



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, Beckman 5814-18. Charter Member Audit Bureau of Circulations.

A. A. C. W. Waits "All Aboard" Cry as British Perfect Program Plan

Premier MacDonald to Open Mammoth Convention at Wembley — Complete Outline of Activities Now Made Public—Thirteen Departmentals to Hold Sessions

"ALL ABOARD!"

That's about all that stands between 2,000 Americans and the A. A. C. convention at Wembley, near London, July. Except, of course, a few things like transportation, passports, fond farewells, etc., not to mention several weeks in which to attend to them.



LOU E. HOLLAND

Britain's advertising men have finished their main job and all that is left of the preliminary plans can be likened to the sweeping and dusting needed to make a new structure habitable. The general outline of the program has been completed and approved by Lou E. Holland, president of the Associated Advertising Clubs.

Ramsay MacDonald, first of the Labor party to become Prime Minister, will formally open the convention with an address of welcome at Wembley, July 14. S. Crawford, chairman of the British program committee, cabled the Premier's assistance to Carl Hunt, general manager of the A. A. C. W. headquarters in New York this week.

MacDonald first gave evidence he supported the convention by consenting to become a vice-president as announced exclusively last week in EDITOR & PUBLISHER.

The Prime Minister's address will be given at the Wembley Park Stadium, which seats in excess of 100,000 persons. A portion of the stadium to seat about 100 will be blocked off for the advertising convention exercises.

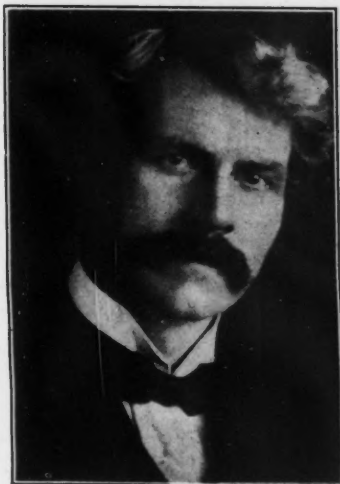
MacDonald will be followed on the program platform by Hon. Frank B. Kellogg, American Ambassador to England.

President Holland will speak on behalf of the advertising American delegates, and C. Harold Vernon, president of the London Thirty and chairman of the general convention committee will speak for the advertising fraternity.



ANDREW MILNE

Program outline follows:
Saturday, July 12: National Welcome at London.
Sunday, July 13: Religious Meeting.
Monday, July 14: (forenoon) International Meeting, Wembley; (afternoon) general sessions.
Tuesday, July 15: (forenoon) general



RT. HON. RAMSAY MACDONALD



HON. FRANK B. KELLOGG

sessions; (afternoon) departmental sessions.

Wednesday, July 16: Departmental sessions.

Thursday, July 17: (forenoon) general business sessions; (afternoon) elections and farewell address.

With the skeleton program now

definitely decided upon and approved by President Holland, work on details will commence in earnest, officials declared, culminating in final adjustment soon after April 11, when Andrew Milne, convention secretary, is expected to arrive in New York from London to confer with American advertising chiefs.

Milne will hold conferences in New York with Harry Tipper, chairman of the International Program Committee. Jesse Neal, secretary-treasurer, and Carl Hunt, general manager, A. A. C. W. At these meetings co-ordination of the British and American departmental programs will be effected.

As the program outline indicates, convention activities will commence immediately upon the arrival at Southampton July 12, of the two official A. A. C. W. boats, the Republic and the Lancaster.

Met in London by the Lord Mayor of Southampton, and prominent British advertising men, American delegates will be whisked by special train to London and to what the British program committee terms a "national welcome."

The national welcome will be staged at the Royal Albert Hall, London. This hall, one of the largest and finest in the English capital can easily seat the 2,000 American delegates expected to be present. Entertainment features at this assembly are being withheld as a surprise to Americans.

On Sunday morning, inspirational services will be held at Westminster Abbey. Fred B. Smith of the Federal Council of Churches, will deliver an address Sunday afternoon. Smith's speech at the Atlantic City convention last year is considered the most notable ever presented before an advertising gathering.

Following the inaugural meeting in the Wembley Park Stadium, four American speakers have been named to address the general session Monday afternoon.

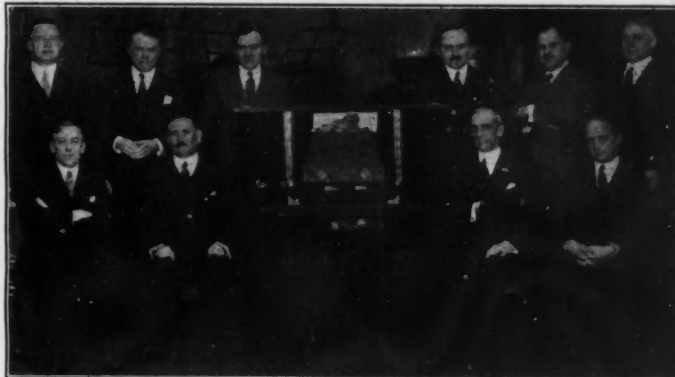
They are Francis H. Sisson, of the Guaranty Trust Company, New York; Herbert S. Houston, publisher of Our World, a former president of the Associated Advertising Clubs; James V. Moonet, president of the General Motors Export Company; and C. C. Harn of the National Lead Company.

The first two speakers will talk on the general topic of the effect of advertising in creating public standards of business, while the last two named will discuss advertising as an educational factor. Harn will pay special attention to the



FRED B. SMITH

CITY TROPHY LONDON BOUND



New York ships the G. Herb Fallin Convention City Trophy to London, where the Publicity Club will hold it for the July convention at Wembley. John G. Jones, vice-president of the Alexander Hamilton Institute (sitting, left), received the trophy at a luncheon aboard the Berongaria just before it sailed April 2, the guests of Capt. Irvine of the Berongaria, being the above: Front row, Mr. Jones, P. W. Whatmough, general passenger manager, Cunard Lines; H. H. Charles, President, Advertising Club of New York; Herman G. Halsted, chairman of the On-to-London Committee of the New York club; standing, left to right, W. B. Neilson, passenger department, Cunard Lines; James W. Brown, publisher of EDITOR & PUBLISHER; Earle Pearson, A. A. C. W. headquarters; Clifton D. Jackson, secretary, Advertising Club of New York; A. E. MacKinnon, Advertising Club of New York; J. W. Coupland, Passenger Department, Cunard Lines.



C. HAROLD VERNON

work of the Audit Bureau of Circulation. At the Tuesday forenoon general session, E. W. Beatty, president of the Canadian Pacific Railway, Montreal, will speak on advertising and the building of an empire in Canada. E. T. Meredith, Des Moines, Ia., publisher of Successful Farming, and former Secretary of Agriculture, will talk on how advertising has welded the United States market.

It will be noticed that this week's announcement of American speakers shows changes in dates over previous tentative programs printed in EDITOR & PUBLISHER. This is due to the fact British advertising men had originally suggested the convention sessions be extended to include Friday, July 18. This has now been definitely changed. In order to allow American visitors more opportunity for sightseeing the convention is to be closed Thursday.

Instead of decreasing the number of American speakers selected, the program committee has decided to limit their speaking time to 25 minutes each, in place of the 45 minutes as previously determined.

A dinner of the board of advertising club presidents for the purpose of selecting the next convention city is scheduled for the evening of Wednesday, July 16. J. C. Ackerman, chairman of the social and entertainment committee, London, is in charge of arrangements for this function.

The Thursday business session, since the convention will be the only general meeting of the A. A. C. W. during the year, is of utmost importance. Club presidents will confer to elect district chairmen. The executive committee will hold one meeting and the National Advertising Commission will gather for election of officers and transaction of routine business.

The Joint Assembly, which acts as a nominating committee to name candidates for president and secretary-treasurer, and as a committee on resolutions, will also convene Thursday morning. The Joint Assembly selects from its members a chairman and secretary to act until the next annual convention.

Into the 3 half-day periods allotted, 13 different departmentals, each holding from 1 to 3 sessions must be crowded. The departmental meetings will be held at Connaught Halls, situated in the heart of London. On just what days the different departmentals will meet will be decided in New York after April 11, at conference between Milne and departmental presidents.

The departments which will hold sessions and their presidents follow:

American Association of Advertising Agencies will hold either two or three sessions, John Benson, Benson, Gamble & Slaten, Tribune Building, Chicago, president.

Associated Business Papers Incorporated, 2 or 3 sessions; A. C. Backert, Penton Publishing Company, Cleveland, O., president.

Associated Retail Advertisers, 3 sessions; Theodore G. Morgan, Henry Morgan Company, Ltd., Montreal, president.

Association of National Advertisers, 3 sessions; Philip L. Thomson, publicity manager, Western Electric Company, New York, president.

Association of Newspaper Advertising Executives, 3 sessions; Frank T. Carroll, Indianapolis News, president.

Church Advertising Department, 3 sessions; Rev. Christian F. Reisner, New York, president.

Community Advertising Department, 3 sessions; Charles F. Hatfield, St. Louis, president.

Direct Mail Advertising Association, 3 sessions; Joseph Meadon, Franklin Press, Detroit, Mich., president.

Financial Advertisers' Association, 2 sessions; Gaylord S. Morse, State Bank of Chicago, president.

Industrial Advertisers Association, 3 sessions; P. C. Gunion, Hyatt Roller Bearing Company, Newark, president.

