



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. 56

NEW YORK, SATURDAY, MAY 24, 1924

No. 52

Third of 1924 Shows Lineage Gain Over 1923, Peak Year of Press

Newspaper Publishers in Almost All Parts of U. S. Tell Editor & Publisher That Business Beats Last Year's Record—Unemployment Reflected in Want Ad Totals

HEADS UP!

Business is good. No feeling of pessimism is evident among the publishers of leading daily newspapers in all parts of the country. The newspaper advertising barometer is still high, and the first four months of 1924 will produce a larger lineage for most prosperous newspapers than did the same period of a year ago. The average of 16 key newspapers, taken at random from cities across the country, shows an average gain of 4 per cent in total lineage printed during the first four and a half months over the same period in 1923, the peak post-war year in newspaper advertising. During that year these 16 newspapers published 12 per cent more advertising than in 1922.

Employment is not as general as it was a year ago, the change being reflected in the increase of situation wanted advertisements in many newspapers and a decrease in the number of help wanted advertising.

What hesitation there is in general business is attributed, plausibly, to the imminence of the Presidential campaign, the effect of which has not been wholly overcome by the vigorous efforts made several months ago to dispel its depressing psychology. It may have to be reckoned with throughout the year, nevertheless newspaper publishers, on the whole, advise EDITOR & PUBLISHER that they are looking forward to gains over 1923 when the year's totals are calculated.

Statistics now available show that North American newsprint production for the first four months of 1924 was 6 per cent greater than during the same months in 1923 and 24 per cent above the period in 1922.

Imports of newsprint into the United States are 8 per cent greater than in 1923 and 37 per cent ahead of 1922.

Both mills and publishers are holding larger stocks on hand now than they did at this time a year ago, or two years ago, but there is no evidence that their papers are any smaller or that circulations have dropped.

Newspapers of over 100,000 circulation during April averaged 31 pages daily and 115 pages Sunday, against 29 pages daily and 107 pages Sunday in April, 1923.

Newspapers of 27 leading American cities printed 1 per cent more total advertising during the first four months of this year than they did last, and 11 per cent more than in the first four months of 1922.

And if these figures have not chased glooms, read this enthusiastic testimony of newspapers which keep a finger on the pulse of business at all times.

CHARLES D. ATKINSON, business manager, Atlanta Journal:

"In Atlanta this year business has been and is good. Two of the most reliable barometers of Atlanta business conditions are bank clearings and advertising in the Journal. For the first four months of this year, bank clearings were \$46,000,000 ahead of last year. Total adver-

tising in the Journal for the first four months of this year is 8.74 per cent greater than last year, when nearly 4,300,000 lines of advertising were published during January, February, March and April. Each month shows a substantial increase over the corresponding month of last year, notwithstanding that on 30 days' notice the rate of every local advertiser, without exception, was raised and made effective April 1.

"Help wanted advertisements during this period numbered 14,392, an increase of 2,300 over last year. Situation wanted advertisements were the same for both years.

"There has been a marked tendency this year toward the higher-priced rotogravure advertising. Atlanta merchants are so enthusiastic over the business they are doing that frequently they use space in their page advertisements to tell of the amount of sales made or the number of customers visiting their stores the day before."

BALTIMORE SUN:

"The total advertising lineage of the Sun papers for the first four months of 1922 was 8,901,602; for the first four months of 1923, it was 10,155,611; for the first four months of 1924, it was 10,757,516.

Situation wanted advertisements in the first four months of 1923 totaled 12,612; in 1924 they total 15,173.

"Help wanted advertisements for the same period in 1923 totaled 44,004; in 1924 they total 30,430."

R. A. HUNER, business manager, Cleveland Press:

"The first four months of 1924 show an increase in total advertising lineage of

20.6 per cent over 1923, and 20.11 per cent over 1922. Situation wanted advertisements in the first four months of 1923 numbered 3,588; in 1924 they are 4,252. Help wanted advertisements in the first four months of 1923 totaled 40,807; in 1924 they total 26,287."

J. E. CHAPPELL, business manager, Birmingham News:

"Birmingham News shows an increase of 27.9 per cent in total advertising for the first four and a half months of 1924 over the same period of 1922, and an increase of 6.8 per cent over the same period in 1923. April was the biggest April in the history of the News, and May will be second only to May, 1920, with a possibility of topping even that extraordinary month.

"Classified and local advertising are showing fine healthy gains, while national is somewhat off, but better relatively for May than for April. We hope to show a gain in national for May. We are printing more help wanted advertising now than during the past eight months. General business conditions, while not at the peak, are very good and in no sense alarming."

A. H. MERCHANT, advertising director Boston Post:

"The following figures are most interesting and their analysis shows newspaper advertising in this city to be enjoying better than a normal increase, in fact ahead so far this year of the bumper year of 1920; which is Boston's answer to pessimistical propaganda.

"Here are the totals for the first four and a half months of 1920 to 1924 of the Boston daily newspapers in agate lines, divided into display and classified. It

will be noted that this year's display total to May 20 is more than a million lines ahead of the same period of 1920, and about the same amount ahead of last year.

Jan. 1st to May 20	Display	Classified
1924	18,133,456	4,841,053
1923	17,048,002	4,655,944
1922	17,097,622	4,328,334
1921	14,519,072	3,951,342
1920	17,091,590	5,098,257

"Classified advertising has fallen off slightly from 1920, when there was an acute shortage of labor and heavy "help wanted" advertising, but shows a normal increase for the four and a half months of the past three years. We have not noticed any particular change in the volume of "help or situation wanted" type of advertisements. There has been a healthy increase in the classifications such as real estate, farm and garden, travel and resorts, and other special groups, indicating an opening up and broadening of certain specialized lines.

"National advertisers recognize in Boston and New England a community which is less mercurial than many others and where business runs more even and advertising pulls steadily and consistently."

S. S. SHERMAN, general manager, Denver Times and Rocky Mountain News:

"The Rocky Mountain News and Denver Times published 14,617 columns of total advertising in the first four and a half months of 1924, which is a decrease of 9.25 per cent from 1923 and a decrease of 11.5 per cent from 1922. The total number of situations wanted and help wanted advertisements in the same period of 1923 was 15,686, and in 1924 was 14,235.

"Business in Colorado is fundamentally good. The banks are sound. Mining is reviving. An oil boom is starting. Increase in the value of farm products and live stock will doubtless start decided prosperity in this section. There is no appreciable unemployment and the present hesitation is largely due to politics."

W. H. MOORE, manager of national advertising, Detroit News:

"The News carried 7.5 per cent more total advertising in the first four and a half months of 1924 than last year, and 28 per cent more than in 1922. The same period this year shows a total of 12,711 situation wanted advertisements, against 9,098 last year; and 55,432 help wanted advertisements this year, against 87,366 last year."

THE KANSAS CITY STAR:

"Total advertising in the first four and a half months this year shows a loss of 2.5 per cent compared with 1923, and a gain of 8.5 per cent compared with 1922. During the first four and a half months of 1924 we printed 52,453 help wanted advertisements, compared with 72,269 last year, and 54,662 in 1922. So far in 1924, we have printed 41,396 situations wanted advertisements, compared with 40,021 in 1923, and 35,667 in 1922.

"Last year the Star broke all previous records in volume of local and classified

GETTING FACTS STRAIGHT

TESTIMONY from the field, based on the experience of 16 newspapers selected at random, proves that the volume of advertising published in newspapers during the first four months of 1924, averages in excess of the volume in the same period of 1923.

The fact is presented by EDITOR & PUBLISHER to counterbalance loose and destructive gossip heard recently in business circles. The authoritative statements appearing on this page are commended to the business pessimists.

There is no denial of the fact that the securities market has suffered a reaction, partially artificial, partially a reflection of disturbed conditions in political life and partially to spots of "depression" in industry and trade, tracing to overproduction of certain commodities, with instances of failure to deflate unequal labor costs and consequent disjointed effects upon sections of trade. Such are the elements of "depression" which gossip has distorted into a general condition. It is amazing how otherwise responsible men will exaggerate business facts in their talk.

For instance, a New York manufacturer was this week heard to say: "Ford sales have dropped off 50 per cent." The Ford Company increased sales over 1923 during the first quarter of 1924. A "50 per cent" reduction in Ford sales is about on a par of absurdity with the usual idle and destructive talk of the Gloomy Gus brigade.

NEWS PICTURES BY WIRE ACHIEVED BY A. T. & T.

Long Distance Circuit Used to Send Photographs from Cleveland to New York—Speed, Accuracy, Clearness Attained—System Commercially Feasible—Complete Story of Demonstration

By WARREN BASSETT

In a redly illumined dark room in the American Telephone and Telegraph Building, 195 Broadway, New York, this week, a group of electrical engineers and newspaper men watched with silent, absorbed interest a brilliant beam of light play with fluctuating intensity upon a photographic film revolving slowly on a cylinder.

For 4 minutes and 36 seconds the beam played on the sensitive paper. Then it disappeared. An attendant removed the film, placed it in a chemical bath and held it up to the light. There, in clear outline and easily distinguishable was a picture of three Cleveland newspaper men taken in Cleveland only 44 minutes before.

Impossible?

No, an amazing fact.

A picture had been transmitted over 522 miles of long distance telephone wire in less than 5 minutes and received perfect enough for newspaper reproduction.

Pictures by wire—the dream of hundreds of inventors and electrical engineers—was a fact.

It was not a freak laboratory experiment, but a practical demonstration of an invention which can be put into popular use should the demand for its manufacture be widespread.

Within a two hour period, while newspaper men watched, 15 photographs were "telephoned" from Cleveland and received on the delicate instrument. One of these, the first sent, a picture of President Calvin Coolidge, was reproduced in New York newspapers without retouching.

The feat, accomplished on apparatus designed by American Telephone and Telegraph Company engineers, was the climax of many years of scientific experiment.

It demonstrated absolutely that it is possible to send pictures by wire quickly and clearly. It put the A. T. & T. in the lead in a race with many laboratories to perfect "wire pictures." It marked, in all probability, the opening of a new era in journalism.

Within a year newspapers may be receiving pictures by wire as casually and efficiently as they now receive news. Mechanical difficulties have been overcome. The factors to be considered now are price and demand.

According to A. T. & T. officials, there is no reason why great newspapers and picture services may not eventually have sending and receiving machines in their offices and lease long distance picture telephones as they now lease telegraph news wires.

The invention of picture sending and receiving machines was "made to order" according to A. T. & T. officials. Recent technical progress along certain lines had made the transmission of pictures by wires commercially feasible. A year ago intensive laboratory work was ordered begun. Last Monday, in a public demonstration, the efforts of the company's engineers were crowned with success.

The invention uses no new scientific principles, A. T. & T. engineers state. The apparatus in its present form represents the association of many recent inventions together with standard types of telephone and telegraph apparatus which have been readapted to this use.

Following are the outstanding features of the A. T. & T. invention:

1. The simplicity of the method is such that a positive transparent film supplied by any photographer is suitable for transmission.
2. The apparatus is so designed as to transmit a picture 5 by 7 inches in a little less than 5 minutes.
3. The picture is received in such form that after photographic development of the usual sort, it is ready for newspaper or other reproduction.
4. Line drawings, printing and hand-



PRESIDENT CALVIN COOLIDGE

Photograph of President Coolidge transmitted by telephone wire between Cleveland and New York, showing the tones in lines as received. This reproduction was made for EDITOR & PUBLISHER by the line-out process, the pure white high light side having been retouched. The effect is that of the "half-half-tone" or "drop-out." New York newspapers screened the lines for their reproductions, causing some "muddy" effects.

writing can also be transmitted by the same means.

5. Films can be used for transmission while wet, thus eliminating the delay which would otherwise be caused by drying.

In the demonstration given this week the sending instrument which was developed in New York, was installed in the Discount building in Cleveland, so that it would be ready to send news pictures of the Republican National Convention from Cleveland to New York.

A receiving instrument was set up in Room 1117 of the A. T. & T. building, 195 Broadway, New York.

It was here an EDITOR & PUBLISHER representative and members of the New York press watched the reception and printing of pictures sent by wire.

The room was a temporarily equipped dark room—black walls, photographic materials, developing tanks. A dim red light furnished illumination. A blank film was bent in the form of a cylinder and adjusted on the receiving apparatus by an engineer in charge.

Over a direct long distance telephone line from the Cleveland office came the word that all was ready for transmission of the first picture.

A switch was pulled and the receiving apparatus was set in motion. The film began to revolve like a cylinder record

on a phonograph. Upon the film fell a point of intense white light which varied constantly in size in keeping with the varying electric impulses which came over the circuit from the sending machine in Cleveland. As the film turned, the light beam traced upon it a vertical line of varying thickness. At each revolution the film progressed sideways one sixtieth of an inch on a screw mechanism. By this means the entire film was covered with vertical lines, 65 to an inch, of varying width.

It was the modifications of these thin and broad lines which formed the picture when the film was taken from the machine and developed.

The first pictures sent over the wire were taken before the demonstration—an ordinary lot. The dramatic idea of photographing an actual picture of a big Cleveland news story of the day, developing and transmitting it to New York under working conditions apparently did not occur to those in charge until the demonstration was under way.

Then a call was put in by the direct telephone connection for a "spot" picture. "Too cloudy—can't get anything outdoors," came the reply.

"Get a flashlight," was the suggestion. An outside photographer was called in and a picture taken of Elbert H. Baker,

president of the Cleveland Plain Dealer, Edward A. Evans, editor of the Okla-homa City News, and C. P. Cooper, president of the Ohio Bell Telephone Company, as they stood grouped behind the transmitting apparatus.

The flash was set off too near, and as a result the picture, when developed, was imperfect. However, it was "wired" to New York where it was received and printed.

Only 44 minutes elapsed between the time the flash was touched off and the completed photograph received in New York. It was reproduced in New York newspapers Tuesday morning.

The transmitting machine is almost exactly like the receiving apparatus. The film is inserted in it merely by rolling it up in cylindrical form. The beam of light shines through the revolving film upon a photo-electric cell beneath. The motion of the light relative to the cylinder is the same as that of a phonograph needle to a cylindrical record. Each minute portion of the picture in turn affects the intensity of the light reaching the photo-electric cell. This variation in the amount of light striking the sensitive surface of the cell gives rise to an electric current, which, through the agency of a vacuum tube amplifier and modulator, controls the current flowing through the telephone line.

The amount of light that passes through the revolving film is, of course, constantly lessening and increasing, according to the black and white that makes the picture. Where the film is wholly transparent, the light passes through without loss and causes a comparatively strong current from the photo-electric cell. Where the film is dark, the light is correspondingly reduced and so is the current.

The fluctuations of current from the photo-electric cell are then imposed on the direct current, which flows through the telephone wires. This current is several billion times as powerful as that caused directly by the light, but the strong current is made to reproduce every variation in intensity.

At the receiving end these variations of current effect the intensity of the beam playing upon the unexposed film, tracing black lines of varying thickness, which in turn, form the picture.

One problem which had to be overcome by the engineers was the synchronization of the rotation of the two films. They must move in exact accord or the picture is spoiled. This is accomplished by means of a new device known as a light valve, perfected in the Western Electric laboratories.

The basis for the entire process is that by means of a photo-electric cell every variation of a beam of light can be translated into a variation of electric current, which in turn can again be translated into a variation of light. The fluctuations of current caused by the varying intensity of the light rays falling on the photo-electric cell through the transparent film, are "stepped up" several billion times by the amplifier before they are sent over the long distance circuit.

All of the 15 pictures sent Monday, the first day of the demonstration were suitable for newspaper reproduction. They exhibited faces with remarkable distinctness. Details of river boats, buildings, steam and smoke were brought out clearly in a picture of High Level Bridge in Cleveland.

Other photographs transmitted were of buildings, groups of people and street scenes. They came over the wire one after another with unvarying distinctness. The complete length of time necessary to send a picture 5 by 7 inches was 4 minutes and 36 seconds. Both in speed of transmission and excellence of result, the photographs received far surpassed

any others which have been sent long distances by wire, cable, or radio. In reproducing the pictures the half-tone process was used. This seems unnecessary as the lines themselves produce a printing surface and tones. So, in making EDITOR & PUBLISHERS' reproductions the engraver was ordered to make line cuts, using no screen. The results are shown herewith.

In addition to a number of telephone engineers, the demonstration was witnessed at the New York end by Mrs. Ogden Reid, director of advertising of the *New York Herald Tribune*; Julian S. Mason, managing editor of the *Herald Tribune*; J. W. Barnhart, business manager of the *Daily News*; E. H. Miner, art director of the *News*, and R. C. Hollis, secretary of that publication; Carr V. Van Anda, managing editor of the *New York Times*; Charles M. Graves, editor of the *Sunday Rotogravure Section* of the *Times* and the *Mid-Week Pictorial*, and Julius V. Dumas, sales manager of the *World Wide Photo Syndicate*.

Present at the Cleveland end in addition to telephone officials were Elbert H. Baker and Erie C. Hopwood, president and editor of the *Cleveland Plain Dealer*; H. B. R. Briggs, editor of the *Cleveland Press*, and Edward A. Evans, editor of the *Oklahoma City News*.

The demonstration of the telephone company of its ability to send good pictures by long distance gives it the lead in a race with many laboratories. The Radio Corporation of America has developed the transmission of pictures by radio at high speed and with good results, but that corporation has not yet considered its invention ripe for a public demonstration. C. Francis Jenkins, a Washington inventor, also has done remarkable work in sending pictures by radio. It was reported that a process of wireless pictures was being developed in the Westinghouse laboratories.

Engineers of the American Telephone and Telegraph Company said that there were a great variety of methods by which pictures could be sent by wire and that the issue between the various companies and inventors was which could send the best pictures at the highest speed and

least cost. They were sure that the "telephone" picture they demonstrated was far ahead of the field at the present day.

The demonstration was anonymous, as far as the names of the engineers and other employes of the telephone company were concerned. It was said that so many engineers and scientists had cooperated in developing the new process that it would be unfair to mention a few names only and difficult to apportion the credit among those who played a part.

It was not a case of one man coming forward with a great discovery that cut the Gordian knot. It has been known to all engineers on general principles that the sending of pictures by wire or wireless was theoretically possible. The new process is the combination of a series of inventions and developments of which, after the telephone itself, the most fundamental was the discovery, about 35 years ago, of the properties of the photo-electric cell—in other words, the discovery that light, falling on certain substances produces electrical current.

Officials of the A. T. & T. refuse to make predictions regarding manufacture of the invention for transmitting pictures by wire. The instruments now in use are laboratory built; no thought has yet been given to standardizing them for quantity manufacture—no estimate is yet available as to how much they will cost.



CONVENTION HALL, CLEVELAND
Wired photograph showing new Cleveland Convention Hall, which will soon be roaring with G. O. P. convention.

use. The company is convinced there is a market for the apparatus.

"The commercial end of this invention has still to be worked out," an A. T. & T. engineer stated. "We are hopeful that

works apparatus which copies the picture at the receiving end.

There is apparently no limit to the distance over which pictures can be "wired" by the A. T. & T. device.

During private tests a loop was set up between Chicago and New York, some 2,000 miles. A photograph was transmitted over this loop and received back in New York distinctly.

At present "wired pictures" cannot be transmitted over submarine cable. A 1,000 cycle per second current is necessary, while cable currents seldom go above 10 cycles. Radio will be used to flash pictures over the oceans, it was predicted.

What this new development in picture sending means to newspaper editors is problematical.

Does it presage the rise of illustrated dailies in all parts of the country printing pictures instead of columns of wire news?

Will it place picture services on a par with wire services, with photographers correspondents "filing" photographs to their clients?

The answer to the first question depends entirely upon how hungry the public is for spot news pictures of other than local events, newspaper executives declare. It is reasonably certain that the price of transmitting pictures by wire, even when placed on a commercial basis, will be high as to restrict the practice to only major news events.

Picture service men do not believe the delicate A. T. & T. sending and receiving machines will become as common as newspaper printer machines are now, although at this time they are virtually as perfect



A. T. & T. wired photograph receiving apparatus in operation this week, fully described in accompanying article. Photographed for EDITOR & PUBLISHER.

This much, however, was offered. The apparatus is commercially feasible, and was developed solely with the idea that when perfected it could be furnished to the press at a price profitable to the company and which would not prohibit its

pictures can be sent for a long distance over it at a comparatively low price. Each picture requires the use of the wire for less than 5 minutes. There is no delay in getting connections, as in long-distance calls, and that means economy.

"On the other hand, wires will need more care in their upkeep when they are used for sending pictures. At present it requires two men to operate the sending apparatus and two men to operate the receiving apparatus. We hope soon to simplify the operation so that a single man can tend to each machine."

"Wherever it is possible, the invention will be used, it was said, in connection with the wires, rather than with radio. Static and interfering wave-lengths would make radio a less certain method of sending. The process, however, can be grafted on radio as easily as upon the long-distance telephone."

The new telephone pictures are made on an entirely different principle from the Belin process by which pictures have been sent across the trans-oceanic cables. Light has no part in the Belin process, in which the photograph is treated as a relief map. The picture is bent in a cylinder and revolver, the minute elevations and depressions of the surface of the picture causing motion in a very sensitive point, which is kept in contact with the picture.

The motions of this point are made to control an electrical current which, on passing through the cables or wires,



STREET SCENE, CLEVELAND
Cleveland street scene as transmitted by wire. The vertical lines, made by the rays of light on sensitized film, create a printing surface and are here slightly reduced.

WHAT IS "POINT OF SALE" ADVERTISING?

It's a Term Beloved of Advertising Managers and Agency Men, to Whom It Usually Means What They Want It to Mean, But the Only Satisfactory Definition is Newspaper Advertising

By ARTHUR ROBB

"POINT OF SALE."

Not exactly new, but very current now as an idiom among advertising people who like to play with words that have a technical sound.

It means—oh, just what it says, they tell you. It's direct-by-mail advertising in all forms; it's billboard advertising; it's the lithographed, painted, or printed signs that hang in the dealer's window; it's the folder that rests on top of a pile on the dealer's counter; it's a circular tossed on the front porch, or it's newspaper advertising.

That last will be admitted grudgingly. Though advertisers as a group spend more money in daily newspaper space than in all other media combined, a host of them hesitate to accord pre-eminence to the daily newspaper as an advertising medium. Old habits are hard to break.

Six months ago the majority of the members of the Association of National Advertisers present at its convention near Rye, N. Y., declared by a show of hands that their 1924 campaigns would emphasize "point-of-sale" copy, rather than general magazine advertising. Later events have made it certain that many who said "point-of-sale" meant "newspaper," but efforts to get such a committal at the time were fruitless.

Similarly, last week's convention of the Second District, A. A. C. W., at Philadelphia heard several allusions to "point-of-sale" advertising, while the word "newspaper" was hardly mentioned by speakers not directly connected with the daily press.

One speaker, representing a lithographing house, found national advertising campaigns wanting—he meant magazine campaigns—in that their message to the prospective customer was too often not continued in the lithographed signs—the "point of sale" copy—at the retail store. For instance:

Mrs. Smith saw in her favorite magazine the advertising of a washing machine. The copy convinced her that that particular machine would lighten her work in kitchen or laundry. Her next trip downtown took her to the Big Store, the windows of which were gay with hanging pictures of the desired device. She looked, read, and hesitated. The magazine copy had told of hours available for front porch leisure which she had been giving to steaming tubs. It was an idyll, a dream. She wanted more. She wanted assurance that it would come true. And here she read in orange and black of a \$98 machine on sale today at \$79, \$10 down and \$1 a week till paid; of a wringer that couldn't run wild or bite her electrically. Was this the machine she wanted, after all? Better think it over a little longer. She did, and a \$98 machine went unsold.

Then there was Mr. Buckley, Chicago specialist in direct-by-mail advertising, not a wholly disinterested witness, but one who backed up his every assertion with proofs in a mammoth scrap-book. Mr. Buckley, naturally enough, translates "point-of-sale" as "direct-by-mail."

His score of stories all had one theme. A magnificent campaign of magazine advertising is laid out and executed. The 2,000,000 odd or the 1,500,000 plus readers of the great weekly magazines, are invited if interested, to ask Mr. Manufacturer for full information as to price and uses of his product.

Often the reader will write for the "full information" or for the "handsome booklet" which is offered to those writing on "your own business letter-head." Mr. Buckley, by nature curious about advertising methods, wrote to 25 advertisers in one week's crop of magazines. But pity the reader if his fortune is no better than Mr. Buckley's. Pity the

advertiser, too, if Mr. Buckley's experience is typical.

One firm, using pages in the Saturday Evening Post, offered therein a booklet describing its product. As Mr. Buckley pointed out, the Saturday Evening Post forms close six or seven weeks before publication date. Copy for the particular page which drew Mr. Buckley's fire was probably in hand three weeks or a month earlier.

Yet the request for the booklet of-

fence, teaser letters, that told how many machines were in use in her town, how it worked, how much it cost, the economies it effected, and so on, but not a word as to where it could be purchased. The sixth letter arrived and was read and right there the company ceased to be interested in Buckley. Still warm toward refrigeration by machinery, the Buckleys cooled toward this particular brand.

And just at this moment, another refrigerating outfit was appearing in the

ographers and printers sell what they call advertising, but this commodity, or service, which manufacturers and merchants buy, is potential sales power just as soon as it is bought.

Many of these manufacturers and merchants, lured by brilliant hues and circulation statements of the magazines, believe that their advertising job is done when the copy is forwarded to the publisher. They have not reasoned it out that an expensive magazine campaign is only the beginning of the scheme to make advertising play its part in their sales. They do not know that such a campaign requires the alert and energetic support of a home office correspondence staff, the sympathy of the sales force and the jobbing fraternity, the willingness of the retail dealer to ride along with the advertising campaign. Sometimes one or more of these essentials is covered; too often it is otherwise.

And, at best, the magazine advertising route to the consumer is tortuous. With all details of the advertising and sales campaign worked out, the distance between factory and consumer facilitates flank attacks along the "lines of communication." Most manufacturers of goods "nationally advertised" in this way know that they are paying also the advertising bill of the jobber's private brand and the retailer's pet competitive product.

Mr. Buckley's experience with the ice-machines is illuminating. One company spent an appropriation running into six figures, it may be assumed, to create a desire for its own high-priced product. Its competitor, with a punch that traveled six inches, walked away with the order. This competitor at one stroke demolished the long line of communication that the national advertiser had laboriously constructed. His one stroke was real "point of sale" advertising—in the home town, over the local dealer's signature.

And, for any product or service of general utility and common use, there is only one medium that can perform the task completely and economically, without any slack or gaps in the factory-consumer line, and without the expense and support of auxiliaries.

That is the daily newspaper. In it the advertiser buys the key to the market he selects. It attracts the customer and directs him to his own neighbor for the service offered. It is ready on 24 hours' notice, or less, to do its appointed work. Its cost is less than that of addressing a blank penny postal-card to every local home.

No other vehicle of advertising is so flexible. The advertiser can buy space in one single newspaper, in all the newspapers of a city, or in a state group like those of Vermont, New Jersey, Illinois, Indiana, Iowa, New York, Ohio, Pennsylvania, or in market groups like those of New England or the Southern States, which are consistently and intelligently selling their own service by advertising. He can buy space in every newspaper in the country for less than he would pay for a comprehensive magazine campaign, without counting the latter's necessary auxiliaries.

And buying newspaper space, he buys immediate sales power. He is taking the retailer-consumer short-cut to sales. He is getting a share of the business that his competitor's complex methods create, but cannot close.

He has learned that advertising isn't "the bunk" when it is bought to produce sales, not bulky commissions for advertising agencies nor prestige to pander to his own vanity. He has learned that a good many don't yet know, that:

Point-of-Sale Advertising is Newspaper Advertising—and no other.

SEATS AT NEW YORK AND CLEVELAND



With more than 800 political writers expected to cover the Cleveland convention, and more than 1,000 the Democratic convention, those in charge of assigning tickets confer at Washington. Left to right, James D. Preston, superintendent of the Senate Press Gallery, and assistant secretary to the Standing Committee of Correspondents; Cordell Hull, chairman, National Democratic Committee; and James L. Wright, Cleveland Plain Dealer, chairman, Standing Committee.

ferred elicited an apologetic letter ten days later, blaming the printer because the booklets were not yet available. Three weeks afterward the booklet reached the inquirer, unheralded and unaccompanied by a letter or any sales material. As exhibited at Philadelphia, it appeared to be an ordinary, very ordinary, 16-page leaflet, with a simple two-color cover and straight black-and-white letter-press within. It was a job which any country printer could have turned out in 50,000 lots every week.

Another firm answered Buckley's query by referring him to a dealer in a small town 75 miles distant from his home although the latter is only 14 miles from Chicago, where the company has abundant distribution.

Numerous others acknowledged his letter several days after a reply might have been expected, sometimes giving the name of a local dealer, sometimes not, and never apparently giving that dealer a hint that Mr. Buckley had expressed interest in their product.

Only one of the 25 responded with a sales letter that had a chance of getting a second glance in these days of ubiquitous advertising, and that firm within 48 hours had a salesman encamped on the Buckley doorstep. Though the Chicago advertising man could not use the machinery advertised, he had a friend more fortunately situated. Buckley connected the wires and the sale was made.

Another on-the-job firm, and one that wasn't organized to be on the job, figured in Mr. Buckley's opening anecdote. Refrigerating machinery was the talk of the family council. Mrs. Buckley liked a certain firm's magazine copy and wrote the manufacturer for information about how his machine could be fitted to her domestic operations. Six letters came along like sheep hopping a

advertisements that are usually read at the breakfast table and which, as a matter of course, give the name and address of a home town dealer. A telephone call produced the information and a salesman followed the warm trail. He left with the order in his brief-case—a \$600 sale that had been made but not executed by his competitor.

It seems like gilding the lily to draw a moral to that tale.

Yet, if 24 of a random 25 magazine advertisers play tricks like that with their advertising dollars, why should there be surprise that advertising is still looked upon with doubt and suspicion by men who know how to make their money work. If the readers of magazines are sufficiently interested by an advertisement to give their names and business connections to an unknown and distant firm, should they not expect as courteous a reception for their inquiry as they get when shopping at home for a lawnmower or a package of razor-blades? That is just what they do expect, the more because of the impression of stability and wealth that an expensive magazine advertisement is said to give, but what they get, according to Mr. Buckley's well-supplicated story, is a machine-made reply, built to fit alike old and young, rich and poor, farmer and banker, plumber and physician. The merchant's touch is missing.

