas—for the best of all reasons.

The Dallas Morning News

Supreme in Texas

Detroit

Fourth Largest City

Complete coverage with one paper.

The Detroit News

Offers advertisers unusual opportunities

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

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 126,768
Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. Lytton Bldg.
New York, N. Y. Chicago, Ill.

24 Four-Color Pictures

(16 pages)

DAZZLING TREASURES OF
TUT-ANKH-AMEN
King of Egypt 3400 years ago
CURRENT HISTORY
FOR JUNE

Only monthly magazine with exclusive privilege of publishing these astounding photographs.

Howard Carter, actual discoverer of the tomb with Lord Carnarvon, writes the introductory article. Professor T. George Allen, Secretary of the Oriental Institute, University of Chicago, writes of the reign of Tut-Ankh-Amen.

Over 70,000 ABC circulation—
Advertising Rate, \$200 a page.

Published by

The New York Times Company
Times Square, New York \$3.00 a year
25 cents a copy

FEATURE FILLER PAGES

"Edited and Illustrated to Perfection"

—MAKE-UP—

7 or 8 columns—20" or 21"

THE WORLD COLOR PRtg. CO.

R. S. Grable, Pres.

Est. 1900 St. Louis, Mo.

ASKED for brief history of his life Oswald R. Black, cartoonist for the *Lincoln (Neb.) Star*, typed the following autobiography:

"Being the pedigree of Oswald R. Black, cartoonist on the *Lincoln (Neb.) Star*, known to the common herd as 'Oz' (pronounced like 'A-ah-h-h,' sigh of relief, and 'Z-z-z-z-z-z,' gentle twitter of a bumblebee).

"Born at Neoga, Ill., at 2:07 a. m., October 29, 1898. Entered Beautiful Babies' Show at St. Louis World's Fair, 1904. Judges were prejudiced and awarded prize to a much homelier child.

"Acquired a working knowledge of the three R's in Cheyenne, Wyo., public schools. Brought parents to Lincoln in 1907. Have seen W. J. Bryan seven

times and have watched General Pershing enter his home once.

"Was graduated from high school in 1917 with A plus in drawing and P minus in deportment. Served as cartoonist and editor of school paper. Had first date with a girl March 17, 1914, and had gone with 44 different girls up to October, 1922, then bought diamond ring and centered attentions on THE ONLY girl. Purchased marriage license No. 972,360, 285 at Cook county court house, Chicago, and was married March 17, 1923, to Alona Carpenter.

"Enlisted in army and was honorably discharged with \$60 bonus and privilege to carry \$10,000 life insurance.

"Began supporting self at age of 12, tending furnace and carrying papers except when there was a ball game in town. Have done everything from dress-



OSWALD R. BLACK

AUTO PAGES

A regular feature of the Wednesday and Sunday issues.

TRENTON (N.J.) TIMES

KELLY-SMITH CO.

National Representatives

Marbridge Bldg. Lytton Bldg.
New York Chicago

NEW ENGLAND DAILIES ELECT OFFICERS

S. E. Hudson, Publisher of the Woonsocket Call, is Named President at the Boston Meet

The New England Daily Newspaper Association at its annual meeting held Tuesday, May 20, at the Copley-Plaza in Boston, elected Samuel E. Hudson, editor and publisher of the *Woonsocket (R. I.) Call*, president. Mr. Hudson, who served as vice-president during the past year, succeeds Theodore T. Ellis, publisher of the *Worcester (Mass.) Telegram-Gazette*, in the presidency. The latter declined re-election as the Association's head. He was chosen as a member of the Board of Directors.



SAMUEL E. HUDSON

At the annual meeting the Association ratified and approved the action of the Board of Governors in electing Albert W. Fell, publisher of the *Hudson (N. Y.) Daily Star*, as manager of the Association, in place of George F. Booth of Worcester, resigned. Mr. Booth was publisher of the *Worcester Gazette* before its purchase by the *Worcester Telegram*.



A. W. FELL

Other officers elected were: Vice-president, James T. Murray, business manager of *New Bedford (Mass.) Standard*; secretary, James M. Langley, publisher of the *Concord (N. H.) Evening Monitor*; treasurer, Albert H. Fuller, publisher *Brockton (Mass.) Enterprise*.

Board of governors, The four officers and William H. Dow, publisher, *Portland (Me.) Express*; John A. Meuhling, publisher, *Manchester (N. H.) Union and Leader*; Howard C. Rice, publisher, *Brattleboro (Vt.) Reformer*; Robert L. Wright, publisher, *Haverhill (Mass.) Gazette*; Theodore T. Ellis, retiring president, publisher of the *Worcester (Mass.) Telegram-Gazette*; George Benjamin Utter, publisher, *Westerly Sun*, and William J. Pape, publisher of the *Waterbury (Conn.) Republican-American*.

TIPS FOR AD MANAGERS

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Placing six time orders with newspapers in various sections for American Importer of Spanish Green Olives, 200 5th avenue, New York.

Behel & Harvey, 326 West Madison street, Chicago. Sending copy to Ohio papers on Gage Bros. Company, Chicago.

Bloomington-Weller Advertising Agency, 1420 Chestnut street, Philadelphia. Reported to be placing account for Pennsylvania Hosiery Mills, Philadelphia.

Brandt Advertising Agency, 7 South Dearborn street, Chicago. Sending out copy on Curtis Candy Company, Chicago, to Northwestern papers.

Burnet-Kuhn Advertising Company, 605 North Michigan avenue, Chicago. Issuing copy on Chicago Tribune.

Churchill-Hall, Inc., 59 Union Square, New York. Placing orders with some Pennsylvania newspapers for Horlacher Company, soft drink, Allentown, Pa.

Butler-Klingensfeld Company, 130 West 42nd street, New York. Placing account for Carloyd Radio & Electric Company, makers of Malone-Lemmon Neutrodyne Receivers.

Witt K. Cochrane Company, 30 North Dearborn street, Chicago. Issuing contracts on Enoz Chemical Company, Chicago.

Critchfield & Co., Brooks Bldg., Chicago. Placing orders in New York City newspapers and in vicinity, where they have distribution for Hough Shade Corp., "Vudor Porch Shade," Janesville, Wis. Making 2,300-line contracts for Fitzpatrick Brothers.

George S. De Rouville, 452 Broadway, Albany, N. Y. Making 2,500-line contracts for Colgate Chemical Company.

George L. Dyer Company, 42 Broadway, New York. Making contracts and placing schedules with newspapers in various sections for American Thermos Bottle Company, 366 Madison avenue, N. Y.

Erwin, Wasey & Co., 844 Rush street, Chicago. Making 7,040-line contracts for Post Bran Flakes. Sending contracts to Ohio papers on Reserve Remedy Company, Cleveland.

Federal Advertising Agency, 6 East 39th street, New York. Making contracts with newspapers in various sections for Canadian Pacific R.R. Company, Montreal.

Florida Development Board, State Chamber of Commerce, 405 Consolidated Bldg., Jacksonville, Fla. Will later start a newspaper campaign in selected section through the Thomas Advertising Service, Jacksonville, Fla., and C. C. Carr Advertising Agency.

Charles C. Green Agency, 450 4th avenue, New York. Making 1,000-line contracts for Stuart Products Company.

Guenther-Bradford Company, 7 South Dearborn street, Chicago. Sending general contracts on Dictograph Products Company, New York. Sending general contracts on Stranksy (Ford devices).

Guenther, Rudolph Russell-Law, Inc., 313 Cedar street, New York. Making 1,000-line contracts for Parfumerie, Ed Pinaud (H. & G. Klotz.)

Howard G. Harmon, 171 Madison avenue, New York. Placing orders with some Pennsylvania newspapers for Rodol Company, insect killer.

E. W. Hellwig Company, 9 East 40th street, New York. Making contracts with some Pacific Coast newspapers for Corn Products Refining Company, "Lintit" laundry starch, 17 Battery Place, New York.