Public Utilities Advertising Association, 1 session; W. P. Strandborg, Railway Light and Power Company, Portland, Ore., president.

Insurance Advertising Association, 1 session.

ALL IN THE DAY'S WORK

Drawn for EDITOR & PUBLISHER

By DORMAN H. SMITH

"One Sketch a Day An' Nuthin' to Do 'Til Tomorrow"



DORMAN H. SMITH—the "H" is for Henry—counts himself an artist from birth



D. H. SMITH

of the pencil when he pictured teacher in school, much to her aggravation.

But Dorman had ambitions. He wanted to draw for the newspapers. Look at the cartoonists, 'frinstance. One sketch a day and nothin' to do 'til tomorrow. Good. He'll become a newspaper man.

And so he began selling the Citizen in Columbus, Ohio. And he drew. At 17 he landed some sketches in national magazines. But it was hard sledding and he had to get on.

He got a job in a steel mill—12 hours a day, and that mostly at night. But Smith's compensation was the work wasn't so hard as it was long drawn out. More drawing!

A machine shop started a house organ,

and Dorman, in his moments of waiting, began drawing for it. He won so many prizes that the firm decided on taking Smith out of the shop and putting him on the advertising staff.

After working on advertising art for two years, newspapers began fishing for him.

The Des Moines News got hold of him—a newspaper man at last!

But it wasn't only one cartoon a day. Besides that, Smith drew a weekly full-page cartoon feature, advertising art, picture layouts and other small pieces of art which filled a day's work to the top. Two years' work on the News made quite an artist out of him.

His cartoons got so famous throughout the country by that time that the NEA Service decided he would make a good national cartoonist. And so to the NEA he went.

Since his connection with NEA, Smith has had his cartoons published in most of the 600-odd newspapers taking the service, besides enjoying republication of his art in national magazines.

Mrs. Smith and the four little Smiths—even they enjoy his cartoons.

Medals to Newsboy Band Members

Medals and prizes were awarded members of the Grand Rapids (Mich.) Press Newsboy Band who had made the best records during the year at a meeting, March 16.

Henryetta (Okla.) Standard, established April 8, 1923, has suspended.

VANDERLIP REPLIES TO SUIT

Says Marion Star Speech Justified by Public Interest

Frank A. Vanderlip alleges his Marion Star "rumor speech" was justified by public interest in his answer to the action for \$600,000 damages for libel and slander brought by Louis H. Brush and Roy D. Moore, owners of the Star. The answer was filed in Federal Court, New York, March 31.

In repeating and justifying his speech made in Ossining, N. Y., on Lincoln's Birthday, Vanderlip pleaded that a rumor had been in general circulation throughout the United States and especially in Washington, New York, and Marion, O., regarding the sale of the Star by President Harding "at a price exceeding its true value." He alleges that the plaintiffs had at all times failed publicly to contradict or explain the rumor, and denied that any of his statements were defamatory to them or that they had suffered any damages as a result of his speech, through a decrease in the market value of the stock of their publishing company or otherwise.

Vanderlip made his allegations in the answer both as a defense and "in mitigation of damages." He asked for a dismissal.

The complaint filed by attorneys for the plaintiffs, gave the three causes for action: that Vanderlip had "wickedly and maliciously charged Brush and Moore with bribing Warren G. Harding, who was then President of the United States"; that he had caused the publication of his speech in the Tribune, and that he had authorized the distribution of his remarks throughout the country by the Associated Press.

HEARST CALLS IT QUILTS

Libel Action Against British Daily Dropped After Retraction

William Randolph Hearst's libel action against the Associated Newspapers Limited of London and the Continental Daily Mail has been settled out of court, according to announcement made in London, March 28. Mr. Hearst complained he had been greatly injured by publication of an article in the Daily Mail and Continental Daily Mail of May 1923.

The Daily Mail inferred Hearst was the newspaper owner Harding referred to in a speech who "advocated policies in which he did not believe." H. Given, for the defendants, explained the matter complained of was in a cable from a correspondent in America, that the identification of the newspaper owner or Mr. Hearst was "wrong and there was no foundation for it at all." He read a letter from President Harding to Hearst declaring Hearst was not the owner he had in mind.

INLAND SEEKING MEMBERS

Press Association Launches Drive Preceding Chicago Meet

Under the new president, George D. Lindsay, publisher of the Marion (Ind.) Daily Chronicle, the Inland Daily Press Association has launched a membership drive.

Lindsay is seeking expansion by making the vice-presidents of the association more active. There is a vice-president in each of the 14 states represented in the association and also one from Canada.

A tentative program for the next meeting of the association to be held in Chicago May 20-21 has been drawn up. Speakers will include: Frank D. Throop; Stanley Clague, of the Audit Bureau of Circulation; William Southern, Jr., of Independence, Mo.; H. F. Hendricks, Litchfield, Ill.; A. Haswell Bowling Green, O.; W. R. Ronald Mitchell, S. D.; Hon. Frank O. Lowden, J. A. Kautz, of Kokomo, Ind.; J. M. Schmid, Indianapolis, Ind.; and L. White, Detroit, Mich.

COVERING THE BAY WITH THE SHIP NEWS MEN

They Go Down New York's Harbor at Dawn to Meet Celebrities of All Nations as the Liners Come In—
Called by Lloyd George the "Outposts of American Journalism"

By PHILIP SCHUYLER

THE "Outposts of American Journalism."

Thus David Lloyd George characterized the ship news reporters who sail down New York's harbor to meet incoming ocean liners and bring back "stories" from passengers for newspaper columns of the nation.

A cauldron of stories is New York's bay. Each steamer slipping in from Quarantine trails a yarn as surely as her funnels smoke. Tales of adventure come from South Sea Isles. A naturalist brings a dinosaur egg. An archaeologist discovers a buried bone.

Coué comes. A Cardinal returns. Chesterton, Prince of Paradox, turns a verbal cartwheel into America's chief

port. A Continental or British Premier interprets European politics and policies. A World War General arrives to tour the States and tell who won the war and why. A foreign literatti discusses American prohibition just after his last legitimate drink.

Presto! Kansasville, Kan., Kazootown, Ill., and the dusty towns of Arizona, have the story, to say nothing of busy Broadwayites and strap-hangers in New York subways, just because a group of gay reporters set alarm clocks at an unwholy hour and left warm beds for the cold dawn and rough winds of New York's teeming bay. The "Outposts of American Journalism!"

Not every tale is caught. But the important ones are rarely missed. It seems a thrilling game, thus daily to dip into the salty cauldron and pour out stories for the nation's press.

Would you like to try it out yourself? Set your alarm clock and come down the bay with ship news reporters of New York.

It is late March and 5:30 a. m. Winds whip through windows one hastens to close. Warm clothes, a eup of coffee, the morning newspaper, and then away. A subway brings one to South Ferry, the tip of Manhattan's nose, where the Custom House wharf and the barge office block out a corner of Battery Park. "Hello! How did you happen to get up?" a voice calls.

It comes from one of a group of about 15 men standing together on a dock to which are tied sleek revenue cutters, flying the custom's flag. Salt mist sweeps in from the water, riding a sharp wind. Coats flap against knees. The men stand, hands in pockets, shoulders hunched, backs to the wind, stamping feet. Beside them cameras are piled, with folded tripods for the moving picture men. Talk is light; jokes pass with gibes and laughter.

No sign yet of the blue caps of cutter captain and Customs Inspectors, nor the khaki of army medics. Time enough then to look over quarters of the "Ship News Reporters' Association of New York."

Up one flight in the barge office the

room is found, long, narrow and crowded with old-fashioned desks. On a black-board names of boats due to arrive are chalked up—the S. S. Franconia, the President Harrison, and the Cristobal. Dinky walls, paper littered floors, desks disordered—a pack of playing cards tossed down, after a poker game, perhaps.

One meets Harold Hamill, of the Sun, a genial giant. His new boss is Sam Wood, formerly of the Herald, the "Ship News Dean."

"Sam has had 47 years experience with the Herald," one is told. "I heard him

livable and one walks the deck of the 50-foot boat to look at passing craft and the receding shore. To the starboard, as the cutter glides seaward, is the Statue of Liberty; to the port, Long Island.

A long deep boom comes from farther down the bay, where the huge Cunarder Franconia rides at anchor at Quarantine. It signals the fact that the passengers have been examined and the boat declared free from contagious disease. The yellow flag has been hauled down and the Franconia moves majestically towards New York. She is gay with bunting from bow to taffrail.

argument over Virgin Birth proves a ringer. On this subject the Cardinal talks freely, while reporters jot down notes.

Ibanez speaks in lispng English. "What is your favorite book," a reporter asks.

"It depends upon the day," is the prompt reply.

One looks over a reporter's shoulder and sees he has written, as though a book title, "It Depends Upon the Day."

Lord Rothermere is shy. He speaks crisply in answer to questions. One is afraid to draw out paper and pencil, lest he realize he is being interviewed and decline to talk.

The Franconia has yielded its quota of pictures and stories.

Now the reporters gather in an enclosed deck and sit at wicker tables reconstructing their notes, exchanging information. A bewiskered little gentleman sidles up. Blue eyes beam from behind spectacles.

"Are you from the Herald," he asks politely.

"There is no more Herald," someone answers and informs him of the Munsey-Reid transaction. A significant glance goes the rounds. Here is one of those "publicity seekers." Sure enough, - just as "whiskers" walks away, a man of secretarial type steps forward.