Of course it is. National advertising is a new experience for most firms, even the largest.

National advertisers have bloomed and drooped like tulips since the Armistice.

Many of them have yet to learn that advertising is advertising only until they buy it—after which it is or should be an integral part of their sales campaign. Publishers of newspapers, magazines, trade papers, owners of billboards, lith-

NEW EVENTS ADDED TO A. A. C. W. LONDON CONVENTION PROGRAM

Prince of Wales Will Open Sessions—"Irish Linen Ball" Announced for July 17—British Ad Men and District 14 Back Houston for 1925

WITH every week new events are being added to the already brilliant program of the London Convention of the A. A. C. W., July 13-18, giving further promise of success to the huge international advertising conclave.

News developments this week in connection with the meet follow:

His Royal Highness Prince of Wales consents to open convention sessions.

Secretary Herbert Hoover of the Department of Commerce praises the convention movement.

British advertising men back Houston, Tex., as the next convention city.

London completes entertainment plans.

A cable received May 20, from the EDITOR & PUBLISHER London correspondent, contained the news that the Prince of Wales had consented to attend the first general session of the international gathering at the huge Wembley stadium, July 14, and to open the convention. The Prince is president of the British Empire Exhibition and vice-president of the advertising convention.

It is understood that an influential factor in bringing about His Royal Highness' consent was the cable message addressed to him last December, signed by leading American advertising men.

Hearty endorsement of the advertising convention was given by Secretary Hoover in an interview granted an A. A. C. W. representative this week.

"Advertising has been a means of bringing to the people as a whole the benefits of the great progress that the world has made in recent years," Hoover declared. "Abuse of such an agency for universal knowledge and expansion should not be tolerated."

"The London convention of the A. A. C. W. marks a farther step in the elevation of the fundamental principles of business and a distinct advance in the world fight for 'Truth in Advertising,'" Hoover continued.

"Moreover, such an international conference will undoubtedly extend its influence farther than the field of advertising. Broader knowledge, fuller understanding, and common appreciation among business men of each others' problems and view points in all phases of human activity are sure to dull the sharp edges of traditional prejudices, and stimulate friendly trade relations through which peace and prosperity are firmly established.

"The fact that delegations will go to London from France, Hawaii, New Zealand and many other countries demonstrates irrevocably the widespread realization of the value of 'Truth in Advertising.'

"The ultimate results should be things which we have long needed, a world-wide system of auditing circulations, and the elimination of dishonest and unethical advertising and business practices.

"I wish the conference the best of success."

London headquarters of the advertising convention announced this week that at the annual business meeting of District 14, May 8, the following resolution was unanimously passed:

"That this meeting of District 14, A. A. C. W., pledges itself to support the advertising association of Houston, Tex., in its endeavor to obtain the 1925 convention of the A. A. C. W. for Houston, and stands by the promise given by the district representatives at Atlantic City to record their votes in favor of Houston."

The resolution was proposed by E. S. Agnew, representing the Weekly Newspaper Proprietors' Association and seconded by Lt. Col. Hutchison, representing the Association of British Advertising Agents.

At the same meeting it was unanimously agreed that Harold Vernon be

selected chairman of District 14 for another year.

An addition to London entertainment plans announced this week was the "Irish Linen Ball" to be held in Olympia Hall, London.

This ball is scheduled for the evening of July 17. All American delegates are invited. It is sponsored by the Advertising Club of Ulster, and the plans are being made by Samuel G. Haughton, president of that club. The Duchess of Abercorn will be the patroness.

At A. A. C. W. headquarters this week announcement was made that R. E. Hutchinson would broadcast June 2, from stations WEAF, New York, and WCAP, Washington, D. C., at 9:20 P. M. He will speak on "Truth in Advertising and the London Convention."

NEW LITERARY REVIEW

Canby, Former Post Critic, to Edit Independent Weekly

Dr. Henry Seidel Canby who recently resigned as editor of the Literary Review of the *New York Evening Post* will be editor of the *Saturday Review of Literature* a new weekly to be published shortly in New York by Time, Inc., publishers of *Time*, the weekly news magazine.

William Rose Benet and Miss Amy Loveman, associated with Dr. Canby on the *Post* since 1920, resigned May 17, and will become members of the staff of the *Saturday Review*.

Christopher Morely, columnist, who resigned from the *Post* when that newspaper was purchased by Cyrus H. K. Curtis last January will become contributing editor of the new weekly and will conduct a column for it.

Although published by Time, Inc., the *Saturday Review* will have no editorial connection with *Time*, the weekly news-magazine, according to Henry R. Luce, president.

Ochs Returns from Abroad

Adolph S. Ochs, publisher of the *New York Times*, returned from a ten-day trip abroad May 21 on the S. S. Olympic. He declared the British Empire Exposition, which will be visited by many American advertising and newspaper men this coming July, when they attend the international convention of the A. A. C. W., to be "colossal and well-worth seeing." While abroad, the New York publisher met Premier Poincare in Paris and Prime Minister MacDonald in London. He spent more than two hours in conversation with the latter at 10 Downing street, and told New York newspaper men on his arrival home, he was much impressed by MacDonald's personality. A marked improvement in general appearances in London and Paris and a decidedly cheerful outlook among men of affairs was noted by Mr. Ochs.

Reid Takes Over Paris Herald

Dispatches from Paris this week announced the assumption of the presidency of the Paris Herald Publishing Company by Odgen Reid, publisher of the *New York Herald Tribune*. The newspaper will thereafter be known as the *Paris Herald Tribune*. Mr. Reid acquired the French newspaper from Frank Munsey together with the *New York Herald*. Laurence Hills, former city editor of the *New York Sun* and for the last four years editor of the Paris Herald, will continue in charge of the publication, which, it is announced, will be greatly enlarged this summer. Mr. Reid is in Paris with Howard Davis, business manager of the Paris Herald. They expect to return to this country shortly.

ALL IN THE DAY'S WORK

Drawn for EDITOR & PUBLISHER

By R. M. BRINKERHOFF

Writes and Sings His Own Songs—The Fun of It



Bob Brinkerhoff works at home so as to avoid the interruptions that occur at the office.

WHEN Bob Brinkerhoff got out of high school back in Toledo he couldn't make up his mind whether to be the world's greatest singer or the world's greatest cartoonist. He got \$7 dollars a week singing in a church choir and nothing a week drawing cartoons for his dad's newspaper. It took him 17 years to overcome the church tenor habit, but he now claims to be cured. He still breaks out in song now and then, but no one pays him for it.



R. M. BRINKERHOFF

But he still draws pictures, and now that he is not working for his dad, he gets a regular salary. Brink says there is a lot of fellows who make better pictures than he does but no one who makes more of 'em. He will and does tackle anything from paper dolls to bill boards and always delivers them on time. When not busy on pictures he writes verses and songs and stories. His royalties from songs, he says, almost buy his neckties.

For six years Brink has drawn a sweet little girl in a strip called "Little Mary Mixup" for the *New York Evening World* and its syndicate clients. Mary is just a little kid that gets into a daily mix-up and out again. She never throws bricks but somehow the kiddies the country over seem to like her.

As to Brink himself. He is six feet of blonde good nature. If it were not for his cherubic face he might be mistaken for a light-heavyweight boxer. He hates

golf, cards and games of all sorts, but likes every sort of sport as long as there are no rules connected with it. He owns an apartment in New York, an English house in Connecticut and a camp in Maine. His time is divided between his three homes with an allowance of a month or two devoted to looking up queer restaurants in New York.

Brink studied art in Paris and walked through most of Europe. As a result he can order a meal in several languages.

ASSOCIATES HONOR BUXTON

Boston Herald Pulitzer Editorial Winner Tendered Dinner

Frank W. Buxton, managing editor of the *Boston Herald*, was the guest of honor at a luncheon in Young's Hotel, Boston, May 16, given in recognition of his recent success as winner of the Pulitzer prize of \$500 for the best editorial article of the year. A distinguished gathering of business and newspaper friends attended.

R. L. O'Brien, editor of the *Herald*, was toastmaster. Lieut. Gov. Alvan T. Fuller of Massachusetts represented the Commonwealth and felicitated Mr. Buxton. Other speakers were F. Lauriston Bullard, chief editorial writer on the *Herald*, who read a witty parody of the prize-winning editorial, entitled "Who Made Frank Buxton?" and George B. Ryan, city editor of the *Herald*.

Other newspapermen present were Franklin P. Collier, *Herald* cartoonist; Philip Hale; E. W. Preston, general manager of the *Herald*; George Young, Harold F. Wheeler, managing editor of the *Boston Traveler*; C. E. Young and W. D. Quint of the *Boston Post*; and Harry W. Poor of the *Boston Globe*.

ODELL DEMANDS GREATER PRESS INFLUENCE

N. E. A. President Also Makes Plea for Law Enforcement in Opening Address of Oklahoma Meet—200 Members Attend Sessions and Tour—Rodeo, Indian Dances, Barbecue, Are Entertainment Features

(By Telegraph to EDITOR & PUBLISHER)

OKLAHOMA CITY, Okla., May 23.—Opening the thirty-ninth annual convention of the National Editorial Association at Oklahoma City on Thursday this week, Wallace Odell, president, made a stirring appeal for stronger editorial pages, deploring their decline and present neglect, and urging publishers of the United States to support through them the prohibition law.



WALLACE ODELL

Odell announced before the business sessions of the convention opened Thursday forenoon, that he would "fight in the convention to down disgraceful hypocrisy in high office."

Two hundred strong, members of the association came to the Oklahoma meet arriving at Ponca City from Kansas City and Memphis on special trains May 19. Main business sessions opened Thursday, May 22, at the Huckins Hotel, Oklahoma City.

In his annual address, President Odell, retiring head of the Association, departed from the routine business of the president's office to discuss in measured terms, the attitude of the American people toward prohibition.

"Nero fiddled while Rome burned," said Odell. "What are we doing while laws are mocked at, foreigners are taking liberty that was never meant to be theirs, justice is being miscarried, our high officials are voting dry and taking a drink whenever they can get it."

"Gentlemen, such hypocrisy in high office is not alone humiliating and disgusting—it is a disgrace."

President Odell charged that the large eastern newspapers consistently favor anti-prohibition news. He pointed out the recent publication of a statement by a noted physician giving statistics designed to show that the use of alcohol prolongs human life. Odell characterized use of this story as disgraceful.

"And take the remarks of Dr. Nicholas Murray Butler," he continued. "The New York papers carried the story for days. Do you know of any remarks by a dry leader that received such consideration from the big papers?"

"Public dinners with a flask on the hip, conventions with a 'wet room' in a hotel, are popular to evade the law nowadays with our so-called 'best citizens' and these practices are to be severely condemned."

"Let us resolve that we will, in the future, do all in our power to command respect for all laws to refuse to publish the so-called 'wet jokes' to stand steadfastly together for the preservation of the American home, and lastly to support with all the power we possess, the Constitution of our country."

President Odell headed his list of association accomplishments the last year, with the campaign for improvement in front page dress, editorial page content and community service. He announced that during the convention he would announce awards of loving cups given for the first time this year to those papers qualifying as best in the three respective classes.

EDITOR AND PUBLISHER donated a cup for the year's best front page; the *American Printer* for the greatest community service and President Odell himself the cup for the year's best editorial page.

The president recommended continuance of the contests, the cups to become the permanent property of each year's winners. He recommended also enlarge-

ment offices of Secretary H. C. Hotaling at St. Paul by purchase of new furniture and increase in the clerical force.

A new N. E. A. enterprise is the Washington Bureau established at President Odell's instance last September and the first 8 months experiment have justified the new department's existence in his belief. The Washington office has obtained from Postmaster General New, an order assuring first class mail service for weekly papers, said Odell.

"It was through this office that I learned of the introduction of the La Guardia bill abolishing the postal zone system. I immediately got busy and that bill has not been heard from lately. The Washington Bureau also reported the introduction of the bill by Senator Owen of Oklahoma, requiring newspapers to print retractions as prominently as the original stories. That bill has almost been forgotten, too, I believe."

President Odell urged N. E. A. members to give better support to the weekly Washington letter prepared by W. L. Daley, the capital representative, and circulated through the president's office.

"Within a period of 5 years the National Editorial Association has grown from a struggling organization of a few hundred to one of thousands" began the annual report of Secretary H. C. Hotaling.

"The great reason for its existence is to give to the world better newspapers; to give to the communities where they are published greater service; to elevate and ennoble the standards of journalism; to educate the craft to better and more efficient business methods; to point out the waste and extravagance and shiftless-

ness; to bring about a greater respect for the profession by having respect for it ourselves."

Secretary Hotaling took a long running jump at the railroads for difficulties he encountered when seeking special rates applicable to the Association's annual tour.

The speaker touched on the legislative matters already referred to by President Odell and discussed an additional bill.

"The bill to increase postal salaries is also very menacing to the press," he said. "in that it means an increase in second class postage rates when all had expected that we should have relief from the increased burden in this direction added during the war."

Secretary Hotaling recommended that some organization undertake the compilation of the advertising information of all papers in the country, for the benefit of national advertisers.

"National advertisers want to use the rural papers more but to do so is almost prohibitive because of the lack of authoritative information" he said. "A work that should be done by this organization, or some other is to gather and compile the advertising information of every paper in the country."

"The work, to be valuable, cannot be confined to any one organization. Thus, if the N. E. A. should undertake this piece of constructive work it would be benefiting papers outside of its membership fully as much as those within the ranks. It would mean an expenditure of thousands of dollars but would prove a valuable investment to the printing craft in obtaining additional business."

"The association however, would probably not benefit materially as the average publisher is very slow in expressing appreciation of anything. He is willing to

"Let George do it" and take it as a matter of course, failing to realize that co-operation does and will pay dividends."

Secretary Hotaling declared it was up to the American publishers to "support every move not only for reforestation but for the protection of existing forests from fires." The day is coming when some substitute for wood pulp will be absolutely necessary as only one-sixth of our virgin forests remain, he said.

Secretary Hotaling reported that for the first time in his long tenure of office he was able to report a cash balance of more than \$10,000, and the suggestion immediately came from the floor that the fund was sufficient and should be used to conquer Mexico whither the editors will be bound on leaving Oklahoma next Tuesday.

Welcome addresses were given by Hon. M. E. Trapp, governor of Oklahoma, Mayor O. A. Cargill of Oklahoma City, Ed Overholser, president-manager of the Oklahoma City Chamber of Commerce, and Edgar C. Bronson, representative of the Oklahoma Press Association.

The Thursday afternoon session in the convention room, following an address by A. T. Spivey, of the *East St. Louis (Ill.) Daily Journal* on "Building up a Newspaper," was devoted to 5 minute talks and 10 minute discussions.

Speakers and their subjects were: Harry Fisher, *Publishers' Auxiliary*, "Value of Proper Head Writing"; John Meyer, *National Printer Journalist*, "Mechanical Make-Up"; Frank Edgecombe, *Geneva (Neb.) Signal*, "Value of Country Correspondence"; C. M. Meredith, *Quakertown (Pa.) Free Press*, "How to Get the Business and Collect the Money"; Prof. Tully A. Nettleton, Oklahoma State University, "Newspaper Style Book"; C. M. Marvin, *Shenandoah (La.) Sentinel-Post*, "Subscription Contests—Are They Worth While."

The N. E. A. special train reached Oklahoma City early on the fourth day of the editors' sojourn. Monday they spent in Ponca City and at 101 Ranch; Tuesday in Tulsa and vicinity; Wednesday in the oil fields surrounding Bristow.

Cars met the special here and bore the visitors to the Huckling Hotel for breakfast as guests of Oklahoma City Rotary and Cosmopolitan clubs. It was the first feature in the 3-day program high spots of which were: Business session Thursday afternoon; lunch in the Shrine Temple as guests of the Oklahoma Publishing Company, publisher of the *Daily Oklahoman* and *Oklahoma City Times*; business session Thursday afternoon; dinner at Guthrie Thursday night in the newly completed "largest Scottish Rite Temple in the world."

Business sessions were held all day Friday, with a Gridiron Banquet in the Shrine Temple, Friday evening. Concluding business sessions were held Saturday morning. At noon the editors left for El Reno and Fort Reno, enroute to Lawton and Fort Sill where visits to the Oklahoma Press Association's Editors' Home and the Government's biggest artillery training camp wind up the Association's Oklahoma visit.

At El Reno, Saturday, the editors were to visit the home of Edgar S.



GEO. W. MARBLE

HOULTON (ME.) TIMES IS WINNER OF EDITOR & PUBLISHER N. E. A. CUP

Honor Trophies for Best Newspaper Service in Three Classes Go to Fogg, Bronson and Edgecombe

EDITOR & PUBLISHER with genuine pleasure announces that the winner of the silver loving cup, offered by this publication to the newspaper member of the National Editorial Association which, during the year, rendered the best Community Service, is

The Houlton Times, Houlton, Me.,

Charles H. Fogg, President.
Charles G. Lunt, Managing Editor.
Second Honor
The Quakertown Free Press, Quakertown, Pa.,
Charles M. Meredith, Editor and Prop.
Third Honor
The Cedar County News, Huntington, Neb.,
J. P. O'Furey, Editor and Publisher.

The EDITOR & PUBLISHER cup is to be presented to Mrs. Fogg, wife of Charles H. Fogg, due to her attendance in her husband's stead at the National Editorial Association convention, now in progress at Oklahoma City, in the presence of the delegates, by Dr. Walter Williams, Dean of the School of Journalism of the University of Missouri, and President of the Press Congress of the World.

Altogether 3 cups are being awarded. John Clyde Oswald, on behalf of the *American Printer*, is giving a trophy for the best front page. This has been won by Col. E. S. Bronson's paper, the *El Reno (Okla.) American*.

The third cup is being presented by Wallace Odell, proprietor of the *Tarrytown (N. Y.) News*, the retiring president of N. E. A., for the best editorial page, and is awarded to F. O. Edgecombe, the blind editor of the *Geneva (Neb.) Signal*.

Dr. James Melvin Lee, well known to

the readers of EDITOR & PUBLISHER Director of the Department of Journalism, New York University, kindly consented to act as judge of the newspapers contesting for the EDITOR & PUBLISHER Community Service cup.



CHARLES H. FOGG

In a letter Dr. Lee said:

"In making these awards, it is only just to the contestants to list the more important factors which taken together determine the decision. These factors may be expressed in the form of questions. Does the paper so advertise the community that I should like to live there? This question does not mean the suppression of news of crime, for that is always present. The most that I can expect is that officers shall be alert in the detection and punishment of crime."

"The next question naturally follows. Does the paper encourage and stimulate officers to detect and arrest criminals? Closely associated with this question is still another. Does the paper support laws now on the statute books? Because crime is so closely associated with other conditions such as public health, three questions may be asked. What measures relating to public health and sanitation (Continued on page 10)

W. R. HEARST BUYS SAN ANTONIO LIGHT FROM DIEHL-BEACH PARTNERSHIP

Reported \$600,000 Paid for Texas Evening and Sunday Daily—
Colonel Diehl to Remain as Editor and Publisher—
24 Papers in Hearst Chain

WILLIAM RANDOLPH HEARST has purchased the San Antonio Col. Charles S. Diehl and Harrison L. Beach, rounding out his newspaper chain to an exact two dozen. This latest purchase now makes Hearst owner of two newspapers in Texas.



COL. CHAS. S. DIEHL

Confirmation of rumors long current regarding given EDITOR & PUBLISHER this week by Bradford Merrill, general manager of the Hearst newspapers. It is understood the consideration was \$600,000. Merrill would neither confirm nor deny this figure, stating he was unacquainted with details of the transaction.

On May 22, Merrill informed EDITOR & PUBLISHER that Mr. Hearst would take possession of the Light "within a few days."

Merrill declared the procedure to be followed would be similar to that when Hearst purchased the Albany (N. Y.) Times-Union, last month. The policy of the newspaper would remain unchanged, he explained, with Beach and Diehl remaining as editor and publisher. The staff would remain unchanged. Various Hearst features would be added, he said.

From other sources EDITOR & PUBLISHER learned that Mr. Beach plans to retire from newspaper work and spend some years in traveling.

The Light was established in 1881. It is an evening and Sunday newspaper and possesses an Associated Press membership. Diehl and Beach obtained ownership in 1911.

Before becoming associated with Beach as owner and publisher of the Light, Col. Diehl was assistant general manager of the Associated Press, having served in that capacity in New York and Chicago from 1893 to 1911. He had entered A. P. service in 1883, after having been publisher of Our Boys from 1871 to 1873 and the remainder of the intervening time a member of the staff of the Chicago Times. From 1887 until 1893 he was superintendent of A. P.'s Pacific coast division with headquarters in San Francisco.

The Diehl-Beach acquaintanceship which resulted in co-partnership in the publication of the Light began in the Associated Press, Beach also having been connected with that organization from 1892 until 1911.

Mr. Hearst now owns two or more newspapers in each of 10 states. With the purchase of the Light, he increases his Associated Press memberships to 15. They are owned by the following Hearst newspapers: New York American, Boston Advertiser, Chicago Herald & Examiner, San Francisco Examiner, Boston American, San Francisco Call-Post; Albany Times-Union; Los Angeles Examiner; Seattle Post-Intelligencer; Fort Worth Record; Baltimore American; Milwaukee Wisconsin News; Rochester Evening Journal; Baltimore News; and San Antonio Light.

Other Hearst newspapers are: Washington Herald; Los Angeles Herald; Oakland Post-Enquirer; Detroit Times; Washington Times; Syracuse Telegram; New York Evening Journal; Chicago Evening American; and Atlanta Georgian.

Sunday newspapers published by Mr. Hearst now total 15 in as many cities.

Farewell Party for Woodruff

Elias S. Woodruff, general manager of the Salt Lake City Deseret News was tendered a farewell testimonial last week by employes of the paper and presented with a beautifully upholstered chair. Woodruff becomes executive secretary of the Scenic Highway Association with offices in Salt Lake City. He is succeeded in the management of the Deseret Newspaper by B. F. Grant.

Publisher Sued for \$10,000

E. A. Koen has started suit for \$10,000 damages against the Marshfield (Ore.) Coos Bay Times and its publisher, M. C. Maloney on the grounds that the Times prevented him from getting a position with the Southwestern Oregon Daily News, also of Marshfield, at \$75 a week by representing him as a former propagandist for the Ku Klux Klan.

Editor Returns from Palestine

Jacob Fishman, editor of the New York Jewish Morning Journal, returned to New York this week from an extensive visit to Palestine.

TAMPA TRIBUNE ERECTING MODERN 12-STORY OFFICE BUILDING



THE Tampa (Fla.) Tribune is remodeling the two buildings which house the publication, and is building a 12-story office building on property adjoining. Contract for the construction let recently calls for the expenditure of approximately \$750,000. Work has already begun, and it is expected the buildings will be ready for occupancy by Sept. 1.

The present 4-story brick structure will be completely remodeled as will be the 2-story brick building in the rear. Operations will amount practically to the razing of the two structures, which will be rebuilt to conform with the type and architecture of the office building. In these quarters the Tribune and its job printing plant will be housed.

The office building will front 55 feet on Tampa street and run back 105 feet. Two large store rooms will occupy the ground floor space of this building and 187 office suites and single rooms will be provided. The building will have 788,000 cubic feet content with floor area of 62,200 square feet.

Modern in every respect, the office building will be as nearly fireproof as building methods and materials can make it. Only steel, brick, and cement are being used. It will have an outer finish of granite 2 stories high. A new type of brick-face will be used on the outer walls, providing a mellow tone and rough texture. Three passenger elevators will serve the office structure, while the publication building will be served by one passenger elevator and the necessary freight lifts.

The business offices of the Tribune will be located on the ground floor of the 4-story building. The second floor of this building and the same floor of the 2-story structure will be occupied by the job printing plant.

Editorial offices will occupy the entire third floor. These offices are designed to meet present and future requirements. Every necessary convenience will be provided for.

The fourth floor will be devoted to the mechanical department, affording increased composing room space. In the 2-story building, the first floor will be given over to press room equipment. Large plate glass windows will afford the public view of presses in operation.

FRAUD DRIVE SHOWS RESULTS

Vigilance Committee Has Mattress Men Arrested and Fined

The campaign of the Associated Advertising Clubs of the World, National Vigilance Committee, to rid commerce of foul and fraudulently labeled mattresses, is bringing results. Recently three Evansville, Ind., manufacturers were fined for false representation concerning their goods.

The Better Business Commission of Toledo recently induced a police action which resulted in the confiscation and burning at the city dump of several hundred mattresses and pillows, many with old and filthy ticking with new covers.

In Fitchburg, Mass., a manufacturer was arrested and fined for mislabeling mattresses.

Advertisers Protected Against Rain

The Pawtucket (R. I.) Times protected its advertisers against rain on May 15, Suburban Day, by taking out a policy with an insurance company, which provided a refund of the advertising expenditure if two-tenths of an inch of rain fell between the hours of 8 and 12 A. M.

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.— Szafr's Book Store, Cozy News Stand.
- BELLINGHAM, WASH.— Elmo Hurley, 1331 Cornwell avenue, and Al Buckner, 100 West Holly street.
- BOISE, IDAHO— Asa Tiltonson.
- 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 street.
- CLEVELAND— Schroeder's News Store, Superior street, opp. P. O.
- DAVENPORT, IOWA— Comenitz News Agency, 408 Harrison street, and Hickey Bros., 424 Brady street, and Martin Cigar Company, 116 Main street.
- 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 Filler-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 street.
- KANSAS CITY, MO.— Izzy Fleiselman, 10th and Main streets, and News Stand, 18th street near Grand avenue, and Union News Stand, M. K. T. Station.
- LAKE CHARLES, LA.— Parker's News Stand.
- LAWRENCE, KAN.— R. R. Hickson, 715 Massachusetts street.
- MANCHESTER, N. H.— Mr. Thompson, 30 Hanover street.
- MARION, IND.— Musser & 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.
- PITTSBURGH— Jones Book Shop, 437 Wood street.
- PROVIDENCE— Butler Exchange News Company.
- ROCK ISLAND, ILL.— Louis Andlich, 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, 30th and Market streets.
- SIoux CITY, IOWA— Fitzsimmons, 532 Fifth street.
- SPRINGFIELD, MASS.— A. R. & C. H. Marshman, Bowles Bldg.
- STOCKTON, CALIF.— Stockton News Co., Hotel Main, Scantlebury Bros., 37 N. Sutter street.
- TOLDO, OHIO— Blade News Stand, P. O. Box 429.
- WASHINGTON, D. C.— L. Lee Combs, Ebbitt House Cigar Stand.

UNIFORM NEWSPAPER ACCOUNT SYSTEM ADVISED BY INLAND COMMITTEE

Two Years' Survey by C. R. Butler and Associates Summarized in His Report—State and Regional Advertising Campaigns Successful, Iowan Says

(By Telegraph to Editor & Publisher)

CHICAGO, May 21.—Presentation of the report of the Cost-Finding Commission, action toward



GEORGE D. LINDSAY

The report of the Cost-Finding Committee was read by C. R. Butler, *Mankato (Minn.) Free Press*, chairman. Other members of the committee are: E. H. Harris *Richmond (Ind.) Palladium*, who now becomes chairman, and A. L. Miller, *Battle Creek (Mich.) Enquirer-News*.

After submitting the report on which he and other members of the committee have worked for months, Mr. Butler told the convention that it was his hope that the committee in its future work would develop a uniform system of accounting for members of the association so that all cost figures would be arrived at in the same manner. He suggested obtaining a public accountant to install a uniform accounting system at a nominal cost to be borne by the individual publishers.

The convention adopted a resolution directing the Cost-Finding Committee to formulate a plan for uniform accounting and to present it at the next quarterly meeting of the association.

The convention manifested deep interest in Mr. Ronald's discussion of selling advertising at cost plus profit in which he described a cost-finding plan which his newspaper has used for three years, and on which he is obtaining a patent and a copyright.

Under the plan his paper has made profits and has increased both its advertising and its circulation, Mr. Ronald declared, and other papers which have used the system have reported the same results. The plan assures the profits which the publisher, after establishing his budget for expenses at the beginning of the year, decides to make, Mr. Ronald declared. The system is popular among advertisers, he asserted, because they are convinced the rates are scientific and the cost of their advertising service is reduced to a minimum.

In the absence of Frank D. Throop, *Davenport (Ia.) Democrat*, Lee P. Loomis, *Muscatine (Iowa) Journal*, spoke Tuesday morning on "More About the New Iowa Idea." This plan of advertising the Iowa market is giving big results for Iowa newspapers, Mr. Loomis asserted.

The daily newspapers of Nebraska commenced a similar campaign in the *Chicago Tribune* this morning, and the southern newspapers already have a campaign under way.

At the Tuesday afternoon session R.

S. Kellogg, New York, spoke on "Conservation of Forests." Mr. Kellogg expressed optimism over the progress of the movement, but declared that the wasting of forests will have to go further before the whole country is sufficiently aroused to put into effect the needed

reun could have completed its audits for those five years before any one of them had outlawed against the tax-payer."

The resolution was presented by Arnold L. Guesmer, of Minneapolis.

At the Tuesday luncheon Col. A. A. Sprague, Commissioner of Public Works of Chicago, in behalf of Mayor William E. Dever, welcomed the convention. Jack Lait, King's Feature Syndicate, New York, talked on "Newspaper Humor." A. L. Miller, *Battle Creek*, who observed the navy maneuvers in the vicinity of the Panama Canal last winter, declared the experience had given him a bigger conception of the usefulness of the navy and of the duty of the public toward it. "Some Oriental Sidelights" was the subject of Thomas Rees, *Springfield (Ill.) State Register*. Mr. Rees spoke

ALL ON THE GREEN



Secretary of Agriculture Wallace (putting) presented the Washington Post Cup to Paul Anderson, after showing his skill against (left to right) Robert Barry, Philadelphia Public Ledger; Charles Michelson, New York World, and George R. Holmes, International News Service.

remedial measures. He asserted the belief that 75 years in the future will show genuine visible results of the work which now has hardly started.