J. Roland Kay Company, 163 East Erie street, Chicago. Sending schedules to Ohio papers on Sunbeam Chemical Company, Chicago (Rit).

Alfred S. Lilly Company, 5 North La Salle street, Chicago. Sending copy to midwest papers on Robert S. Straus, Chicago.

Lord & Thomas, Wrigley Building, 400 North Michigan avenue, Chicago. Sending out general orders on Quaker Oats Company, Chicago.

Matos Advertising Agency, Bulletin Bldg., Philadelphia. Reported will make up list of newspapers in June for Moore Push-Pin Company, 133 Berkeley street, Philadelphia.

Harry C. Michaels Company, 113 Lexington avenue, New York. Placing orders with some New York City newspapers for Liebmann Breweries, "Scotch Brew," Brooklyn, N. Y.

Morse International Agency, 449 4th avenue, New York. Placing orders with some New England newspapers for Longman & Martinez, "L. & M." paints, 110 William street, New York.

Mitchell-Faust Advertising Company, 7 South Dearborn street, Chicago. Making 8,000-line contracts for Armour & Co.

Nathan Advertising Company, 22 West Monroe street, Chicago. Placing account for the Moloney Belting Company, Chicago.

Osten Advertising Corporation, 25 East Jackson Blvd., Chicago. Making 2,500-line contracts for Schoenhofen Company. Issuing contracts and 28-time orders on J. C. Paul Company, Chicago (Burnishine).

Harry Porter Company, 15 West 44th street, New York. Making contracts and placing schedules with newspapers in various sections for Nestle Food Company, baby food, 130 William street, New York.

Power, Alexander & Jenkins Company, Madison Bldg., Detroit. Reported to have secured the following accounts: Velie Motors Corporation, Moline, Ill.; Westcott Motor Car Company, Springfield, O.; Hargreaves, Inc., auto tires, Detroit; Oilking Burner Sales Corporation, oil burners, Detroit; Frost Chull Company, "Servator" soft drink dispenser, Cleveland.

William H. Rankin Company, 180 North Washburn avenue, Chicago. Making yearly contracts for B. F. Goodrich Rubber Company.

Richardson & Briggs Company, Payne avenue & 21st street, Cleveland. Making contracts with Mid-West newspapers for New York, Chicago and St. Louis Railroad Company, Cleveland.

Ruthrauff & Ryan, 404 4th avenue, New York. Renewing newspaper contracts for Domino House.

Russel M. Seeds Company, Consolidated Bldg., Indianapolis, Ind. Reported will make up newspaper list in June for Binex Company, medical, 123 West Columbus street, Fort Wayne, Ind.

Sherman & Lebar, 130 West 32nd street, New York. Again making contracts with newspapers in various sections for B. V. D. Company, underwear, 350 Broadway, New York.

Stack Advertising Agency, 29 East Madison street, Chicago. Sending out schedules on Swift & Co., Chicago. Issuing additional schedules on Northern Pacific Railway.

Wade Advertising Agency, 130 North Wells street, Chicago. Sending out orders for Pa Paint & Varnish Company.

One Motor Vehicle to Every Four Persons in IOWA

IOWA is gaining in wealth faster than in population. That is why its 2,404,021 people have 571,061 automobiles or nearly as many as there are families.

Iowa ranks ninth in total registration with a gain of 70,903 or 14 per cent.

During the past year Iowans spent over \$36,000,000 for gasoline for their automobiles alone, over \$17,000,000 for tires, and over \$5,000,000 for oil.

It is estimated that Iowa people will buy over 150,000 new cars this year.

With such a high percentage of automobile ownership, it is probable that the wealth of Iowa is more evenly distributed than that of any other state.

It is a pretty good thought to give the weight of your advertising to the territory that enjoys a reasonable degree of prosperity—and has enough money to spare to purchase many of the luxuries of life. Also where newspapers are read at home for the advertising as well as the telegraphic news.

Naturally the national advertiser who is alive and on the job will lose no time, but start after business in IOWA NOW.

	Circulation	Rate for 5,000 lines
***Burlington Gazette (E)	10,535	.04
***Cedar Rapids Gazette (E)	22,671	.07
***Council Bluffs Nonpareil (E&S)	16,132	.05
***Davenport Democrat & Leader (E)	14,485	.06
***Davenport Democrat & Leader (S)	17,416	.06
***Davenport Times (E)	24,946	.07
***Des Moines Capital (E)	61,683	.14
***Des Moines Sunday Capital (S)	27,895	.14
***Iowa City Press-Citizen (E)	6,230	.035
***Keokuk Gate City (E)	5,899	.03
+++Mason City Globe Gazette (E)	13,405	.04
***Muscatine Journal (E)	7,980	.035
***Ottumwa Courier (E)	13,375	.05
***Waterloo Evening Courier (E)	16,775	.06

***A. B. C. Statement, April 1, 1924.

+++Government Statement, April 1, 1924.



OUR OWN WORLD OF LETTERS

By JAMES MELVIN LEE

IN Oklahoma, a law has been proposed by which newspaper men would be required to take out a license which could be revoked for misbehavior. The comments about the proposed law have been numerous in the press. One of the best editorials on the topic appeared in the *Nation* for April 23. Evidently its writer believes that a license would not improve the ethics of the newspaper man any more than a license has raised the standard of practice for pawnbrokers. For once, many newspaper editors will agree with the *Nation* when it says:

Journalism, with all its faults, is singularly free from pretense, hypocrisy, and humbug. A man may perhaps become a journalist too easily, but he cannot too easily remain one. In this journalism is like many of the callings that are most interesting and worthwhile. A good, even if probably apocryphal, story of the Emperor William has it that he once said scoffingly: "Bah! What diploma does a man require to become a journalist?" "Your Majesty," was the rejoinder, "what diploma does one need to become an emperor?"

"HOW the people of St. Louis choose their newspapers" is the title of a pamphlet now being distributed by the *St. Louis Globe Democrat*. The pamphlet seems to answer such questions as: Why do readers prefer one newspaper to another? What is newspaper dependability? Does clean news enter into the choice of a newspaper? Is clean news desirable as a neighbor for advertising? Do women have more time to read in the morning or the evening?

As a sort of introduction, the pamphlet quotes the following words of Charles Prestwich Scott, editor of the *Manchester Guardian*:

The primary office of a newspaper is the gathering of news. At the price of its soul it must see that the supply is not tainted. Neither in what it gives, nor in what it does not give, nor in the mode of presentation must the unclouded fact of truth suffer wrong. Comment is free, but facts are sacred. Comment also, though free, must be fair.

EVART G. ROUTHAN and Mary Swain Routhan are joint authors of "Publicity Methods Reading List," a pamphlet which gives selected references on publicity in social work and kindred fields. Published by the Russell Sage Foundation, New York City, it is the most complete bibliography of literature relating to publicity that has appeared in type.

Especially valuable is the second part of the pamphlet. This section is devoted to publicity methods in such special fields as boy scouts, church and Sunday school, community improvement, industrial relations, public health, and school and college.

FROM Science Service, 1115 Connecticut Avenue, Washington, D. C., may be obtained a circular offering suggestions to contributors. The list of "Don'ts," compiled for would-be writers of scientific articles for the public press, by Edwin E. Slosson, director of Science

Service, might be followed to advantage by reporters on certain assignments, especially in the matter of leads.

THOSE who are going to London to attend the International Advertising Convention in July can get the British slant on the convention by reading "The Value of Advertising," a booklet which is being distributed with the compliments of the *Yorkshire Observer*. A postal sent to the Sentinel House, Southampton Row, London, W. C. 1, will bring a copy of the brochure.