"Say, boys, that's Mr. of San Francisco," he informs in a half whisper. He's worth millions. He has just presented an equestrian statue of Lafayette to the city of Thought I'd tell you, just as an

accommodation. He's very, very, modest."

He nods his head and walks away. "Whiskers" found his name among the list of "others arrived." He really wasn't worth a story anyway.

All this is an old story to ship news men. But who doesn't thrill as the liner is swung into the pier?

The reporters find telephones on the dock and stories are written of the homecoming of a Cardinal, the visit of a British publisher, the bright phrases of a novelist.

Going down the bay is, of course, not the only duty of the ship news men. They have the Customs House to "cover"; outgoing steamers; and 150 miles of coastline, roaring with stories to be told of rum runners, wrecks, disasters.

But, snaring stories from incoming ocean liners is the "big fun" for these harbor landlubbers: Harry Cunningham, Evening World; Sam A. Wood and Harold Hamill, Sun; James P. Laneheart, Journal; Morton Nichols, Wall Street Journal; Martin L. Petry, Evening Post; Richard Reagan, John Regan and George Grady of the City News Association; Theodore Murray, Morning World; Rud Rennie, Tribune; T. W. Williams, now abroad, and Jesse Butcher, Times; James Duffy, Telegram and Evening Mail; Louis Heinz, American; and Harry Acton, Morning Telegraph.



While ship news men get the stories, newspaper cameramen gather on a secluded sunlit deck to which voyaging celebrities are led like lambs to slaughter to be "shot" for the nation's press. With cameras set in semi-circle, they form a formidable battery, enough to make even the most ardent publicity seeker quail.

talking of a story he wrote way back in 1879."

James Duffy, of the Telegram and Mail comes in. He is a short, sharp, little fellow, wearing glasses. For six years he has been going down the bay for New York newspapers. Martin Petry is introduced. Petry is now with the Evening Post, having previously been with the Tribune and the Herald. Since 1916 he has been meeting distinguished visitors from abroad and Americans of prominence.

Seven o'clock strikes. The Customs men have come. One goes to the wharf to board the revenue cutter, the U. S. S. Hudson, which slowly steams from its berth and swings down the upper bay.

"Jim overslept," someone shouts and points to the dock. "Hey, Jim! Guess you didn't know there was such an hour as 5 o'clock?"

Jim stands on the dock and waves farewell. The others will cover the ship for him. His newspaper will not suffer.

An angry wind snaps at cheeks. One joins the group on the upper deck, huddled about the warm yellow funnel. Another group is below in the aft cabin playing cards. Still another group stands on the iron grill above the engine room, keeping warm.

From low hanging clouds, a kind sun suddenly comes. It makes the day more

A sharp whistled signal from the tiny government craft stops the passenger giant, and the Hudson edges alongside and is made fast. Officials, reporters, and cameramen clamber up a shaky ladder aboard the towering ship.

Smiling passengers line deck rails. Calls and jokes pass between those coming in and the newspaper men.

"Look out for bottles," someone calls. "How's New York? Has spring come? Got any papers?"

The Franconia moves on towards her Pier. Onboard a bugle sounds. A Cockney voice urges all "citizens please to bring themselves and passports to the 'haft lounge on B deck." Ship passengers step from elevators, their luggage plastered with foreign hotel tags. Good-byes are being said.

The ship's publicity department has furnished reporters with a list of prominent passengers. Cardinal O'Connell of Boston, Vicente Blasco Ibanez, Spanish novelist, and Lord Rothermere, famous newspaper publisher of Great Britain, are headliners of the day.

First of all, reporters gather at the purser's office on C Deck, where cabin lists can be obtained. The Cardinal is in A 37; Ibanez in B 14; the publisher in A 15.

The Roman churchman is saddened when told of the Modernist stand, The

NEWSPAPER COPY BIDS TOURISTS SEEK THE SCENIC NORTHWEST

Five Pacific Coast Cities Combine to Tell Wonders of the "Evergreen Playground" Through Rotogravure and White Space

By HAMMOND EDWARD FRANKLIN

A RETIRED New England farmer and his wife, now living in California, have decided to spend this summer in the state of Washington.

They will motor up the paved Pacific highway and expect to have the time of their lives.

Their decision, like that of many others being made, is the result of a novel campaign of full-page advertising which started only recently. Its handling is of peculiar interest at this season when resort and travel advertising for the summer is promising to occupy a large place in the newspaper advertising sun.

The five towns of Tacoma, Seattle and Bellingham (Wash.), and Victoria and Vancouver (British Columbia), have raised an advertising fund to bring large numbers of tourists to Puget Sound and British Columbia this year.

All the way from the Mexican border to Vancouver in British Columbia there stretches this paved Pacific highway, except for about 98 miles in northern California. This offers a picturesque avenue along which motorists almost without limit can journey—and a sales opportunity for the communities in the British Columbia and Puget Sound country.

Their section is green and cool in the summer. Therefore, they are not content with inveigling tourists from far states, but aggressively are seeking to interest Californians themselves in the Northwest as vacation land.

"The evergreen playground" is the name which is being applied to the sec-

tion. An automobile party is pictured jaunting along a highway of rare scenic beauty, with all signs pointing to the 5 cities. A map shows exactly where the cities are located in relation to highway, rail and ocean approach.

Then under the caption, "Paved roads beckon to a cool summer land," the copy writer tells his story in large space.

A coupon is enclosed for clipping by the interested prospect.

The advertising is signed by Puget Sound and British Columbia, Associated, a non-profit organization representing the citizens of Tacoma, Seattle, Bellingham, Victoria, and Vancouver. The fact there is no red tape at the international border is brought out.

The preparation and placing of the advertising is in charge of Botsford-Constantine Company, a member of the A. A. A. with headquarters in Seattle.

Practically full page space is being used during March, April, May and June in the newspapers of San Diego, Los Angeles, San Francisco, Sacramento, Oakland, Portland (Ore.) and Spokane. The Los Angeles Times and San Francisco Chronicle are carrying rotogravure insertions.

The inquiries are handled from a central office and forwarded to each city.

The use of the newspaper in a striking way to reach the touring and resort-going public is not a new departure for the Northwest. The value of newspaper space previously has been demonstrated especially by the city of Seattle, which reports that its cost per inquiry from



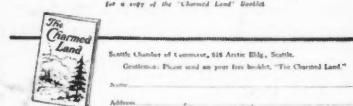
Would You Renew Health and Enthusiasm This Summer?

—Seattle Invites You

CHANCE FOR ENJOYING LIFE, and taste the joy of real living—see the Pacific Northwest this summer. Never was foliage so green, nor come so bright, nor climate so soothingly restful as in this wonderful summer playground. Never elsewhere was scenic grandeur spread in such prodigal profusion—two encircling ranges of silver-crowned mountains, withapphire lakes, embosomed; rushing streams, with gummy fish, waterfalls, flowers, ferns and greenery, imperial island seas.

In all the world—invites you to motor over the evergreen mountains, slopes or beside waters penetrating inland from the Pacific; to play golf on unexcelled year-round courses; to fish in streams, lake or sea; to hunt and ideal conditions, to drink, lake, swim, yacht, picnic and camp. Seattle wants you to know the features of life the Creator intended should be just his. Make this summer a Pacific Northwest summer. Send the coupon now for booklet, "The Charmed Land." It leads the way to the joys of living.

Or call at the 13000 Pacific Trust Bureau for a copy of the "Charmed Land" booklet.



Smart municipal copy, bearing a charming, cool sketch and inviting correspondence.

newspaper copy is below that of magazine space.

C. P. Constantine of Botsford-Constantine Company states:

"The Seattle Chamber of Commerce believes the rotogravure newspapers offer it the best medium to present its campaign to tourists.

"The reason is that we have, without exaggeration, the most wonderful scenic spots in the world which words most certainly fail to describe, particularly in advertising. The only way we can really portray truthfully these scenic wonders is by actual reproduction of the scenes themselves either in half-tones used in magazines or in photographs used in certain newspapers.

"Somehow, a photograph always rings true and pen and ink drawings do not, in our estimation, express as well as the actual photograph. Newspapers also give us a certain localized effort which we think is necessary. The majority of people who came to the Pacific Northwest were from the Middle West and therefore by selecting photogravure papers from Chicago west, we can get concentrated circulation in the exact territory we want to draw upon, leaving a few choice national magazines to cover the matter nationally.

"In regard to rotogravure inquiries, I do not like to give specific cost per inquiry rate as it might discriminate against certain papers, but it is all right to publish the fact that rotogravure is the cheapest inquiry rate the Chamber of Commerce in Seattle has had in its three years of advertising, being even cheaper than the national magazines."

This is confirmed by Harold Cray, assistant secretary of the Seattle Chamber of Commerce, in charge of advertising.

"In 1923 Seattle had the best business year in its history. We gained 20,000 in population. In 1921, 50,000 people visited Rainier National Park; in 1923, 123,000. Round trip excursion tickets validated at Seattle were 12 per cent more in 1923 than in 1922, and the tourist travel has increased so rapidly that Seattle is now building a new \$4,000,000 community hotel to supplement its already extensive hotel facilities," he stated.

"People quite generally know now that Seattle, instead of being a distant metropolis of the Pacific Northwest, is the 19th city in size in the United States, with a population of 360,000. To date, 1,300 citizens have subscribed to the 1924 fund to tell the rest of the country about Seattle."