Members of the association and Stanley Clague, secretary of the Audit Bureau of Circulations, engaged in round-table discussion of mutual problems of the two organizations. A. L. Miller, *Battle Creek*, F. G. Smith, *Waukesha (Wis.) Sun*, and D. W. Grandon, *Sterling (Ill.) Gazette*, were appointed as a committee on relations of I. D. P. A. members with the bureau.

L. B. Palmer, manager of the American Newspaper Publishers Association, Wednesday morning reviewed news print conditions, told of a large existing supply and a heavy production, and declared that he believed there will be some reduction in the price of news print during the next six months.

At the same session A. Haswell, Bowling Green, Ohio, spoke on "Profitable Uses of the Addressograph."

"Building Circulation" was the topic of J. M. Schmid, *Indianapolis News*, Wednesday afternoon. Mr. Schmid told how the News has built up a circulation of 135,000 within a radius of 60 miles of Indianapolis. He described the system of division and district managers and sub-managers, the manner in which boys and girls work and pay by the week in advance, the plan of developing rural circulation and the use of motor trucks.

Lee White, *Detroit News*, spoke at this session on "Ideals of Newspaperdom," presenting figures showing the publishing industry to rank seventh in the United States as to the number of employes and the value of products.

The convention adopted a resolution urging Congress to include in the 1924 revenue measure

"A provision giving the tax-payer the right to have overpayments for any of the excess profits years, 1917 to 1921, offset against underpayments for any of these years, and have refunded any net overpayment for these five years, as would have been done if the revenue bu-

reau could have completed its audits for those five years before any one of them had outlawed against the tax-payer."

The convention was the first at which President George D. Lindsay, *Marion (Ind.) Daily Chronicle*, presided.

Linwood Noyes, *Ironwood (Mich.) Globe*, and John Huston, *Ottumwa (Ia.) Courier*, as a committee, presented resolutions on the deaths of three members since the February convention. The three members were: E. E. Burson, of Litchfield, Ill.; D. E. Keen, Mount Carmel, Ill.; John L. Waite, Burlington, Iowa.

Six new members admitted are: *Fergus Falls (Minn.) Journal*, J. R. Underwood; *Peking (Ill.) Times*, Fred S. Austin; *Burlington (Ia.) Gazette*, Charles M. Morgan; *South Bend (Ind.) Tribune*, F. A. Miller; Austin, Minn., H. E. Rasmussen; *St. Cloud (Minn.) Times*, Fred Schlipplin.

Following the adjournment of the meeting the Duplex Printing Press Company entertained the following group at its Battle Creek plant Thursday: John H. Harrison, *Danville (Ill.) Commercial News*; Will V. Tufford, I. D. P. A. secretary, Clinton, Iowa; Charles R. Butler, *Mankato (Minn.) Free Press*; W. H. McConnell, *Springfield (Ill.) Journal*; Harry Sward, *Moline (Ill.) Dispatch*, D. W. Stevick, *Champaign (Ill.) News-Gazette*; Robert R. O'Brien, *Council Bluffs (Ia.) Nonpareil*; Linwood Noyes, *Ironwood News*; G. H. D. Sutherland, *Ludington News*; Mark P. Haines, *Sturgis Journal*; Harry K. Allwardt, assistant sales manager, Duplex Printing Press Company; Charles H. Brown, representative Duplex Printing Press Company.

Daily Increases Stock

The Banner Publishing Company, publisher of the *Brenham (Tex.) Banner-Press* has increased its capital stock from \$30,000 to \$60,000. The company issues both a daily and a weekly newspaper. Edwin Holt is president.

MAIL RATE REDUCTION LOST IN CONFERENCE

Sacrificed to House Demand for Simons Rate on Income Tax—Small Chance for Passage Now

By SAM BELL

(Washington Correspondent, Editor & Publisher)

WASHINGTON, D. C., May 22.—The McKinley amendment to the tax reduction bill, providing elimination of the last two increases in second class postal rates, was stricken from the measure, as the result of an agreement entered into by the House and Senate conferees Wednesday. The amendment had been made a part of the Senate bill just before passage in the upper house two weeks, but went to conference without approval of the House, and with opposition from Chairman Smoot of the Senate Finance Committee, who headed the Senate conferees.

Reduction of postal rates had no place in tax bill, according to the official decision of the conferees in throwing out the amendment, but it is understood that the Senate members agreed to abandon the amendment in part of the trade by which the House accepted the so-called Simmons income tax schedules that were finally approved by the conference. There was little indication that the amendment could be restored on the floor of the Senate or that the conferees on the upper house would be instructed to insist upon retention of the amendment.

Publishers' representatives who have been making a fight for more than a year for a reduction of what amounts to war taxes on second class matter now are confronted with continuing the effort to obtain the reduction as independent legislation with virtually no hope of action before the next session of Congress. The success of the McKinley amendment in passing the Senate, however, has brought forcibly to the attention of Congress the point is the publishing industry is the only large industry that bears what might be called "post-war" taxes. Since the close of the war rates on postage of newspapers have increased 100 per cent. The essential purpose of the McKinley amendment, which will be adhered to in any form of future legislation advocated by the publishing interests was to reduce the rates in the first and second zones from two cents to one and one-half cents a pound, a reduction of 50 per cent of the war tax.

Anderson Wins Golf Cup

The *Washington Post* Cup, annual trophy of the spring tournament of the Washington Newspaper Golf Club was won this year by Paul Y. Anderson of the *Washington Press Service*. In the five flights provided by the tournament for members of the Club grouped according to handicaps Horace Green of *Judge* won the first flight; Robert E. Choate of the *Boston Herald*, the second; Charles Michelson of the *New York World*, and J. E. Rice formerly of the *Washington Herald* tied for the third; Carter Field of the *New York Herald-Tribune* the fourth and Harvey Cobb of the *Washington Times*, the fifth. Secretary Wallace presented the prize after participating in the tournament in a foursome made up of Robert Barry of the *Philadelphia Public Ledger*, president of the Club; Charles Michelson, and George R. Holmes of the International News Service.

Jewish Editor Honored

Herman Bernstein, editor of the *New York Jewish Tribune* was honored with a dinner May 21, at the Ritz Carlton Hotel, given by a number of friends and public officials. Letters were read from Gov. Alfred E. Smith, William McAdams and Dr. Henry Van Dyke. The speaker included Joseph M. Proskauer, S. S. McClure, Dr. Maurice Fishburg and James W. Gerard.

PUBLIC UTILITIES TO SPEND MILLIONS IN NEWSPAPERS THIS YEAR

\$1,000,000 Voted for Single Campaign by National Electric Light Association Announced at Atlantic Meet—Free Publicity Scored

To educate the public to the need for better home lighting, the National Electric Light Association plans to spend this year approximately \$1,000,000 in advertising.

Announcement to this effect was made May 20, before the annual convention of the association at Atlantic City, by James E. Davidson, Omaha, Neb., chairman of the Lighting Educational Committee. The figure represents advertising appropriation in addition to the \$3,000,000, which according to P. L. Thompson, chairman of the manufacturers' advertising committee, is being spent annually by the electrical industry in newspaper advertising.

The \$1,000,000 will be used to promote a nation-wide essay contest on better home lighting, Davidson explained. This contest will be confined to school children. Three prize homes to be erected wherever the winner chooses, costing \$15,000, \$10,000 and \$5,000 respectively will be awarded.

The convention, which was held jointly with the meeting of the Public Utilities Advertising Association, was addressed by many prominent electrical, advertising and newspaper men.

Prominent speakers included W. G. Kelley, Commonwealth Edison Company, Chicago; Walter H. Johnson, president of the National Electric Light Association; W. P. Strandborg, president of the Public Utilities Advertising Association; F. Lauriston Bullard, chief editorial writer of the *Boston Herald*; William Preston Beazell, assistant managing editor of the *New York World*; J. T. Williams, editor of the *Boston Transcript*, and Lou Holland, president of the A. A. C. W.

President Strandborg, addressing the convention, stressed the association existing between public utilities companies and the press, remarking on the contacts established with the Inland Daily Press Association, the Southern Newspaper Publishers' Association, the National Editorial Association, and the American Newspaper Publishers' Association. He scored free publicity, stating paid advertising in newspapers was the only successful means of reaching the public.

"The public cannot exist without the utilities nor can it exist without the newspapers," Strandborg said.

"Those who speak of entangling alliances with the press, forget that we have some 'untangling' to do ourselves before we are entirely right with the public and the press which is the public's mouthpiece as much as we are its servants. Some of us have been inclined to resent the strictures of the press on free access to their news columns, but what should we expect?"

"The newspaper is a business institution. Its news columns are its working capital. What right have we to expect or demand that they extend us alms or charity any more than they should expect us to carry their newspapers and employes free on our cars or furnish free gas, electricity or phone service for their plants?"

"We should rather look at the newspaper as an ally, as an institution which through its advertising columns offers us the greatest opportunity in the world to expand our business and win public favor and support. The newspaper cannot live without advertising and no institution in any community contributes more gen-

erously and lavishly of its resources for all purposes designed for the public good than does the modern newspaper. In comparison, most of us look like pikers.

"Most of us know the splendid work Joe Carmichael has done in his state and in the territory of the Inland Press, and many of us know that his work and the activities of our association as a whole have been of material help to the state directors in giving the newspaper mem-

After drawing a parallel between the work of newspapers and public utilities, Beazell in his speech went on to point out possible co-operation between the two public agencies.

"You may take your choice of two ways of using the newspaper, through its news or its advertising columns. You need only to tell the truth to have them opened to you," he said.

"Truth alone, however, does not make news. There must be importance and, above all, interest. You may be set by your professional ears by, say, the discovery of a new filament for a lamp. There is truth in the announcement of the discovery, and there is importance, but popular interest will be satisfied by a statement of the lowered cost and increased efficiency involved.

"But in telling the truth you will have need to see that it is the truth of fact and

SONGS OF THE CRAFT

(Copyright 1924, by EDITOR & PUBLISHER)

By Henry Edward Warner

THE FALL-DOWN

You missed the story, boys! . . . You missed the story clean!
 You got the facts in your lines, but not the story in between!
 You registered pep and accuracy, you fine-tooth combed the town
 For facts; but getting too many facts is where you chaps fell down!
 You got the Woman, you got the Man, you got the Child, and then
 You wrote them into the story with the stub of a gummed-up pen!
 You missed the story, fellows! . . . You only wrote the truth;
 But back of the facts, that tragedy! . . . the elegy of youth!

You missed the story, boys! . . . You didn't see the Heart!
 It was a wonderful story, but you only wrote the part!
 You wrote of the Man, the Woman and the Child; and then you slept
 On the only part that was worth the ink—the place where angels wept!
 That story reached to the depths of Hell! . . . You only skimmed a tale;
 You only touched the hem of Truth—and that is where you fail!
 You missed the story, fellows! . . . Go, sleep yourself with pain!
 Go feel the thing that you write about, and write it over again!

bers of these associations a better knowledge and understanding of our State Committee work.

"I know of only a few cases where the newspapers make a practice of attaching the 'little blue stickers' to public utility news matter and returning it with or without rate cards. If we analyze this change in sentiment on the part of the press, it will be at once apparent that our association is gaining prestige for ourselves, our member companies and for the utility industry as a whole.

"The newspaper associations realize that we are sold on the incomparable value of newspaper space as against any and all other media. Nearly 90 per cent of all public utility advertising appears in the newspapers and in many cases the ratio is higher than that.

"The systematic progressive use of paid publicity chiefly in the newspapers, is probably making greater headway among the public utility companies than in any other industry in America.

"From almost negligible proportions, the volume of utility advertising has expanded during the past several years so that in 1924 the advertising appropriations of the light and power, gas, electric railway and telephone utilities will aggregate very close to eleven million dollars. This is an increase of three million or approximately 37½ per cent over the record of 1923. This, of itself, is a remarkable showing.

"Five years ago, the total volume of public utility advertising was somewhere between two and a half and three million dollars for all these essential public service industries, and if we go back a few years farther, we will find that as late as ten years ago, the total had hardly passed the million dollar mark. We must also consider that ten years ago, the major portion of the money expended for paid publicity could not be construed as advertising if measured by any of the present standards. The greater bulk of money expended by the utilities companies in those days was, as has often been stated at meeting of our association and elsewhere, nothing more or less than studied efforts to obtain protection or generous space for propaganda purposes in the news columns of the press."

not of opinion. That is not always an easy distinction to make, for any of us. It comes to my mind now in connection with the issues of rates and franchises that are so vital a factor in your relations with the public. Perhaps the greatest single complexity in that whole problem is that so much of all that is said on either side is not fact at all but pure opinion.

"The advertising columns will afford you still freer play in these endeavors. In them you will find a show window in which you may display your wares in pretty much any way you choose. You may, if you like, put nothing but opinions in view. You may, as I am sure you will prefer, array there your facts. You may explain or argue or refute, as you like. You will be proscribed only by the demands of truth and justice. Best of all, perhaps, you will be sure of your place. Some great disaster may force aside or overshadow all other news, but it will certainly stop short of your advertising space.

"Truly revolutionary changes have come in advertising. Even in newspapers it ranks today in 'reader appeal' with news itself. It is no longer the claim of the advertiser, but statement for whose truth he must account to the newspaper, to organizations of his own trade or industry, to increasingly powerful police committees of advertising agents' associations and even to the State and Nation. All this has vastly increased its availability for your purposes, and still more increased its 'pull'.

"I see in advertising, therefore, a peculiarly fertile field for the propagation of the good will in which you are so deeply interested. Especially does it afford opportunity in what is, to me, the most engaging and extraordinary of your present undertakings—your campaigns for customer-employer ownership. It is an amazing achievement that 289 of the 433 public utility companies should have been won over to this policy; it is still more amazing, all things considered, that 200,000 people should have invested an average of \$1,000 each in the companies that serve or employ them. Your whole status in the legislatures and out is like to be changed by this movement."

MINNEAPOLIS JOURNAL CHIEFS PROMOTED

Carl Jones and George Bickelhaupt Assume Duties of General Manager and Business Manager Respectively of Minnesota Daily

Carl W. Jones and George B. Bickelhaupt, recently appointed general manager and business manager respectively of the *Minneapolis Journal*, have assumed their new executive duties. The changes were made by H. V. Jones, editor and publisher, who retains that title. W. S. Jones becomes secretary and treasurer.

Carl W. Jones is the eldest son of the editor and publisher. He was promoted to his new position from advertising manager and later vice-president in charge of promotion.

He served his apprenticeship with Lord & Thomas, and Erwin, Wasey & Company, and is thoroughly grounded in the theory and practice of effective advertising. His sense of business values is complemented by an artistic appreciation that has served to make his promotion work unique. He was the editor of "Attainable Ideals in Newspaper Advertising," published in 1921 by O'Mara & Ormsbee, Inc.

Bickelhaupt is an experienced newspaper business man, who served his apprenticeship on the *St. Louis Republic*. His success in building up the circulation of the *Journal* has been of the steady, solid character. He has served as circulation manager for the past 19 years.

GEORGE HARVEY JOINS DAILY
Former Ambassador Becomes Editorial Director Washington Post, June 1

Commencing June 1, George Harvey, former Ambassador to Great Britain, will become editorial director of the *Washington (D. C.) Post*, according to an announcement made early this week by Edward B. McLean, publisher.

Harvey had been expected to resume editorial work since his retirement as Ambassador, and negotiations looking towards his taking over the direction of the *Post's* editorial activities have been in progress for some time. It had been announced previously he would resume his editorship of the *North American Review*.

Appointed Ambassador to Great Britain in 1921 by President Harding, Harvey resigned that post last November. He began newspaper work as reporter for the *Springfield (Mass.) Republican* in 1882, after graduation from Peacham Academy, Peacham, Vt. He was later a reporter for the *Chicago News* and the *New York World*. From 1891 to 1893 he was managing editor of the *World*. He purchased the *North American Review* in 1899.

Provo (Utah) Herald Absorbs Post
 E. C. Rodgers, editor and publisher of the *Provo (Utah) Daily Herald*, this week announced his purchase and consolidation of the *Provo Post*, tri-weekly, leaving the *Herald* the only newspaper in Provo. The *Post's* subscription list was added to the *Herald*. The *Herald's* plant equipment has been increased by the addition of a new Model 14 linotype.



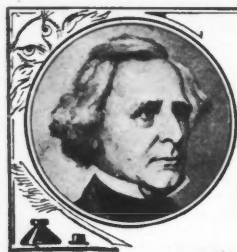
W. P. BEAZELL



CARL W. JONES



GEORGE B. BICKELHAUPT



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)

Benjamin H. Day, the aggressive and talented editor of the Sun, hated Webb almost as much as he did Bennett. He fairly outdid himself in the following virulent editorial, in which he eminently succeeded in villifying both of his rivals:

"Low as he had fallen, both in the public estimation and his own, we were astonished to learn last evening that Col. Webb had stooped so far beneath anything of which we had ever conceived it possible for him to be guilty, and before the eyes of hundreds who knew him, to descend to a public chastisement of that villainous libel on humanity of all kinds, the notorious vagabond, Bennett. But so it is.

"As the story is told to us by an eye-witness the Colonel met the brawling coward in Wall Street, took him by the throat and with a cowhide striped the human parody from head to foot. For the space of nearly twenty minutes, as we are told, did the right arm of the Colonel ply his weapon with unremitting activity, at which time the bystanders, who evidently enjoyed the scene mightily, interceded in behalf of the suffering supplicating wretch, and Webb suffered him to run.

"Had it been a dog or any other decent animal, or had the Colonel himself with a pair of good long tongs removed a polecat from his office, we know not that we would have been so much surprised, but that he could by any possibility have so far descended from himself as to come in public contact with the veriest reptile that ever defiled the paths of decency we would not have believed."

At this time the Courier & Enquirer and the other big six-penny papers were receiving their Washington news by means of horse expresses, thus getting ahead of the mails and incidentally "beating" their impetuous contemporaries. This naturally engendered great bitterness, and Day much more than Bennett manifested his resentment. On January 20, however, the Sun beat all its rivals by publishing a full summary of President Jackson's special message to Congress, delivered on the 18th. Webb was infuriated and charged that his messenger from Washington had been intercepted by Day's representative and induced to visit the Sun office, where the package had been surreptitiously opened and a summary of the contents hastily transcribed. The Sun denied the charge.

Col. Webb, determined to have Day punished, went before the Grand Jury, but his story failed to impress its members enough to bring in a true bill and Webb then openly made threats of physical chastisement, which brought into print the following defiant paragraph in the Sun:

"We were informed yesterday at the police office, and subsequently by a gentleman from Wall Street, that Webb of the Courier and Enquirer had openly threatened to make a personal assault on us. It was lucky for him that we did not hear this threat; but we can now only say that if such, or anything similar to it, be his intention, he will find each of the three editors of the Sun always provided with a brace of 'mahogany stock' pistols, to accommodate him in any way he likes, or may not like."

Bennett must have hugely enjoyed this bitter quarrel between his mutual adversaries, and at intervals inserted irritating little paragraphs calculated to still further exasperate them, as for example, this one in regard to Webb's famous cowskin:

"A good cowskin, picked up in Wall Street, having been lost there by a certain gallant Colonel in a recent engagement. Apply at the Herald Office, Clinton Buildings."

Later on, in reviewing Webb's ingratitude, Mr. Bennett wrote:

"To me Webb is principally indebted for the success of his paper. I can prove it by documents in my possession. I labored indefatigably for nearly three years to advance his interests, though I had soon found, however, that from his habits, education and temper, he was utterly unfit to have the control of a newspaper, and that sooner or later, he would disgrace the press and destroy his own reputation."

CHAPTER EIGHT

Story of the Ellen Jewett Murder Case and the Baseless Accusations Against Mr. Bennett

THE early part of the year 1836 undoubtedly proved to be a very trying period for Mr. Bennett. Not the least among his tribulations were the insinuations of blackmail that were hurled against him in connection with the famous Ellen Jewett murder case, with its melodramatic setting in the underworld. The crime and its revelation of the prevalent immorality in fashionable circles, stirred society to its depths. Mr. Bennett personally reported the case. Richard P. Robinson, a 19-year-old youth, was charged with killing Ellen Jewett, an inmate of a house of ill-repute at 41 Thomas street. Jealousy was the motive assigned for the crime and it was recited that Robinson went to her room, demanded the return of his watch and miniature and some letters. She refused to give

them up and Robinson hit her three times with a hatchet which he had concealed beneath his cloak, cast her body upon the bed and set fire to the mattress. The fire was discovered and extinguished without having caused much damage.

Robinson's cloak was found in the room and he was at once arrested as the murderer.

Bennett the next day visited the house, which he described in a vivid picture story as "one of the most splendid establishments devoted to infamous intercourse that the city can show."

Robinson was tried in June, 1836, and much evidence was given to show that he had been accused in order to save prominent men who were said to have been in the house that night, from public exposure, and an alibi having been proved to the satisfaction of the jury, he was acquitted. His acquittal was largely credited to Ogden Hoffman, whose summing-up for the defense was pronounced by the Sun to be "the most magnificent production of mind, eloquence, and rhetorical talent that ever resounded in a hall of justice."

The Herald in an eminently fair and dispassionate manner had discussed the possibilities of his innocence, with the result that charges of blackmail by Mr. Bennett were printed in rival sheets. The Sun said:

"The unfortunate women in the Townsend house were mobbed by several hundred vagabonds of all sizes and ages—amongst whom the long, lank figure of the notorious Bennett was most conspicuous." The editor of the Sun later charged that "we know it to be a fact that this wretch actually received a bribe of \$50 from the friends of Robinson to claim he was innocent."

M. M. Noah, probably Mr. Bennett's most inveterate enemy, ignoring such a paltry sum as \$50, made the charge in the columns of his paper, the Evening Star, that:

"Bennett acquired by threats \$13,000 from a man who was in Rosina Townsend's house on the night of April 19, and who later committed suicide."

His name was never given and the ridiculous character of the accusation was apparent to any unprejudiced person. As later stated by a fellow-journalist:

"If the charge of levying blackmail at this period, or at any other time, can be justified and made clear by any proof, so as to apparently make out a case against Mr. Bennett, his temper and character must be much mistaken by those who would look at him with an unprejudiced eye, if he would not be happy to meet, as he would be most sure to repel every attack made in this direction. The Herald surely has not failed to give offence to thousands of persons, who, with the many journals in opposition to it, would have been only too happy to have produced proofs upon which their bold inferences and bolder allegations have been made, could they have done so. But, in the whole community, there never has been found a single man of probity and veracity who has dared to assert that he has paid the Editor for his opinions."

The Sun, in a daring editorial, expressed an "opinion, calmly and dispassionately formed from the evidence, that Richard P. Robinson is guilty of the wilful and peculiarly atrocious burder of Ellen Jewett. And it would seem possible that any good-looking young man, possessing or being able to raise among his friends the sum of \$1,500 to retain Messrs. Maxwell, Price & Hoffman for his counsel, might murder any person he chose with perfect impunity."

With characteristic perseverance and boundless energy, spurred on by his ambition to achieve success, Mr. Bennett early in 1836, in an optimistic strain, thus wrote of his aims and purposes:

"I mean to make the Herald the great organ of social life, the prime element of civilization, the channel through which native talent, native genius and native power may bubble up daily, as the pure sparkling liquid of the Congress fountain at Saratoga bubbles up from the center of the earth till it meets the rosy lips of the fair. I shall mix together commerce and business, pure religion and morals, literature and poetry, the drama and dramatic purity, till the Herald shall outstrip everything in the conception of man. This is the age of the Daily Press, inspired with the accumulated wisdom of past ages, enriched with the spoils of history, and looking forward to a millennium of a thousand years, the happiest and the most splendid ever yet known in the measured sphere of eternity."

On March 10, 1836, his long contemplated enlargement of the paper took place, as he told a medical friend, to "shock Day and my other editorial enemies." The Herald of four pages was then enlarged to 18 inches by 25, and was typographically a beautifully printed sheet.

(Continued Next Week)



The Woman Does the Buying

36 of 48 Women's Ready-to-Wear Stores Use The News Exclusively, And 8 More Show Preference For The News

It is an axiom among merchants that behind every sale there is a woman in the case. It is particularly important then for advertisers in the Detroit field to know which newspaper the women of Detroit read. The News with its great circulation of more than 285,000 week days and 300,000 Sundays of course goes into the home. The News has a coverage of Detroit equalled by no other newspaper in any city of Detroit's size.

But the strongest verification of News influence on women buyers comes from this astounding fact—of 48 Women's Ready-to-Wear advertisers in all Detroit newspapers 36 use The News daily and Sunday exclusively and practically all others use the greatest part of their appropriation in The News.

Just What Does It Mean?

This means that every sale that is influenced by a woman can be directed to your advantage by using The Detroit News alone. It means that Detroit is a one-paper city—that advertisers can cover the whole Detroit market economically and thoroughly by using only The News.

The Detroit News

NEWS SQUARE

DETROIT, MICHIGAN

Over 285,000 Week Days

Over 300,000 Sunday Circulation

SPECIAL'S WORK BEGINS WITH ADVERTISER'S FIRST "NO!" SAYS HENRIQUEZ

By LUCILE BRIAN GILMORE

WHEN does the work of a newspaper representative start?

When the advertiser says "No!" according to P. L. Henriquez, veteran newspaper representative of Chicago and western manager of the *St. Louis Post-Dispatch*.

"After the prospect has shaken his head, the newspaper representative should assemble the facts he has gained from his interviews, study the advertiser's point of view, analyze the advertiser's problem and solve it if he can," Mr. Henriquez continued. "Then he should see the advertiser again and present the solution. He should have a new story to tell, a story that will show an interest in the prospect's business and an understanding of his needs. In this manner the confidence of the prospect is gained. If this method does not immediately close a contract, it is sure to pave the way for future business."

"When I was a youngster I saw on the literature of an advertising agency a motto, 'Keeping Everlastingly at It Brings Success.' That's a commonplace, homely motto, lacking the snap of many that hang on office walls now. But it impressed my youthful mind and has stuck there ever since. I try to follow it. I believe that persistence mixed with intelligence will bring results."

"That man's smile and his efficiency get for him whatever he goes after," another Chicago newspaper representative has said of Mr. Henriquez. Other newspaper representatives tell you that Mr. Henriquez, whom they call Phil, is one of the most capable men in the business in Chicago. His head is full of advertising knowledge, gained through a long and varied experience. He has a wide circle of friends.

Mr. Henriquez is an advertising man both by birth and by choice, he said. His father for many years was assistant business manager of the *St. Louis Globe-Democrat*. When young Henriquez was 13, he became an errand boy for Lord & Thomas, big Chicago advertising agency, and even at that time cherished the ambition to become an advertising man. While still a youngster he joined the S. C. Beckwith Special Agency, which then represented the *St. Louis Post-Dispatch*. This acquaintance with the *Post-Dispatch* has continued ever since and led to his becoming that paper's western manager. After leaving the Beckwith agency, Henriquez, with Lucius Fuller, started into business as a newspaper representative, with a list of 9 large papers. After three and a half years this business was sold to Knill-Burke, Inc., and Henriquez went back with the Beckwith agency, largely through the influence of the *Post-Dispatch*, which wanted him back with that organization. He became western manager for the *Post-Dispatch* in January, 1923.

"I gained my training chiefly from S.

C. Beckwith, Sr.," Mr. Henriquez said. "I couldn't have had a better teacher. I regard Mr. Beckwith as the finest solicitor I ever knew. He gained large success chiefly because of his ready smile and his winning personality."

RAISE IN AD RATES ADVISED

Pennsylvania Editorial Association Claims Present Charge Too Low

Higher advertising rates for Pennsylvania dailies was suggested by the executive committee and officers of the Pennsylvania State Editorial Association, meeting in Philadelphia, May 10. Plans for summer and fall outings of the association were also discussed.

James France, editor and publisher of the *Frankford (Pa.) Gazette*, brought up the question of advertising rates. Attention was called to statistics which showed that Pennsylvania newspaper advertising rates on the average were much lower than those of adjoining states.

Following subsequent discussion it was suggested that those publishers having low rates should be prevailed upon to bring them up to the uniform level necessary to make the newspaper business generally successful.

As determined at the meeting, the outings of the association probably will include a week-end trip to Washington, D. C., late in May; a June Saturday gathering at the country residence of Ralph Beaver Strassburger, publisher of the *Norristown Herald and Times*, who recently defeated Gov. Gifford Pinchot for national delegate at large; a trip into the Pennsylvania mountains for July, and an early fall business and recreation meeting at Delaware Water Gap, late in September.

Officers of the association attending the meeting were: H. W. Page of the *Philadelphia Legal Intelligencer*, president; M. S. Schoch, *Schinsgrove Times*, treasurer; J. H. Zerby, Jr., *Pottsville Republican*, secretary, and C. J. Smith, *Allentown Call*, historian.

New York Weekly to Become Daily

Founded two years ago as a weekly, the *East Side Home News*, published at 150 Delancey street, New York, will become a daily newspaper June 24, according to Harry H. Schlacht, publisher. He claims his weekly now has a circulation of 12,000. Schlacht plans to increase his staff and mechanical facilities as soon as possible, he informed EDITOR & PUBLISHER. Besides being publisher of the *East Side Home News*, Schlacht is president of the Downtown Chamber of Commerce, New York. He has had 12 years of newspaper experience in New York, having been school editor of the old *New York Evening Mail* for 3 years and the remainder of the time on the *New York Evening World*.

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

ORATORS TO COMPETE

Champions in Dailies' Contest Will Meet in Washington, June 6

Through the effort of 41 metropolitan newspaper and 572 smaller newspapers throughout the United States, a National Oratorical Contest on the Constitution for high school students is to be held in Washington, D. C., June 6.

At this time 7 speakers—one from each zone into which the United States has been divided for this purpose—will speak for the National awards of \$3,500, \$1,000 and \$500. President Coolidge will preside. The contest will take place in Continental Memorial Hall.

The Contest was announced in February and since then a concentrated effort on the part of the schools throughout the country and the sponsoring newspapers has been made to further the movement for creating interest in and respect for the Constitution. More than a million high school boys and girls having participated, 13,281 schools having enlisted.