CARL C. DICKEY, who until recently was connected with the Pulitzer School of Journalism, will publish shortly in the *World's Work* a series of articles on American newspapers. In these he will answer such questions as: Are our newspapers more honest than they used to be? Do they wield greater power than formerly? Which are the most fearless, the most timid? Have our daily papers really improved in the last few years? To what extent is big business represented in the ownership of big newspapers?

In view of the answers to these questions recently given by Mr. Villard in his book, "Some Newspapers and Newspaper-men," this series of articles by Mr. Dickey is awaited with interest.

ELLIOTT BLUMENFELD, who was at one time on the staff of the *New York Times*, described "Fleet Street" in the *Bookman* for March. After pointing out that Fleet street in London is the shop of all who dabble in printers' ink—no matter whether the ink be used on a daily, weekly, or monthly paper—he calls attention to the places on the street of unusual interest to the American visitor.

He insists that Fleet street is not like any other street in London, nor like any other street anywhere. But he does admit that Park Row of New York has some of the inky atmosphere, even though there is much else on the Row that takes away the attention from the newspaper buildings.

He suggests that the American newspaper man who would catch the glamour and the glory that is Fleet street's very own, should visit the spot at night:

And at eleven o'clock, when the first editions of the papers go to press, if you stand quiet (on the pavement), you will hear a rumbling that grows and grows until it is a swelling roar; the very Street trembles as it gives birth to the millions of white sheets that are the Street's children. To those who love the game and the

During April
The Cleveland Plain
Dealer published
15,569

More Separate Paid
Want Ads than ALL
other Cleveland news-
papers COMBINED!

The Plain Dealer
ONE Medium—ONE Cost (ALONE) Will sell it!

John B. Woodward Woodward & Kelly
110 E. 42d St. 350 N. Mich. Ave.
New York Chicago
Fine Arts Bldg.,
Detroit

giant presses, it seems that the roar is but the echo of the thudding of men's hearts, the men who are Fleet Street.

Mr. Blumenfeld is the son of Ralph D. Blumenfeld, the American who edits the *London Daily Express*.

Texas Daily Wins Libel Action

The *Houston (Tex.) Chronicle* last week emerged victorious from a libel action for \$10,000 instituted by Henry Thomas, when the Court of Civil Appeals at Galveston overruled a motion for hearing. The action was based on a story carried in the *Chronicle* in September, 1921, which said in effect that had Thomas, then sheriff, been in his office at a certain time a criminal would have been apprehended, saving the county the expense of a subsequent 3-year search for the man. The sheriff claimed the article a libel, intimating carelessness and nonfeasance in office. The court ruled against this claim.

Milwaukee Journal Starts Farm Page

The *Milwaukee Journal* claims that with its issue of May 10, it published the "first strictly farm page even issued by a metropolitan daily newspaper." Donald Ferguson, in charge of the farm department states the page has been established to keep Wisconsin farmers in touch with each other's activities. It is a "news" page and not a "farm trade" journal, he explains.

Germans Form Press Institute

To assist newspaper men, an institute for press science is about to be established in the Prussian State Library, Berlin. Conducted on strictly non-partisan lines, it aims to afford journalism students opportunities for practical research. The Association of German Newspaper Publishers has promised to furnish files of all German newspapers. There is also to be an extensive library of foreign dailies and of books bearing on the subject of journalism.

In New Orleans Consult the Latest A. B. C. AUDIT

(September 30th, 1923)

Before scheduling space in evening papers.

NEW ORLEANS STATES

13c a Line Flat Daily

15c a Line Flat Sunday

SPLENDID COOPERATION TO
ADVERTISERS

Leads in Daily and Sunday
CITY CIRCULATION

Specials: East Beckwith
West Branham

Utah, Southern and Eastern Idaho, Eastern Nevada and Western Wyoming—the territory served by

THE
Salt Lake Tribune

No other section of the country offers the advertiser the opportunity of practically covering four states by using one newspaper.

FOREIGN REPRESENTATIVES

The S. C. Beckwith
Special Agency

New York—Chicago—Detroit—St. Louis
—Kansas City—Atlanta.

PACIFIC COAST REPRESENTATIVE

M. C. Mogensen & Co.,
Inc.

Los Angeles—San Francisco—Seattle

To Import Scandinavian Paper

Scandinavian Export Paper Company, Inc., 120 Broadway, a New York corporation has been formed to engage in the importation of Scandinavian news-print paper. The company will be managed jointly by Harald Svenson, and Sven Belfrage, formerly with Holmens Paper Mill, Norrkoping, Sweden. The company will act as sole agents for Holmens Bruk Paper Mills, Norrkoping, Sweden. The address of the company will be 120 Broadway, New York City

Campbell on Bulletin

J. Bart Campbell, formerly Senate representative of the International News Service and who recently has been with the Washington Press Service, has been appointed Washington correspondent of the *Philadelphia Bulletin*, to which he will devote his full time. Few men are better known at the national capital.

In the Circulation Department

The Multi-Mailer System is considered indispensable by users.

It puts the mail list under the control of the Circulation Manager.

It lessens errors and eliminates subscriber complaints.

May we tell you more about it?

Speedomatic

Company
MANUFACTURING
THE MULTI-MAILER SYSTEM
817-825 WASHINGTON BLVD.
CHICAGO

first!

~in daily circulation
~in lineage
~in reader interest
~in proved results

The Indianapolis
NEWS

THE
**PASSAIC
DAILY NEWS**

Leads in
Classified, Local and
Foreign Advertising in
New Jersey's Fastest
Growing City

TRADING POPULATION

167,395

NEW JERSEY NEWSPAPERS,
INC.

National Advertising Representatives
(New Jersey Newspapers Exclusively)
New York Chicago Newark

EVENING HERALD

Los Angeles, Calif.

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

IT COVERS THE FIELD COMPLETELY

REPRESENTATIVES:

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

WHAT OUR READERS SAY

A Canons of Journalism Amendment TO EDITOR & PUBLISHER:

At Atlantic City I privately and casually proposed amendment to the "Canons of Journalism." Any amendment of this admirable code of ethics is serious business. Therefore I would not presume to urge the American Society of Newspaper Editors to any change except as there is a well concentrated agreement, not only on the issue itself, but also on the specific text proposed. I wish you might encourage a discussion of this question in your estimable paper **EDITOR & PUBLISHER**. An open forum on the subject might clarify the atmosphere. Your own views would be particularly important.

You will remember the proposition I have presented. You will remember that Mr. James T. Williams, Jr., of the *Boston Transcript*, chairman of the Committee on Ethical Standards, reported the proposed amendment to the last Convention of the American Society of Newspaper Editors without recommendation. He presented it, however, in a very fair and friendly way and suggested that the reason for reporting it without recommendation—one way or the other—was the absence from the Convention of some of his committee members.

My proposition is that there is one glaring omission in the basic fidelities imposed upon American journalism by the code of ethics. Although we are known as the "Fourth Estate"—a title which specifically recognizes our responsibilities as an unofficial arm of government—there is not a word in our national code which specifically accepts this responsibility and drives it home. My thought is that the code should be amended at the end of its first paragraph. Following this sentence—"To its opportunities as a chronicler are indissolubly linked its obligations as teacher and interpreter"—I suggest a new sentence reading as follows:

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

American journalism is one of the greatest beneficiaries of the Constitution and the Bill of Rights. I submit that a journalistic code which fails to acknowledge this debt is incomplete. The Constitution is a target of constant attack. I do not refer to controversial questions of interpretation. I refer to fundamentals—the structure of the government itself—the genius of representative institutions—the heart of representative democracy as necessarily opposed to pure democracy. In such uncertain times as these in which we live it is vital that any proposed constitutional changes should have the benefit of the most intelligent illumination and the most solemn deliberation lest either ignorance or prejudice shall meditate the invasion—ultimately the destruction—of the entire theory of American Constitutional control. The responsibility for illumination and deliberation rests primarily upon American journalism. No American newspaper is fit to be called "ethical"—in a correct interpretation of that word—which fails this duty.