A fund of \$135,000 for a 1924 national advertising and tourist campaign fund is being raised by pledges. Results without doubt will be received immediately as well as over a long-run period. The vision of the Pacific Northwest in putting into practical effect work of this constructive sort should be an inspiration to those other sections, which, through inertia, lag decades behind.

JAPAN WAKES TO NEED FOR TEA CAMPAIGN

Roused to Action By Higham's Drive for India Growers, Exporters Ask Government for \$250,000 Advertising Subsidy

By JOHN R. MORRIS
Far East Correspondent, EDITOR & PUBLISHER

Tokyo, March 20.—A large advertising campaign in American and Canadian newspapers was discussed favorably at a 3-day meeting of the National Association of Japanese Tea Guilds which closed here recently. No action to insure the purchase of any considerable amount of space was taken, but the association voted to ask the Government for a subsidy of 500,000 yen (\$250,000) for a campaign in North America. The matter will be taken up again at a central committee meeting here this month. In the meantime the association will present an application for a Government subsidy.

Sir Charles Higham's energetic efforts to popularize Indian tea in the American market have given the Japanese exporters an incentive for taking measures to strengthen their positions. Tea exports from this country go almost exclusively to North America. Recently the sales there have been decreasing. The exporters' advertising has dwindled away to an insignificant amount and the condition which confronts them now is one which demands immediate action.

I. Nishi, Japanese commercial attache in New York, in a cable received just before the opening of the Tokyo meeting, strongly recommended a large newspaper advertising campaign in both the United States and Canada. Immediate steps in this direction were imperative, he cabled, if the Japanese product was to hold its own against competitors in the market.

In the year 1923-24 the tea exporters spent only 7,500 yen (\$3,750) for promotion work in the United States and Canada combined. Of this amount 2,000 yen went to the maintenance of various tea houses, where demonstrations are conducted, and only 4,000 yen was spent in advertising. Before Mr. Nishi's cable was received, early this week, the budget for such work during 1924-25 called for only 19,500 yen. Of this amount, 8,000 yen was to be spent for advertising, 7,500 yen for the entertainment of tea merchants, 3,000 yen for the maintenance of tea houses and 1,000 yen for cable and postage expenses.

The terse cable from Mr. Nishi, who formerly was secretary of the National Association of Japanese Tea Guilds, helped the association's members to view the subject in a new light. They hope now to put across a campaign which will compare favorably with the advertising efforts of the Indian exporters.

The case of the tea exporters, while involving the possibility of a large campaign in itself, is more important as indicating the general trend of opinion among Japanese importers. Although as a whole they have by no means recovered from the losses caused by the earthquake, their very misfortunes have impressed upon them the necessity of taking full advantage of their foreign markets. With the country's adverse trade balance mounting higher every month, the Government is prepared to do the utmost within its power to encourage exports and this fact lends hope to the tea men in their efforts to obtain an advertising subsidy.

Mr. Nishi, the commercial attache in New York, is firm in his conviction that the daily newspaper offers the best medium for reaching the buying public. He is also an unrelenting advocate of the principle of "truth in advertising." It will be useless to advertise their product, he cabled the tea exporters, unless their tea is subjected to rigid inspections as to quality. Some recent shipments have been faulty, he reported.

A. B. C. Meets in Chicago

Audit Bureau of Circulation held a meeting in Chicago, March 28. Routine business was discussed.

The Evergreen Playground
Puget Sound and British Columbia

VANCOUVER CANADA
VICTORIA BELLINGHAM
TACOMA
SEATTLE
BELLINGHAM
VANCOUVER
VICTORIA

Paved Roads Beckon to a Cool Summer Land

THE VACATION ROAD is the great North road! It leads to the Land of Summer Goodness—the Evergreen Playground of Puget Sound and British Columbia. Thousands of road signs guide you on your way. Auto Clubs of Washington and British Columbia will gladly furnish you detailed strip maps.

Plan now for your vacation in the cool, green land of the North. Easy to reach over alluring miles of white-ribboned highway—or rail—or steamer.

The hospitality of friendly cities awaits you with the call of an evergreen Outlook. Wonderful adjoining city limits. In an hour or so you may enjoy in flower-encircled mountain meadows, or near the fragrant pines and cedars of the forest, banks, rolling meadows, streams and sparkling streams in the shade of crystal lakes or like land-locked seas.

All the sports, all the joys of summer are here. There's bathing on sandy beaches and picnicking on green lawns. There's fishing in forest and stream and lake and mountain lakes. There are days upon days of mountain trails through alpine evergreen meadows. Golf, tennis, and all the recreation delights you love are yours here in the Evergreen Playground.

And summer amusements! Refreshing breezes blowing down the wooded straits—out nights or from snow-capped summits. The days radiating—the nights refreshing. Descriptive illustrated literature mailed free upon request. City coupons sent.

Special round-trip Summer Excursion Rates by rail or boat

By Rail, Sail, and Paved Highways.

FREE

Puget Sound and British Columbia
A Non-Profit Organization ASSOCIATED—Representing the Citizens of
TACOMA - SEATTLE - BELLINGHAM - VICTORIA - VANCOUVER.
NO RED TAPE AT INTERNATIONAL BORDER

Effective piece of art copy, telling the story, pleasing the eye, teasing the traveler very cleverly.

DOWN ENCHANTED AISLES WITH WOOLLCOTT

Broadway's White Lights Still Lure New York's Famous Dramatic Critic Although He "Covers" 250 First Nights a Year—Believes Theatrical Criticism Is News and Writes It As Such

By WARREN BASSETT



Woollcott's favorite morning paper used to be the New York Herald. The rack upon which it rests parallel with his eyes is one of his own devices for making dramatic criticism a life worth living.

IT is unfortunate, but true, that a critic is often regarded as a mental dyspeptic—an ennuied fellow to whom the latest joke is merely a boyhood friend freshened up with a haircut and a new suit of clothes, and whose chief pleasure is reading a volume of Schopenhauer in a quiet corner of a morgue.

Alexander Woollcott, dramatic critic of the New York Herald, and since its sale to the Tribune transferred by Mr. Munsey to the Sun, escapes this category, although he would have you believe it was newspaper luck instead of a genuine love for the theater and its personalities which raised him from a reporter to dramatic critic overnight.

This year, at the age of 37, he will complete his eighth year as a reporter of the drama, six of them as critic for the New York Times, two as a critic for the Herald. He sees, according to his own estimate, 250 first nights a year, in New York and abroad, and despite the fact that many of these are dismal affairs, he is not bored with his job.

From reading Woollcott's reviews it is apparent that the theatrical pageant is always fresh and varied for him, from the newest performance heralded in blazing, brittle bulbs against Broadway's night sky, to the swish of the final curtain rolling down against a surf of applause. It is this love for the theater and his four years' training as a street man for the New York Times before he became dramatic critic which has placed Woollcott among the outstanding writers on the American stage, and enables him to so accurately report the colors and contrasts of a first night.

First nights to him are news stories containing all the zestful potentialities of a corking murder mystery or a spectacular fire. His sense of news is never dulled by his purely critical faculties. Often, to him, the "news" of a production is something apart from the individual performances of the actors. His reviews become stories rather than critical dissertations upon nuances of gesture or voice.

He does not belong to what he terms the "Urchin School of Critics," the group which is more adept at shying stones than presenting bouquets. When praise is to be dispensed Woollcott can become the arch-praiser. He will even lead the dancing in the streets. He has intense critical affections for personalities of the stage, and will unsheath his pen in their defense at the drop of an epigram. Chief among these is his delight in the acting of Mrs. Minnie Maddern Fiske, whom he considers one of the greatest of all comedienne.

Although Woollcott is not a poseur seeking to evoke gapes from the multitude by personal eccentricities, a circumstance connected with his work has created something of a legend among theatrical folk and followers of the theater. It is his workroom at 67 West 44th street, in the very mid-roar of the "Roaring Forties." It is one flight up placed prosily next to a cleaning and pressing establishment, and is shared by Heywood Brown of the World, Robert Benchley of Life, Marc Connelly and George S. Kaufman, the playwrights. This room is variously regarded as a Cave of Forty Thieves and a modern Parnassus—depending upon who does the regarding. For it is here, after the theater, that Woollcott and Brown with rattling typewriters turn thumbs up or down on the latest production. Messenger boys carry the copy to the Sun and the World offices downtown. What that copy says in print decides whether Woollcott and Brown appear at their offices next day with or without a disguise.

It was in this workroom that Woollcott

told EDITOR & PUBLISHER his views and experiences gathered during his eight years spent in reporting the drama. The room is quite ordinary. Three desks with typewriters, a few books, plenty of copy paper, a number of chairs, a leather lounge. Woollcott, a rather short, plump figure in suit of dark grey was seated at a typewriter. As the conversation progressed he moved to the lounge, reclined on one elbow, Roman fashion, puffed a cigarette, and talked.

To Woollcott "reporting the drama" is the correct phrase describing his activities, for he holds that newspaper dramatic criticism is news.

"Dramatic criticism ought to be a news story telling regular readers of the paper what kind of a play is appearing and whether it is the kind of a play the reader would like to see," is his definition of a newspaper critic's job.