By a series of elimination contests, first in the individual schools, then by inter-school, district, state and interstate contests the speakers are being chosen who will speak in the Final Contest.

Among the newspapers that have sponsored this movement are the *New York Evening World*, *Los Angeles Times*, *St. Louis Globe-Democrat*, *Chicago Daily News*, *Washington Star*, *Kansas City Star*, *Indianapolis News*, *St. Paul Dispatch*, *Philadelphia Bulletin*, *Boston Globe*, *Pittsburgh Gazette-Times*, *Cincinnati Times-Star*, *Birmingham Age-Herald*, *Spokane Spokesman-Review*, *Montgomery Journal*, *Mobile News-Item*, *Nashville Tennessean*, *New Orleans Item*.

San Francisco Chronicle, *Louisville Courier-Journal and Times*, *Arizona Republican*, *Oklahoma City Oklahoman*, *Richmond Times-Dispatch*, *Buffalo Express* and *Sacramento Union*.

ROBERTS, JR., SUCCEEDS FATHER

Fills St. Louis Star Board Vacancy Caused by J. C. Roberts' Death

ST. LOUIS, May 19.—John C. Roberts, Jr. has been elected to the Board of Directors of the Star-Chronicle Publishing Company to fill the vacancy caused by the death of his father, John C. Roberts.

Mr. Roberts is president of the St. Louis Pump & Equipment Supply Company.

A resolution of regret on the death of the elder Roberts was offered by Frank P. Glass and unanimously adopted by the stockholders of the publishing company.

Under the will of Mr. Roberts, which was filed for probate in Clayton, St. Louis County, the bulk of the estate is divided into 3 parts. One-third is bequeathed to the widow, Mrs. Anna K. Roberts, and the remaining two-thirds is to be equally divided between his sons, Elzey Roberts, publisher of the *St. Louis Star*, and John C. Roberts, Jr. Mrs. Roberts, Elzey Roberts and the Mercantile Trust Company are named as executors without bond.

Woman Heads Advertising Club

Mrs. Marie A. Wathen last week was installed as the first woman president of the San Antonio Advertising Club. She succeeded retiring President O. H. Mickel.

The Upper and the Good Old Solid Middle Class—the Backbone of Prosperity—the Class of People that Earns 82% of Cincinnati's Income—Why, Bless Us, that's the Coverage that we can offer Advertisers in the Cincinnati Market—Every Day.

I. A. KLEIN
50 E. 42nd St.
New York

I. A. KLEIN
76 W. Monroe St.
Chicago

R. J. BIDWELL CO.
742 Market St.
San Francisco

THE CINCINNATI ENQUIRER

One of the World's Greatest Newspapers

In New Orleans it's THE ITEM

—if circulation is plentiful

where distribution is weak—

or—

if distribution is good where
circulation is poor—

then—

it just isn't in the cards for the
advertising to sell the goods—

alleged experts to the contrary
notwithstanding.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

Chicago
Kansas City

New York

Atlanta
San Francisco

Number 75 of a Series.

Seven of our publishers we have represented over 20 years, four others over 10 years, four over 6 years, five over 4 years and others from 9 months to 2 years.

Isn't it just good business for you to write them and find out the reason for this record?

*E. Katz Special Advertising Agency
58 West 40th Street, New York City*

How Bedell Sells to the "Who Keeps Up to the

"STYLE DIVORCED FROM EXTRAVAGANCE"
Bedell

Bedell
The Largest Coat and Suit House in the World
WEST 34TH STREET
NEW YORK, N.Y. April 2, 1924

TELEPHONE
0900 FITZ ROY

Mr. John B. Woodward, Advertising Manager
The Daily News
Chicago, Illinois

Dear Mr. Woodward:

Inasmuch as The Chicago Daily News played so large a part in the success achieved in one short year by our Chicago store, I am sure you will be interested in this resume of our experience.

As you know, the Bedell Fashion Shops are designed to supply the demands of the American woman who keeps up to the minute in style, yet does not wish to pay exorbitant prices for her apparel. In a word a "Style Divorced from extravagance" trade.

Our problem in Chicago, then, was to reach the greatest number of these progressive women in the most effective manner, with our advertising. We had carefully studied the Chicago market, and adapted our merchandise to its requirements, but in the matter of advertising mediums, we could only learn the best by experience.

However, experience is a quick as well as an able teacher to the advertiser, and we soon learned that a vast number of progressive women in Chicago and its suburbs look to The Daily News for their advertising information and guidance.

Our advertising for the year in which we have done business in Chicago reflects this discovery - and our gratifying success in this market reflects the effectiveness of this advertising.

In a little more than twelve months the Bedell Fashion Shop has achieved a distinct and ever increasing leadership in its field, and no small part of this very gratifying success is due to the pulling power of your advertising in The Daily News.

Very truly yours,
John B. Woodward
THE BEDELL COMPANY

RETAIL STORES
NEW YORK
BOSTON
BROOKLYN
NEWARK
PHILADELPHIA
PITTSBURGH
ROCHESTER
SYRACUSE
MILWAUKEE
BRIDGEPORT
ST. LOUIS
LOS ANGELES

Note: The Chicago store of the Bedell Co. was opened on September 11, 1922.

Young Woman in Chicago to the Minute in Style"

The story of how "Bedell," heretofore practically unknown to Chicagoans, successfully established himself in Chicago is of vital importance to all who do business in this great market.

The problem of the merchant who is entering a new city with merchandise appealing to young, progressive women is how to reach that market most effectively.

In the letter reproduced on the opposite page A. M. Bedell, President of the Bedell Co., tells how he reached and sold this market in Chicago.

The advertising lineage figures speak for themselves. In 1923 The Bedell Specialty Shop distributed its advertising among Chicago newspapers in the following manner (Figures supplied by the Advertising Record Co.):

	Agate Lines	Comparison
The Daily News - - - - -	<u>201,480</u>	201,480
The Sunday Tribune - - - - -	74,775	
The American - - - - -	51,943	
Sunday Herald-Examiner - - - - -	43,433	
Daily Tribune - - - - -	17,248	
Daily Herald-Examiner - - - - -	1,882	
Daily Journal - - - - -	525	
Total, other papers - - - - -	-	<u>189,806</u>
The Daily News' excess over the entire field - - - - -	-	11,674

No more striking testimony than this letter and these figures could be offered as to the sales influence of the Chicago Daily News among the great mass of young progressive women of the Chicago market.

Here is cumulative evidence, growing stronger with the years, that experienced and successful advertisers in the Chicago market advertise most in

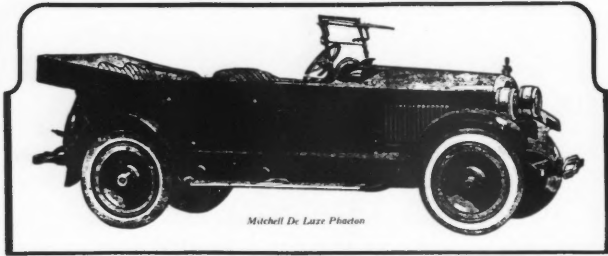
THE CHICAGO DAILY NEWS

FIRST IN CHICAGO

"ORPHAN CARS" SOLD BY STARTLINGLY FRANK NEWSPAPER COPY

Faced by Ticklish Sales Problem, Liquidator of Racine Automobile Firm Triumphed Through Dailies— Disposed of Entire Stock

By HAMMOND EDWARD FRANKLIN



Mitchell De Luxe Phaeton

MITCHELL

—an Orphan Car that is Not a Vagrant

IHAS always been my opinion that the public is fair and will respond readily to square dealing on the part of any individual or firm. As a consequence, I play this liquidation game with all my cards face up. I want you to know that every word in this advertisement is the gospel truth, and that you are privileged to check up on any statement that may improve the car being offered to you. Because my proposition offers such an excellent opportunity to save some good money, I know there will be many a doubting Thomas. But again I want that I should make no misstatement of my facts.

Our manufacturers will make many of these Mitchell "orphan" cars during the coming year. You wish the competition that a year ago. The cars offered to you today are all new in look from a complete stock of parts that will make a greater version of cars than those that are now being made. Mitchell vehicles are being sold in 1924. They know their job and will do it—making the time they consume and the space they require in handling and shipping. Mitchell does not produce cars. As a consequence, I claim that the MITCHELL of today is even better than the MITCHELL of yesterday—and that with a profit for the main manufacturer.

- Equipment**
- Four wheels or axle
- Extra rim, tire and tube
- Brake light wires
- Blower, front and rear
- Electric accessories
- Hinged bar radiator
- Push-down head lamp
- Hand ground front & rear
- Coil spring
- Final overdrive
- Washable fender
- Top plate
- Tail and step light signal
- Washable wings
- Radio in front compartment
- Complete set of tools, jack, etc.

was \$1865
now \$978

Phone, Wire, Write or See
H. J. WEBER
MITCHELL MOTOR WORKS, Racine, Wisconsin
(Machine Tool Division)

- Specifications**
- ...

impress you as being contrary to facts. Because my proposition offers such an unheard of opportunity to save some real money, I know there will be many a doubting Thomas. But again I state I stand ready to substantiate my every claim.

"You'll agree that the headline of this advertisement is quite frank. I've split no hairs in terming the car I'm trying to sell as an 'orphan.' That's just what it is—an automobile—deprived of parental guidance of the manufacturer who created it. Yet it is not a vagrant. An ample legacy of parts which will be maintained here for the next five years to come assures it a carefree existence until its full life has run. You, who hesitate to take advantage of this exceptional opportunity for fear of not being able to replace parts, need feel no concern. They'll be supplied promptly whenever you may need them. And to those who are reluctant to claim ownership of an 'orphan' car, I would say there are greater things than that to worry about. A change in design this year has probably made an obsolete model out of your neighbor's car of a year ago. Unsuspected financial difficulties of various manufacturers will make many of your friends 'orphan' car owners during the coming year. You won't be conspicuous, that's sure. So why let petty pride stand between you and an \$887 saving?"

pages in the Milwaukee Journal and Milwaukee Sentinel. This sold 16 cars. I assume Mr. Weber also disposed of a number of cars through other channels also. At any rate, early in 1924 he found himself with 25 cars left to market.

He cut the price to \$800 f.o.b. Racine and used the same full-page copy in the Racine Times-Call, of which W. S. Goodland is president and treasurer, and in the Kenosha Daily News, although somewhat skeptical as to whether this move would be profitable.

Within 3 days, every car had been sold. Of these, 13 cars were traced directly to the full page ads, two cars went to Milwaukee and one to Chicago. The Chicago sale was to a traveling salesman who happened to read the novel advertisement while at the Times-Call office.

The cash received from use of the home town paper amounted to \$10,400, which goes to prove that "a prophet need not be without honor in his own country"—if he knows how to use advertising.

The Mitchell Motor Company has been reorganized by Detroit interests. It will continue to produce the Mitchell car.

EDITOR & PUBLISHER has long advocated truth and frankness in advertising as sound business policy. It is good ethics, and it pays. Cases of this type of advertising have been cited from time to time.

It is not enough to buy newspaper white space. That space must be used intelligently. When that is done, the newspaper often is able to produce excellent results quickly.

To meet a business emergency, the newspaper is distinctly in a class by itself as an advertising medium.

For direct rebuttal of the objections sure to arise in the prospect's mind and for convincingly and tactfully handling a difficult sales presentation, this copy certainly registers exceedingly well.

At Christmas time and during the automobile show, the liquidator used full

The Average Net Paid Circulation

of The Providence Journal and The Evening Bulletin for the six months ending March 31, 1924, was as follows:

THE PROVIDENCE JOURNAL

Morning 33,534 Sunday 61,142

THE EVENING BULLETIN

64,075

These newspapers because of their character contribute far more than mere space and circulation to the business messages they carry. By virtue of their service to the ideals and interests of their state and country they have built up a reader confidence and influence which are of great value to advertisers.

With a combined daily circulation of 97,609, ninety-three per cent of which is unduplicated, these great newspapers offer complete coverage of the Rhode Island market so necessary for the success of any advertising campaign.

Flat Rate:

Weekdays 23c a line
Sundays 15c a line

Providence Journal Company

Providence, R. I.

Representatives

CHAS. H. EDDY CO.

CHICAGO

NEW YORK

BOSTON

R. J. BIDWELL CO.

San Francisco

Los Angeles

AN unexpected emergency! H. J. Weber, liquidator for an automobile concern at Racine, Wis., was faced with a difficult problem.

He had on hand a number of cars which were really excellent values. Because the parts were on hand, he had felt it wise to have them made into cars. But then it looked as though he would not be able to get rid of them at any price, as they were "orphan cars" of a company whose affairs were being liquidated. How could the average person even be sure of being able to buy repair parts in later years?

Time was short. Money was needed. It was required that the manufacturer's building be vacated at once.

There was no time for experimenting. Bankable results were imperative.

Mr. Weber consulted the Western Advertising Agency of Racine. It was decided to put the job of turning the cars into cash up to newspaper advertising, of a strikingly frank form. It was not to be cut-and-dried, "announcement" advertising of the legal notice type, but advertising which would meet the drastic situation straight-forwardly and make it an asset instead of a liability.

The copy was planned with as much care and artistry as it were revealing a new model. Full page space was selected. A large and attractive illustration of the Mitchell De Luxe Phaeton occupied the upper part of the space.

In beautiful hand-lettering appeared the unusual headline, "MITCHELL—An orphan car that is not a vagrant." More hand-lettering toward the bottom stated, "Was \$1865, now \$978, f.o.b. Racine." The prospect was asked to phone, write or wire H. J. Weber, Liquidator, Mitchell Motor Works, Racine. At the

left and right, equipment and specifications were boxed.

The body of the copy—plain, unvarnished I-to-you cards-on-the-table talking—was printed over Mr. Weber's name, as follows in part:

"It has always been my opinion that the public is fair and will respond quickly to square dealing on the part of any individual or firm. As a consequence, I play this liquidation game with all my cards face up. I want you to know that every word in this advertisement is gospel truth and that you are privileged to check up on any statement that may

A Stable Market

THE Milwaukee-Wisconsin market offers your most dependable sales opportunity in 1924! The first city of diversified industries located in the world's richest dairying center—an unbeatable combination—thoroughly covered by one advertising medium—

The Milwaukee Journal
FIRST—by Merit

"The Value of a Good Name"

*Excerpts from address by William H. Rankin, President
William H. Rankin Company, Advertising Agents, before
the Advertising Staff of The New York Times, May 9, 1924.*

I FIND it hard to believe that you men fully realize the value of the good name The New York Times has won. The readers of a newspaper are what makes that newspaper. The name a newspaper has with its readers is what makes that newspaper a good or bad advertising medium. I rank The New York Times as one of the ten leading newspapers of the world—and it isn't the tenth. In the main, I think The Times and the men who represent The Times are too modest about its value as an advertising medium.

* * * *

THE New York Times has pioneered good newspapers throughout the entire world. It not only prints "All the News That's Fit to Print;" it does not print advertising that is not fit to print. That is why The Times has won the confidence of its readers. You have spent millions of dollars in securing the confidence of 350,000 readers during the week and about 600,000 on Sunday. Do you realize that what you sell is a blank white page at a cost of less than one-half cent per copy per home reached, and that you give the advertiser more value for the dollar he spends in The New York Times for white space than he can get any other place I know about?

* * * *

FEW advertising men analyze what they are giving to the advertiser when they sell him a full page at so little cost. The advertiser could not deliver his advertisement for less than one cent if he hired a boy to do it. Yet you deliver it, you print the page, you put it into a news-

I take as my subject "The Value of a Good Name." No other thing means so much to the success of an advertising campaign. It is the prime requisite of success in advertising, no matter what product is being offered to the public. I am going to apply the same principle to the newspaper business—to The New York Times.

paper that the reader buys and pays for and invites into his home as his personal guest and friend. A one-cent postcard cannot compare in value with a full page in any newspaper.

* * * *

IF the advertiser printed a page and sent it into those same homes, it would go in, without invitation, as an intruder, and it would find its way into the waste basket. But in The New York Times

it is an integral part of a good newspaper, and the readers have the assurance that the newspaper stands back of the advertisement; it supports what is said in that advertisement. I have known pages to bring back in actual returns as high as \$10,000; just one page in one home.

* * * *

ADVERTISING is bought and sold on the basis of results in values to the advertiser, and newspapers like The Times have helped bring this condition about. I have had advertisements in The Times that have brought answers from thousands of miles away; sometimes just a 300-line or single-column advertisement, too. Advertising of the right kind, placed in The New York Times, will sell goods to your readers at a profit to the advertiser and be a support to the high advertising principles of The Times.

* * * *

THE TIMES has a good name in advertising—a good name editorially and in a news way—and the publishers fully realize its great and lasting value, so that the paper is conducted on a basis that makes its good name a measure of its great deserts.

NEWSPAPER MAKERS AT WORK

By LUCILE BRIAN GILMORE

IF there are any rungs in the ladder to newspaper success that John C. Eastman's feet haven't touched, it's a new one that has just been installed, for the present owner of the *Chicago Daily Journal* has gone step by step through everything from a cub reporter to his present position. He celebrated his first 20 years of ownership on April 4.

Perhaps it is to system that he owes his advancement, for men on the Journal say this is the keynote of their chief's life. This was apparent early in his career.

When he made up his mind to come to Chicago from Wabash, Ind., he spent months studying newspapers from Chicago, acquainting himself with the layout of the city, its politics and all other small but important details which a reporter must master. In this study he was attracted to the old *Chicago Herald*. A letter to the editor brought an invitation to come to Chicago. He showed such a surprising knowledge of Chicago, for a newcomer, that he landed a job. Among his associates on the *Herald* was Brand Whitlock, who was to serve the United States as minister to Belgium during the World War.

Despite the fact that he left editorial work for the business office, Mr. Eastman is primarily a news man. He keeps in constant touch with details of the organization and its work. It is no uncommon event for him to drop into the city room, pick up a spikeful of proofs, find a head he doesn't like and take a seat at the copy desk to show how it should have been written.

Mr. Eastman traces his ancestry to the Mayflower. Nine of his forefathers died in the Revolutionary war. His father was killed in the battle of Kennesaw Mountain during the war between the States.

While studying engineering in Ohio State University Mr. Eastman started doing part-time work for Columbus newspapers. He was so attracted by the work that when he was graduated he became a reporter for the Ohio State Journal and a correspondent for several New York papers instead of starting out as an engineer. He also wrote stories for a German-language paper at Cincinnati.

A committee of Democrats of Wabash, Ind., having grown tired of reading only a Republican local newspaper, went to Columbus and hired Mr. Eastman to go to their town and become editor of a Democratic organ. It was called the *Wabash Times*. Mr. Eastman edited it from 1888 to 1890.

About the time Mr. Eastman became a reporter on the *Chicago Herald* the movement to bring the Columbian Exposition to the city started. James W. Scott, editor of the *Herald*, became a director of the World's Fair of 1893, and Mr. Eastman was put in charge of the *Herald's* news bureau at the fair. In that work Mr. Eastman formed many friendships which have continued ever since.

In 1895 when the *Chicago Chronicle*, now defunct, was founded, Mr. Eastman took a step which few men have taken. Editorial man that he was, he was appointed business manager of the new paper. After several years in this posi-

tion, he went to New York, where he was connected with several newspapers.

When William Randolph Hearst founded the *Chicago American* July 4, 1900, he made Mr. Eastman its first publisher. The selection was due to Mr. Eastman's long experience in Chicago. The *American* then was a Sunday as well as an evening paper.

Four years later, April 4, 1904, Mr. Eastman bought the *Journal* from Ralph Booth of Detroit. The *Journal* is 80 years old on April 22. It is the oldest continuous daily newspaper in Chicago and the northwest. Even the great Chicago fire of 1871 did not stop the printing of the *Journal*. Despite the fact that it had been for 60 years a Republican newspaper, Mr. Eastman made it Democratic in policy.

Mr. Eastman has a large number of hobbies. A lover of dogs, he has served for several years as president of the Kennel Club of Chicago. He likes fishing and golf. He was one of the first automobile owners in Chicago and consequently one of the first good roads advocates. But men who have been intimately associated with him say that his favorite hobby is boosting Chicago.

Play keeps Mr. Eastman young and fit. He is in his office by 8.30 o'clock every morning.

A. P. Makes Convention Arrangement

The Associated Press staff assigned to cover the National Republican Convention will assemble in Cleveland, June 8, New York headquarters has announced. L. C. Probert, superintendent of the Washington bureau, will be in immediate charge of the working staff which will consist of men principally from the Washington bureau, with a few additions. Frederick Roy Martin, general manager of the Associated Press; Jackson S. Elliott, assistant general manager; Milton Garges, chief of the traffic department, and Arthur S. Thompson, secretary to the general manager, will attend from the New York office.

Full Page "Mother's Day" Ad

The *Kingston (Ont.) Standard*, under a "Mother's Day" heading, ran a full page of advertising from local stores, May 9. A column carrying a eulogy on mothers and a few bits of poetry, ran down the center of the page.

Mrs. Harding Lays Cornerstone

Mrs. Florence Kling Harding, widow of President Harding, on May 10 laid the cornerstone of the new Warren Harding High School at Bridgeport, Conn.

Benjamin Eastwood has been appointed manager of the travel bureau of *Buffalo Courier and Enquirer*.

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

CONNERS SHARES WITH STAFF

Publisher of *Buffalo Courier* Gives \$500,000 to Veteran Employees

"You boys helped me accumulate my wealth. For that reason I want to divide with you."

Thus William J. Conners, publisher of the *Buffalo (N. Y.) Courier and Enquirer*, addressed his staff at a banquet May 17, and turned over to 33 veteran employees Florida public highway stock carrying a face value of \$500,000.

Known as Conners Highway, the Florida road is 50 miles long and links the Atlantic Seaboard and the Gulf Coast, running through a swamp land hitherto never explored. Elaborate plans are being made for its opening, scheduled for July 4.

In presenting the stock to his employees, Conners declared he had already spent \$3,000,000 on the highway. The stock, he explained, cannot be transferred and will be kept in trust. Whether it will become valuable will depend on the traffic the toll road handles. The tentative toll schedule states autoists will pay 4 cents a mile.

"I want to say to you, some of my friends since boyhood, that on many occasions I've been honored, but never have I felt so proud as I do tonight," he declared. "I have looked forward to this for years; but up to this time I haven't seen my way clear to do it until now."

Each of the men sharing in the gift has been with Mr. Conners' newspapers for more than 25 years. They are: Joseph Slattery, John McCarthy, Dennis J. Sullivan, Joseph McCarthy, Peter Dalton, Dennis Hurley, William Hurley, William Desmond, Michael Hourigan, Frank Murray, Frank Michaels, Chris Sweeney, William Glastetter, Charles Glastetter, Walter Hourigan, William S. Bennett, James Quinn, Thomas Lane, Patrick Hanavan, Michael Holland, William Reardon, Joseph McGee of Chicago, William O'Connell, David S. Taylor,

DIVIDES HIS WEALTH



William J. Conners doesn't wear these clothes on Lake Erie's shore. He takes his leisure in Florida, where he can turn swamps into highways and potential wealth for himself and his boys.

Eugene C. Murphy, Jerry Holland, Richard Patton, Richard Dalton, John Sullivan, Thomas Burke, Michael Lamey, Edward Held, Teddy Danahy, R. J. Bulger.

TRADE MARK
**FLEXIDEAL
DRY MATS**
REG. U.S. PAT. OFF.

Our sales policy is to make CUSTOMERS, not just sales. We hold our different manufacturers to strict specifications. All mats bearing our registered trade marks:—

"FLEXIDEAL," and "MAXITYPE"

are *Certified Dry Mats*. We stand one hundred per cent behind them.

Write NOW for *Free Samples*. This will give you an opportunity of testing our goods and us a chance to demonstrate our superior service.

The FLEXIDEAL CO., Inc.

Sole U. S. and Canadian Distributors

13 William Street New York

TRADE MARK
**MAXITYPE
DRY MATS**
REG. U.S. PAT. OFF.

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.

Enthusiastic Customers Are The Best Recommendation

*"Your Ink Pumps certainly give perfect control of the ink
I am more than satisfied with the new machine In my
forty years experience with Stereotype Presses I have never seen one
which will turn out a quality product at as high a rate of speed."*

CLASS OF SERVICE	SYMBOL	WESTERN UNION	CLASS OF SERVICE	SYMBOL
Telegram			Telegram	
Day Letter	Blue	TELEGRAM	Day Letter	Blue
Night Message	Nite	NEWCOMB CARLTON, PRESIDENT GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT	Night Message	Nite
Night Letter	N L		Night Letter	N L
If none of these three symbols appears after the check (number of words) this is a telegram. Otherwise its character is indicated by the symbol appearing after the check.			If none of these three symbols appears after the check (number of words) this is a telegram. Otherwise its character is indicated by the symbol appearing after the check.	

Form-1204

RECEIVED AT **GD 521 GRAND ST. NY**
 72N B 133
 HUNTINGTON WVA 151P MAY 6 1924
 R HOE AND CO
 504 GRAND ST NEWYORK NY

YOUR COMPANY IS TO BE CONGRATULATED UPON THE DESIGN AND EFFICIENCY OF THE NEW 48 PAGE HOE SUPERSPEED PRESS THE FIRST RUN ON OUR NEW PRESS WAS MADE YESTERDAY AFTERNOON AT FULL SPEED IN RECORD TIME WITHOUT A STOP HAVE NOT BROKEN A WEB SINCE THE PRESS WAS THREADED EVEN IN THE TESTS AND TIMING OF THE THREE UNITS AND THE TWO FOLDERS YOUR INK PUMPS CERTAINLY GIVE PERFECT CONTROL OF THE INK HALF TONES MADE FROM DRY MATS PRINTED UP LIKE PHOTOS THE UNDERNEATH FEED WORKS PERFECTLY REQUIRING LITTLE ATTENTION AFTER THE TENSION IS ONCE REGULATED I AM MORE THAN SATISFIED WITH THE NEW MACHINE IN MY FORTY YEARS EXPERIENCE WITH STEREOTYPE PRESSES I HAVE NEVER SEEN ONE WHICH WILL TURN OUT A QUALITY PRODUCT AT AS HIGH A RATE OF SPEED

J H LONG
 PROPRIETOR HUNTINGTON ADVERTISER
 233P

The above unsolicited telegram speaks for itself. Hoe Superspeed and Heavy Design Presses, equipped with the Hoe Patented Automatic Ink-Pump System of Distribution — *An Exclusive Hoe Feature*—and backed by over one hundred years of press building experience, insure greater net output and immunity from trouble.

You Take No Risk With a Hoe.

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504-520 GRAND STREET, NEW YORK CITY

7 South Dearborn Street
Chicago, Ill.

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Boston, Mass.

AT THE NATIONAL

Two of America's Lead



Robert J. Bender, United Press

Day and Night Las

UNITED PRESS

WORLD BUILDING

Editor & Publisher for May 24, 1924

AL CONVENTIONS

Leading Political Writers



Raymond Clapper, United News

Lead Wire Services

S ASSOCIATIONS

NEW YORK

EDITORIAL

NEW FIELDS

THE action of the Hearst Organization in borrowing \$12,000,000 from the public on a 6½ per cent serial bond issue, coupled with the fact that the Allied Newspapers, Ltd., of England, recently successfully floated an issue of £4,750,000 of its preferred stock, leads Leopold Grahame, correspondent of the *Financier*, London, to remark:

"What the future may bring forth in what may be called inter-state newspaper combinations no one can foretell in these days of radio and other scientific wonders, but there are many who believe that the day is not far distant when New York papers will have London editions and London papers American editions."

Mr. Grahame recalls the success of American editions in Paris and he might also cite the case of reasonable success here of some foreign language newspapers, not, however, published as editions of foreign newspapers. Mr. Grahame adds:

"Personally I believe that this issue of bonds by the Hearst Publications, Inc., is the forerunner, not only of great combinations of American papers with their capital largely subscribed by the public, but also of a great development in the breadth of their ramifications."

Broadly speaking, the newspapers of more than half the world do not function, as we understand "newspapering."

This situation offers almost world-wide pioneer efforts by American newspaper men, as we have so often remarked in these columns. Whether the broadening of the American idea shall come through foreign editions of established American newspapers, with capital obtained through the public sale of securities, or through the initial efforts of editors and managers exploring new fields, are details, but the fact remains solidly true that an instrument as beneficial to all people as an independent press, functioning for full and free public information, cannot be long deferred.

We can see no widespread disposition on the part of American publishers to enter the stock market with stock securities. A bond issue merely means borrowing money from the public, whereas the flotation of stock means parting with assets and, while control may be maintained, nevertheless the average editor would not want to be responsible for his conduct to an indiscriminate group of stockholders. The fact is that there is scarcely ever any capital problem for American newspaper ventures of great merit.

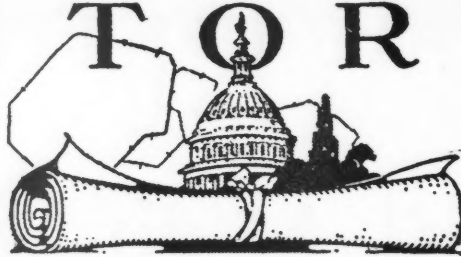
Pictures by wire arrive! Soon they will come by radio. National advertising by leased wire! There's a new million-dollar idea for some bright young man.

THE OLD STRUGGLE

IN Pomona, Cal., a club of leading women adopted resolutions condemning the local newspapers for publishing the facts concerning a public official found short in his accounts. The man confessed, made restitution and was dismissed from the service. His wife was a prominent member of the club.

We are interested in the reply the *Pomona Progress* made to the women's club. In kindly, very clear language, the editor explains to his readers the function of a newspaper which truly, in the larger sense, strives to represent the community in which it is printed. He gave evidence of sympathy with the women who, of course, were personally touched by the disgrace of one of their club members, and were led to a mistaken conclusion by impulses closer to the heart than the mind. But in firm language the editor gave notice that his newspaper had a public duty to perform and that the obligation was more sacred and more important than the conservation of personal friendships.

The struggle for the high principles of journalism is eternal, and most intense in the smaller cities. The freedom New York and Chicago newspaper men enjoy must often be fought for through blood and tears in communities where personal ties are more closely knitted. Only strong men see the fight through. Complete candor with readers is the only safe course.