We present this "code" to schools of journalism up and down the country. The prospective journalist is told that he can find in this code the sum total of his "ethical" responsibilities in the profession he proposes to embrace. Yet this sum total lacks a word of challenge upon the most fundamental of all journalistic responsibilities—namely, responsibility to the root and source of all journalistic freedom and stability in the United States, namely, the Constitution. I have always insisted that no man is eligible to the editorship of an American newspaper without an intimate familiarity with American history and an intelligent understanding of the Constitution and its essentials. I have always insisted that instruction upon these subjects is more vital in a "School of Journalism"

than were mechanical instruction in type sizes, etc. In other words, here is the very rock bottom of journalistic responsibilities. Is a "code" complete which ignores a paramount obligation?

I have no pride of opinion in relation to the form which this amendment to the "Canons of Journalism" shall take. My own phraseology is submitted solely to focus specific argument. Within the past year I have submitted my proposal to many members of the American Society. President Yost has approved it. "Yes," is the answer from T. E. Niles, of the *New York Evening Mail*; E. C. Hopwood, of the *Cleveland Plain Dealer*; Grove Patterson, of the *Toledo Blade*; John D. Dun, of the *Toledo Times*; Marc Rose, of Buffalo, Edgar B. Piper, of the *Portland Oregonian*; Donald Sterling, of the *Portland Journal*, and E. S. Beck, of the *Chicago Tribune*.

Walter M. Harrison, of the *Oklahoma City Oklahoman*, and Mr. Charles H. Dennis, of the *Chicago Daily News*, respond in the affirmative, but raise only a possible question regarding advisable phraseology.

David E. Smiley, of the *Philadelphia Public Ledger*, and Mr. Marvin H. Creager, of the *Milwaukee Journal*, respond in the affirmative, although adding that the idea is probably too obvious to require specific expression. Ralph E. Stout, of the *Kansas City Star*, expresses open mindedness on the subject but urges that too many concrete things must not enter the code.

Answering the suggestion that constitutional fidelities are "too obvious" to require specification, I want to suggest that the code contains many other "obvious" things. Surely it is obvious that newspapers are "constrained to be truthful." Certainly it is "obvious" that "good faith with the reader" is fundamental. Indeed, I submit that the inclusion of so many "obvious" things in the code makes the exclusion of constitutional fidelities a possible question mark and infers a latitude upon this score which we have no right to concede.

One or two letters from earnest editors have opposed by proposal because of the confusion existing in a definition of what "Constitutional Fidelities" really involve. But I submit that there can be no confusion regarding fundamentals when once written into the Constitution itself.

I beg your indulgence for this long communication. I have wanted to set forth the whole story so that you might better consider the advisability of inspiring a general discussion. I realize that the subject is more or less academic—but no more so than the code itself. My whole point is that if we are to have a code, it should be adequately comprehensive—just as I have already insisted in convention, that if we are to have a code its crass violation should be challenged.

A. H. VANDENBERG,
Editor and Publisher *Grand Rapids Herald*.

Copy "Ain't What It Used to Be"

TO EDITOR & PUBLISHER:—In a recent issue of **EDITOR & PUBLISHER**, Ralph Stout of the *Kansas City Star* seems to think that the "Intelligent Compositor" ain't what he used to be. Well, for that matter, the copy that comes out to the compositor ain't what it used to be either.

With the development of the multiple magazine composing machine, the printer today has plenty to do without trying to edit the copy as sent out from the city room.

And so far as the proofroom is concerned, its being a home for decrepit printers is admitted, but whose fault is it? I have been a printer for over 20 years, and never, in all that time, have I seen a foreman put an apprentice in the proofroom. Proofreaders are not born. They are made, just the same as an operator, or a handman, or a make-up.

The typographical union in New York has done its share for the apprentices.

They are watched closer than any other tradesmen. The foreman is required to report on his progress. The apprentice must attend school. He is marked on his knowledge and aptitude and should he fall below the set mark, he is kindly invited to go learn bricklaying or something more suitable.

But sometimes he does neither. He goes barnstorming, gets fired here and there, and finally gets his card in a town where union conditions are not strict, and where a suitable examination is not given to ascertain his knowledge and ability.

And so far as men going from the composing room to the city room, the route followed (as Mr. Stout says) by many of the stars of others days is concerned, the break came some 15 years ago, when a great many newspaper editors laid stress on the necessity of their staffs being composed of college men. These men were supposed to bring from their alma maters a knowledge of the King's English, such as was not possessed by the unlettered compositor.

But have they? Just read the news columns of the newspapers and see. With the exception of the dramatic and literary sections, and, of course, the editorial pages, one can find almost any sort of a violation of the rules of grammar.

On metropolitan newspapers the only men coming in close contact with the editorial staff of a daily are the make-ups, and a great many of the make-up editors of today are men who have come up from the composing room. There should be more, both for the benefit of the office and the men. A man who has been a make-up for a number of years is usually, first of all, one of the best

printers in the office, and second, he is apt to be one of the most ambitious.

But the writer has worked on papers on which the foreman has intimated that he didn't want his composing room force mixing with the editorial staff; in fact, requesting the make-ups to cease suggesting changes in the typographical make-up of the paper. His theory was that the city room and the composing room should have no personal connection, or in other words, that one was mechanical and merely assimilated what was fed into it by the other. Thanks to the fact that the paper's make-ups paid little or no attention to the request, the newspaper in question was one of the cleanest in point of typography and make-up in the metropolitan field.

One other point keeps the composing room man from advancing to the city room. The wage question looms large in the eyes of the average man, who has worked at his trade for a number of years, although the writer believes that many printers would take the step were the path opened to them. There is hardly an office that doesn't have at least one printer on its staff doing space work of one sort or another.

Even without the printer becoming a writer, closer co-operation could be obtained and a better paper published if the proprietor of a newspaper could be taught that his composing room employes are just as much interested in the success of a sheet as any other department, and take great pride in the fact that they are part and parcel of a newspaper with some standing in the community.

And if he wants to find that out, let him try the suggestion box method.

PRINTER.

Here Is Our Representative

Complaint was made at the recent meeting of the American Society of Newspaper Editors that the cost of selling newspaper features was a considerable element in the price of this portion of the newspaper's expense.

The copy service which the Church Advertising Department offers newspapers is loaded with no personal selling expense. This weekly announcement in **EDITOR AND PUBLISHER** is our only way to reach newspaper advertising managers—and this space is donated by the paper.

Our only desire in life is to see churches make larger use of various forms of helpful publicity. We believe that they can use newspapers largely and that newspapers can show the churches the way this advertising can best be done.

The price for exclusive use of copy averages four dimes a week. We have other copy which is free to all papers.

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

DOLLAR PULLERS

Advertising and circulation managers are always on the lookout for new ideas that will increase advertising receipts and win new circulation. Your idea for increasing advertising or circulation may not appeal to your manager, but it may be just the thing that some other manager wants. Editor & Publisher will pay \$1 for each idea printed under this head. The fact that the idea is now being used in your city does not bar it from the department. Address your communication to the DOLLAR PULLER EDITOR. When they appear clip them and mail them in and receive payment. Unavailable ideas will not be returned.

BUSINESS TICKLER

LAST call for June brides and boy and girl graduates and all paraphernalia which their friends purchase for them.



Also last call for fly screens, awnings, porch furniture, garden tools.

They will need your columns all summer to sell radio sets, hiking shoes, sweaters, camp outfits, electric goods, kerosene oil burners.

Better start work now on plumbers, heating apparatus dealers, as against fall trade.