"Events of the theater are news just as other events which interest great numbers of people are news. The problem of presentation, however, is a different one. It is distinctly impossible in the length of a review to describe a plot. To attempt to do so is stupid. Nothing is to be gained by reporting what the audience did, for first night audiences are invariably the same—profuse with applause. The problem naturally resolves itself into telling as truthfully as possible the impression the play made on the critic."

Woollcott is quite cheerfully aware of the avalanche of anathema which has been known to engulf critics upon the publication of a not-so-laudatory review.

"There are two reactions to virtually every criticism," he said. "If it contains paeans of praise the writer is deified and awarded a halo. If it condemns he is everything from ignorant to corrupt." Launched upon his favorite subjects, criticism and the drama, Woollcott talked with crisp fluency.

"A common delusion in regard to dramatic criticism is that it is necessarily a polysyllabic and prolonged explanation of why a play should not be seen.

"Naturally, in New York where everyone knows everything, critics abound who know all about why this or that play is good or bad. But the number of men who can sit down after seeing a play and in thirty minutes put their ideas on neatly typewritten sheets of paper ready for the linotypes is extremely limited. And the number who in that time can not only transcribe what they saw but interpret it accurately is even more limited.

"I do not mean, however, to place an emphasis upon merely getting something written. Almost anyone can sit down and write a column of news copy in half an hour. But it takes a genius to write a paragraph in that time. The best dramatic criticism is always the shortest.

"Of course it is a common cry that there are too many critics cluttering up the landscape. I agree that there are too many incompetent critics just as there are incompetents in every profession. For instance, in the army. All the time I was in France I saw only two officers who by divine right should have been better than privates . . . and I have forgotten now just who they were.

"It is possible for a man to be an amazing writer but a poor critic—his ideas diverting and original but his critical valuations dimly unsound."

It may be Woollcott's instinct for the dramatic which would have it believed that it was newspaper luck which transformed him from a Times reporter to dramatic critic overnight. However, it is an interesting story, and he sticks to it.

He had come down to New York in 1909 immediately after being graduated from Hamilton College, near Utica, N. Y.

He says nothing about a trunkful of manuscripts, the usual baggage of an aspiring journalist, and his first occupation was in no sense literary. It was a job as clerk in a bank. But after three months he had acquired a place as reporter on the Times staff from Carr V. Van Anda at \$15 a week.

In 1914, a little more than four years later, he was covering big assignments, among them the Rosenthal murder.

Unfortunately, Herbert Bayard Swope, now executive editor of the Morning World was covering the same case for the World.

"He scooped me so badly every day I had to take three months' vacation to recover," Woollcott declared. "The sight of him always reminds me of it."

The dramatic critic of the Times then was Adolph Klauber. He had recently married Miss Jane Cowl, the actress, and in a short time resigned as critic to produce plays in which his wife was starred. The Times job was a plum and there were applications from veteran theatrical writers. But luck was with him, Woollcott said, and he was appointed Klauber's successor. He was 26 at the time, perhaps the youngest dramatic critic in New York.

"I knew nothing about it until the day before I was given the job," he commented. Woollcott held the post continuously until 1922, with the exception of two years' leave of absence in 1917-1918 when he enlisted in Base Hospital Troop No. 8, and was sent to France.

When the Stars and Stripes, the official newspaper of the A. E. F. was launched, Woollcott was relieved of his aesthetic duties in the hospital troop and assigned to the Stars and Stripes staff with the rank of sergeant. He covered fighting at the front, and today regards his work on the Stars and Stripes as the best newspaper work he has ever done.

Upon his return from France, he resumed his former position at the Times, leaving in 1922 to join the Herald under contract. When the Herald passed out of existence last week following its sale to the Tribune, Mr. Munsey transferred Woollcott to the Sun.

Woollcott has been a "rabid theatergoer" since the age of 5. He was born in 1887 in a famous house near Red Bank, N. J., occupied at various times by Horace Greeley, Charles A. Dana, and William Winter.

When he was 2 years old his parents moved to Kansas City where they came to know intimately Roswell Field, brother of Eugene Field. Like his famous brother, he too, was conducting a daily newspaper column. He often used the antics of young Woollcott as material, and when the boy grew older furnished him with theater tickets garnered from press agents.

"I contracted the free ticket habit at that time and had to become a dramatic critic to live up to it," Woollcott explained.

Later, when he thought of trying newspaper work, his ideal was Richard Harding Davis. Every cub in those days modeled himself after Davis, according to Woollcott, and dreamed of stepping into the city room on a dull night and casually tossing a spectacular scoop on the city editor's desk just in time for the last edition.

"Modern cubs have changed, however," he says. "Now every bright college graduate who asks for a job wants to review books and plays, or conduct a column. I think Heywood Brown and F. P. A. are partly responsible for this. It must irritate editors like Swope and Van Anda to whom the big stories are of first importance. A newspaper made up wholly of columns and play reviews would be a very disgusting thing."

Apart from his newspaper work, Woollcott has written a number of books on the theater, among them "Shouts and Murmurs," "Mr. Dickens Goes to the Play," and "Enchanted Aisles" which appeared two weeks ago.

Although it is something of a tradition that a dramatic critic must marry a talented and beautiful actress, Woollcott declares he is still waiting for the miracle to happen.

GRATIS AD SURVEYS BOOST DAILIES' COSTS WITH SCANT RETURNS

Unreasonable, "Childlike" Requests Pour In from National Advertisers With No Promise of Contracts—Crisis at Hand

By KENNETH M. KEEGAN

THE ever increasing demand of the national advertiser for co-operation from local newspapers has reached a crisis. The newspaper must now decide what fair co-operation is. *To what extent should a newspaper co-operate with a national advertiser?*

In bygone days, when most advertising was of the "hit or miss" variety, the national advertiser had a just cause to complain of the greed of the newspaper, whose only thought was to get advertising in its columns, regardless of the returns to him.

Soon, however, the newspaper came to realize that it could only grow in proportion with the results obtained by its advertisers. This realization has brought about a quick change—and today, every live newspaper has a fund of helpful information at hand for helping the national space buyers.

Every wide-awake newspaper in the United States, having realized that reasonable co-operation with the national advertiser is essential, has provided itself with a service department, together with surveys, charts, route lists, and other special helps for salesmen. Some newspapers even go so far as to aid the salesmen in selling local merchants initial orders, co-operating with them in every way, and doing everything possible toward making a complete success of the product and its advertising.

But the pendulum has swung—gaining speed of its own momentum—until today demands of the national firms have become far from reasonable, some even childlike in their intent.

Today, service departments (created it is true for the national advertiser) are being flooded with requests for impossible surveys and data, preparation of which would require weeks, and then only be useful to a single prospective client.

Demands of such nature flock in each day, every mail bringing in added demands and requests. Out of this flood of impossible surveys, only 3 of every 10 materialize into contracts; and one of them is so small that in balancing up the cost of publishing, plus the cost of survey, the ledger entry appears in red.

Then come the added demands, including the use of news columns to help "boost" products of the national advertiser. This should be an unthought-of practice—I go so far as to call it an imposition—yet some newspapers tolerate such copy in their columns. Recently a request came in from an advertiser for a certain survey, one of the requests being to urge local merchants to restock a product immediately. Surely this is not a function of the advertising department of a newspaper. Surely this, a pure function of a salesman, cannot be deemed as fair co-operation from the newspaper. The newspaper's job is to make it easier to sell the merchant, but assuredly not to sell the merchant outright.

But, fairness is due the advertising agency. This branch of advertising realizes the expense of such impossible requests for compilation of data, and it does not expect the impossible of the newspaper. It is from the advertiser himself that a majority of absurd questionnaires flow.

In a recent conversation with the sales manager of a large company, from whom especially unfair requests have come, the point of newspaper co-operation was brought up. He was bewailing the fact that newspapers are not alive, not progressive, and do not solicit business. This company wanted an exhaustive report on a certain product, despite the fact

that there was no assurance of a forthcoming campaign to market the product. The questionnaire would have required at

I would not do away with already established service departments, for that would take newspaper back to the period of non-co-operation. These service departments were created for the national advertiser, and they are his to use. Nor would I recommend handling surveys and data in a haphazard manner. This certainly would not solve the problem.

I do recommend, however, that the publisher decide what fair co-operation constitutes, that he establish a "code of ethics" setting forth what he owes the national advertiser and what he owes himself. This is by no means a singular

To curb successfully the unfairness of the national advertiser, the newspaper must unite. Until there is unity, progress toward elimination of unfair practices and demands will be slow. The unfair demands are running up to an unreasonable amount the overhead of the modern newspaper.

To Broadcast President's Speech

President Coolidge has authorized his speech at the annual luncheon of the Associated Press on April 22, to be broadcast direct from the grand ballroom of the Waldorf-Astoria Hotel. Requests for the privilege of broadcasting have been received by the Associated Press from Station WJZ and WEA. The matter will be decided by the Luncheon Committee.

Credit Men Urged to Advertise

Newspaper columns were advocated as the best advertising media for merchandising and for educating the public to an appreciation of credit by C. P. Young, St. Louis, field secretary of the National Retail Credit Bureau, speaking before the Spokane Retail Credit Men's Association recently.

Fox Takes Etter's Place

H. B. Fox has assumed full control of the Middletown (Pa.) Daily and Weekly Journal, following the death of March 8 of A. L. Etter, his associate for more than 30 years.

List of "Weeks" Wanted

EDITOR & PUBLISHER wishes to compile an accurate calendar of "days" and "weeks," such as Mother's Day, Music Week, etc., complete for the year. Any information which will aid this compilation will be appreciated.