ECCLESIASTES

CHAPTER X. 12-14

The words of a wise man's mouth are gracious; but the lips of a fool will swallow up himself.

DISHONESTY

IF you received through the mail a check for a dollar from some unknown person, without explanation, and with no apparent reason for such payment, would you accept it or return it?

If you did accept it, would it mean that you were a party thief?

Paris Le Soir's test of public honesty was of doubtful reliability, although, of course, it did give rise to some interesting speculations and as a stunt was not without merit. The newspaper sent to 100 selected persons, of various classes in society, letters with which were enclosed five francs' worth of stamps. The letter was phrased to make the recipient realize, in a general way, that the money was not intended for him. Fictitious names were used to sign the letters, and there was a return address.

The fact that only 34 of the 100 persons addressed returned the stamps, led *Le Soir's* editor to conclude that only that percentage of the whole population is honest in small matters. Public men had the highest percentage of honor, according to the test, professionals next and chimney-sweeps third.

It is rather natural to pick up what is offered to you. Many persons through laziness would not go to the trouble to correct another's error. Many absent-minded people would not give the check a second thought. Some may still be holding the checks, without enough initiative to return them. There are many elements other than petty dishonesty which might account for the discrepancy. If the newspaper had given a specific reason for the payment and had enclosed a stamped return envelope the test would have been more reliable, but even then we would not want to indict society on an average basis.

New York state bars "chain libel suits." No more Annie Oakley broadsides by industrious lawyers, going from town to town accompanied by a dear, little old lady with an injured air and a collection box. How about your state laws?

May 24, 1924 Volume 56, No. 52

EDITOR & PUBLISHER

Published Weekly by

THE EDITOR & PUBLISHER CO.,

1115 World Building, 63 Park Row, New York

Marlen E. Pew, Editor

Arthur T. Robb, Jr., Managing Editor

Associate Editors,

Warren L. Bassett, Philip N. Schuyler

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

PRICELESS TREASURE

BRIGHT ideas are the staple stocks in newspaper and advertising offices. They are the creations of active, fertile minds. Only a small percentage of people possess the creative faculty, the vast majority in high and low station in every department of life being parasites on the body of the imaginative minority. The imaginative quality, being rare, is precious. Wise men nurture and protect it as they would a sensitive plant. Dull natures, through envy, bitterly hate it and fight to stamp it into the dust. On every side we see the cruel play of incompetent audacity and brutal cunning preying on sensitive, creative, intrinsically valuable life.

The battle goes on in the newspaper office, perhaps as intensively as elsewhere. We speak for imaginative human nature, too often crushed in the race for recognition, too often neglected and much too often openly sneered at by brazen inferiority.

To get a sound estimate of valuable service one must check up on results. What men have really influenced the success of your business? Who have been truly creative and who mere parasites on their achievements?

The quick way to tarnish a bright idea is to permit the existence in your organization of an idea thief. Throw him out as you would cast out a typhoid carrier, for he is poisonous. There is nothing so sickening and disorganizing in any office as the man who says, "Yes, I have been thinking along that line for several years," or "Your idea, Mr. Smarty, is not new, but we will try it out." People do not cheerfully walk up to the chopping block every morning after breakfast, and men robbed of their brain children do not continue to feed ideas to others who instantly appropriate them to themselves.

Throw out the disorganizer—the boll weevil idea thief!

Every person dealing in advertising will be refreshed in spirit and strengthened in grasp of the truth about his trade by reading Mr. Robb's article in this issue. When you act in the light of the sales department of national merchandise distributors your efforts will bear rich fruit.

CRESSON'S LIBEL SUITS

COL. C. C. CRESSON has again been defeated in his attempt to collect libel verdicts from various newspapers which published a report by a Committee of the House of Representatives in regard to the escape of Bergdoll. Col. Cresson was an army lawyer. One would think he would become discouraged in his attempt to collect from newspapers which published press service accounts of a privileged report, correctly and in good faith transmitted to the public. The latest newspaper to defeat him was the Louisville Courier-Journal. Litigation is expensive, even when you win, and the newspapers that have defended the position of the craft in the Cresson suits deserve the appreciative thanks of the profession.

It is revealed through a lawsuit that press agents got \$187,000 for the free advertising grafted for a so-called beauty clay. What the employer of the press agents got is obscure—probably a promise to deliver sales.

COMPLETE SURRENDER

BOSTON Herald suggests as an experiment a newspaper which yields completely to the press agents and propagandists, dispensing with all reporters, artists, services and writers, and booming all the glad "weeks," promoting everybody's campaigns, raising funds for everything, stopping short only at murder. It might pay journalism to establish such a "newspaper" as a dumping ground. Just pass all the free truck along to it and relieve your own columns. Such a paper plainly would not pay its own way and would require a substantial and regular subsidy. What a joyous "blah" it would be!

Wonderful is the newspaper in trade—useful when business is thriving, indispensable when general business sags!

rent Opinion has joined the advertising staff of Allied Newspapers, Inc.

Campbell-Ewald Advertising Company has moved its Chicago office from the Mallers building to 360 North Michigan avenue.

WITH THE SPECIALS

E KATZ Special Agency has added to its list of newspapers, the *Ashland* (Ky.) *Independent*, *Sterling* (Col.) *Advocate*, *Bakersfield* (Cal.) *Echo*, *Eldorado* (Kan.) *Times*, and *Arkansas City* (Kan.) *Traveler*.

American Press Association has been appointed to represent the *Taylorville* (Ill.) *Breeze*.

Lorenzen & Thompson have been appointed representatives in the East of the *Long Beach* (Cal.) *Telegram*.

SPECIAL EDITIONS

FULLERTON (Cal.) *Tribune*, a Merchandising Section, May 8.

Sheridan (Wyo.) *Post-Enterprise*, a 32-page Recreation Number, May 4.

St. Thomas (Ont.) *Times-Journal*, a 12-page tabloid Baby Section, May 10.

Elgin (Ill.) *Courier*, a 36-page Home Owner edition, May 6.

Jonesboro (Ark.) *Tribune*, a 24-page Better Homes edition, May 13.

Omaha (Neb.) *World-Herald*, a Carter Lake Club section, Sunday, May 18.

Rockwell City (Ia.) *Advocate*, a 50-page Calhoun County Historical edition.

San Pedro (Cal.) *Pilot*, a 52-page edition welcoming the Pacific fleet and containing the Annual Harbor Year Book supplement.

Homestead (Pa.) *Messenger*, a 44-page 45th Anniversary edition, May 7.

San Pedro (Cal.) *News*, a 60-page New Home edition.

Brookline (Mass.) *Chronicle*, a 50th Anniversary edition, May 8.

Nanaimo (B. C.) *Free Press*, a 52-page Fiftieth Anniversary edition.

San Pedro (Cal.) *News*, a 60-page New Home edition, April 21.

Halifax (N. S.) *Herald*, a 24-page Bride Section, April 30.

Miami (Fla.) *News-Record*, a Sales Day edition, April 30.

Waco (Tex.) *Times-Herald*, a 68-page 25th Anniversary edition, April 27.

Elgin (Ill.) *Courier*, a 34-page edition May 19, greeting the state convention of Lions' Clubs.

Halifax (N. S.) *Chronicle*, a 60-page illustrated Tourist Supplement, May 19.

CHANGE OF OWNERSHIP

RAY H. HOLDER, formerly of Dallas, Tex., has purchased the *Lancaster* (Tex.) *Herald* from Mrs. E. M. Hulbert.

Grayslake (Ill.) *Times* has been sold by Peter W. Newhouse to P. E. Schlottman. Newhouse will retire from active work on account of ill health.

Ridgefield (Wash.) *Reflector* has been

sold by A. W. and Cora C. McCormack to J. R. and Sue F. Hicks.

J. M. Rnle has sold the *Hobart* (Okla.) *Democrat* Chief to E. W. Pate of Hobart, former publisher of the *Hobart Republican*.

NEW PLANTS AND EQUIPMENT

DAVENPORT (Ia.) *Democrat* is installing a new Goss sextuple press in its new Brady street home. It is believed the new plant will be ready for occupancy the first week in June.

Connellsville (Pa.) *Daily News* has just installed a new 16-page perfecting press and a new Intertype. The new business office will be completed this week.

Vancouver (B. C.) *Journal of Commerce* has purchased a new 4-story home in the center of the city's financial district.

SUSPENSIONS

DEADWOOD (S. D.) TELEGRAM has suspended as a daily and will be issued semi-weekly.

ON THE MECHANICAL SIDE

CHARLES J. Story, recently with the Standard Plate and Matrix Company of Cleveland, has been sent to Buenos Aires to remodel the stereotyping department of La Prensa, daily newspaper.

Printers' Manufacturing Company of Minneapolis has moved its New York office from 15 Park Row to larger quarters at 1009 World Building, 63 Park Row.

Clarence V. Randebogart has been made foreman of the composing room of the *Batavia* (N. Y.) *News*, succeeding Richmond E. Schultz.

Al Obenauer is now superintendent of the composing room of the *Buffalo News* succeeding Louis Schneider, resigned.

ASSOCIATIONS AND CLUBS

RESIDENT Capitol Correspondents Association has been organized by reporters assigned to cover Capitol Hill, Harrisburg, Pa. Sydney Pierce Hollingsworth was elected chairman and William R. Douglas, secretary. An executive committee of 5 is to be appointed later.

New York Newspaper Women's Club has appointed Martha Coman and Theodore Bean to take charge of arrangements for entertaining visiting women reporters at the Democratic National Convention. The club will give a reception on June 22, the Sunday evening preceding the convention, and will keep open house throughout the week.

San Francisco Press Club will stage its "Eighteen Years After" show May 30, at the Tivoli theater, commemorating the San Francisco fire. The event is celebrated annually. The traditional breakfast and after the show dance

will be held in the organization's club rooms.

Insurance Advertising Conference is already making plans for its next semi-annual convention which will be held in Pittsburgh, Pa., Oct. 27 and 28. Leon A. Soper, advertising manager of the Phoenix Mutual Life, is president of the conference.

New England Woman's Press Association has elected the following officers: president, Mrs. Annie Judson Hannigan; vice-presidents, Mrs. Nore Johnson Barbour and Miss Grace M. Burt; recording secretary, Mrs. Erminie Day DeBois; corresponding secretary, Mrs. Inez M. Southworth; treasurer, Mrs. Eliza A. Armstrong; auditor, Mrs. Jessie M. Leonard.

Boston Newspaper Web Pressmen's Union held its annual reunion, May 13. Roger W. Babson, statistician, spoke.

Union Printers' Mutual Aid Society of San Francisco gave its annual ball, May 17.

Seattle Advertising Club has initiated a weekly paper, the *Round Table* for members with C. E. Fisher, editor; Hazel Britton, associate editor; Stanton Frederick, business manager; and Lloyd Owen, assistant business manager.

Seattle Press Club entertained Admiral Robert E. Coontz, of the Navy and his staff at a banquet in the new Press Club quarters, May 12. Admiral Coontz was made an active honorary member of the club.

Montreal Publicity Association elected D. L. Weston president at the an-

nual meeting held recently; A. N. St. Marie, first vice-president; W. B. Tingle, second vice-president; and Charles Valiquet, secretary-treasurer.

Davenport (Ia.) Ad Club has raised \$2,878 of its \$4,000 budget fund and with 91 affiliated memberships will soon complete its financial drive.

Advertising Women's Club of Boston will hold a farewell party May 28, for members who are to attend the A. A. C. W. convention in London in July. The Boston On-To-London party numbers about 150, sailing for England on the Samaria.

New York League of Advertising Women held its regular monthly dinner May 20, at the Advertising Club of New York, Mrs. Florence M. P. Van Kirk presiding. The speakers were Ballad Dunn, of the *Omaha Bee*; Mrs. W. L. Lawton, Merrylye S. Rukeyser and Herbert Witherspoon.

Connecticut Good Fellowship Club of the Associated Press held its second annual meeting and banquet in New Haven recently. A. W. Coniff, of the *Danbury News*, was re-elected president. Other officers are: Frank D. Hubbard, traffic department representative, New Haven, vice-president; Fred Quigley, *Waterbury American*, secretary and treasurer. Victor J. Benelisha, *Bridgeport Telegram*, and John Edward L. Herdman, *Bridgeport Post*, were re-elected to the Board of Directors, and F. J. Connelli, *Norwich Bulletin*, was named director to succeed M. F. Clark, resigned.

Oklahoma City Advertising Club held its annual gridiron banquet Tuesday evening, May 20.

NORWEGIAN PAPER MILLS AGENCY, Inc.

33 WEST 42nd STREET,

NEW YORK CITY

Selling Agent in the United States for

NEWS PRINT PAPER

Representing Seven Largest Norwegian News Print Mills with an Annual Capacity of 200,000 Tons

Sole Selling Agent in U. S. for

Ankers Traesliperi & Papirfabrik A/S
Böhnsdalen Mills, Ltd.
A/S Hofsfos Traesliperi og Papirfabrik

A/S Holmen-Hellefos
Hunsfos Fabrikk
Union Paper Co., Ltd.

Agent for

FOLLUM TRAESLIPERI

Prompt Shipments

Inquiries Solicited

THE DOROTHY DIX SERVICE

The Most Widely Read Newspaper Feature

Written by "The Best Loved Woman in the World"

Now Six Days a Week

"I consider the 'Dorothy Dix Talks' a feature more humanly interesting to and consistently read by both men and women than any feature I have yet seen."—L. K. Nicholson, NEW ORLEANS TIMES-PICAYUNE.

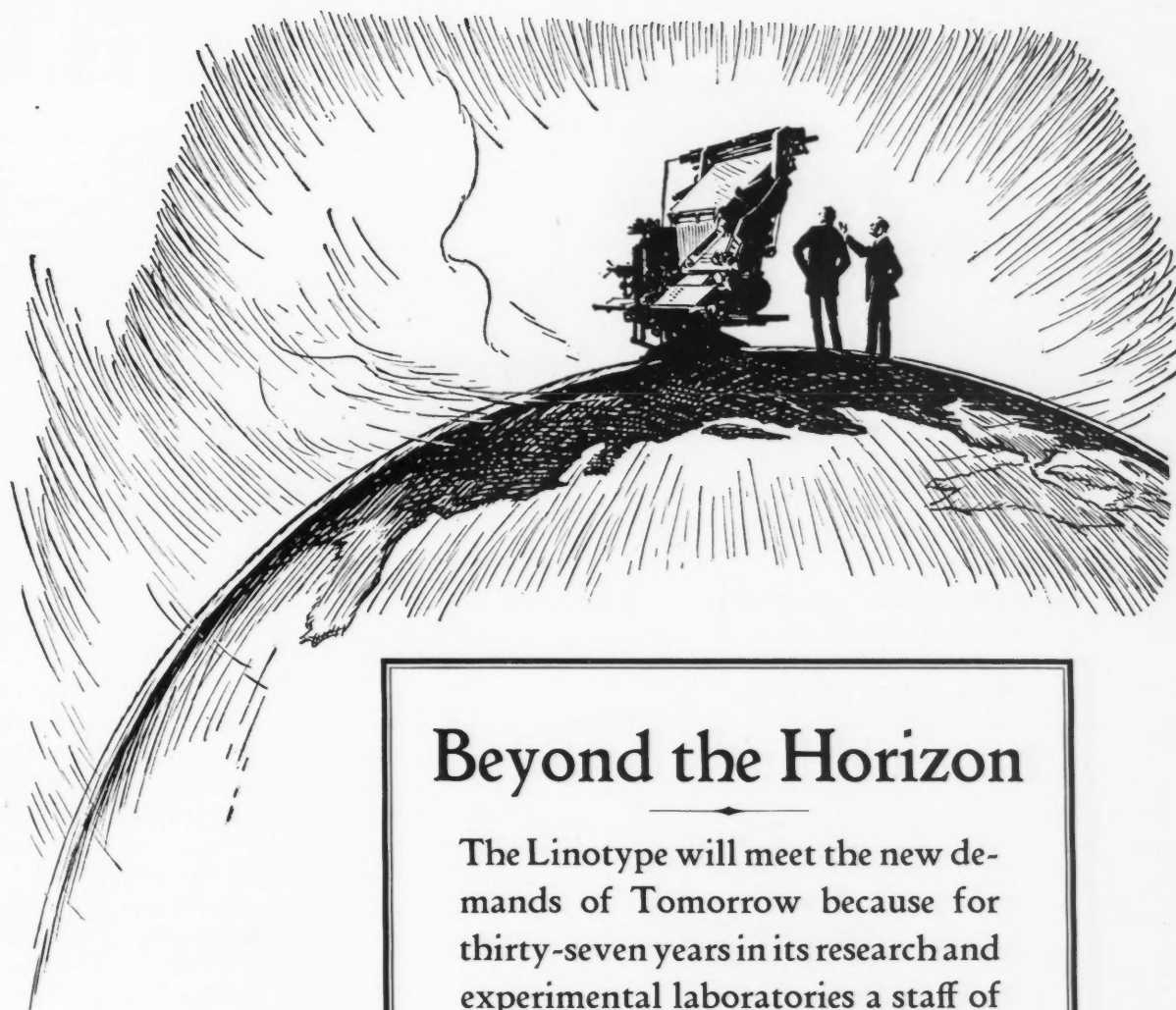
"My desk has become a confessional at which men and women open their hearts and tell me the secrets they would not tell their nearest and dearest."—Dorothy Dix.

LEDGER SYNDICATE

INDEPENDENCE SQUARE

PHILADELPHIA





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

Beyond the Horizon

The Linotype will meet the new demands of Tomorrow because for thirty-seven years in its research and experimental laboratories a staff of experts, practical printers as well as engineers, have been solving problems that the printer will have to face Tomorrow.

TRADE **LINOTYPE** MARK

MERGENTHALER LINOTYPE COMPANY

Brooklyn, New York

SAN FRANCISCO

CHICAGO

NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World

FLASHES

It begins to look as though Washington will never be dry until Congress begins meeting in some other town.—*Cordell (Okla.) Beacon.*

"Don't give your wife more than half your pay," urges the Y.M.C.A. domestic finance expert. Which proves that he is an expert on finance, but not on matrimony.—*New York World.*

Some men think they are Presidential possibilities when they don't know a single platitude.—*Brooklyn Eagle.*

Our notion of a Practical Joke is to write a photograph of yourself, collect.—*F. P. A. in the New York World.*

In the old days a girl consulted her mother about matrimony. Now she waits a little while and consults a lawyer.—*Jersey City Journal.*

Some men grow, while others merely swell up.—*Columbia (S. C.) Record.*

It is suggested that by means of the radio the people can hear what Congressmen are saying. But what is needed is a device that will enable the public to see what they are doing.—*Detroit News.*

This, as distinguished from the front-step campaign of 1920, will probably be a side-step campaign.—*Columbia (S. C.) Record.*

In Europe there is no trouble in forcing men out of the Cabinet. They resign in bunches if anybody say "Boo."—*St. Louis Globe.*

Since hell is no longer advertised, many people believe there is no such place.—*New Orleans Times-Picayune.*

Louisiana murderer hanged the other day made a severe criticism of capital punishment, alleging that it was out of place in a civilized country. What about murder?—*Jacksonville Times-Union.*

Perhaps it was a part of the German scheme of world conquest to let us win the war and worry over what to do with it.—*Columbia (S. C.) Record.*

Shingled hair may be more popular now, but you will remember that Samson brought down the house when he let his grow out.—*Baltimore Sun.*

"Steward, where can I get a life preserver?"
"S-sh. Wait until we get outside the three-mile limit, sir."—*Louisville Courier-Journal.*

We would have the measure of Adam's repentance if we knew how many apple trees he planted after leaving the garden.—*Dubuque Times-Journal.*

**READING
CARPENTER
IS
SEEING
THE WORLD**

**CARPENTER'S
WORLD TRAVELS
Washington D. C.**

WHAT'S WHAT IN THE FEATURE FIELD

FOR 4 years, Virgil Jordan has contributed the leading article on economic and social conditions in the United States for the weekly bulletin sent by mail to 29 foreign countries by the Foreign Press Service, New York.

He is, therefore, perhaps the most widely read American journalist in the foreign press, his signed articles appearing in German, Austrian, Scandinavian, Italian, Belgian, Czechoslovak, Turkish, Indian, Chinese, Japanese and Australian newspapers.

After teaching economics in the University of Wisconsin he was for 6 years associate editor of *Everybody's Magazine*. At present, besides his connection with F. P. S., he is editor of the publications of the National Industrial Conference Board.

The Foreign Press Service was incorporated 5 years ago. To carry out its purpose, "to interpret America to foreign countries and foreign countries to America," the Service receives from abroad articles for sale to magazines and newspapers in this country. In addition to its news distributing function here and abroad, it is also a literary agency for American and foreign writers, handling articles, short stories, books, plays and motion pictures. Paul Kennedy is president and managing director, and Arthur Livingstone, editor.

H. C. Witwer is writing a new series of short stories for the King Features Syndicate, New York.



VIRGIL JORDAN

McClure Newspaper Syndicate, New York, announces a new feature known as "The Law News Service," a daily digest of important supreme court decisions.

Clinton W. Gilbert, writer of "The Daily Mirror of Washington" for the Ledger Syndicate, Philadelphia, has returned from a trip abroad which carried him as far as Moscow, and is now recording his impressions abroad in his daily column.

Victor MacClure's "The Ark of the Covenant" in serial form is ready for immediate release to newspapers by the McClure Newspaper Syndicate, New York.

London Winners Announced

George French, Maxwell Lakeman and O. R. Hardwell were the winners in the essay contest on "The Benefit I Expect To Receive From The London Convention." These men, all members of the Advertising Club of New York, will go to London to attend the convention of the A. A. C. W. as the guests of Paul Block, who offered the trips for the 3 best essays.

New Travel Magazine Announced

Nomad Publishing Company, 150 Lafayette street, New York, announces publication of a new monthly travel magazine to start Oct. 1. Name for the magazine is being decided by a contest now under way. Wirt W. Barnatz will be editor and Edward M. Brown, managing editor. Miss Mildred Seitz, daughter of Don Seitz of the *New York World* will be associate editor.

The Ludlow offers all advantages of all-slug composition —Plus

NO other system of setting run-of-the-hook display lines is as simple, as flexible or as fast as the Ludlow System. With it you can cast an unlimited amount of new type in slug lines from six to sixty point, as needed, in a wide variety of typefaces—and you can do all this without a machine or mold change.

Magazine changes, machine changes and mold changes on composing machines are expensive. They take time—time that with the Ludlow System is utilized in straight-away production.

With the Ludlow System, several operators can work at the same unit of cases and casting machine on different jobs, at the same time. And the sizes and faces they are setting and casting may vary greatly. For example, at the moment one may be working on twelve point Cheltenham Bold Extended, one on forty-eight point Century Italic and another on thirty point regular Caslon, without interfering with each other. Two or three minutes later all may be working on entirely different sizes or faces without any wasting of time for magazine, machine, or mold changes.

A marked advantage of the Ludlow System is that it is just as easy to set ads in exactly the size and style of face specified in the layout as to set them in the face that happened to be on the machine last. There is no incentive toward flattened typography.

Let us show you how the Ludlow System will be of advantage to you in your plant.



Ludlow Typograph Co.

San Francisco
Hearst Bldg.

2032 Clybourn Avenue
CHICAGO

World Bldg.
New York

LUDLOW QUALITY COMPOSITION



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

432
exclusive
national
advertisers
in 1923

321
exclusive
local display
advertisers
in 1923

MAKE CENTRAL OHIO
YOUR TEST MARKET

The Columbus Dispatch
OHIO'S GREATEST HOME DAILY

THE DEATH OF NEWS

NEWS is the most perishable of all commodities—it dies of being read. Its lifetime is only a matter of minutes.

The Newspaper is a messenger. In the battle for a reader's attention the messenger first to arrive kills every messenger that follows it—*by the mere act of being first.*

Not so very long ago the Queen of Holland was on the point of presenting her country with an heir to the throne. There had been repeated disappointments. The Dutch were anxious, and the world at large was filled with expectant interest.

Suddenly of a morning there appeared on the New York newsstands an announcement of the birth of a princess, and everybody cheered.

Some of the papers had the story; the others were without it. The first had Autoplate machines; the others had none. Now all have Autoplate machines.

One never knows when a bit of news will break just too late to be got into a paper that makes its plates by hand.

WOOD NEWSPAPER MACHINERY CORPORATION
501 Fifth Avenue, New York City

1,000 DELEGATES EXPECTED AT FRESNO ADVERTISING CLUBS MEET

Four-Day Session of Coast Groups Opens May 25—Marshall Dana, Portland Journal, Chief Speaker— 11 Departmental Meetings

FRESNO, Cal., May 22.—Opening with an inspirational meeting in Roeding Park, Sunday, May 25, when Marshall Dana, associate editor of the *Portland (Ore.) Journal*, will be the chief speaker, the 21st annual convention and conferences of the Pacific Coast Advertising Clubs Association will be continued in this city through 4 days of intensive advertising discussions and departmental conferences.



DON FRANCISCO

Mr. Dana, who is a member of the Portland Advertising Club, will speak on the service advertising renders the public. The underlying theme of the sessions will be co-operative and community advertising.

The Fresno Advertising Club, which will direct the activities of the convention, has completed arrangements for the entertainment and provided accommodations for 1,000 delegates from every section of the Pacific Coast.

Visitors are expected from New York, Boston, Chicago and Kansas City.

The California Advertising Service Association, membership of which comprises California advertising agencies, will hold the semi-annual meeting in Fresno concurrently with the Pacific Coast Advertising Clubs Association convention.

General sessions of the P. C. A. C. A. will be held in the Fresno Municipal auditorium Monday, Tuesday and Wednesday forenoons when topics of general interest to advertisers and advertising writers will be discussed. Chief among the speakers will be Lou Holland, Kansas City, president of the Associated Advertising Clubs of the World on "The Future of Organized Advertising"; Paul Findlay, Honig-Cooper Advertising Agency, San Francisco, whose subject will be "The Retailers' Start on National Advertising and Merchandising"; C. E. Johnson, Chicago, nationally known advertising illustrator, "Judging the Effectiveness of Lay-outs"; Ralph Merritt, Fresno, president Sun-Maid Raisin Growers Association, "The Economic Relationship of Advertising to the Sale of Farm Products"; Paul S. Armstrong, Los Angeles, California Fruit Growers Exchange, "The Plans Behind Sunkist Advertising."

Paul Shoup of San Francisco, vice-president of the Southern Pacific Company, will also speak.

During the afternoons 11 departments will conduct sessions on particular phases of advertising. These will include:

Community advertising, graphic arts, retailers, direct by mail advertising, outdoor, financial, newspapers, agencies, education, better business bureaus and national and territorial advertising.

Related conferences will be held by the California Advertising Service Association, the California Association of Daily Newspaper Advertising Managers, Intermountain Newspaper Publishers, San Joaquin Valley Secretaries Association, which includes the publicity and chamber of commerce men.

At luncheons Monday, Tuesday, Wednesday noons, May 26, 27, 28, three-minute speaking contests will be conducted.

Monday evening the presidents and secretaries banquet will be held in the Californian. Fresno's new million-dollar hotel, followed by the convention ball. Tuesday evening will be stunt night. Wednesday afternoon the annual business meeting is scheduled and in the evening the convention banquet will be held in the municipal auditorium.

Convention arrangements are in the hands of a committee of which H. B. Gregory, business manager of the *Fresno Republican*, is the chairman.

Present officers of the association include: President, Don Francisco, co-manager, Lord & Thomas, Los Angeles; secretary-treasurer, C. M. C. Raymond, executive secretary, Advertising Club of Los Angeles; vice-presidents and directors: Raymond P. Kelley, Syverson-Kelley Advertising Agency, Spokane, Wash.; Arthur Wichman, advertising manager, *Seattle Post-Intelligencer*; W. S. Kirkpatrick, W. S. Kirkpatrick Advertising Service, Portland, Ore.; Lon Cleveland, Cleveland Outdoor Advertising Company, Modesto, Cal.; Arthur J. Morse, manager, Southern California Music Company, San Diego, Cal.; Florence Gardner, executive secretary, San Francisco Advertising Club, San Francisco; T. M. R. Keane, McCormick Bros., Tacoma, Wash.

Twenty trophies will be contested for by members of the 16 clubs attending the convention. These awards will be offered for the most inspiring address, best exhibit of constructive Better Business Bureau accomplishments, best exhibit of "Truth in Advertising," and "Good Will" building, best record of advertising club's accomplishments during the year, most constructive address before general sessions, most instructive address, best agency exhibit, best display of commercial art, best individual advertising service exhibit, best direct by mail exhibit, best display in banking publication, finest exhibit of printed specimens, most effective use of pictures and others.

Governor Friend W. Richardson of California will award the trophies to the winners at the banquet Wednesday night.

Jo Zwierling of the *New York American* has written a play "One Helluva Night," produced in New York by the Cheese Club, all newspaper men.

Ogden Reid Honored in Paris

Ogden Reid, publisher of the *New York Herald-Tribune* was made an officer of the Legion of Honor in Paris, May 16. The grade of Chevalier of the Legion had been conferred on Mr. Reid when he visited Paris in 1922. Presentation of the officer's insignia took place at the Foreign Office with appropriate ceremonies.

NEW MISSOURI PRESS ASSOCIATION FORMED

Dailies Organize to Facilitate News Exchange During Closing Journalism Week, Sessions at Columbia— Banquet Ends Meet

The 15th annual Journalism Week at the University of Missouri, Columbia, Mo., closed with the organization of the Missouri Daily Press Association, a subsidiary of the Missouri Press Association, for the purpose of improving news service, and to advertise the buying power of Missouri and the power of its dailies on the basis of consolidated circulation in a more concerted effort and a more uniform policy to obtain foreign advertising.

The activities of the week ended with a "special edition" banquet on Friday night, May 16, the principal speaker at which was President Stratton D. Brooks of the University of Missouri. This was his first public address in which he dealt with a subject related to that which recently caused the debate in New York City between President Nicholas Murray Butler of Columbia University and himself, on law enforcement and prohibition.

Speaking of the scope of Journalism, President Brooks said: "The press of the nation has power far beyond that of the schools. It exerts a much wider influence. It can do much more for the public good if the newspaper men of the nation realize their power and will pound

into the people those principles for which our forefathers fought."