Follow up:

- Linoleum
- Kerosene Oil Ranges
- Knock-down bungalows
- Garages
- Thermos bottles
- Lunch kits
- Raincoats
- Binoculars
- Goggles
- Cameras
- Screens
- Storage for furs, rugs and draperies
- Safe deposit vault for silverware
- Couch hammocks
- Lawn outfits
- Beach umbrellas
- Bathing suits
- Slip covers
- "Putting next winter's coal in at Spring prices."
- Golf equipment
- Paper cups
- Incubators
- Garden tools
- Young chicks
- Garden hose.

SUGGEST to one or more of the druggists of your town the possibilities of extra sales by arranging a standard equipment for the medicine cabinet. Many families would gladly purchase an assortment of medicines and first aid materials if the druggist made the suggestion. This is an especially opportune time for such a move on the druggist's part as at least one of the leading firms of manufacturing druggists is devoting considerable space in national advertising to this same line. As many retail druggists carry the advertised line, a tie-up would be very effective.—Paul C. Rankin, *Lawrence (Kan.) Journal-World*.

Have you thought of the possibilities of a Repair Directory? Roof gutters and leaders need replacing or patching. Shoes need to be re-soled, hats need to be cleaned, lawn mowers need to be sharpened, automobiles need parts, rugs need cleaning, etc. The *White Plains (N. Y.) Reporter* recently was able to secure all

most a page of this sort of advertising, grouped under the heading "Repair Directory." — G. Harris Danzberger, *Hartsdale, N. Y.*

The merchants on a side street in an Iowa town of 17,000 were not big space users so a cooperative page was sold them under the heading, "Who's Who on North First St."—Donald O. Ross, *Washington (Ia.) Democrat*.

A novel way of stimulating greater interest in a forthcoming sale to be held by a department store, and consequently one of the largest users of space in a Washington (D. C.) paper has been taken by this Washington advertiser. Using a 6 inch 2 column box he announces the forthcoming sale in a small center box, and gives two excellent examples of values at the sale in the upper left and lower right corners of the large box.—C. M. Litteljohn, Washington, D. C.

The more daring will take to their screened piazzas and sleeping porches very soon; the others will not wait many weeks longer. With this summer exodus there is always a demand for a new hammock, swing chair, piazza settee or even folding beds. A drive on porch and lawn furniture at this time should be timely, attractive to business houses and profitable. Fred E. Beane, *Manchester, (N. H.) Union Leader*.

It would make an interesting stunt for the paper to get up a double page "Progress Pages" on which all the paper's regular advertisers would tell about the progress they had made themselves during the past 12 months and on which they would outline some of the progress they expect to make in the coming seasons. Such pages would be appropriate when retail records were being broken or at any other time. Most stores would be glad to take space on such pages and many stores would use this space in addition to their regularly contracted space.—Frank Williams, Fort Wayne, Ind.

When the regular bowling season ends it would be a good thing for the paper to get some advertising from the bowling alleys in which the alleys would urge all

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

America's Best
Magazine Pages
Daily and Sunday
Newspaper Feature Service
241 WEST 58TH STREET
New York City

people who like to bowl to come to the alleys and roll duck pins during the spring and summer. Most alleys would see the benefits of such advertising and so would willingly and quickly come in on it.—Frank H. Williams, Santa Ana, Cal.

After a local robbery, it is not very difficult to secure a nice advertisement from one or more banks on safety deposit vaults. The idea also will appeal to live insurance agents as the new robbery insurance policies are becoming more and more popular.—Donald O. Ross, Washington, Ia.

BUYS FARM PAPER

Oklahoma Publishing Company Acquires Oklahoma Farmer from Capper

The Oklahoma Publishing Company, publisher of the *Oklahoma City Oklahoman* and *Times*, morning and afternoon dailies, and the *Oklahoma Farmer-Stockman*, weekly farm paper, has purchased from Senator Arthur Capper, of Topeka, Kan., the *Oklahoma Farmer* and will consolidate the latter two publications beginning with the issue of June 10.

John Fields, editor of the *Oklahoma Farmer* for many years, retires temporarily from the farm paper field. There will be no change in either editorial or advertising personnel of the *Farmer-Stockman*, according to the announcement.

Carl Williams will continue as editor with Clarence Roberts, C. W. Mullen and Mabel Bates Williams as his associates. Edgar T. Bell will continue as advertising manager, with Jake F. Thomas and Ray K. Glenn as assistants.

Will Use Dailies to Lure Tourists

The Friendly Valley Association will advertise in newspapers of 10 states during the Summer to attract tourists to the St. Croix Valley of Minnesota and Wisconsin.

THE TACOMA NEWS TRIBUNE
TACOMA TRADE TERRITORY
Frank S. Baker President
Charles B. Welch Editor and Gen. Mgr.
ADVERTISING REPRESENTATIVES
David J. Randall Ford, Parsons Co.
341 Fifth Ave. 360 No. Michigan Ave.
New York City Chicago, Illinois
R. J. Bidwell & Co.
San Francisco and Los Angeles, Cal

Your Paper Is No
Better Than Its
Automobile
Section
The BIG THINGS IN MOTORING
WRITTEN IN A BIG WAY
The Ullman Feature Service
Home Life Bldg., Washington, D. C.

Merged Dailies Buy Equipment

Following the merger of the *Arkansas City (Kan.) Traveler* and the *Arkansas City News*, both dailies, the new paper has ordered a new 16-page rotary press, capable of printing 30,000 papers an hour. Three editions are to be issued, a street edition in the afternoon at 2 o'clock, a home edition at 4 o'clock and an early mail edition for rural subscribers, in the morning. R. C. Howard, of the *News*, has retired from newspaper work.

Hat Jobbers to Advertise

Millinery Jobbers Association in convention at Chicago last week voted to form a bureau of publicity to begin a campaign to raise the standards and style elements of the millinery industry. Such a campaign would probably include a national advertising program.

Our Features:
Samuel G. Blythe
Irvin S. Cobb
R. L. Goldberg
Ed Hughes
O. O. McIntyre
Penrod and Sam
Will Rogers
H. J. Tuthill
Albert Payson Terhune
and others
The McNaught Syndicate, Inc.
Times Building, New York

CIRCULATION
BUILDING
SUPREMACY
Proven time and time again
by the many thousands of
NEW, paid-in-advance sub-
scribers we gain for newspapers
in all parts of the country.
Wire or Write Care of Rochester
Herald
HOLLISTER'S
CIRCULATION ORGANIZATION
300 Merritt Building - Los Angeles, Cal.

BEDTIME
BIBLE
STORIES
BY FLORENCE VINCENT
FULL COLOR ILLUSTRATIONS
FROM WORLD FAMED PAINTINGS
By
TISSOT
An elaborate book that will attract an
unusual number of solicitors who will
double past earnings and records in se-
curing six months' subscriptions for
your newspaper. The cost is only fifty
cents including book and solicitor's com-
mission. Old subscribers can be sup-
plied without expense to you. Wire
for sample copy, option and plan.
KEANE BROTHERS
Brokaw Bldg., Times Square, N. Y.

WIRE
NEWS
For Evening and Sunday Newspapers
International News Service
21 Spruce St., New York

TO ABOLISH STRIKE TAX

Typographical Union President Says End of 44-Hour Week Fight Near

Charles P. Howard, president of the International Typographical Union, announced in Indianapolis, May 26, that strike assessments of one per cent on earnings of union members will be discontinued within a month. The tax was levied in the fight to establish the 44-hour week in job printing establishments of the United States and Canada.

The strike, one of the longest in the history of organized labor, began three years ago this month and \$17,389,411 has been raised in assessments to conduct it. Of that sum \$15,820,140 was expended for strike purposes, according to records of the union.

"We are enabled to discontinue the assessment at this time because the end of the struggle is in sight and because we have a sufficient surplus in funds to meet any contingency," said Mr. Howard. "Only 1055 printers drew strike benefits last month. As a matter of fact, the

number of our members unemployed at this time is considerably less than normal. The strike is confined to 39 cities and only two local unions have more than 100 men on strike."