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

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 REPRESENTATIVES
M. C. Mogensen & Co., Inc.
Los Angeles—San Francisco—Seattle

SONGS OF THE CRAFT

(Copyright, 1924, by EDITOR & PUBLISHER)

By Henry Edward Warner

THE TRUST

I

Could I but sing one strident note—
One thing to strike a higher key,
Or write as once the prophets wrote;
Could I but sound one lasting note
It were enough for me.

II

Could I hut pen one living line,
One thought to bring man to his goal;
Could I claim just a word as mine
That went into a living line,
'Twould satisfy my soul.

III

But all the things we think and write
Who impotent essay to soar,
The worded visions to our sight
Who hood and ponder as we write,
They have been said before.

IV

'Tis mine to see as far as I
Have vision, and to face the stress
With courage, and beneath my sky
To hold a flag unsoiled high
Beside my printing press.

V

This is my Trust, and this my Creed:
To hope, and so to have believed
And put my honor into deed;
To feel, when life has filled its need,
Some higher step achieved.

least 3 days' work, and its completion would not have guaranteed a contract.

The sales manager, no doubt has 50 salesmen on the road, and so in the course of our conversation I put it to him like this:

"Suppose your salesmen go to the various grocers to sell them. One grocer, treading on solid ground, proposes that the salesman interview his customers, and if they agree to place an order, he, the grocer, will stock up. Would such a transaction be fair to the salesman, or fair to the company which is paying for his time? It must be obvious that the salesmen couldn't do this and that such procedure would be unfair."

Yet, exactly such unfairness is what the newspapers are up against, in their dealings with the national advertisers. They ask the newspapers to make a market for their products long before any advertising is placed, and should the market be made they give no assurance of signing contracts.

It is the unfairness, the unreasonable demands and requests, that have brought the question of newspaper co-operation with the national advertiser to a crisis. Something must be done; the line must be drawn.

task, for were one newspaper to draw the line, and another of the same city continue to tolerate unfair demands, the first paper would lose no small amount of business.

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 page line gross, subject to contract discounts. They carry more high class dry goods advertising; are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

Advertise in Newspapers by the Year

The Evening World

Pulitzer Building, New York
Mallers Building Chicago
Ford Building Detroit

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NEW AND AUTHENTIC HISTORY OF THE HERALD OF THE PENNSYLVANIAN

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

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



What Has Been Told—James Gordon Bennett, born in Banffshire, Scotland, Sept. 1, 1795, left his native land and his studies for the Roman Catholic priesthood...

Mr. Bennett, now more than ever determined to strike out for himself and thus be able to inflict punishment on his political adversaries, used his savings to start a little daily paper, the New York Globe...

TO THE PUBLIC

With this number the publication of the New York Globe is closed for the present. All debts due the establishment are to be collected only under the authority of the undersigned.

During the brief but agreeable career of the Globe, I have been gratified with the support and encouragement of the first men of the country. At a future day its publication may be resumed; but at present other views and other purposes have determined me to the course I have adopted.

JAMES GORDON BENNETT.

New York, Nov. 29, 1832.

It was at this period that Mr. Bennett did some literary work, frequently writing for the Mirror, his contributions being highly praised, while later his poems were collected and published in book form.

ANOTHER TRAGIC FAILURE

Defeated in his effort to found a daily political paper in New York, Mr. Bennett, still far from being discouraged, went to Philadelphia in 1833 and bought a small interest in the Pennsylvanian. His investment secured for him full editorial control, with the expectation on behalf of his partners that he would be able eventually to buy them out and thus relieve them of financing a debt-burdened paper.

Without capital he continued in control of the paper and facing the hostile attitude of the party leaders, Mr. Bennett was again forced to admit defeat and reluctantly returned to New York in 1834, with ill-defined plans as to the future.

CHAPTER THREE

Brief Existence of the Morning Herald—Ended by a Fire

MR. BENNETT had returned in 1834 to New York from Philadelphia, where he had made many political enemies, very much dejected due to his ill success with the Pennsylvanian. His supposed political friends and supporters had proved "cold, heartless, careless and God knows what not."

Mr. Bennett then looked about him for ways and means to start a paper of his own. In 1834 two young and enterprising printers named Anderson and Smith had opened an office at 34 Ann street, and secured the composition and presswork for the then leading penny morning newspapers—the Sun and the Transcript.

Mr. Bennett thus secured all the facilities of what was then considered quite an up-to-date printing house. An interesting incident was the fact that a journeyman compositor also named Bennett, but not related, was offered an interest in the new paper, but the man having no faith in the permanency of the project promptly declined the offer!

However, later on, Bennett, the matter of securing an office was easy. Any cellar in a good location would do, so Bennett hired a deep and dark "basement story" at 20 Wall street, corner of Nassau street. This is part of the site now occupied by the huge building of the Bankers' Trust Company, one of the most noticeable of the many skyscrapers downtown.

BENNETT'S GREAT RIVAL



THE SUN. NEW YORK, THURSDAY, JUNE 10, 1834.

BY BENJ. DAY & GEO. W. WISNER. A VISIT TO NEWTON FAY. We went last to the shop of Newton Fay, where we got out and walked up to the flat. It really was a very nice place. The furniture was all new, and everything was in the best order. The room was large and bright, and the view from the window was very fine.

Facsimile of the first page of Dana's Sun at the time Bennett entered the New York field with the Herald. The "show window" was given to classified and a sparkling feature story concerning the Fortden Fair and circus.

Here he received advertisements, sold papers and wrote his editorials and news items.

The scene in that gloomy cellar on the eventful night of May 5, 1835, can be imagined. Facing the doorway and flight of steps leading down to his semi-subterranean establishment stood Mr. Bennett's apology for a desk—a plank across two barrel heads, behind which he sat to prepare the copy for the first issue of the paper destined to lead and guide modern journalism, and whose great income eventually made its gifted owner a millionaire. The office was faintly illuminated by the light of a tallow candle stuck to the board in its own grease! Amid such dismal surroundings the copy for the little paper was prepared. The late William Gowans, a well known bookseller, thus described the office soon after the paper's start:

"The proprietor, editor and vender was seated at his improvised desk busily engaged in writing and appeared to pay little or no attention to me when I entered. On making known my object in coming in, he requested me to put my money down on the counter and help myself to a paper; all the time he continued his writing operations. The office was an oblong, underground room; its furniture consisted of a counter, which served also as a desk, constructed from two flour barrels, standing apart from each other about four feet, with a single plank covering both. On a chair placed in the centre, sat the editor busy at his vocation, with an inkstand at his right hand while on the end of the plank nearest the door was a pile of papers for sale."

The first issue of the Morning Herald consisted of four pages, 15 by 20 inches in size, clearly printed on a good quality of paper, while the "make-up" was neat and attractive.

The heading on the editorial page reads thus:

THE MORNING HERALD

NEW YORK, WEDNESDAY, MAY 6, 1835

Then follows the inaugural editorial, the full text of which is here given:

"Jas. Gordon Bennett & Co. commence this morning the publication of the Morning Herald, a new daily paper, price \$3 a year, or six cents per week, advertising at the ordinary rates. It is issued from the publishing office, No. 20 Wall street, and also from the printing office, No. 34 Ann street, 3rd story, at both of which places orders will be thankfully received.

"The next number will be issued on Monday morning—this brief suspension necessarily taking place, in order to give the publishers time and opportunity to arrange the routes of carriers, and organize a general system of distribution for the city, and allow subscribers and patrons to furnish correctly their names and residences. It will then be resumed and regularly continued.

"In the commencement of an enterprise of the present kind, it is not necessary to say much—'we know,' says the fair Ophelia, 'what we are, but know not what we may be.' Pledges and promises in these enlightened times are not exactly so current in the world as Safety Fund Notes or even the U. S. Bank bills. We have had an experience of nearly fifteen years in conducting newspapers. On that score we cannot surely fail in knowing at least how to build up a reputation and an establishment of our own. In *debuts* of this kind many talk of principle—political principle—party principle as a sort of steel trap to catch the public. We mean to be perfectly understood on this point, and therefore openly disclaim all steel traps—all principle as it is called—all party—all politics. Our only guide shall be good, sound, practical common sense, applicable to the business and bosoms of men engaged in every day life. We shall support no party, be the organ of no faction or *coterie*, from President down to a constable. We shall endeavor to record facts, on every public and proper subject, stripped of verbiage and coloring, with comments when suitable; just, independent, fearless and good-tempered. If the Herald wants the mere expansion which many journals possess, we shall try to make it up in industry, good taste, brevity, variety, point, piquancy and cheapness. It is equally intended for the great masses of the community—the merchant, mechanic, working people—the private family as well as the public hotel—the journeyman and his employer—the clerk and his principal. There are in this city at least 150,000 persons who glance over one or more newspapers every day. Only 42,000 daily sheets are issued to supply them. We have plenty of room, therefore, without jostling neighbors, rivals or friends, to pick up at least *twenty or thirty thousand* for the Herald, and leave something for others who come after us.

"By furnishing a daily morning paper at the lower price of \$3 a year or which may be taken for any shorter period (for a week) at the same rate, and making it at the same time equal to any of the high priced papers for intelligence, good taste, sagacity and industry, there is not a person in this city, male or female, that may not be able to say—'well I have got a paper of my own which will tell me all about what's doing in the world—I'm busy now, but I'll put into my pocket and read it at my leisure.'