Wallace Odell of Tarrytown, N. Y., president of the National Editorial Association, also a speaker at the banquet, told the 325 assembled guests, "the country editor has a great problem. In the past he has been the poorest business man in the world, and the National Editorial Association is now trying through the various state press associations to remedy this sad situation."

A cabled international greeting from Chang Tso-lin, governor of the 3 eastern provinces of China was read.

Paul Dupuy, owner and publisher of *La Petit Parisien* of Paris, a visitor to the School of Journalism last winter, cabled: "I consider journalism as the highest mission a man can fulfill. If the readers sometimes seem to turn to that which is lower or vulgar, it is because we have not known how to interest them in that which is noble, inspiring and constructive. Sincerity and good will are more effective and produce greater results in the press than in any other branch of human activity. Prosperous advertising can only be developed on this basis. I deeply admire your School of Journalism, the most interesting of all I visited, and wish it every success which it truly merits."

Dean Walter Williams of the School of Journalism was toastmaster at the banquet, enunciated some of the principles of the profession, saying: "Journalism, in the last analysis, is more than type and paper; it is the message itself that counts, a prophecy of tomorrow's accomplishment. Journalism is at once a tribune, a teacher, prophet and guide. There must be a high inspiration for those who conduct it. It is for the journalist to so print the news that tomorrow's doings may be better than today's—that is the purpose of Journalism Week."

Critics favorably received "Round the Town," a revue written by New York newspaper men being played in this city.

The **Bigger** } They Are—
The **Smaller** }
The **More Average** }

The Harder They Fall!

We draw no circulation lines in the accomplishment of surprising results in the building of classified advertising. From 5,220 to 96,496—we have made successes on newspapers of all circulations.

An Indiana newspaper, circulation 5,220, has made a revenue gain of 333% during seventeen months of our service. And a New England newspaper, circulation 96,496 has gained 112% in revenue throughout fifty-eight service months with us.

And just to pick an average-sized newspaper somewhere between these extremes, a Pennsylvania newspaper of 21,030 circulation shows a revenue gain of 63% during its thirteen service months.

If you'd like to know what we've done for a newspaper of almost exactly the size of yours, write us for a full list of the newspapers of all circulations that we have served with distinguished success.

Get the facts—then get the classified!

THE BASIL L. SMITH SYSTEM, INC.
International Classified Advertising Counsellors
Otis Building Philadelphia

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

New Haven Register

is New Haven's Dominant Paper

Circulation over 40,000 Average Brought 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

KANSAS PUBLISHERS TO ADVERTISE STATE

\$15,000 Set Aside by 24 Dailies for Full Page Copy in Metropolitan Centers—To Combat "Unfavorable" Stories

WICHITA, Kans., May 21.—The sum of \$15,000 has been set aside by the Kansas Publishers' Association, representing the 24 principal daily newspapers of the State to be used in advertising Kansas to the rest of the country, and in combating the unfavorable stories "which eastern papers have been telling at the expense of Kansas."

The first step in the campaign will be full-page advertisements which will appear in the *New York Times*, *Chicago Tribune*, and other metropolitan dailies, setting forth the advantages of living and doing business in Kansas. These advertisements will assert that Kansas is not a grasshopper infested, cyclone ridden area, which has "gone broke," because wheat prices have been bad the past few years; that Kansas is not the habitat of buffaloes, drouths, and freak reformers; that Kansas is made up of intelligent, progressive communities—that it likes a joke as well as the next one but has grown a bit tired of being the butt of all the dull humor of eastern newspaper writers.

Statistics showing the wealth of the state, its crop production, land values, bank deposits, and general business resources will be carried in the copy.

As soon as the advertising has had time to sink in, a committee of publishers will be sent to visit the great advertising agencies of Chicago, Detroit, New York, Philadelphia, and other eastern cities to "sell" Kansas to these agencies as a world market and as a good place in which to do business. The committee consists of Marco Morrow, general manager of the *Topeka Capital*, and assistant publisher of the *Capper Publications*; Frank P. MacLennan, of the *Topeka State Journal*; M. M. Murdock, *Wichita Eagle*; Henry J. Allen, *Wichita Beacon*; W. Y. Morgan, *Hutchinson News*; W. A. Bailey, *Kansas City Kansan*; Jess Denions, *Dodge City Globe*; George Marble, *Fort Scott Tribune*.

Other newspapers represented in the association are: *Arkansas City Traveler*, *Atchison Globe*, *Coffeyville Journal*, *El Dorado Times*, *Emporia Gazette*, *Great Bend Tribune*, *Iola Register*, *Hutchinson Gazette*, *Junction City Union*, *Lawrence Journal-World*, *Leavenworth Times*, *Omaha Herald*, *Parsons Sun*, *Pittsburg Sun*, *Pittsburg Headlight*, *Salina Union*.

STAFF ANNOUNCED

R. E. Austin Named M. E. of New Sioux City Daily

Sioux City, Ia., May 21.—Heads of the various departments of the third daily newspaper, the *Sioux City Daily Register*, to be published shortly after June 1, have been announced.

R. E. Austin, for the last 2 years managing editor of the *Minneapolis (Minn.) Daily Star*, will be the managing editor. Prior to his connection with the *Star*, Mr. Austin was managing editor of the *Duluth (Minn.) News-Tribune* for 2 years, and, prior to that, night city editor of the *Minneapolis Tribune*.

Keith Graul has been engaged as advertising manager. Graul is from El Paso, Tex., where he has been advertising manager of the automobile section of the *El Paso Times*. He was former advertising manager of the Shaw Publishing Company at Galesburg, Ill., and at one time had charge of the automobile advertising of the *Omaha News*.

E. Alquist has been named circulation manager. He was assistant circulation manager of the *Minnesota Daily Star*.

Bernard Campbell has been named city editor. He was formerly connected with the *Duluth News-Tribune*. Miss Agnes Taaffe, formerly society editor of the *Minneapolis Daily News*, and also as-

sistant society editor of the *Minneapolis Tribune*, will head the woman's department.

George Wheeler, formerly with the *Sioux City Journal*, the *St. Paul Pioneer-Press and Dispatch* and the *Minneapolis Journal*, will be sports editor. Ted Laws of Minneapolis has been named as one of the reporters.

H. W. Ward will be foreman of the composing room and Paddy J. Gooson foreman of the press room.

It has been decided that the Register will be issued every afternoon, including Saturday, and will also have a Sunday morning issue.

The Register has arranged for the

complete New York Herald-Tribune syndicate service. Members of the board of directors of the new daily are F. M. Kasper, W. C. Kehm, H. M. Strawn, H. W. Ward and Harry F. Noble. F. M. Kasper is president.

Wichita Times Celebrates

The 17th anniversary of the *Wichita Falls (Tex.) Daily Times*, celebrated this week, gave an indication of the growth of that community and the paper's place in it. The circulation increased from 1,000 to 15,000, while the city's population has increased from 4,500 to 51,500.

"Pavement Advertising" in Italy

Pavement and sidewalk advertising is shortly to be introduced in Rome, according to advices to the United States Department of Commerce from Trade Commissioner Osborne. The company holding the patents has obtained the exclusive concessions to apply this advertising in the street pavements of the Commune of Rome. Letters to form the ads are made from slabs of marble, metal, and mosaic.

Daily Insures Advertisers

The *Easton (Pa.) Express* insured all advertisers against rain in its special Dollar Day Edition, issued May 21.



Opportunity Knocks!

for
**IMMEDIATE
 Delivery—**
(Also for very early delivery—or delivery up to within one year from now)
**FACTORY REBUILT HOE AND GOSS
 NEWSPAPER
 PRESSES**
All sizes from sixteen pages to and including octuple capacity.
Attractive Prices and Terms
 Now is the time to get in touch with us if you need a press immediately or will need one any time within the coming twelve months, and wish to *save money*. We are pricing these presses for quick sale—cash or very reasonable terms, as you prefer.
Wire collect—prompt action advised

GOSS PRINTING PRESS CO.

1535 SOUTH PAULINA STREET, CHICAGO

The Surprise of the

THE "ON TO BRITAIN" NUMBER

Will

Publication D

Advertising Forms

"EDITOR & PUBLISHER" A PIONEER

in the effort to promote interest in international markets and advertising affairs in 1923. In this respect EDITOR & PUBLISHER's "On to London" Number May 19th last year, led all other publications in the field. It is quite natural that with such a notable accomplishment to the credit of the EDITOR & PUBLISHER organization that the response to this effort should be so overwhelming. This fact will be demonstrated to your satisfaction in the great

"ON TO BRITAIN" NUMBER JUNE 21st

Leading American newspapers have reserved space in which to tell of their markets, their merchandising co-operation and their ability to serve local, national and international advertisers.

WIRE YOUR SPACE RESERVATIONS AT ONCE

The "On to Britain" Number will be placed in the hands of the 2,000 advertising delegates on board ship. In these groups (sailing on eight ocean liners) will be found the big men in American advertising affairs—many space buyers and agency executives to whom every American newspaper seeks to present its message.

We have arranged wide "Overseas" distribution during the A. A. C. of W. Convention at Wembley and to the thousands of delegates who will attend from all corners of the British Empire in addition to special distribution direct to leading publishers and advertising agents of Great Britain, and on the continent. This is an extra, as it were, and in addition to the wide distribution of EDITOR & PUBLISHER's regular circulation throughout the advertising and publishing fields of the United States and Canada.

This will be the most unusual number ever attempted in the history of international journalism and advertising.

An edition that will broaden the vision of every advertising man and every newspaperman no matter where he is located or what position he occupies.

This number will be the result of untiring co-operation between our local editorial staff, our London editor, Mr. Herbert C. Ridout and our special commissioner, Mr. H. Rea Fitch. Twelve months of painstaking work is back of this feature edition.

Nothing exactly like this "On to Britain" Number has ever been attempted heretofore. It will be a gigantic stride forward towards better understanding as between British and American advertising and publishing interests. Through its columns, American advertisers and agents will secure better understanding of British markets, media and advertising methods. British advertising interests on the other hand expect to be just as completely informed through this edition as to American markets, media and advertising methods.

Widespread International Distribution Guaranteed

"A.A.C. of W." Convention

Be OF "EDITOR & PUBLISHER"

Date **JUNE 21st**

Close **JUNE 11**

PARTIAL LIST OF EXCLUSIVE FEATURES FROM THE PENS OF GREAT BRITAIN'S MOST INFLUENTIAL ADVERTISING AUTHORITIES

THE following features will be of special interest to publishers, national advertisers and advertising agents on both sides of the Atlantic. Other timely articles and a most unusual array of photographs and art work will create impressive reader-interest in the British section. Articles and features of equal importance from the American angle of this advertising gathering at Wembley will combine in making the "On to Britain" Number a well balanced and extremely influential international edition.

- | | |
|--|---------------------|
| Turn Your Eyes to Britain | Herbert C. Ridout |
| What We Hope the Convention Will Do | C. Harold Vernon |
| My Dream Come True | W. S. Crawford |
| What This Edition Stands For | (Special) |
| History Made in Ten Months | George Scott |
| Some Things the Convention Ought to Put Right | Sir Chas. F. Higham |
| Convention Programmes and Social Arrangements | |
| Pen Pictures of Some of the Men You'll Meet | S. Bernard Smith |
| The Hundred Million Dollar Exhibition at Wembley | Ross Gurney |
| Seeing London | A Lover of London |
| British Advertising as Founded on Truth | Fred'k E. Potter |
| A Tremendous Volume of Unsatisfied Wants | Paul E. Derrick |
| British Nation Big Buyers of Toilet Preparation | Lionel Jackson |
| Department Store Advertising in Great Britain | Sidney T. Garland |
| British Advertising History Made in Mail Order Advertising | Philip Smith |
| Fighting the Cause of the British Country Newspaper | Valentine Knapp |
| Automobile Advertising in Great Britain | Ernest H. Godbold |
| U. S. Houses as Well as British Have Made Mail Order Successes | Eric Field |
| British Newspaper History Goes Back Two Centuries | T. McAusland |
| Co-operative Advertising Schemes by Industries | R. J. Sykes |
| Woman's Position in British Advertising | Anne Meerioo |
| How Shredded Wheat Made Good in British Market | Francis H. Burn |
| Advertising to the Country Markets in Britain | —Osborne |
| London as a Specific Market | Samson Clark |
| Liverpool—Britain's Main Gateway of the West | (Special) |
| Glasgow | (Special) |
| Edinburgh—Scotland's Capital | (Special) |
| Bradford—The City That Said "Nowt" | (Special) |
| Leeds | (Special) |
| The Advertising Clubs of Great Britain | (Special) |
| The Advertising Clubs of Europe | (Special) |

Other Big Features to Be Announced Later



A Big Surprise Feature

Will multiply the reader-interest in this big unusual, international Journalistic effort.

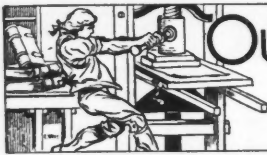
Nothing like this has appeared before in any American trade publication.

We are giving no advance notice of details at the present moment further than our assurance that this feature of the "ON TO BRITAIN" Number will create a sensation among the delegates to the "A. A. C. of W." convention.

This "SURPRISE FEATURE" will be a demonstration of American progressiveness in trade paper advertising on the part of a group of publishers and advertisers who certainly know how to "do things" in a big way.

WIRE SPACE RESERVATION

—Regular Advertising Rates Will Apply



OUR OWN WORLD OF LETTERS

By JAMES MELVIN LEE

A GOOD working book for the newspaper library is "Advertising Copy" by George Burton Hotchkiss (Harper and Brothers).

The book is plainly intended as a text and working manual for copywriters of various degrees of expertness and for students who are learning to write copy either in the business office or in the university class. The author's own experience is teaching copy writing during the past 12 years admirably qualifies him to present the principles of good copy in a way that is both interesting and helpful. Believing that copy should be interesting and informative enough to be read in competition with the contents of the publication in which it appears he has practiced what he preaches by making his text intensely interesting and informative. He has also tried to link up the practical work of advertising copy with the literary forms which are taught in most classes in English Composition.

Although Professor Hotchkiss has thoroughly covered the elementary points of good copy, he has not by any means contented himself with these. He has tried to make his analysis of the subject so complete that it will be useful as well as stimulating to the most advanced practitioners in advertising. As he points out in his preface "I have noticed that the more expert a writer is, the more he welcomes any suggestions that may lead to even a slightly better mastery of his art." Hence, he gives considerable space to advanced technical details of word-choice, rhythm, headlines, and slogans.

One outstanding feature of the book is its collection of illustrative specimens, including seventy-eight full page reproductions of up-to-the-minute advertising. These include nearly all the commonly used varieties of copy and plainly indicate painstaking care in selecting advertisements that are of outstanding excellence from the standpoint both of artistic merit and of practical results.

These specimens, along with the comments on them, are intended to be of service to the buyer and judge of advertising as well as to the writer as seller, by furnishing a common basis of discussion. The author's own experience in agency work has evidently made him aware of the fact that the advertiser is not always able to tell just what kind of copy he wants, nor is the publisher or agent always able to explain as clearly as he would like, just what kind of copy he advises.

The author disclaims any belief that he has said the final word on advertising copy. Nevertheless, he has given a more exhaustive summary of the things that make for good copy than has ever before been attempted. The book is likely to be accepted immediately as a standard working tool for all those who have to write or to criticize advertising copy.

EDGAR VALENTINE SMITH, assistant city editor of the *Birmingham News*, is attracting considerable attention with his short stories, one of which was judged the best short story in 1923. This tale was entitled "Prelude." To *Harper's Magazine* for May he contributes "Silhouette"—a story of negro life, doubtless based upon a real incident in the police court.

THE article, "How Carl Magee Broke Fall's New Mexico Ring" by William G. Shepherd in the *World's Work* for May is almost "spot news"—except for New York newspaper men. It is practically the address which Shepherd delivered at a newspaper forum held under the auspices of the Civic Club of New York City. As I presided at this forum, I can bear testimony to the interest aroused by Shepherd's story of how Carl

Magee conducted the *Albuquerque Morning Journal*, and a little later, the *New Mexico State Tribune*.

ADVERTISING managers, especially on provincial dailies, will find "The Year Book of the Dry Goods Economist" a volume to keep for reference, and also a volume to give away to merchants who advertise. Briefly, the book is a collection of practical sales plans, advertising copy suggestions, and timely merchandising ideas for merchants who buy newspaper space.

At a time when publishers are bringing out the best short stories of 1923, the best news stories of 1923, it is worth while to have a companion volume of the best advertising ideas, even though the title of such a volume is called the year book.

Every advertising manager who has to help merchants prepare copy should look over every fourth page of the section headed "Advertising Ideas." These pages contain sales events and other advertising material ready for general use for appropriate months. The ready-written copy should be regarded as skeleton copy to be revised and adapted to meet the policies of individual stores.

The section entitled "Selling Ideas" describes over 200 sales plans which have been tried out in type and which have worked. This section, however, is designed more for advertising executives of stores than for advertising managers of newspapers.

The concluding section, "Merchandising Calendar" ought to be as helpful to the advertising manager as the memorandum pad on his desk. In fact, the former will supplement the latter very nicely.

The volume is edited by Guy Hubbard, Arthur Sinsheimer, and Ernest C. Hastings. It is published by the Dry Goods Economist, 239 West Thirty-Ninth street, New York City.

A COPY of *Collier's* for May 10 is on my desk. It "reminds me" that Heywood Broun has in this issue, "Shooting the New Idea"—an article telling the father how to bring up his boy in the way he ought to have gone. The issue is on my desk because Jack Binns, who was recently elected president of the Newspaper Club of New York, begins a radio department in this number.

IN the issue of the *Saturday Evening Post* for April 26, Frank Ward O'Malley, who knows a thing or two about reporting, has a satirical sketch which should have been headed "What Every Cub Reporter Ought to Know." Desk men will doubtless enjoy the humor more than those on the street.

A. H. BITTNER, the assistant editor of *Short Stories Magazine* puts the cards on the table face-up in a small volume, "What An Editor Wants" (The Author and Journalist, Denver, Col.). The purpose of the book is thus outlined by the author:

It is an attempt to help writers to produce stories worthy of publication that this book has

There is no unemployment in
PORTSMOUTH, OHIO

and this city is in very prosperous shape. An average of \$20,000,000 is spent in Portsmouth every year and this prosperous market can be reached only via the

**EVENING TIMES
MORNING SUN
SUNDAY SUN-TIMES**

They cover South Central Ohio like the dew.

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

been prepared. In it you will find no panacea for writing ills, no sure-thing method of selling your work, no set rules that can be applied to fiction as axioms and propositions are applied to problems in geometry. In it I have simply set down, from a fiction editor's viewpoint, the faults which cause the rejection of many manuscripts and some suggested ways of avoiding these pitfalls.

The chief asset of the volume is the fact that it is written by an editor who buys fiction and not by an author compiling a volume describing what editors may or may not want. "Short, sane, and sensible" might be a good phrase to describe the manual.

THE youngsters at home possibly may enjoy "Working Through At Lincoln High" by Joseph Gollomb (Macmillan Company). The trick is turned by reporting school news for the local paper. I would say more about this tale for the youngsters except for the fact that the hero of the story, James Melville Lee has a name that reads too much like that of the conductor of this department.

A SHORT story dealing with newspaper life which ought to be marked "must" for personal perusal in "Imagination and the String Bean" by Mary Roberts Rinehart in *Hearst's International Magazine* for May. Reporters will want to ask the city editor how he liked it.

ABOUT a year ago, Scribner's Magazine published the first story from the pen of McCready Huston, who is connected with the South Bend (Ind.) Tribune. In the May issue of Scribner's he has a story entitled, "Not Poppy." In an editorial note, the editor of Scribner's says that Huston "mlike too many new authors, has continued steadily sending us good stuff," and then adds, "no one outside of an editor's office can have any idea what that means when the stuff gets better and better."

I have called attention to the two stories in which Huston dealt with newspaper life and which he published in the Red Book. Best of all, however, I like the stuff which Huston puts on the editorial page of the Tribune.

HOUGHTON MIFFLIN COMPANY of Boston announces a new book on editorial writing by M. L. Spencer, director of the school of journalism at the University of Washington. Spencer was granted a leave of absence last October in order that he might have the necessary time to complete this volume which is scheduled for publication next fall.

IN the April issue of the *Washington Newspaper*—a trade paper dedicated to the improvement of journalism in Washington, C. C. Rosewater, Publisher of the *Seattle Post Intelligence*, chats in very interesting way on the subject, "Building Permanent Circulation." Listen to what he says about the logical limits of circulation:

Circulation outside logical limits ought to be sold at a price which will not make it a charge against the cost of producing advertising. To develop circulation just to swell the figures regardless of location is misdirected energy.

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 small cities a newspaper works to cover the whole field, but in larger cities, frequently a part of the community is chosen as a field, particularly in very large cities. Political party lines at one time more than now, divided the field. Some publishers choose to present the news and point of view of classes, or masses exclusively, and so divide their fields. Some emphasize the man's appeal and some the woman's appeal.

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., 7 Water St.,
Chicago, Ill. Boston, Mass.

1893 **SERVICE** 1924
as visualized by

BENJAMIN & KENTNOR CO.

BENJAMIN & KENTNOR CO. representatives are accorded audiences with space buyers and advertisers because their solicitations are recognized as being made on first hand knowledge of markets, circulation and conditions.

BENJAMIN & KENTNOR CO. representatives have no hallucination that they are able to flirt with facts; that they can "put it over" or that they can weave any romance that will stand up under investigation.

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

NATURAL RESOURCES OF SOUTHERN STATES

PLANT YOUR TRADE MARK WITH THESE DAILIES

	Circulation	2,500 lines	10,000 lines
ALABAMA			
***Birmingham Age-Herald (M)	30,930	.05	.08
***Birmingham Age-Herald (S)	49,177	.10	.10
***Birmingham News (E)	75,304	.18	.18
***Birmingham News (S)	83,223	.18	.18
***Mobile News-Item (E)	11,217	.05	.05
***Mobile Register (M)	20,227	.07	.07
***Mobile Register (S)	31,962	.085	.086
***Montgomery Journal (E)	18,054	.06	.06
FLORIDA			
***Florida Times-Union, Jacksonville.. (M&S)	39,226	.09(.108)	.09(.108)
***Pensacola News (E)	5,372	.03	.03
††St. Petersburg Independent..... (E)	7,236	.03	.03
***Tampa Times (E)	14,770	.05	.05
***Tampa Tribune (M&S)	25,651	.07(.085)	.06(.078)
GEORGIA			
***Augusta Herald (E)	16,024	.05	.05
***Augusta Herald (S)	16,562	.05	.05
***Macon Telegraph (M)	23,876	.07	.07
***Macon Telegraph (S)	25,135	.07	.07
**Savannah Morning News (M) 20,552.. (S)	22,437	.06(.078)	.06(.078)
KENTUCKY			
***Lexington Leader (E)	18,432	.05	.05
***Lexington Leader (S)	18,538	.05	.05
***Paducah Sun (E)	8,759	.04	.04
NORTH CAROLINA			
††Asheville Times (E)	8,969	.04	.04
**Asheville Citizen (M)	11,760	.055	.055
**Asheville Citizen (S)	12,421	.055	.055
***Greensboro Daily News..... (M)	22,424	.07	.06
***Greensboro Daily News..... (S)	29,807	.07	.07
***Raleigh News and Observer..... (M)	27,984	.06	.06
***Raleigh News and Observer..... (S)	32,372	.06	.06
***Winston-Salem Sentinel (E)	14,213	.05	.05
SOUTH CAROLINA			
***Columbia State (M)	22,023	.06	.06
***Columbia State (S)	23,079	.06	.06
Greenwood Index Journal (E&S)	4,367	.025	.025
***Spartanburg Journal (E)	3,799	.04	.04
***Spartanburg Herald (M) 6,014.. (S)	8,023		
TENNESSEE			
***Chattanooga Times (M)	24,122	.07	.07
***Chattanooga Times (S)	24,355	.07	.07
†††Nashville Banner (E)	56,892	.10	.10
†††Nashville Banner (S)	66,989	.11	.11
VIRGINIA			
*Alexandria Gazette 8,900	.025	.025	
***Danville Register and Bee..... (M&E)	12,225	.05	.05
***Danville Register (Sunday).....	7,890	.05	.05
***Newport News Times-Herald..... (E)	7,660	.05	.05
***Newport News Daily Press..... (S&M)	5,725		
***Roanoke Times & World-News..... (M&E)	26,048	.07	.06
***Roanoke Times (S)	17,586	.07	.06
***Staunton News-Leader (M), Leader... (E)	6,588	.035	.035

* A. B. C. Statement, April 1, 1923.
 ** A. B. C. Statement, Sept. 30, 1923.
 †† Government, Sept. 30, 1923.
 *** A. B. C. Statement, April 1, 1924.
 ††† Government Statement, April 1, 1924.

Every mineral, with the exception of two out of fifty-seven mined in the United States, is found in the South.

The potential wealth of most of these mineral resources, exclusive of iron and coal, is overshadowed by the South's position in regard to petroleum. The aggregate of petroleum still in Southern fields is estimated at 5,000,000,000 barrels or 55 per cent of the deposits in the United States.

The South's potential wealth above the ground is in its large acreage of forest land. It is estimated that the South has nearly 40 per cent of the wooded area and 23 per cent of the saw timber of the United States.

Through its hydro-electric power, harnessing many of its rivers, the South has increased its buying power tremendously, and yet the possibilities have scarcely been touched.

No manufacturer or National Advertiser can study these few basic facts without realizing that the South's buying power rests on a firm foundation.

LINEAGE LOSS CAUSED BY MERGERS HALVED IN APRIL IN NEW YORK

Herald, Globe and Mail Last Year Had Combined Total of 2,400,000 Lines, Now Missing, Yet Net Loss Is Only 1,148,772 Lines

CONSOLIDATIONS have bent the curve of New York advertising lineage into a fish-hook. Nine of the 13 newspapers that remained of the 16 alive in April, 1923, carried a larger volume of business in April, 1924, than they did in the previous April, but the net loss for the whole 16 was 1,148,772 agate lines. The April, 1924, total was 14,243,344 lines. The April, 1923, total was 15,392,116 lines.

In the latter are included the figures for the Herald, Globe, and Mail, now removed from the field, whose combined volume last April was 2,498,212 agate lines. The April, 1923, volume of the present 13 papers therefore totalled 12,893,904 lines, and the total for the month just past represents a gain for these papers of 1,349,440 agate lines, or about 9.5 per cent. Three of the four newspapers showing losses for the month issue Sunday editions, of which there were 4 in April, 1924, against 5 in April, 1923. The greatest gainer for the month were naturally evening papers, with no Sunday editions. The Sun gained 378,202 agate lines, its companion Munsey paper,

the Telegram-Mail, gained 242,660 lines, and the Evening Journal, gained 254,882 lines. The Herald-Tribune gained 297,842 lines over the Tribune's total for April, 1923.

Newspaper consumption also shows a considerable drop, as indicated by the number of pages printed—13,384 against 14,692, or a decrease of 1,308 pages, or almost 10 per cent. The average daily circulation of the papers listed as of April 1, was 3,596,034 copies, against 3,777,951 copies as of April 1, 1923, a decrease of 181,917 copies per day. For the month, this theoretically represents a decrease of about 1,900 tons of newsprint, valued at present market prices at approximately \$142,000. The actual saving was less, however, since the Herald Tribune and the Telegram-Mail circulations are considerably larger than the figures noted in the April 1 statements indicate. Most of the papers printed in April, 1924, more pages than in April, 1923, and the decrease is due wholly to the suspension of the Globe, Herald and Mail.

Comparative figures for the month follow:

Table with columns: Pages, Percentage of Total Space, 1924, 1923, Gain, Loss. Lists various newspapers and their circulation statistics.

*No Sunday edition. **92,686 lines American Weekly not included. †Telegram and Mail combined January 28, 1924. ‡Sunday issue discontinued March 16, 1924. §Sun and Globe combined June 4, 1923. Name changed to Sun March 10, 1924. ¶Herald and Tribune combined March 19, 1924.

Table with columns: 1924, 1923, 1922, 1921, 1920, 1919, 1918. Lists circulation statistics for various newspapers over a seven-year period.

† Totals . . . 14,243,344 15,392,116 14,186,942 12,876,618 13,871,596 11,579,258 9,504,118 ‡ Figures not recorded.

Cooper Wins Golf Title

Fred B. Cooper, editor of the Topoka (Kan.) Construction News, for the 8th consecutive time defeated B. C. Harris of Herrington for the state editorial golf championship. Finals were held at the Wichita Country Club links.

MOST NEWS

The largest morning daily circulation in Pittsburgh

The Pittsburgh Post MORNING AND SUNDAY

Daily Circulation . . . 118,000 Sunday Circulation . . . 175,000 Member A. B. C.

Greatest Advertising Gain

The Sun, New York, gained 1,221,482 agate lines—4,000 columns—of advertising in the first four months of 1924 over the corresponding months last year—the greatest newspaper advertising gain in America. The more than 250,000 daily purchasers of The Sun constitute the largest circulation of high-class readers attained by any New York evening newspaper.

The Sun New York Circulation more than 250,000

APRIL BEHIND 1923 LINEAGE

Gains Made in 16 of 29 City Totals, Despite Loss of One Sunday

Sixty-three of the 130 newspapers whose advertising totals are reported by the New York Evening Post Statistical Department for April carried a larger volume in April, 1924, than in the same month last year. Fifty-eight ran behind April, 1923, totals, and in nine cases no comparison is available. Totals for 16 of the 29 cities listed are above those of last April, with 13 showing losses. The net loss for the 29 cities listed is 1,516,650 agate lines, the greater part of which is shown in New York. This figure is analyzed in connection with the detailed statement of New York lineage in another column and indicates that the apparent loss is due to continuations of newspapers during the past year. April, 1924, had four Sundays against five in April, 1923. Totals by cities follow:

Table with columns: 1924, 1923, Gain. Lists advertising totals for various cities like New York, Chicago, Philadelphia, etc.