Gross earnings of union printers in recent months have reached a new high mark, according to union officials. The average of gross earnings per month in the last three months, as shown by the 1 per cent strike assessment record, was \$12,395,632. In a three-months period of 1921 the printers' earnings average per month \$8,756,355.

Prints Double Truck Cut

The *New Rochelle* (N. Y.) *Standard Star* on Thursday, May 22, published double truck half tone of the city's police force from a photograph made during an annual review. This is the second in Westchester County that a double truck cut has been printed, the *Massachusetts Daily Argus* having published first one about 2 years ago, the state a bible class numbering more than 100 people. Both newspapers are published by Stiles & Merriam.

SUPPLIES AND EQUIPMENT FOR NEWSPAPER MAKING

For Sale.

One factory overhauled Duplex Angle Bar Press. Prints 4, 6 or 8 pages. Price and terms reasonable. The Goss Printing Press Co., 1535 South Paulina St., Chicago, Illinois.

Linotypes for Sale.

Model K, two magazines and two sets mats, motor, \$1200; model 8, one magazine, mats, motor. Also model 14, one magazine, mats, motor. News-Journal, Wilmington, Ohio.

Printers' Outfitters

Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

For Sale.

One Duplex Double Steam Table and Generator. Good condition, bargain. News, Lansing, Michigan.

REBUILT LINOTYPES AND INTERTYPES FOR SALE

Write us for information and prices on Rebuilt Linotypes and Intertypes. These are machines traded in on new and more versatile Linographs and are sold with our guarantee. Be sure to state model wanted when writing.

THE LINOGRAPH COMPANY
DAVENPORT, IOWA, U. S. A.

Printing Plant and Equipment.

For sale in Quincy, Ill., printing plant with 4 Miehle presses, job presses, linotype, bindery, now in operation. Operating in large brick building in town, inexpensive rent. Just the plant for publishing your own paper, considerable extra space for large rotary presses, etc. Price of plant \$14,000.00. May sell some of the machinery in this plant separately; also large printing plant in Chicago. Sole agents, Wanner Machy. Co., 716 S. Dearborn, Chicago.

FOR SALE 15-HOE Presses

These presses range in capacity from 20 to 64 pages. If you are in the market for a second hand press Let us know your wants.

THE GOSS PRINTING PRESS CO.
1535 So. Paulina St. Chicago

Cline-Westhoushe Double Motor-Drive with full automatic push button control.

USED BY THE

Englewood Times,
Chicago, Ills.

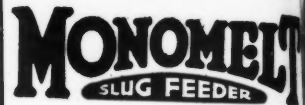
We refer you to them for their opinion



MAIN OFFICE: Fishier Building, 343 S. Dearborn St. CHICAGO
EASTERN OFFICE: Marbridge Building, Broadway at 34th St. NEW YORK

Don't "Pig" Metal It Wastes Money

Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.



Eliminates the Metal Furnace

Printers Manufacturing Co.
709-719 Palace Bldg., Minneapolis Minn.

R. Hoe & Co.

We offer for sale at very low price and available for immediate delivery the following:

TWO USED WOOD Semi-Autoplate Machines suitable for casting, finishing and cooling semi-cylindrical plates for pages of 21½ and 239-16 inches in length.

Full particulars furnished on request.

504-520 Grand Street
New York City

No. 7 Water St. 7 South Dearborn St.
Boston, Mass. Chicago, Ill.

N. Y. DAILY NEWS

HALF-TONES

Best in the World

Made by

POWERS

NEW PROCESS

Pots That Produce Profits

Anything that will help speed up your production department will make money for you, and that's what we are all working for nowadays.

FORTIFIED

INTERCHANGEABLE ELECTRIC METAL POTS

will give you from 10 to 25 per cent greater output from your slug casting and type casting equipment—will show a profit at the end of the first year over and above the comparatively small cost of the added equipment. Fortified Electric Metal Pots are doing this for other progressive plants, they will do it for you.



contains valuable information—how to adjust machines, metal formulae and "toners," shortcuts and safeguards that save money and time. Book is free upon request to

FORTIFIED MFG. CO.

14th & Agnes Ave., Kansas City, Mo.
"Fortified Means Satisfied"

R. HOE & CO.

Offer for sale at very attractive prices

The following presses of other makes:

- GOSS Straight-Line Sextuple Press, Page Length, 21.60"
- GOSS Straight-Line Sextuple Press, Page Length, 23 9-16"
- GOSS 32-page Two-Plate-Wide Press, Page Length 22 3/4"
- GOSS 24-page Two-Plate-Wide Press, page Length, 23 9-16"
- GOSS 24-page Two-Plate-Wide Press, Page Length 23 9-16"
- GOSS Monitor 12-page Press, Page Length 21.60"
- WISE-WOOD Octuple Press, Page length 22 3/4"
- Two WISE-WOOD Sextuple Presses, Page Length 23 9-16"
- SCOTT 32-page Two-Plate-Wide Press, with color cylinder, Page Length 23 9-16"

Full particulars furnished on request.

R. HOE & CO.

504-520 Grand Street, New York, N. Y.
7 South Dearborn St., Chicago, Ill. 7 Water St., Boston, Mass.

Stereotype Chases

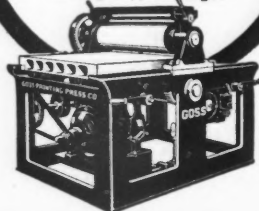
Our Electric-Welded Steel Stereotype Chases are guaranteed for strength and accuracy. Plain chases converted for Autoplate Casting or made larger or smaller. All kinds of chase alterations and repairs.

Write for prices.

American Steel Chase Co.
122 Centre St.
New York

GOSS STEREOTYPING MACHINERY

The Goss Mat Roller rolls wet mats in 11¼ seconds; dry mats in 22½ seconds. Also supplied for wet mats only. Impressions accurate—both ends of cylinder are set at same time. Bed can be furnished long enough to roll a double page form. Write for complete catalog. The Goss Printing Press Company, Chicago.



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 Business Executive. Newspaper merger leaves efficient advertising and business executive looking for position on daily newspaper in 18 to 50,000 town. Has been executive in 30,000 town past year. Eleven years newspaper and advertising experience, clean record, references from any former employer. Thirty years old, married, university trained, good appearance, protestant, can handle staff of men, create new business and actually produce. Available immediately. Full particulars on request. Please state salary and financial condition of paper. Address A-983, Editor & Publisher.

Business or General Manager. Position desired in city of 30,000 to 60,000, east of Mississippi. Desire opening where there is strong possibility of being able to acquire an interest later. No opportunity for further advancement in present position, except through death or disability. Age 33, family, university graduate, all-round experience. Replies confidential. Address Box A-958, Editor & Publisher.

Circulation Executive with ability to perfect an organization for producing substantial and permanent business desires connection with live daily in city of fifty thousand or upward. Ten years' experience and satisfactory references. Address Box A-970, Editor & Publisher.

Circulation Manager. Possessing tact and ability combined with eminently successful clean record solicits propositions. A-960, Editor & Publisher.

Circulation Manager. Wanted, position as circulation manager on daily in Middle West. Prefer city 25,000 to 50,000. Age 35, ten years' experience, married, willing to prove ability. Address A-923, care Editor & Publisher.

Circulation Manager. Desires city or country desk in a city of 7,000 or upwards, or to take charge of entire department on smaller dailies. Thoroughly trained in sound, constructive circulation methods, capable promotion man. Address Box A-972, Editor & Publisher.

Circulation Management desired, preferably in big Eastern city, or upon projected new daily newspaper. Advertiser has record of building permanent new net sales and satisfactory references are offered. Would prefer service on paper upon which a gain of 25,000 to 50,000 net daily sales would place it in advantageous position over strong competitors. Box A-971, Editor and Publisher.