"With these few words as a 'grace before meat,' we commit ourselves and our cause to the public, with perfect confidence in our own capacity to publish a paper that will seldom pall on the appetite, provided we receive moderate encouragement to unfold our resources and purposes in the columns of the MORNING HERALD."

The arrangement of the contents of the first issue were as follows: Page one contained a lengthy biographical sketch of Matthias the Prophet, a fanatical temperance lecturer, who had gained much notoriety by his fierce crusade against Freemasonry. This article was announced as "Written for the Morning Herald"; it was in a totally different style from that of Mr. Bennett, and the authorship has been attributed to one of his printer partners.

On page two were the introductory editorial, foreign and theatrical news, etc.

On page three Mr. Bennett appeared as the champion of the workingman in a vigorously worded article headed, "The Mechanics." Here also he inaugurated his interesting and sometimes amusing police court reports, while lists of marriages and deaths, real estate and other advertisements were inserted.

Page four was devoted to advertising of a general character. To his credit no medical notices were included. There was also some miscellaneous reading matter.

During the four-day interval prior to the appearance of Number Two, Mr. Bennett had effected several changes in his makeup, printing his first record of marine movements, while an interesting advertisement appeared from H. Greeley & Co., describing the New Yorker, a new literary journal.

From Mr. Bennett's lively editorial in the issue of No. 2 we quote as follows:

"The broad relief which the lively Herald will afford to the dull business of the large morning papers, will naturally induce every patron of the former to take in a copy of the latter, so as to diversify and exhilarate the breakfast table. A glass of champagne makes a dinner pleasant—a pie is good after a piece of roast—a spice of cayenne gives a zest to the dullest appetite—so will the Herald minister to the larger, heavier and more expansive contemporaries, over a cup of coffee or a dish of chocolate."

The merry war with the Sun began next day, when Mr. Bennett dashed off this irritating squib:

"The Sun is bursting with rage, but it dare not open its mouth. Why can't it show the same good temper, carelessness, ease, *nonchalance* as we do?"

Evidently the refusal of Messrs. Day and Wisner, the proprietors of the Sun, to employ Mr. Bennett had rankled and bore bitter fruit.

On May 15th, the Sun published the following slurring item in the form of an advertisement:

"Wanted prodigiously, to be noticed by two or three journals whose circulation and influence will bring the existence of an obscure and unknown publication to the knowledge of the public. Price not particular, as Jeremy Diddler's bank is under the entire control of the advertiser. Apply immediately at 'No. 20 (basement story) Wall street.'"

This sarcastic fling at Mr. Bennett's obscurity and well-known impetuosity stung him to the quick, for on the following day, May 16th, he came back at the Sun in the following abusive vein:

"The Sun with its brace of blockheads for editors and leach of dirty and decent police reporters, insinuates—for it dares not open its jaws plumply—that we are 'obscure, unknown to the public, &c.' Here's a pretty objection to come from the garbage of society—a set of poor creatures whose light is going down faster than it ever went up; whose paper is too indecent, too immoral for any respectable person to touch or any family to take in. Obscurity indeed! Why we were anticipated in conducting some of the ablest and most respectable papers in the country, when several of these fellows were kicked out of the small gambling houses about the Five Points for indecent conduct and improper behavior."

The Sun did not immediately reply to this libellous rejoinder, and for a time the rival newspapers pursued their respective ways in peace, though hints were thrown out in a mutually jealous cotem, named the Transcript, that hostilities were liable to break out afresh at any moment.

In the meantime Mr. Bennett feverishly devoted himself to the work of improving his paper; adding new features, and intuitively realizing the importance of interesting the solid financial circles in the Herald. On May 11 began to publish a list of the sales at the Stock Exchange. His editorials covered a wide range, embracing all the public questions of the day, foreign events, the drama, etc., while an occasional slap at some offending cotem, enlivened his sheet.

On May 27 he again attacked the Sun for "inundating the town with indecent and filthy police reports of drunkards, blacks and negroes that are utterly unfit for any person to peruse."

The Sun ignored this vicious dig, whereupon, after a few days, Bennett launched a bitter attack on Benjamin H. Day for his alleged unscrupulous methods. The Sun printed this savage retort:

"Bennett, whose only chance of dying an upright man will be that of hanging perpendicularly upon a rope, falsely charges the proprietor of this paper with being an infidel, the natural effect of which calumny will be that every reader will believe him to be a good Christian."

(Continued next week)

Wire Space Reservations

for

Editor & Publisher

ASSOCIATED PRESS

and A. N. P. A

Convention Numbers

APRIL 19 and APRIL 26

IN NEW ORLEANS NOW
IT'S THE STATES

Largest afternoon city circulation.
Largest afternoon circulation in New Orleans trading territory.

Total daily over 52,000
Total Sunday over 77,000

1922 advertising gain, 1,825,432 ads. lines.

Greatest record in the South.
Get complete information on New Orleans situation before deciding on advertising campaign.

Represented by

JOHN M. BRANHAM CO.
Chicago, Atlanta, St. Louis, Kansas City, San Francisco

and
S. C. BECKWITH.
SPECIAL AGENCY
NEW YORK CITY

HEARST NOW IN ALBANY TIMES-UNION, HIS TWENTY-THIRD NEWSPAPER

Martin H. Glynn Retains Interest as Editor and Publisher, With Hearst Vice-President—Bond Issue of \$750,000 Filed, Shows Hearst Owns 4,997 of 5,000 Shares

ALBANY (N. Y.) Times-Union announced April 3 that William Randolph Hearst had purchased an interest in its ownership. Consideration involved was not disclosed although premature stories published last week set the figure at \$750,000. It is Mr. Hearst's 23d newspaper property.

A trust mortgage for a \$750,000 issue of bonds to the New York State National Bank of Albany was filed April 3 in the Albany County Clerk's office, which states that Mr. Hearst is owner of 4,997 of 5,000 shares of the Evening News Company, owner of the Times-Union. A rumor is afloat that morning and Sunday editions will be issued.

Martin H. Glynn, former governor of New York, who has been owner and publisher of the Times-Union for 20 years, will continue as editor and publisher, according to the announcement.

The officers of the corporation will be Martin H. Glynn, president; William Randolph Hearst, vice-president; James J. Kane, secretary and treasurer. The announcement says there will be no changes in the policy of the Times-Union.

Appearing as a front page box, the announcement continues:

"The reason for this arrangement is two-fold:

"First—It brings to this newspaper all the resources, all the newspaper features and world-wide newsgathering facilities of the Hearst organization, on the staff of which are the world's highest priced writers, editors and artists, all of which will enable the Times-Union to become a bigger and better newspaper than ever.

"Second—Mr. Hearst comes into the Times-Union because he feels that an interest in the leading newspaper in the capital is a valuable asset to his present newspaper activities."

The Albany Times-Union resulted from the consolidation of the Albany Evening Union and the Evening Times by John Henry Farrell 34 years ago. At that time the paper ran from 4 to 6 pages. The type was set by hand.

At the death of Mr. Farrell, his two sons, James C. and Joseph A., continued the publication. Martin H. Glynn being connected with the paper as an editorial writer. James C. Farrell severed his connection with the paper when he went to the Albany Argus as business manager. Joseph A. Farrell left the newspaper field to study to become a Jesuit, of which order he is now a member, having been president of St. Francis College, Brooklyn. At the present time he is in Russia on relief work. Mr. Glynn purchased the paper from Mrs. Farrell, widow of John Henry Farrell.

Mr. Glynn has been in full control as editor and publisher of the Times-Union for the past 20 years. The publication which he took over as a 10-page paper, with three machines, is now one of the leading newspapers in the State, averaging 24 pages with five editions a day. The plant is modernly equipped, having a battery of 18 linotype machines of the latest model and 3 Hoe presses.

Newspapers now owned and operated by Mr. Hearst include:

- | | | |
|---------------------------|----------------------------|----------------------|
| MORNING PAPERS | New York American | Los Angeles Examiner |
| Boston Advertiser | Seattle Post-Intelligencer | Fort Worth Record |
| Chicago Herald & Examiner | Washington Herald | Baltimore American |
| San Francisco Examiner | | |
| AFTERNOON PAPERS | Detroit Times | |
| New York Evening Journal | Washington Times | |
| Chicago Eve. American | Milwaukee Wisconsin News | |
| Boston Eve. American | Rochester Eve. Journal | |
| Los Angeles Herald | Syracuse Eve. Telegram | |
| San Francisco Call | Atlanta Georgian | |
| Post | Baltimore News | |
| Oakland Post-Enquirer | | |
| Albany Times-Union | | |

- SUNDAY PAPERS**
- | | |
|---|---------------------------|
| New York American | Detroit Times |
| Chicago Herald & Examiner | Washington Times-Herald |
| Boston Advertiser | Milwaukee Sunday Telegram |
| San Francisco Examiner | Syracuse American |
| Los Angeles Examiner | Rochester American |
| Seattle Post-Intelligencer | Atlanta Sunday American |
| Fort Worth Record | Baltimore American |
| American Weekly—Sunday magazine section sold with all Hearst Sunday newspapers and also syndicated. | |



WILLIAM R. HEARST

- Hearst magazines include:
- | | |
|------------------------|------------------|
| Good Housekeeping | Motor Boating |
| Hearst's International | Harper's Bazar |
| Cosmopolitan | Orchard and Farm |
| Motor | Smart Set |
- LONDON PUBLICATIONS**
- Good Housekeeping Nash's Magazine
- Feature and film enterprises owned by Hearst are:
- WIRE NEWS SERVICES**
- International News Service (afternoon papers).
Cosmopolitan News Service (afternoon papers).
Universal Service (morning papers).
American Radio
- PICTURE SERVICES**
- International Film Corporation.
International Newsreel Corporation.
Cosmopolitan Film Corporation.
- FEATURES**
- King Feature Syndicate (Selling organization for those below).
International Feature Service.
Newspaper Feature Service.
Premier Syndicate.
New York American Syndicate.
- Martin H. Glynn was born in Kinderhook, N. Y., Sept. 27, 1871. He was

graduated from Fordham University in 1894 and holds honorary degrees from Fordham, Georgetown, Syracuse Universities and Union College. He became editor and publisher of the Times-Union in 1895.