Totals . . . 124,888,504 126,405,154 1,516,650*

A. P. Extends N. Y. State Service

Extending its New York state news service, Associated Press, May 16, opened a Central New York office at Syracuse, N. Y. The local work will be in charge of Lewis B. Sebring, Jr., from the Albany staff. He will have quarters in the daytime in the office of the Syracuse Herald and at night in the Post-Standard office.

Tyler Launches Weekly

W. N. Tyler is president and editor of the Review, a new weekly newspaper, published at Jackson Heights, Queens County, New York.

PRIZE WINNER



Magner White's story in the San Diego (Cal.) Sun, describing an eclipse of his paper's namesake, won the 1924 Pulitzer Prize for the best example of reporting in 1923.

New Jersey Press Meets

New Jersey Press Association held its 68th annual convention and tour, June 20 to 23, inclusive, at South Mountain Manor, Wernersville, Pa. Members assembled in Reading. The convention was featured by conferences of newspaper men connected with New Jersey's daily and weekly journals. R. E. Lent, of the Passaic Daily News, was in charge of the conferences of the daily newspaper men. The conferences of the weekly newspaper men was conducted by F. A. Robertson, of the Washington Star.

Nurse's Libel Suit in Court

The \$150,000 libel action brought by Miss E. Marie Wilson, Watertown nurse, against the Syracuse Newspaper Corporation, publisher of the Syracuse Telegram and the Oswego County News, went to trial this week in supreme court at Watertown. Miss Wilson seeks damage for a news story which said that she had eloped with Dr. Percival D. Bailey, former superintendent of a sanitarium at Orwell, N. Y., where Miss Wilson was formerly employed.

Vanderbilt, Jr., Insured for Million

Cornelius Vanderbilt, Jr., publisher of the San Francisco Illustrated Daily Herald and the Los Angeles Illustrated Daily News, has taken out insurance to the amount of \$1,000,000, and has applied for \$800,000 more. He obtained the policies to protect the stockholders in the Vanderbilt Newspapers, Inc., he announced.

Doherty to New York News

Edward Doherty, for two years correspondent of the Chicago Tribune at Los Angeles, has been transferred to the city staff of the New York Daily News.

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Directory of Leading Features for Daily, Sunday and Weekly Newspapers. Includes sections for Cartoons, Motor Service, Fashions, Fiction, Full Page Mats, and Women's Features.

Cooper Wins Golf Title

Fred B. Cooper, editor of the Topoka (Kan.) Construction News, for the 8th consecutive time defeated B. C. Harris of Herrington for the state editorial golf championship. Finals were held at the Wichita Country Club links.

BUILD THE FOUNDATION IN NEW ENGLAND

IF you are able to conduct a nation-wide advertising campaign — build the foundation in New England.

If you are only able to begin with a limited territory, where your sales organization will be able to completely cover the field and back up your advertising effort with satisfactory distribution—center this initial territorial campaign in New England.

You do not find it necessary to lay out a different and distinctive campaign for each state, as is often advisable in neighboring states of other sections of the United States. New Englanders have the same desires from Maine to Vermont and New Hampshire to the shores of Long Island Sound. They have the same average wealth and the same purchasing tendencies.

Such is the condition of this field for active sales promotion.

To the increasing regular population there is added each summer the largest and wealthiest class of tourists and vacationists known to the American continent.

To these hundreds of thousands of people the daily newspaper is the all-important and influential medium of sales promotion.

Profit by the success of the greatest national advertisers — select the accompanying list of result-producing newspapers.

MASSACHUSETTS—Population, 3,652,356

	Circulation	2,500	10,000
***Attleboro Sun	(E) 5,414	.0275	.0175
†††Boston Globe	(M&E) 276,616	.50	.50
†††Boston Globe	(S) 332,083	.55	.55
***Boston Post	(M) 362,520	.60	.60
***Boston Post	(S) 667,600	.55	.55
***Fall River Herald	(E) 15,271	.045	.045
***Fitchburg Sentinel	(E) 11,410	.055	.045
***Haverhill Gazette	(E) 18,903	.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	.06
***North Adams Transcript	(E) 9,604	.0375	.03
††Pittsfield Eagle	(E) 16,907	.04	.035
***Salem News	(E) 21,154	.09	.07
††Taunton Gazette	(E) 6,263	.04	.03
†††Worcester Telegram-Gazette	(M&E) 64,365	.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)	.06	.06
***Portland Express	(E) 26,400	.10	.07
***Portland Telegram	(S) 28,734	.10	.07
(Sunday Edition Express)			
†††Waterville Sentinel	(M) 5,989	.065	.025

NEW HAMPSHIRE—Population, 443,663

***Concord Monitor-Patriot	(E) 5,326	.0375	.025
††Keene Sentinel	(E) 3,518	.03	.034
***Manchester Union Leader	(M&E) 26,846	.10	.07

RHODE ISLAND—Population, 694,397

†††Newport Daily News	(E) 6,134	.0336	.0296
†††Pawtucket Times	(E) 25,391	.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) 23,061	.10	.09
***Westerly Sun	(E&S) 4,499	.025	.025
***Woonsocket Call	(E) 13,652	.05	.05
(A) Combination rate Daily Journal and Eve. Bulletin.			

VERMONT—Population, 352,428

***Barre Times	(E) 6,885	.03	.025
†††Bennington Banner	(E) 3,059	.0125	.0125
***Burlington Free Press	(M) 12,693	.05	.05
***Rutland Herald	(M) 10,546	.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
†††Middletown Press	(E) 7,986	.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) 5,300	.03	.03
***Stamford Advocate	(E) 8,994	.0375	.03
***Waterbury Republican American	(M&E) 21,951	.08	.07
***Waterbury Republican	(S) 15,181	.06	.05

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

CLASSIFIED ADVERTISING

The New Public Service

XX.—STANDARDIZED CLASSIFICATIONS—THE SOLICITOR'S STRONGEST SALES POINT

By BASIL L. SMITH

A FAVORITE phrase of real estate and automobile dealers who are putting properties or cars on the market is this:

"Must be seen to be appreciated." Give a slight twist to the expression and it tells an important truth about a classified medium:

"Must be understood to be appreciated."

An automobile or real estate prospect can't be sold until he actually looks over the car or the house in question. And no more can a classified prospect be sold until he realizes the value and service-giving quality of a perfectly catalogued medium.

Not many houses are sold by the people who simply say: "I have a house to sell." The sales are made by the dealers who say: "Look at the size of my house, notice its lawn, its hardwood floors, its excellent plumbing and its comfortable heating system."

And the solicitors who announce that they are selling classified ads, and let things go at that, very often belie their words. They are not selling classified ads—they are only trying to. The real solicitor who gets the business is the one who says: "Look here—at the service features that my medium, alone among its competitors, offers you. Look at its perfect arrangement. Look at its standardized classifications. Look at the convenience of its alphabetical and numerical system. Here are the ads for your money!"

The strongest point of scientific classified advertising lends itself to the clearest and most striking sort of presentation to prospects and customers. It is easy to sell "A-B-C," perfect-catalogue, classified advertising as a service because it was built with the one paramount idea of service in view. It is what it was designed to be—a convenience to readers and a source of profit to advertisers. It offers systematized opportunity-finding to readers and scientific selling to advertisers. And it gets results because, with this combination of factors, results are inevitable.

To make the point clear to prospects who are unfamiliar with the character of this modern type of medium, it is only necessary to show them the day's classified section, ask them to compare it with any other classified advertising they have ever seen and give them a few illustrations of its clear-cut superiority.

The solicitor asks them if they ever tried to find a friend's house in some partially developed suburb before the streets were completely laid out and named. Then he asks them to imagine a whole city laid out in the same state of confusion. Then he suggests to them that in this thought they have some idea of what other classified advertising looks like to its readers in comparison with the perfectly catalogued medium that his newspaper offers. He shows them how the classifications correspond to clearly named streets, and the alphabetically listed ads under them to numbered houses. He gets them to look at the

LOOKING AFTER A NEWSPAPER'S "UNSEEN ASSET"

NO one can go to a newspaper's cash drawer and take out a handful of good will.

But all the same, good will based on confidence and support is the biggest asset any publisher can have in his business—because with it he can build up all the material assets he needs.

Classified advertising, essentially and primarily and individual service to each reader of a newspaper, is and always will be the source of that good will which can come only through intimate contact and genuine helpfulness.

And, Mr. Smith believes, as a newspaper's classified advertising grows in utility and appeal, its claim on the confidence and support of its readers will increase to unlimited proportions. Watch for his article on this point next week!

medium as its readers look at it—makes them see the classified section as a widely consulted buying guide in which their ads will receive the immediate attention of everyone who might be interested in them. He presents these facts clearly to them, and intelligent prospects will be in a position where they will very largely sell themselves.

Another angle of illustration is to compare the carefully grouped and arranged medium with a big department store where thousands of buyers come every day. The solicitor brings out the fact that the success of the department stores lies in its network of specialized departments, all easily accessible and brought together in one large, convenient store. Then, he asks them if that is not exactly the service that his medium is performing for its thousands of daily readers. He points out the group headings as the different main departments, the separate classifications as aisles and the individual ads as shelves. He asks them what could make classified "shopping" any more convenient or profitable for readers. And so he drives home the point that their ads will be in as opportune positions to attract buyers as any of the articles in a busy department store.

To show exactly why the scientific medium pulls results for its advertisers is the most convincing selling argument that can be used. And this is accomplished when prospects are made to see why readers find such a classified section so convenient and profitable to consult

every day. Prospects will best see what the medium can do for them when they hear what it is doing for the audience of readers that they want to reach. Reader-interest is result-power. And the standardized classifications are the very roots of reader-interest.

Book Men Urged to Use Dailies

Delegates to the 24th annual convention of the American Bookseller's Association, held in New York last week, were urged to use more newspaper advertising by J. Joseph Estabrook, Baltimore, Md. He said billboards and street car advertisements did not bring the results newspapers did. He also declared that a report of leading booksellers showed that from 2 1/2 to 3 per cent of their gross annual business should be spent for newspaper advertising.

Vanderbilt Daily Sued for Libel

A. E. Graupner, attorney, has sued the San Francisco Illustrated Daily Herald for \$245,000 for alleged libel, claiming that he has been misrepresented in a series of articles appearing in The Herald regarding the American Legion. Cornelius Vanderbilt, Jr., is publisher.

Changes to Evening Field

The Huntsville (Ala.) Morning Star, a daily established in Huntsville last February by Edward Doty, has changed from the morning to the afternoon field. The word "Morning" has been dropped from the name. The paper will use the International News Service.

HUDSON SEASON STARTS

N. Y. Newspaper Men on 18th Annual Outing to the Catskills

The Hudson River is again navigable. Sure, the ice went out long ago, but the river is never open until it is done with proper ceremony by the party of New York newspaper men which visits the Catskills every Spring. This week, as the Newspapermen's Association of Greater New York and Vicinity, fifty of them sailed to Saugerties, spent a day motoring over the mountain roads, and returned to New York via the Day Line from Catskill.



JAMES MCKERNAN

This outing has been under the auspices of the Circulation Managers' Association of New York City for 18 years, but in recent years attracted men from every department of the local newspapers.

James McKernan, now president of the Kings County Newspaper Company and for many years chairman of the Circulation Managers' Association, is also chairman of the new organization and made arrangements for the outing. Ed Roberts, manager of the New York World-Catskill Information Bureau, was in charge of entertainment in the mountains.

Papers Strengthen Church Influence

Newspaper publishers have shown themselves zealous to use their influence to strengthen the hands of churches in their localities. Hundreds of papers have given much space to constructive suggestions concerning church attendance.

Many papers also are using popular hymns as recently offered by the Newspaper Hymn Service of Groton, Conn.

Incidentally, of course, the history of journalism shows that the papers which consistently and persistently have put their energies on the side of right living and have reinforced struggles of the church to get the community to the straight and narrow path have profited most. Righteousness pays here as well as hereafter.

If the copy committee of the Church Advertising Department can help with suggestions—write to Herbert H. Smith, Witherspoon Building, Phila., Pa.

CHURCH ADVERTISING DEPARTMENT

A. A. C. W.

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

Associated Advertising
383 Madison Ave.



Clubs of the World
New York City

FIRST IN PUBLIC SERVICE

The Evening World.

The World and the Evening World have a combined circulation daily, of 650,000 for \$1.20 per agate line gross, subject to contract discounts. They carry more high class dry goods advertising; are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

Advertise in Newspapers by the Year

The Evening World

Pulitzer Building, New York
Mallers Building Ford Building
Chicago Detroit

35,434

Net paid (1923) Average.
An increase of

47% in 7 Years.

TRENTON (N.J.) TIMES

KELLY-SMITH CO.

National Representatives

Marbridge Bldg.
New York

Lytton Bldg.
Chicago

WHAT OUR READERS SAY

Editor & Publisher Indispensable

New York, May 14.

To EDITOR & PUBLISHER:—It is a great thing to realize a vision of many years past and I congratulate you heartily on having built up a service station in your excellent publication. I have watched its development with great interest and each department which you have added has made EDITOR & PUBLISHER more indispensable.

CONE, HUNTON & WOODMAN, INC.,
M. D. HUNTON.

It Keeps Improving

To EDITOR & PUBLISHER:—Your magazine has done more for the newspaper profession than any other agency I know of. It is a continual surprise to me to see how you keep on improving the magazine when it seems perfect the way it is.

WILLIAM S. MAULSBY,
Department of Journalism,
University of Iowa.

Bruce Bliven's Appreciation

May 9, 1924.

To EDITOR & PUBLISHER:—I can't resist the impulse to write to you in admiration of the excellent report contained in EDITOR & PUBLISHER for May 3 of the convention of the American Society of Newspaper Editors. It is a very welcome novelty to see such ample recognition of the editorial side; and the job of reporting done seems on the face of it to have been a bully good one.

Sincerely,

BRUCE BLIVEN.

The Syndicate Problem

To EDITOR & PUBLISHER:

I believe all syndicates would welcome any movement on the part of the American Society of Newspaper Editors to correct some of the very abuses which have led to present syndicate practices. The basis of all business dealings is the sanctity of a contract. It should not be brushed aside as a scrap of paper. Yet nearly every syndicate that I know about will testify that a certain number of editors in America have no more regard for a contract than they have for a piece of copy paper.

There must be a mutual recognition in every business transaction of the equities of each side. Syndicates have a certain function to perform. They are the marketing agents for those who produce features—the artists and the writers. In many instances, syndicates themselves are the creators of good features.

There is a certain financial risk involved in every business, and it is apparent that what is mostly lacking today in connection with the handling of features is stability. I am convinced that if the newspaper editors were to handle syndicates on a businesslike basis, the syndicates themselves would not be required to adopt the tactics they have in the past.

For example, a syndicate undertakes to market the products of a well-known artist who refuses to be marketed, however, until he has a definite contract guaranteeing him a certain sum of money. The syndicate cannot repudiate its contract with the writer. I venture the assertion that if all the syndicates were investigated it would be found that practically all of them have a great deal more respect for the contracts they have with the contributors and artists than certain newspaper editors have had for the same contracts when arranged between syndicates and newspapers.

The syndicate which can assure itself of a fixed revenue from a newspaper on a contract basis is not going to be compelled to resort to price raising tactics and other arbitrary

methods in order to assure itself of a fair return.

I must confess that I was surprised to read that this whole subject of syndicate methods was discussed at all in the convention of the American Society of Newspaper Editors. I had formed the impression that the purpose of the Society was not to discuss ways and means by which the newspapers could make more money for themselves, either by co-operative buying or by other practices which would interfere with the opportunities of artists and writers to get more for their wares, but that the whole object of the Society was to raise the standard of newspaper ethics. Surely the American Institute of Architects does not discuss at its meetings whether the bricklayers or the carpenters should get more or less for their labor. They concern themselves chiefly with the attitude of architects to each other and with the general ethics of their profession. That is one reason why if the syndicate problem is touched at all it seems to me that the reform should come from within, and that the newspaper editors should bind themselves together as the first principle of ethics to respect the contracts which they make with syndicates.

Second, there is a serious question in my mind whether such plans as were discussed at the Atlantic City meeting, whereby editors would bind themselves together to refrain from buying from certain syndicates, is not another form of boycott. Also it does not seem to be exactly ethical for newspaper editors to get together and exchange confidential information received by them from various syndicates with respect to prices. If it is the purpose of newspaper editors to enter into a buyers' trust, the inevitable result of such a move will be the formation of a sellers' trust. The syndicates will be compelled to organize for their own protection, and the inevitable result will be the monopoly of certain high grade features and the necessary raising of prices.

Third, it seems to me that the law of supply and demand and the rules of competition which are applicable to other businesses should not be entirely disregarded so far as syndicates are concerned. Some of the plans seriously advocated at Atlantic City mean in their essence a limitation upon the earning opportunities of artists and writers. Do we ever hear of a corporation or group of corporations whose custom it is to employ the best legal talent, argue that the American Bar Association or any other institution of similar jurisdiction should fix a certain rate for the legal services of lawyers in this country? All these corporations solicit the best lawyers they can get, and if the fees are too high, and they think they can get along with lawyers of inferior ability, they do so. It is all a question of selection and the survival of the fittest. This seems to me to apply to the handling of features. If an artist's or writer's price is too high, and a newspaper feels it can get along without him, it has the right and the privilege of discontinuing his services. Similarly the writer or the artist has the same opportunity to ask the other newspaper in the same city whether it cares to have his services at the same or a higher price.

Fourth, as to the value of features. It would seem to me to be a serious reflection on the judgment of any editor who contends that because he has purchased syndicate features he must necessarily repress the initiative and enterprise of members of his local staff or that he must bury local news because he has bought syndicate features. No one is arguing that the newspapers have to bind themselves for lifetime contracts in the purchase of features. Any man who loads himself up with features which he does not need, is simply mismanaging

his own business. The syndicates are not all at fault in that case. The editors are.

The true test of the value of a feature is not whether it will bring kicks and complaints if omitted. I submit in all seriousness that if the editorial pages of most of the American newspapers were omitted for several days at a time, the public would not write many letters of complaint. I challenge any newspaper editor to omit anything in his newspaper whether it is of local or national origin and the replies from his constituency immediately will not be numerous. That is because the reader is not in the habit of telling the editor of a newspaper how to run his business. He makes up his own mind and quits reading a newspaper in his own good time—usually when his subscription expires. If, however, the editors would seriously ask their subscribers when the subscriptions expire, what are their reasons for discontinuance, they would find a lot of valuable information which they did not learn at the time of the discontinuance of a particular feature or group of features.

The test of a feature is its quality. Editors and readers alike know when a newspaper is interesting and when it is not. It is possible, of course, to print a newspaper with 20 per cent reading matter and 80 per cent advertising and to make money for a certain time. But when the crash comes and circulation begins to decline and there is a panicky effort to discover the reasons, it usually will be found in the fact that the newspaper publisher is not giving his readers a real newspaper. In corroboration of this we need only to examine the recent history of the newspaper business with respect to mergers and consolidations. All these things prove that a newspaper without substance can be put out of the way and will never be missed by the public. It also proves that newspapers which have bought features from year to year and built up a substantial circulation and a solid reading clientele, cannot be bought. Does anyone hear of the Philadelphia Bulletin or the Chicago Daily News or the Indianapolis News or the Chicago Tribune or any of the other large feature-using newspapers going out of business or being bought by competitors?

Another thing which seems to me vital. Many of the members of the American Society of Newspaper Editors represent newspapers which are themselves in the syndicate business. Do these newspapers refrain from following the practices of syndicates which are not connected with newspapers? Or are a few newspaper editors responsible for the arbitrary practices of syndicates? If the true story were told, it would be found that frequently the

impoliteness of a managing editor to a representative of a syndicate was responsible for controversies and grievances which are not easily healed. The syndicates are doing a legitimate business, and deserve courteous and considerate treatment. The newspaper editors will find themselves better treated when they learn to look upon the syndicate business as a legitimate industry. There are, of course, good syndicates and bad syndicates, but the discriminating judgment of the editors is sufficient to determine what ones ought to be given consideration, what products ought to be purchased, and what offerings ought to be thrown into the wastebasket. Again, it is the survival of the fittest.

There are certain editors and publishers who never have any trouble with syndicates. It is a pleasure for the syndicate to do business with them. They are respectful of contracts, they are polite and considerate, they are not necessarily large feature purchasers. But their attitude and tactics invite respect on every occasion. It is the minority in every business who always cause the trouble.

SYNDICATE MAN

Peoria
The
Try-Out City
—THE PEORIA
JOURNAL
Transcript
Puts Tryouts Over!
CHAS. H. EDDY CO.
New York - Chicago - Boston

first!
—in daily circulation
—in lineage
—in reader interest
—in proved results
The Indianapolis
NEWS

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.

In
Baltimore
The paper that
"made" the
shopping district
The
Baltimore
News

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.

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

Use the vast circulation that reaches every level of purchasing power
NEW YORK
EVENING JOURNAL



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

Andrew Milne Reviews His Trip:—Andrew Milne, convention secretary, has been gathering up the loose ends since he got back. Everybody here is delighted with the results of his lightning trip and the manner in which both sides worked to secure co-ordination. Andrew tells me that his impressions may be summed up in the statement that "in America they are looking forward to a convention of unprecedented magnitude and I feel, as things stand at present, so far as details and plans are concerned, they are going to get it."

Wembley Convention Program:—The London Convention Committee announce the following as an outline of the convention social program for the week commencing Saturday, July 12:

Saturday—Arrival at Southampton; Reception and Ball at the Royal Albert Hall.

Sunday—Special Service at Westminster Abbey; Women's Advertising Club of London entertain visiting ladies to Lunch at the Savoy Hotel; Meeting at Central Hall; River Trips, etc.

Monday—Lunch with American Chamber of Commerce and Fleet Street club; Wembley Exhibition.

Tuesday—Sectional luncheons Reception by Lord Riddell at Walton Heath; President's Dinner; Dress Parade at the Piccadilly Hotel; Theatre visits, etc.

Wednesday—Another Dress Parade at the Piccadilly Hotel.

Thursday—Lunch with Lord Waring; Sectional Luncheons; Grand Ball at Wembley.

Friday—Reception by Lord Ashford at Hampton Court; Reception by Major the Hon. J. J. Astor, M. P. at Hever Castle; Mr. Gordon Selfridge's Reception at Lansdowne House.

Government Representative Gives a Hand:—At the May 6, Tuesday Convention Luncheon the principal speaker was William Lunn, of the Department of Overseas Trade. Mr. Lunn said that his Department was fully cognisant of the importance of the Advertising Convention, and was ready to help it with all the facilities it could offer. He hoped that it would be possible to arrange for the Prime Minister to speak at the opening session and he himself would see what could be done. He further thought that the visit of the American delegates was one of such importance that it should be urged upon the Secretary for the Admiralty that a naval display would be a feature greatly appreciated.

Church Advertising to the Fore:—The topic of Church Advertising has caught the imagination of British churches for the subject crops up very frequently. At Blackpool, Canon A. W. R. Little, Vicar of Blackpool preached on "Should the Church Advertise?" emphasizing that in certain cases to do so was a positive duty.

Another announcement indicating how the matter has come to the fore since it was first mentioned as a program item for the Advertising Convention is that the National Free Church Council has come to the conclusion that the churches stand in need of publicity, and, with the object of setting up a sort of central publicity bureau a circular has been issued to ministers and church leaders with a request to furnish the Church Publicity Section of the Council with particulars of any new methods which they have personally proved to be of practical service in deepening the interest of church members and congregations and in keeping the church before the people.

Hull Wanted to Advertise Itself:—The City of Hull (Yorkshire) wished to have the power to levy an advertising rate to provide funds for advertising the facilities of the port and applied to Parliament for the right. The Secretary of State replied that if the power were granted "the competitive advertising which would result would give no advantage to the country at large." Advertising men here describe this as a quaint and antiquated view.

Liverpool's "Tin Shed":—On the Liverpool pierhead a waiting room of galvanized iron has been erected. The Liverpool Echo calls this the "tin shed" and says that the unsightly structure will be forced upon the attention of the American visitors to the Advertising Convention who are invited to the city. To avoid hurting the city's feelings, therefore, it is hoped that delegates will turn their eyes the other way.

With the Publicity Clubs:—A new Club has been formed in South Africa as the Publicity Club of Natal. It has applied for affiliation to the A. A. C. W. and is sending delegates to the Convention.

At the Manchester Publicity Club last meeting Arthur H. Cousins suggested that "Quality Goods" should be Lancashire's slogan.

Sydney Walton, C. B. E., chairman of the Convention Press Committee, was the speaker at the Leeds Publicity Club. He urged Leeds to provide a city pageant next year as an advertisement and on the subject of the coming Convention said "In your own interests—because of the public esteem of advertising is of vital concern to you—the Leeds Publicity Club should be a vigilant watch tower deerying insincere, inaccurate, coarse and vulgar advertising."

It was stated before the executive committee of the Newcastle Advertising Club that local business men are looking keenly forward to the projected visit of American delegates and many have decided to run special window shows with American features.

Samson Clark, of London, told the Oxford Publicity Club that it was no longer sufficient for the British to be a nation of shopkeepers; we must be a nation of advertisers, using the press far more than we had done to advertise our wares.

Two advertising men—A. Reginald Mead of Manchester and W. H. Jones of Glasgow—were the guests of the Publicity Club of Ireland at their May 1 weekly luncheon meeting in Dublin. Mr. Mead said that Wembley would demonstrate that advertising was the greatest selling force in the world. Publicity clubs served a useful purpose, for they would show that advertising was not only not costly but that it cost the consumer nothing, and was the only selling force that could be successfully associated with business and commerce.

Newsprint Production Higher

Newsprint production in the United States showed an increase of 9,151 tons last month over the March total. During April 128,249 tons of newsprint were produced, compared with 119,098 tons in March. For the first four months output was 495,396 tons against 488,396 in the corresponding period of 1923. Canadian production also increased, the April figure being 115,572 tons against 112,528 in March, and in the first four months of 1924, 449,649 tons were produced, against 399,993 tons in 1923.

New Canadian Weekly

Sandwich (Ont.) Courier has been launched by John H. Huddleston, veteran Canadian printer. F. Deane Van Luven, recently with the *Windsor (Ont.) Border Cities Star*, is managing editor.

New York Club Flourishing

The annual report of H. H. Charles, president of the Advertising Club of New York, reveals that 1,008 new members have been taken in by this influential organization, giving it a total membership of 2,124. The price paid for the new club house at 23 Park avenue was \$277,500. Remodeling cost \$160,000, with new decorations costing an additional \$60,000. The club's furnishings are worth \$83,000. President Charles says the club was offered \$35,500 more for the club house than the price paid, before possession was taken.

Fire Destroys Daily's Plant

Plant of the *Cheboygan (Mich.) Tribune*, owned by Tom Fuller, was destroyed April 30, in a fire which burned several business houses in the city. The Tribune is continuing publication in a temporary plant until a new one can be built.

**A Welcome
to all
American
Advertising
Men
from
The Times
London, England**

When you come to London—

You will realise the far-reaching influence of **JOHN BULL**. In whatever town, village or hamlet you may happen to be, you will encounter the familiar buff cover of Britain's dominant weekly.

JOHN BULL has the largest Net Paid Sale of any 2d weekly in the World. No Bonuses. No Competition.

For Advertising Rates and Particulars write:
Philip Emanuel, Advertisement Manager
ODHAMS PRESS, LTD.
57-59, Long Acre, London, W.C.2. Eng.

JOHN BULL

THE 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
250 Broadway
Telephone: Worth 7270

The highest-priced
newspaper in Dallas—for
the best of all reasons.

The
**Dallas
Morning
News**
Supreme in Texas

LINKS WITH BRITAIN

GROTON

The Home of the Winthrops

Groton, Suffolk, was the birthplace in 1588 of John Winthrop, the famous Governor of the Massachusetts Bay Colony. The Winthrops, or Winthorpes, probably took their name from a Lincolnshire village, but they were settled at Groton at least as early as the beginning of the 16th Century, and in 1548, Adam de Winthorpe was granted the manor of Groton, which had belonged to the Bury Abbey. When the Mayflower settlement had become established under the name of the Massachusetts Bay Colony John Winthrop was summoned to be its governor and landed there with the first charter in 1630. The east window of Groton Church was inserted in his memory in 1875.

*Sudbury is the station for Groton
and may be visited from
Colchester.*

*London & North Eastern
Railway from Liverpool Street
Station, London*

Apply for free booklet describing
ALL YOU OUGHT TO SEE IN BRITAIN

H. J. KETCHAM

General Agent
LONDON & NORTH EASTERN RAILWAY,
311 Fifth Avenue (at Thirty-Second St.),
New York

The Desert News

SALT LAKE CITY, UTAH

Bradstreet's report for the state of Utah states "Now on the brink of big wave of prosperity."

Foreign Representatives
CONE, HUNTON & WOODMAN
New York Chicago Detroit
Kansas City St. Louis Atlanta
Pacific Coast Representatives
CONGER & JOHNSTON
Los Angeles San Francisco

THE MAJOR MARKETS OF AMERICA

A New and Exclusive EDITOR & PUBLISHER Service to Space Buyers

XXX—GALVESTON—*Prettiest City in Texas*

By HARRY R. DRUMMOND

GALVESTON, Tex., with an area of 8 square miles, had 44,255 people in 1920, and in 1924 lays claim to 50,000 at a rough guess—pretty rough guess, too.

There are 123 miles of streets in Galveston, 14 of which are paved, and 52 mere shell surfaced. In addition to this there are 3½ miles of brick paved boulevard along the sea wall—a boulevard built for automobiles much like the board walk is for pedestrians and go-carts at Atlantic City.

There are 9,273 dwellings, housing 9,374 families and this list includes some of the prettiest homes in the United States.

The same year that Brooks Brothers opened their clothing store in New York City—in 1818 Jean LaFitte, a French gentleman of strong piratical tendencies, established headquarters on the island of Galvez, from whence he fared forth, swooping down upon the Spanish galleons, relieving them of doubloons, pieces of eight and, perchance a cask or two of bootleg hooch—which he took to the island of Galvez—where tradition has it, some treasure was buried, and, mayhap, is still unrecovered.