Composing Room Foreman. good executive, getting maximum production without friction, expert makeup, ad man, and operator, with experience on large and small dailies. Union, locate anywhere. E. B. Landfear, 594 Franklin Ave., Nutley, New Jersey.

Classified Manager. Eastern Publishers, Attention. Classified Manager now available. Knows promotion, handling salesmen and systematizing work. A Classified Engineer who can build volume for your paper. Trained in Smith System, but supplements it with original ideas. Not a blustering, high-pressure type, but the quiet, effective man who is an executive and can get things done. Now employed with large paper located in a Great Lakes City, but desires to move nearer my home in the East. Possess a college education and thorough experience, with excellent references. Address Box A-974, Editor & Publisher.

QUICK RESULTS!

G. T. D. writes: "I wish to recommend the 'EDITOR & PUBLISHER' as an advertising medium and hope others who advertise with you will get as prompt and satisfactory results as I have experienced. My advertisement appeared in last Saturday's issue in the column 'Situations Wanted' and the following Monday I had accepted a position, starting to work the same day."

This letter is on file in the office of EDITOR & PUBLISHER and can be seen on request.

Situations Wanted

Editorial Writer, telegraph editor, desk man or proof-reader. Not genius; just producer. Edward Bacon, 365 Lebanon, Melrose, Mass.

Editorial Writer Wants position on some state or national weekly. He has had the full editorial control of one of the largest state weeklies, and has a journalistic angle that makes his writings sought for. Open for immediate employment. Address P. O. Box 614, Central Park Station, Houston, Texas.

Editorial Writer and Executive. Sixteen years in all round newspaper work. Experienced as managing, news, city editor with publications, press associations and Washington bureaus. Has served in large cities on Atlantic and Pacific coasts. Seeks permanent location in city of 50,000 or more in West. Box A-984, Editor & Publisher.

Executive. High grade newspaper executive who is able editorial and news writer, with thorough training in business office, desires position on Southern daily. Best of references. Minimum \$65. Box A-951, Editor & Publisher.

Executive Secretary and expert stenographer. Woman highly skilled, with intelligence in business and real application. Have done court reporting. Qualify as secretary to editor or advertising executive. College education, unusual typing speed. Minimum salary, \$50.00. Highest references. Mrs. W. M. C., Box A-977, Editor and Publisher.

General or Business Manager. Who has proven ability and long practical experience in direction of provincial and metropolitan newspaper making is immediately available for permanent connection in similar capacity. Eastern territory preferred, but will consider other locations. Will entertain straight salary, salary-bonus, working profit-sharing interest or option-to-purchase propositions. Confidential correspondence invited. Address H. H. Knickerbocker, formerly business manager New York Globe, care of Editor & Publisher.

Managing Editor. Advertising agency, Mail-Order House, Magazine and Trade Journal Publishers Mechanical Production, Layout, Editorial, Executive. 15 years' experience, practical and executive. Thorough knowledge of Lithography, Rotogravure, Engraving, Illustrations, Plate and Press Work, Binding, Paper Making, Buying and Contracts. Operation and Installation of departments. Desires connection with Publisher or Advertising Agency where combined experience is required in an Executive or Representative capacity. A-981, Editor & Publisher.

Reporter. Young journalist, 23, seeks position on eastern newspaper; expert interviewer and stenographic reporter. One year general reportorial experience; graduate Missouri School of Journalism. Initial salary secondary. Available immediately. A-954, Editor & Publisher.

Reporter or Special Writer. Young woman, university graduate, three years' newspaper experience, desires position on newspaper or publication. Will go anywhere. A-945, Editor & Publisher.

BUSINESS OPPORTUNITIES

A Real Plant for Sale. Here is an opportunity for someone who desires to get a well paying newspaper and job office. Paper has been established since 1870 and has never changed hands. Published on Tuesdays and Fridays. This week twelve pages of each issue of seven columns by 22 inches. Check full of advertising. Plant consists of stereotype rotary press, all equipment including new dry mat rolling in roller, (Duplex make) one model 14, one model 8 Linotype, one Ludlow Typograph, Kell press, two rollers. Every piece of material in the very best condition. Located within fifty miles of New York city. Address A-949, care Editor & Publisher.

Small Daily Wanted. Have \$15,000 to invest in daily newspaper in city of 25,000 population. Want to deal with owner direct. Correspondence strictly confidential. Address Box A-965, Editor & Publisher.

Want to Purchase Interest. Young publisher who has successfully developed and sold newspaper at profit wants to buy an interest in daily newspaper city of 25,000 to 40,000 population. Address Box A-963, Editor & Publisher.

Weekly Newspaper Wanted. Undersigned will buy good weekly newspaper property somewhere East of Mississippi River. County seat town preferred. No brokers. Address Box A-964, Editor & Publisher

HELP WANTED

Circulation Manager. Who has ambitions to go ahead but has reached the limits of possible promotion in present location. Must have had experience in hiring and training canvassers and be willing to locate permanently in some large cities between Atlantic and Pacific. Further expansion of already large circulation organization creating several 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, The Butterick Publishing Company, Butterick Bldg., New York City.

Classified Manager of successful first newspaper in city of 25,000 to 50,000 population wanted to take interest in copyrighted system for handling want-ads, suitable for newspapers not large enough to afford an expensive system. Big field. Big opportunity. Correspondence confidential. Address, Box A-979, care of Editor and Publisher.

Managing Editor. Wanted experienced managing editor with proven ability for new afternoon newspaper amply financed in progressive resort city. Must have initiative and imagination to give punch and personality to snappy, live newspaper. State age, present salary, reasons for making change, married or single, salary expected, notice required in making change. Address Evening Bulletin, Box 908, St. Petersburg, Florida.

Newspaper Photographer of experience wanted, who can not only take pictures, but who can scent the news value in them; must be capable of excellent work and furnish own cameras. Location is in a Florida resort city and job will be open October first; job will either be for the winter season or permanent if desired; prefer a permanent man; please give all information regarding yourself in reply to this advertisement; work is to be exclusively for a daily newspaper and no resale of pictures will be permitted. Address A-978, Editor and Publisher.

BUSINESS SERVICES

Help Wanted. 10,000 newspapermen to earn \$25 to \$60 extra weekly as trade magazine correspondents. One man earns \$350 extra monthly. Send 50 cents (coin) for list of 25 best paying markets, rates paid, material wanted, etc. Compiled by experienced trade magazine correspondent. George Smedal, 2005 Pierce Street, Sioux City, Iowa.

Press Clippings. National Newspaper Reading Service. Reads the daily and important weekly newspapers of the United States. Four Terrace, Buffalo, N. Y.

NEW DAILY STARTS JUNE 3

Mechanical Installation Complete Sioux City (Ia.) Register Reports

SIoux CITY, IA., May 26.—The first issue of the *Sioux City (Ia.) Register* will be published Tuesday, June 3, according to an exclusive announcement made to the representative of the EDITOR & PUBLISHER by R. E. Austin, managing editor of the new daily.

F. M. Kasper, president of the board of directors of the Register Publishing Company, has been named business manager.

Four Intertypes have been installed by C. V. Humphrey. Two more Intertypes have been ordered. The press has been installed and is ready for use. All equipment for the various mechanical departments is in place.

The *New York Tribune* special wire and feature service has been contracted

Sales Appraisals

NEWSPAPER PROPERTIES

PALMER, DE WITT & PALMER 260 Madison Ave., New York

Pacific Coast Representative
 M. C. MOORE 515 Canon Drive
 Beverly Hills, Calif.

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of PURCHASE, CONSOLIDATION, SALE AND APPRAISAL of newspaper and magazine properties throughout the U. S.
HARWELL & CANNON
 Times Bldg. New York

WE CONNECT THE WIRES

EDITORIAL WRITERS as well as baseball pitchers need "change of pace." No publisher wants a party-chained blunderbuss, lacking courage, tact, and versatility. Our No. 12323 can handle without kid gloves, yet not brutally—or with lighter touch that takes away humor! Long desk experience, East and Middle West. Asking \$45.

FERNALD'S EXCHANGE, INC.
 THIRD NAT'L BLDG., SPRINGFIELD, MASS.

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business builder for you.

BURRELLE

145 Lafayette St., N. Y. City
 Established a Quarter of a Century

for, as well as the Public Ledger magazine service, the complete NEA service and fiction from the Bell Syndicate. Features furnished by the George Matthew Adams syndicate will also be used. The newspaper was started by the striking Sioux City newspaper printers.

Ad and News Separation Explained

James T. Williams, editor of the *Boston Transcript*, explained the complete separation of the news and advertising departments of the daily newspapers, speaking before the annual convention of the National Electric Light Association, at Atlantic City, May 23. The utilities, he said, are sources of news of real interest to the public, but to make this information available the same agencies that place advertising should not be used. Publicity and advertising departments, he explained, should be as separate as "the editorial and advertising departments of a well-ordered newspaper."

Agency Men Inspect Daily's Plant

The organization staff of Paul Block, Inc., of New York, Boston, Chicago and Detroit made a recent visit to the *Worcester (Mass.) Telegram Gazette* as guests of the publisher, Theodore T. Ellis. The party included 25 officials headed by Mr. Block.

HUNCHES

Managing editors and city editors are always on the lookout for news and feature ideas that can be used locally. Editor & Publisher will pay \$1 for each hunch published under this head. The fact that the hunch is now being worked successfully in your city does not bar it from this department. Address your contributions to the HUNCH Editor. When they appear, clip them and mail them in and receive payment. Unavailable hunches will not be returned.

HOW have the filling stations in the paper's city boosted the price of corner lots? In most cities where filling stations are found in large numbers the prices of corner lots have gone way up in the last few years. Some comparisons could be made of former prices and present prices and all this would be very interesting to all the city's residents.—Frank H. Williams, Fort Wayne, Ind.

In the Spring floods, much damage was caused to buildings, some of them being utterly destroyed. A reconstruction story of such sections would be an excellent story. Mention could be made of scenes at the time of the flood and contrast could be made of such conditions with those of the present. Pictures of the flood scenes and the reconstruction scenes could be used as illustrations of a special story if one wished to splurge on the idea.—William J. McNulty, St. John, Canada.

Nearly all movie fans like to pick out errors they note in the pictures. One newspaper is now running a column of these daily, giving free movie tickets for the most ludicrous sent in during the week.—Bert A. Teeters, Springfield, Ohio.

Prominent citizens of your city who came from foreign lands and have won a real success furnish material for a live series, now while immigration is in the limelight.—James M. Mosely, Boston, Mass.

The Audubon Society declares that crows are not a farm pest and should not be shot; most farmers take a divergent view. Ask wild life enthusiasts and farmers in your community about this.—H. G. Rhawn, Clarksburg, (W. Va.) Exponent.

"Where to Spend the Day," is the title of an idea used recently by an San Francisco paper with great success. Substantial prizes were offered for the best suggestion as to where a visitor might best be taken to show them the city. An interesting variety of suggestions were turned in and many of them were printed from day to day. This idea might be used to advantage by any large city paper, or even a smaller paper published in a community where there are enough places of interest to visit that the plan is justified.—Buford O. Brown, Stanford University, Cal.

The proprietor of a magazine book store told the writer recently that most of his business comes from the mechanic or small business man, adding that the big man of affairs does very little reading as a result of his social, club or civic duties. Have a reporter call upon the leading magazine store proprietor in your town for a story on this subject. It would be more interesting than a similar story from the head of the local library

The Desert News

SALT LAKE CITY, UTAH

Our merchandising and research department is at the service of all national advertisers or agencies at all times.

Foreign Representatives
CONE, HUNTON & WOODMAN
New York Chicago Detroit
Kansas City St. Louis Atlanta
Pacific Coast Representatives
CONGER & JOHNSTON
Los Angeles San Francisco

if you choose for the interview a man who has been in the business many years and has close personal contact with the customers.—Fred L. W. Bennett, Salt Lake City, Utah.

A good neighbor is a good friend. A column of side lights in various neighborhoods, with a little compliment on some especially good work, well deserved, can build friends and readers for the paper.—C. M. Litteljohn, Washington, D. C.

With pugilistic titles changing hands, the world's baseball championship series approaching, and interest at high pitch in other branches of athletics, the sport story's the thing these days. While youth is being served, why not turn back the leaves of life's book and give the Old Timers a chance to speak for themselves and the glories of sport in their days. A series of interviews with all the old-time athletes in your town who in their day attained any degree of prominence should make good reading. It might be well to introduce the series with a story on the old, old dispute of whether the athletes and athletics of old were better than the present day crop and the way the games are played today. Then follow the lead each day by having the subject of the daily interview give his opinions.—John H. A. Kelly, Norristown, Pa.

N. Y. Times Issues Reading Instructions

"How to Read the New York Times," is the title of a pamphlet issued by the *New York Times*, giving instructions to readers in methods of obtaining the greatest benefit afforded daily by a perusal of that publication. Six suggestions are laid down: (1) possess the news; (2) read it as a continuous story; (3) use it as a text; (4) consider the significance of news; (5) form your own opinion; (6) check up on your own opinion. The booklet says: "Used in this way, the *New York Times* will yield you a full return for the time you spend on newspaper reading; it will give you boundless service in the way of education.

TO CONSOLIDATE CHURCH PRESS

Methodists Declare Time Unripe to Establish Daily Newspaper

First steps were taken at the general conference of the Methodist Church in Springfield, Mass., this week to start a Methodist Church newspaper, along the

lines of a daily. There is a general wish to have one national church newspaper instead of the various weekly "Christian Advocates" now published.

It was decided at the conference to allow the existing area Christian Advocates to continue as they are, but each Methodist paper will print in future editions from 6 to 10 pages of uniform matter prepared by a contributing editor under the direction of the Book Committee of the Church. This is understood to be a step towards the ultimate consolidation of all the Methodist publications.

The book committee reported the time was not yet ripe to establish the daily.

Hosiery Ad Fight in Court

The Burson Knitting Company, in a petition filed in the United States district court at Detroit, Mich., has asked a court order to restrain the Associated Advertising Clubs of the World and the Detroit Better Business bureau from interfering with the firm's use of the terms "full-fashioned" and "fashioned" in connection with the Burson products. The firm claims the two names have been used two decades in its business although the defendant clubs have ruled against the firm's use of the names. The court will be asked to decide whether or not the Burson products fulfill the definition of the terms.

Model Proofreading Department

The *New York Times* has provided for its proofreading staff new working quarters that are declared by the officers of the New York Society of Proofreaders to be superior to those of any other newspaper in the country. Unnecessary noise, perhaps the most disturbing element with which the proofreader has to contend, has been effectually eliminated; the room is spacious, light, well ventilated, and in general sanitary excellence is unsurpassable, according to Society officials.

"The Baxter Beasleys"

by

GENE CARR

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Graduates Receive "Ding's" Cartoon

Each of the 29 members of the graduating class of the Guthrie, Ia., high school were presented with a copy of J. N. (Ding) Darling's Pulitzer prize winning cartoon "In Good Old U. S. A." by Rev. John F. Arnold who delivered the baccalaureate sermon. Rev. Mr. Arnold declared that this cartoon contained a commencement address in itself and asked each member of the class to frame it and study the message it teaches.

Lawrence (Mass.) Sun Incorporated

The Lawrence Sun Publishing Company, of Lawrence, Mass., has been incorporated for \$100,000. There are 1,000 shares, with par value of \$100 each. The directors are: President, Benjamin S. Pouzner, publisher of the *Lowell Sunday Telegram*, and Alice C. Nickles.

Goes to Eight Columns

Lima (O.) News has changed a make-up to 8 columns, 12 ems.

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