Some 10 years later, however, Americans began locating in Galveston, making competition too strong and buccaneering, as a trade, or profession, was abandoned, and these hardy, seafaring men turned their talents to the more profitable, if less picturesque pursuit of running resort hotels—for Galveston was to gain great renown as a fashionable seaside resort.

As a port, however, Galveston "had everything" and it now stands as the second port in the United States, New York being the only competitor outdistancing Galveston in the value of foreign commerce. Last year foreign goods worth \$565,502,043 were brought into Galveston, in addition to coastwise trade amounting to something like \$300,000,000. This is the city's big commercial bet—and, just between us girls, a bet of \$865,502,043 is a bet worth watching.

As a manufacturing city Galveston is hardly to be compared with Rochester, or Chicago, or even Pittsburgh, there being but 52 manufacturing establishments large and small—mostly small—employing some 1,200 people and having a payroll of \$1,867,650. Raw materials worth \$8,985,000 is used in producing \$11,620,000 worth of finished product annually.

A great part of Galveston's manufactured products is for local consumption at that.

Being on an island, Galveston is not burdened with a particularly extensive trade territory—in fact Galveston merchants must rely principally upon Galveston's citizenry and tourists for trade.

The land in Galveston County is particularly adopted for truck farming and for growing of certain classes of fruit. Magnolia figs are becoming particularly prominent agriculturally and during the past few years many thousands of acres have been converted to their use.

However, aside from the shipping, Galveston is principally a resort city and as such is entitled to a great deal of consideration.

In appearance Galveston is one of those composite towns—a mixture of Atlantic City, N. J., Pensacola, Fla., San Diego, Cal., and then a something unlike any of them and wholly charming withal.

Galveston is far and away the prettiest city in Texas, and one of the prettiest anywhere.

First, please, a word regarding the paved streets. Galveston needs no paved streets except where heavy trucking cuts deep ruts in shell roads. That is why Galveston has so little pavement. The shell roads, built from shells dug up from the Gulf, are infinitely more pretty and more satisfactory for most uses and, because these shell roads are white, Gal-

veston is one of the cleanest looking cities on earth.

Broadway, the residential street, is one of the most picturesquely beautiful streets to be found anywhere. The homes are most of them of Colonial and Mid-Victorian order of architecture; they are old, particularly well kept and surrounded by yards full of semi-tropical foliage, palms and flowers and almost beggars description.

Let it be said, in passing, that Galveston is a rich city—and a home city where many rich people really enjoy life.

The business part of Galveston is old, too. Old but well kept. Wooden awnings reach out over the sidewalks to the curbs—and Southern style buildings abound.

The "fronts" of the stores, however, are modern and good looking and the merchandise displayed is of good quality and well displayed.

Thompson's Department Store is the Altman of Galveston. Eibands, second in quality, is first in gross sales, having more departments than Thompson's. Robert I. Cohen is third, both in quality and volume, being a Macy sort of a store, and the Davidson Dry Goods Company is the Rothenberg of the city. Collectively these four stores do around \$2,950,000 a year—which indicates the local trade idea pretty conclusively.

During the summer months Galveston is a resort city of real importance. People from all over Texas flock there for the surf and the general air of the place it being claimed that, during the season—which by the way is a long season—there are on an average some 15,000 out-of-town people in Galveston daily.

All in all there are 816 retail stores in Galveston, and, while they are none of them large, still they all stand very high as to financial rating and solidity.

Galveston is overlooking a good bet by being satisfied at being a summer resort.

To the casual visitor there appears no reason on earth why Galveston should not be equally important as a winter resort. They have everything to make it just that, everything except, perhaps, a lack of vision—but why fret and worry about sordid things when one has money, time and a home to live in in Galveston.

Galveston is a good little market. Its influence does not extend very far in a retail way but, by the same token, there is absolutely no outside influence that can swing Galveston business.

Shanghai Paper to Broadcast

Regular broadcasting has been started by the *Shanghai Shun Pao*, the first Chinese newspaper to take up wireless. Programs are sent 4 times daily and comprise lectures in Chinese and music.

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

SOME FACTS ABOUT Manufacturing In West Virginia

The number of manufacturing establishments in West Virginia is 2785.

The value of manufactured products nearly \$500,000,000.

This state produced 65.7 per cent of all the jelly glasses, tumblers and goblets and 43.7 per cent of the stem ware made in the United States.

The glass industry products are valued at \$43,000,000.

West Virginia ranks sixth in the steel and rolling mill industry.

The value of the pottery industry is more than ten million dollars.

There is more potential water power in West Virginia in proportion to area than any state in the Union.

Ten thousand square miles of West Virginia territory is underlaid with coal.

Value of coal produced is in excess of \$200,000,000.

West Virginia is a well-balanced territory, solid, permanent.

These dailies localize national advertising.

	Rate for Circulation 5,000	Rate for Circulation 5,000
	per 1,000	per 1,000
Bluefield		
***Telegraph(M)	11,073 .05	
Charleston		
***Gazette(M)	20,057 .06	
***Gazette(S)	24,932 .07	
Clarksburg		
***Telegram(E)	9,479 .04	
***Telegram(S)	11,797 .045	
Fairmont		
***Times(M)	7,675 .03	
Huntington		
***Advertiser(E)	11,176 .035	
***Herald-Dispatch (M)	13,750 .035	
***Herald-Dispatch (S)	13,637 .04	
Martinsburg		
***Journal(E)	4,542 .03	
Parkersburg		
***News(M)	7,185 .025	
***News(S)	8,759 .025	
***Sentinel(E)	7,641 .03	
Wheeling		
***Intelligencer(M)	11,912 .0325	
***News(E)	15,012 .05	
***News(S)	19,906 .07	

***A. B. C. Statement, Sept. 30, 1923.

***A. B. C. Statement, April 1, 1924.

†††Government Statement, April 1, 1924.

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 TICKLERS



REPORTS reach New York from Paris to the effect that larger hats are being worn. This change in style should be advertised by local milliners.

American Booksellers' Association urged to use newspapers—your stationery stores should advertise cheap editions for summer reading.

Folks of your town are moving out to that cabin in the woods for the summer. They'll need:

- Cheap furniture
- Blankets
- Talking machines
- Radio sets
- Kitchen utensils
- Paper plates and napkins
- Hiking shoes
- Sweaters
- Firearms
- Hunting knives
- President Coolidge suffers from "Rose Fever"—also "Hay Fever." So do lots of people in your city. Your druggists have relief medicines to advertise.

What is known as the "White Season" will soon be in full swing. Department stores ought to boost these materials in white:

- Linen
- Voile
- Silk
- Georgette
- Crepe de chine
- Satin
- Nainsook
- Flannel
- Your subscribers' daughters are graduating from high school and college. They'll want to read about:
- Graduation dresses
- Dance frocks
- Graduation gifts—such as:
- Jewelry
- Flowers
- Books
- As the sun climbs higher, kitchens get warmer. Ads for:
- Gingham house dresses
- Aprons
- Electric fans
- Gas stoves
- Fireless cookers
- Electric washing machines

"Market Day" as a ribbon across a single page every Friday allows for many helpful suggestions for housewives, and a wealth of varied ads of caterers, food-shops, grocers, etc. It brings to the paper for this special classification many advertisements for the attention of the busy housewife.—C. M. Littlejohn, Washington, D. C.

Now that the week-end tripping time of the year has approached it would be

a good stunt for the paper to on Friday evening or Saturday morning get out a page of advertisements of local tobacco stores so that the stores could tell about their week-end offerings and could urge all cottagers and autoists to stock up with tobacco, candies, reading matter, etc., for the over-Sunday trip out of the city. There shouldn't be much difficulty for the alert paper in getting up such a page.—F. H. Williams, Fort Wayne, Ind.

We sold the Carbonated Beverage Bottlers a page ad on the strength of the food value of carbonated bottled beverages. This will stimulate the soda water business and also put some "pep" into the milk dealers, and make them advertise.—A. R. Dwyer, Hartford Courant.

The St. Louis department stores during the summer months are closed all day Saturday in order to give their employes an extra day of recreation for the week end holiday. One paper each Friday uses a collection of small advertisements taking up almost a page, under the banner head "We are open all day Saturday."—David Resnick, St. Louis (Mo.) Times.

Why not a cut of a front yard without trees, vines or shrubbery contrasted with a picture of another made restful and attractive by them. With this as a basis and center for a page, retailers likely would jump at the opportunity to advertise such decorations explaining the small investment necessary to transform a barren yard. Fred E. Beane, Manchester (N. H.) Union-Leader.

An attractive advertising feature of the Houston, (Texas), Post is run weekly under the caption of "Through the Shops with Peggy." A Denver newspaper has used the same idea with good results, as was reported recently in Women's Wear. The idea is to get up a feature that will be rather gossipy in style on what the stores and businesses of a particular town are featuring. This is best written in the form of a travelogue, as though the writer were actually conducting the reader through the different shops. Illustrations, often nothing more than line drawings, can be used to at-

tract the eye and give an illusion of a real trip through the retail stores.—A. W. Rae, San Antonio, Tex.

Who are the oldest consecutive users of the want ad department of your paper? Go through the old files of your paper and pick out ten of the oldest want ads users and then get interviews with them telling how the use of your want ads has built business and made money for them. Then use these interviews in boosting the use of more want ads by local folks.—F. H. Williams, Santa Ana, Cal.

Your County Farm Agent or prominent stock buyers can give you the names of commission merchants in packing centers who buy from local farmers when stock is shipped. An Iowa newspaper has found that the idea of carrying business cards on the farm page appeals to brokers and commission men who are anxious to buy more stock from your farmers. Although only small space is secured, it runs regularly and requires no attention after it is started.—Donald O. Ross, Washington, Ia.

Claims Church Advertising Record

Running from one and a half to two pages of church advertising every Saturday, the Baltimore News claims a record for this department in Baltimore and "probably the United States." Miss H. Mable Spicer is in charge. She works under W. Eugene Douglas, manager of the classified department of the News, having been recently transferred to that position from the Washington (D. C.) Times-Herald.

Pennsylvania Consolidation

The Greensburg (Pa.) Tribune and the Greensburg Review have consolidated under the Tribune-Review Publishing Company. The two papers are now sold on a combination basis.

Boston American Cheapens Light

The Boston American scored a victory the last week when, after years of litigation in behalf of consumers, the Edison company offered an immediate reduction from 9½ cents per kilowatt hour to 9 cents in its household rate with another half-cent reduction on Dec. 1, and final reduction to 8 cents on Dec. 1, 1925, as a compromise of the contest before the Massachusetts Public Utilities Commission, in which the Boston City Government and the Boston American jointly held the role of plaintiffs.

"Better Homes" Success

"Better Homes" is the slogan of a 40-page issue of The Jerseyman, daily newspaper at Morristown, N. J., population only slightly above 12,000. The merchants of the town "went to" this community idea with pages and double-trucks and the editor made an excellent case for the home beautiful.

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.

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

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.

WIRE NEWS

For Evening and Sunday Newspapers

International News Service
 21 Spruce St., New York

America's Best Magazine Pages

Daily and Sunday

Newspaper Feature Service

241 WEST 58TH STREET
 New York City

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

CIRCULATION BUILDING SUPREMACY

Proven time and time again by the many thousands of NEW, paid-in-advance subscribers we gain for newspapers in all parts of the country.

Wire or Write Care of Rochester Herald

HOLLISTER'S CIRCULATION ORGANIZATION

300 Merritt Building - Los Angeles, Cal.

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 securing six months' subscriptions for your newspaper. The cost is only fifty cents including book and solicitor's commission. Old subscribers can be supplied without expense to you. Wire for sample copy, option and plan.

KEANE BROTHERS
 Brokaw Bldg., Times Square, N. Y.

TIPS FOR AD MANAGERS

N. W. Ayer & Son, 215 Market street, San Francisco. Placing account for California Pear Growers' Association. Placing account for Holly Mfg. Company, "Kanak," New York.

Baker-Robinson Company, Campeau Bldg., Detroit. Making 5,000-line contracts for American Electrical Heater Company.

George Batten Company, 383 Madison avenue, New York. Making 7,000-line contracts for Goodall Worsted Company.

Behel & Harvey, 326 West Madison street, Chicago. Placing account for Kidd & Co., candy, peanut butter and mustard, Chicago.

Borough Advertising Agency, 367 Fulton street, Brooklyn, N. Y. Placing orders in some New York City newspapers for Paramount Products Company, "Thymintine," anti-septic, Long Island City, N. Y., and 500 5th avenue, New York.

Brandt Advertising Company, 7 South Dearborn street; Conover-Mooney Company, 111 West Monroe street; Kling-Gihson Company, 230 South State street, Chicago. Schedules being issued on Bonicella Company, Indianapolis, Ind.; account divided among companies named.

Brooke, Smith & French, John R. and Eliot streets, Detroit. Making 1,000-line contracts for Columbia Motors.

Burns-Hall Advertising Agency, Merrill Bldg., Milwaukee. Placing account for F. Mayer Boot & Shoe Company, Milwaukee.

Capchert-Carey Corporation, Times Bldg., New York, N. Y. Placing account for Peerless Food Products Company, "Pomona Mayonnaise," Jackson Blvd., Long Island City, N. Y.

Caples Company, 225 East Erie street, Chicago. Preparing list on Union Pacific Railroad.

W. K. Cochrane Advertising Agency, 30 North Dearborn street, Chicago. Making contracts with newspapers generally for Enoz Chemical Company, moth killer, Chicago.

W. P. Colton Company, 165 Broadway, New York. Placing copy with newspapers in towns along the Hudson River for Hudson River Day Line, Deshrosses Street Pier, New York.

Churchill-Hall, Inc., 50 Union Square, New York. Placing account for the Success Manufacturing Company, Gloucester, Mass.

Critchfield & Co., 223 West Jackson Boulevard, Chicago. Conducting tryout campaign in Chicago on John Puhl Products Company, Chicago, manufacturers of Bo-Peep Ammonia and Little Boy Blue Bluing.

Dauchy Company, 9 Murray street, New York. Placing account for Hiseox Chemical Works, Patchogue, N. Y., manufacturers of toilet preparations.

Doremus & Co., 44 Broad street, New York. Making contracts with newspapers in various sections for Lee Tire & Rubber Company, 27 West 60th street, New York.

Dauchy Company, 9 Murray street, New York. Again placing classified orders with newspapers generally for Madison Mills Company, 503 Broadway, New York.

George L. Dyer Company, 42 Broadway, New York. Sending out orders for the American Thermos Bottle Company and United States Truck Tire.

F. A. Ensign Advertising Agency, Union Arcade, Pittsburgh, Pa. Reported to be placing account for Bone Dry Lime Stone Corporation.

Erwin, Wasey & Co., 844 Rush street, Chicago. Sending contracts to a small list on Postum Cereal Company.

Ferry-Hauly Advertising Company, 1110 Grand avenue, Kansas City. Placing copy with newspapers in selected sections for H. D. Lee Mercantile Company "Lee Union-Alls," Kansas City, Mo.

Friend Advertising Agency, 171 Madison avenue, New York. Placing one time orders with some New York newspapers for F. A. Bartlett Tree Experts Company, Stamford, Conn.

Froutet Advertising Company, 250 South Broad street, Philadelphia. Placing one time orders with newspapers in various sections for Mah Jong Sales Company.

Gardner Advertising Agency, 1627 Locust street, St. Louis. Making 3,000-line contracts for Frisco Lines.

Glaser & Marks, Inc., 234 Boylston street, Boston. Reported to be placing account for Wachusett Shirt Company, Leominster, Mass.

Goode & Berrien, Inc., 19 West 44th street, New York. Placing account for Davis Health Case, medical, 67 Wall street, New York.

M. P. Gould Company, 450 4th avenue, New York. Placing account for Daggett & Ramsdell "Perfect" cold cream.

Charles C. Green Advertising Agency, 450 4th avenue, New York. Making 1,000-line contracts for United Sales & Manufacturing Company. Making contracts with newspapers in various sections for United Sales Mfg. Company "Ice Mint," 280 Water street, Elmira, N. Y.

Hazard Advertising Corporation, 7 East 42nd street, New York. Reported to be placing account for McBride-Ogden Construction Company, New York.

E. W. Hellwig Company, 9 East 40th street, New York. Renewing contracts for the Corn Products Refining Company.

Hicks Advertising Agency, 52 Vanderbilt avenue, New York. Placing accounts of following hotels: Hotel Aspinwall, Lenox, Mass.;

Sunset Lodge, Seagate, N. Y.; Catskill Mountain House, Catskill Mts., N. Y.; Star Lake Inn, Star Lake, Adirondacks, N. Y.; Montewese House, Branford, Conn.; Guilford Point House, Guilford, Conn.

Wylie B. Jones Advertising Agency, 107 Chenango street, Binghamton, N. Y. Making contracts with newspapers in various sections for Akron Truss Company, Akron, O.

J. Roland Kay Company, 163 East Erie street, Chicago. Issuing contracts in Central West, Florida and Pennsylvania on Vitamin Food Corp. (VegeX). Issuing schedules on Orange Crush Company, Chicago. Issuing contracts on Wabash Railway.

Lambert & Feasley, Inc., 17 East 49th street, New York. Making 5,000-line contracts for the Lambert Pharmaceutical Company.

Lennen & Mitchell, Inc., 366 Madison avenue, New York. Placing account for American Tobacco Company, "Pall Mall" cigarettes and "Humidor Sampler."

Lord & Thomas, Wrigley Building, 400 North Michigan avenue, Chicago. May use small list in summer on Kleen-Heat Company, Chicago.

Lyon Advertising Agency, Times Bldg., New York. Placing a try-out campaign with a few New York City newspapers for Lawlor-McCormick Company, "Rid-O-Moth," New Brunswick, N. J.

Matos Advertising Agency, Bulletin Bldg., Philadelphia. Placing account for Moore Push-Pin Company, Philadelphia.

O. J. McClure Advertising Agency, 111 West Monroe street, Chicago. Issuing copy schedules on Gates Puncture Proof Tube, Chicago.

McJunkin Advertising Company, 5 South Wabash avenue, Chicago. Reported to have secured the following accounts: Marquette Hotel, St. Louis, and Clymer Manufacturing Company, Clymer Spot Light, Denver, Col.

Miller Agency Company, 2144 Madison avenue, Toledo. Making 2,500-line contracts for Rex Company. Insecticides, Kansas City, Mo.

Moser & Cotins, Paul Bldg., Utica, N. Y. Placing account for the Ekenberg Company, Cortland, N. Y.

Wm. T. Mullally, Inc., 198 Broadway, New York. Reported will use newspapers throughout the country for Majestic Hotel & Restaurant, New York.

Potts-Turnbull Company, 6 North Michigan avenue, Chicago. Issuing contracts on Chicago & Great Western Railway.

Frank Presbrey Company, 249 Park avenue, New York. Making 1,000-line contracts for E. & J. Burks (C & C Ginger Ale). Placing account for Charles Guldem, 50 Elizabeth street, New York, manufacturers of Gulden's mustard and Gulden's mustard salad dressing. Making yearly contracts for the Aluminum Cooking Utensil Company.

Fred M. Randall Company, Book Bldg., Detroit, Mich. Placing account for the Akron Lamp Company, High street, Akron, O.

William H. Rankin Company, 1 West 37th street, New York. Making yearly contracts for the B. F. Goodrich Rubber Company.

E. P. Remington Agency, 1280 Kain street, Buffalo, N. Y. Placing orders with some Buffalo N. Y.) newspapers and will use other newspapers after distribution has been secured for Maltop, Inc., "Toddy" beverage, Buffalo, N. Y.

Arthur Rosenberg Company, 110 West 34th street, New York. Placing account for the M. Propp Company; releasing national campaign in radio mediums for Haig & Haig Company, Rochester, N. Y., manufacturers of Straitline Variable Condenser.

Russel M. Seeds Company, Consolidated Bldg., Indianapolis, Ind. Placing account for the Pinex Company.

Earl B. Shields, Harris Trust Building, 115 West Monroe street, Chicago. Using few small dailies and larger list of weeklies on Calumet Steel Post Company, Chicago.

Franklin P. Shumway Company, 453 Washington street, Boston, Mass. Placing account for Glastonbury Knitting Company, Addison, Conn.

During April
The Cleveland Plain
Dealer published

15,569

More Separate Paid
Want Ads than ALL
other Cleveland newspapers COMBINED!

The Plain Dealer
ONE Medium - ONE Cost (ALONE) Will sell it

John B. Woodward Woodward & Kelly
110 E. 42d St. 350 N. Mich. Ave.
New York Chicago
Fine Arts Bldg.,
Detroit

ILLINOIS PRODUCE \$500,000,000 WORTH OF MEAT PRODUCTS ANNUALLY

THIS looks like a lot of money—but it is only 14 per cent of the \$3,600,000,000 worth of manufactured products which take revenue into the State every year.

With an income like this, added to the income derived from 237,000 farms valued at \$6,666,000,000, Illinois is deserving of first consideration from any National Advertiser.

But the National Advertiser must think daily newspapers as the media to carry his message.

Illinois daily newspapers are representative—and localize national advertising so that with the cooperation of local merchants, who get their business through their home town daily newspapers, national advertisers get action commensurate with their expenditures.

	Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
***Aurora Beacon-News (E)	16,982	.06	.06
+++Chicago Herald & Examiner. (M)	335,747	.55	.55
+++Chicago Herald & Examiner. (S)	1,050,949	1.10	1.10
+++Chicago Daily Journal. (E)	120,449	.26	.24
+++Chicago Tribune (M)	587,748	.80	.80
+++Chicago Tribune (S)	941,047	1.15	1.15
***La Salle Tribune (E)	3,162	.025	.025
***Moline Dispatch (E)	10,569	.045	.045
***Peoria Star (E)	29,102	.075	.06
***Rock Island Argus (E)	10,513	.045	.045
***Sterling Gazette (E)	5,921	.04	.04

***A. B. C. Statement, April 1, 1924.
+++Government Statement, April 1, 1924.

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.

To any employment agency come many peculiar requests for help. A victim of insomnia wants a good conversationalist to stay up with him at night. A dowager will pay 50 cents an evening for a man to give Fido an airing. A few minutes spent interviewing the director of any large employment agency should give you material of this sort for a live human interest story.—John G. Bake, *Milwaukee (Wis.) Journal*.

In this year of politics the recollections of an old-timer, who campaigned when red-fire and red-hot personalities were the order are well-worth being sought out for comparison with today.—H. G. Rhawn, *Clarksburg (W. Va.) Exponent*.

The *Bay City Times-Tribune* has recently started a Sunday feature, entitled "Under The City Hall Tower," in which column a different city official is written up each week. Pointed facts as to place and date of birth, previous offices held, etc., are included and afford very good reading matter for subscribers. The information is valuable for morgue filing material.—W. G. McDonald, *Bay City (Mich.) Times-Tribune*.

At what time of the summer do the most people in your city want to take their vacations? Get folks to write in to the paper giving their favorite vacation periods. This sort of a little department, right before the start of the annual vacation time, would be certain to make a deep impression on folks and get a lot of attention and be a splendid thing for the paper.—Frank H. Williams, *Santa Ana, Cal.*

A weekly section devoted to the activities and future plans of the women's clubs of Fort Wayne has been found to be a valuable feature by the *Fort Wayne Journal Gazette*. The column is devoted to clubs affiliated with the city and state federation of clubs, and the paper's interest in those organization has frequently been repaid by stories of real news worth regarding projects undertaken by the women. Where a club federation exists, such a department should prove of great value.—O. Jay Blake, *Fort Wayne, Ind.*

What is the strangest alibi offered by an automobile driver when picked up by a traffic squad member? What are the stock excuses? Are automobile drivers truthful? Does it give the traffic cop a heart shock when he meets someone who frankly admits he violated the law? Is there evidence of a free-masonry among drivers when the traffic squad becomes active in a certain section of the city? Are women more difficult to handle than men as a rule? What class of professional men is the worst offender of traffic laws?—Max Hahn, *Toledo Blade*.

Interweave "Flashes," published weekly in EDITOR & PUBLISHER, into your hu-

FINING PRESS SYNDICATE

1161 Arcade Building, St. Louis
Features * Editorials * Specials
Unusual, illustrated Features
for Every Holiday
Expansion Plans Now in
Preparation.
Standard in Every Respect.

morous column. If you don't conduct such a column run them as they appear in EDITOR & PUBLISHER, one flash after another, or split up and use as filler. If you enjoy reading 'em I'm sure your readers will.—Robert B. Miller, *Marion, Ind.*

What to Terrell, Tex., folks, past and present, must have been a most interesting publication was the Home Coming Edition of the *Terrell Tribune*. Consisting of 40 pages, the contents consisted almost wholly of letters from former Terrell residents, some of them gone a year or two, others of them gone many years into other parts of the world. The idea was so good and the execution of it by the *Terrell Tribune* so excellent that other papers might find profit in a similar issue.—Florence Whittier Tisdell, *Cleburne, Tex.*

Are there any opportunities in this county?

"The fellow who says there are no opportunities is in need of a surgical operation," declared Justice Floyd E. Thompson of the Illinois supreme court in the course of an address before an assembly of Knights of Columbus of the tri-cities and their friends. A live reporter went after interviews. He got them in plenty.—L. J. Jellison, *Dubuque (Ia.) Times-Journal*.

Ontario Weekly Editors Meet

Seventh annual meeting of Select Town Weeklies of Ontario was held in Toronto, May 16, with good representation of the 46 members of organization present. W. R. Davies, *Renfrew Mercury*, vice-president, presided. Manager L. S. Gowe reported increase in business carried of several thousand dollars over any previous year. Officers elected were:—Honorary president, J. W. Eedy, *St. Mary's Journal*; president, W. R. Davies, *Renfrew Mercury*; vice-president, C. H. Hale, *Orillia Packet*; secretary-treasurer, G. W. James, *Bowmanville Statesman*; directors, A. R. Alloway, *Trenton Courier-Advocate*; H. J. Johnston, *Tillsonburg News*; W. R. Veale, *Ingersoll Tribune*; W. C. Walls, *Barric Examiner*; J. C. Templin, *Fergus News-Record*.

Editor's Assailant Fined

Thomas Gillespie, of Homestead, Pa., was fined \$50 and ordered to pay the costs on the charge of aggravated assault preferred by Bert F. Kline, editor and James Arthur, reporter, of the *Homestead Messenger*. Both the editor and reporter testified that Gillespie entered their office on March 3, 1923, and attacked them with his fists and a blackjack, inflicting painful injuries.

Business Men Want to Read

The Daily Business Reviews of the

U. P. C. News Service, Inc.

Because they are backed by the greatest business news gathering organization in America—The United Publishers Corporation, publishers of *Iron Age*, *Dry Goods Economist*, *Hardware Age*, *Motor Age* and a score of other nationally known business papers.

EDWARD F. ROBERTS
Editorial Director
243 West 38th St., New York

SMALLWOOD'S RECORD

Promotor of Film Ad Drive Once Convicted of Larceny

Arthur N. Smallwood of New York announced last week his intention to place \$1,000,000 advertising in the newspapers of the country to popularize the Producers Distributing Guild, a motion picture concern. Inasmuch as Smallwood was engaged in the past in a number of stock promotion enterprises which attracted the attention of the postal authorities or the criminal authorities, EDITOR & PUBLISHER deems it a duty to advise editors of the fact.

Postal privileges were taken away from the National Hog Raising Corporation, a Smallwood corporation, in 1918. In 1919 Smallwood made a plea of guilty in the second degree of grand larceny, for the sale of alleged worthless stock to a woman, and was paroled on probation for 5 years by Judge Otto Rosalsky in New York City, agreeing to make restitution. Smallwood was president of the Pyramid Pictures, Inc., which, in 1923 was restrained from selling a \$2,000,000 bond issue in New York State, the *New York Times* at that time reporting that the Attorney General charged that the public had been "fleeced of almost one million dollars through the sale of worthless stock."

Educating "Want Ad" Users

As a means of educating the farmer and general public to the regular use of want ads, the *Aberdeen (S. D.) American* prints every month a free market page for its farmer readers. A coupon appears a week before, and is good for a 25 cent advertisement. The newspaper claims the farmers appreciate the value of this service, and states it has been good promotion for the classified department.

Another Firm Bans Billboards

Continental Oil Company of Denver, Col., has agreed to remove all its billboards that are considered to interfere with scenery along the state's highways.

THE
Pulitzer Prize
and the
Harper Prize
were both won by
"The Able McLaughlins"
by
MARGARET WILSON
A Story of Pioneer Days

We offer
First Serial Publication
to the
Newspapers

Immediate Release.
Wire for Option.

The McClure Newspaper Syndicate
373 Fourth Avenue, New York City

Take a Train
On
"THE THROUGH LAUGH LINE"
With
LEACOCK

HALIFAX
MONTREAL
TORONTO
DETROIT
CHICAGO
KANSAS CITY
SALT LAKE CITY
SAN FRANCISCO
LOS ANGELES
SAN DIEGO

and you can't miss Leacock in
any other direction you go
"Ace of Humorists"

Once-a-week
METROPOLITAN
NEWSPAPER SERVICE
Maximilian Elser, Jr., General Manager
150 Nassau Street New York City

Monitor's Peace Issue

As a means of advancing the Christian Science Monitor's "Plan for Averting War," embodied in an editorial which comprehends such practical means as a constitutional amendment subjecting property to conscription on equal terms with life and liberty, that newspaper recently put into circulation 625,000 copies of an issue devoted to the principles of international peace.

Every copy was subscribed and paid for through Christian Science committees scattered over the country. No attempt was made to commercialize the issue which contained the usual advertisements and was run off on two presses in 24 hours. The Monitor is now installing a new press battery.

Announce New Texas Daily

The *Lubbock (Tex.) Avalanche*, after ready issuing a morning paper 6 days a week, will start an afternoon daily immediately, it has announced.



WITH special writers
and photographers
covering all parts of the
world, NEA furnishes
Full Service clients the
best of news pictures and
news feature stories.

Write for samples and rates.



NEA SERVICE INC.
1200 W. 3RD STREET
CLEVELAND, OHIO



Million Dollar Hearst Features

The World's Greatest Circulation Builders

International
Feature Service, Inc.
New York

Thomas W.
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Company
General Offices
Memphis, Tenn.

We increase your
Local Display
10,000 Lines Monthly
With Our
Permanent
Weekly Business
Review Page
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