He was admitted to the bar in 1897 and was a member of the 56th Congress, 20th New York District, 1899-1901. During 1907-8 he was comptroller of New York State. He was elected Lieutenant-



MARTIN H. GLYNN

Governor November, 1912, and became Governor Aug. 14, 1913, for the term expiring Dec. 31, 1914. Governor Glynn was temporary chairman of the 1916 Democratic National Convention in St. Louis. He was a member of the President's Industrial Commission 1919-20. In 1921 he took a prominent part in initiation of conferences between De Valera and Lloyd George which settled the Irish question in 1921.

BALTIMORE DAILIES TO MOVE

Hearst's News and American Go to New Location May 10

Hearst newspapers in Baltimore, the News, afternoon, and the American, morning, expect to move into their new plant at Pratt and Commerce streets May 10.

All departments will be housed in the two buildings at that location in the wholesale district of Baltimore, several squares from the center of the city. When the moving is accomplished only a business office will be maintained up town, in the Hearst tower building on Baltimore street near Guilford avenue. The present quarters are in the Munsey building, occupied since Mr. Hearst bought the papers from Frank A. Munsey.

FORESHADOWED EVENTS

- April 7-14—Paper Industries Exposition, Grand Central Palace, New York.
- April 8—American Paper and Pulp Assn., 47th annual convention, New York.
- April 11—Oklahoma Press Assn., Group 2, meeting, Cherokee, Okla.
- April 11—South Florida Press Assn., annual meeting, Lakeland, Fla.
- April 12—Central New York Press Assn., meeting, Syracuse.
- April 14—A. P. Editors of Ohio, meeting, Middleton, Ohio.
- April 15—New York State Circulation Managers Assn., spring meeting, Rochester.
- April 17-21—A. P. Directors, meeting, New York.
- April 17—Florida State Press Assn., Cocoa, Fla.
- April 18—Southern Nebraska Press Club, meeting, Falls City, Neb.
- April 21—A. N. P. A. Advertising Bureau Committee, Paper Committee, Agency Committee, and Board of Directors' Meeting, New York.
- April 22—Associated Press, Annual Meeting, Waldorf-Astoria, New York.
- April 22—Southern Newspaper Publishers Assn., banquet of Board of Directors and Committee Chairmen, Hotel Vanderbilt, New York.
- April 23-25—A. N. P. A., annual convention, Waldorf-Astoria, New York.
- April 25-26—American Society of Newspaper Editors, Atlantic City.
- April 26—Pasadena Press Club, gridiron dinner, Pasadena.

Get the 1923 population figures for Detroit—then you'll know why the

DETROIT TIMES

is over 200,000 daily and over 210,000 Sunday.

1920 census figures are "moth-eaten."

In the Circulation Department

The Multi-Mailer System is considered indispensable by users.

It puts the mail list under the control of the Circulation Manager.

It lessens errors and eliminates subscriber complaints.

May we tell you more about it?



FEATURE FILLER PAGES

"Edited and illustrated to Perfection"

—MAKE-UP—
7 or 8 columns—20" or 21"

THE WORLD COLOR PRtg. CO.
R. S. Grable, Pres.

Est. 1900 St. Louis, Mo.

CLASSIFIED ADVERTISING

The New Public Service

XIII.—THE HUMAN SIDE OF CLASSIFIED SERVICE

By BASIL L. SMITH

THE word "service," particularly when it is spelled with a capital "S," has never been in such general use as it is today. It is a claim put forward by every sort of business. It is set forth as an asset of banks and barber shops, of railroads and restaurants, of telephone and taxi cab companies. It has become a catchword and it shares the fate of catchwords—it begins to lose its real meaning and significance. Some business institutions seem to feel that if they talk loudly enough about service, they need not bother to give it—and if their advertisements lay bold enough claim to it, they can let the matter stop there.

But while all this is going on, the thing for which the word has always stood and always will stand remains the fundamental fact in the business world today. Considered as a thing and not a slogan, service is the backbone of success, the corner-stone of business faith.

When the classified medium of a newspaper is built on standard principles of development, direct and helpful service to hundreds of advertisers and thousands of readers every day is the one truth underlying the efforts of the classified advertising organization. And when this emphasis on genuine service is maintained day in and day out in the work of a classified department, the success of the newspaper as a classified medium is assured.

A job is a job, and a day's work is a day's work, to most people. But to others, the vital minority, a job is everything that can be put into it, and a day's work is a part of an adventure in living.

The second of these two possible ways of looking at work is not only the most satisfactory one—it is the only one that can keep the worker alive to the possibilities of the every day world in which he lives and earns his living. His acceptance of it as true is not simply a matter of saying "yes"; it has to do with the whole range of his usefulness—which is only another word for success.

The classified worker's position, whether it is at the front counter, the telephone or on the street, puts him in direct contact with people who need service—and need it urgently. If there ever was a job filled with human possibilities, his is that job. If anyone in another position can give more immediate and varied service to all types of people, he will have to look a long time before he finds that person. He is face to face with every day human nature and equipped to serve in varied ways thousands of individuals. There is an opportunity for as genuine a service as any business can give.

His contact with these scores of people each day is not for the mere purpose of giving them some mechanical service. He is helping them to accomplish things they want done—and helping them in the most practical, intelligent way. For the time being he is their advertising agent, giving them the benefit of all the advertising skill at his command. He is a counsellor, a representative, a service specialist.

The newspaper's modern methods of promotion give him the true principles of classified service to go by. His training in selling week's insertions, full description ad-copy and correct indexing has equipped him to handle the ads of his customers in the most profitable manner for them. And at the same time, he has an unusual opportunity to exercise his own judgment and individuality in the application of these sound principles of classified advertising. He is a person, not simply an employee. He uses his own intelligence and tact in deciding how to deal with each different ad-prospect. He decides on what sort of an ad should be used, for how many insertions it should appear and—most difficult of all—what will be the best way in which to go about convincing his prospect that his

suggestions are for his best interests and should be acted upon without question.

The ad-taker or the ad-solicitor, as the case may be, thus separates himself or herself from the crowd of workers who merely follow directions and do what they are told. He or she gives a varied and individual service to advertisers, instead of going through some regulated sales formula over and over again, and becomes an interpreter of classified ad-

HOW DOES A CLASSIFIED ORGANIZATION LOOK TO ITS PATRONS?

THE answer to that question has a lot to do with the answer to another: "What kind of returns is the newspaper management getting from its classified department?"

Intelligent, courteous, abundant service—when patrons find this waiting for them across the ad counter and at the other end of their telephones whenever they need to use a classified ad, the classified organization is the big asset it should be to the newspaper.

"Service depends on the right vision of the thing to be done," says Mr. Smith. And he tells the true vision for every classified department in his article next week: "The Other Side Of The Fence."

vertising truth to the general public instead of a seller of so many ads and so much space in the newspaper.

Looked at from this clear and self-evident angle, classified service shows itself in a new light. The work of the members of the classified department who come into direct contact with the advertising public becomes an interesting human experiment in the giving of highly satisfactory service in a field that is as yet little understood. This fresh point of view also throws a new light on the relationship that exists between ad writers and customers. All sorts of readers of the paper turn to its classified department for immediate service in buying, selling, renting and employment emergencies, as well as in many others. The ad writers are fully equipped to give these people the highest type of modern classified service. The actual transactions between advertisers and ad writers should and can result in practically every instance in all-round satisfaction.

It is important to keep this human side of classified service uppermost. The worker must think of his ad prospects and customers as people—definite individuals with personal traits, prejudices and likings. He or she must remember that the woman who calls up to give her ad for a cook is probably annoyed and worried over losing a servant. The man with a used car to sell is probably nervous and anxious to make the best sale he can and as quickly as possible. Prospective customers are likely to be hurried or worried or impatient, but they all need the best service that the solicitor knows how to give them. And part of this best service he can give consists in realizing the moods they are in when they come to the point of putting their ads in his paper and in dealing with them tactfully and considerately. His understanding, courtesy and intelligence are called upon many times a day. In his position, he acts in the double capacity of an individual human being and an advertising specialist. And when he gives his best to his job in both these ways, he becomes an exponent of genuine public service.

Denver Ad Club Seeks Members

Denver Advertising Club has organized a sweeping membership drive, soliciting every person engaged in advertising in their city. The drive follows re-organization of the club, which for the first time in its history, will now admit both

active and associate members, and also is permitted to admit members who do not belong to the Denver Civic and Commercial Association, of which the Ad Club is a bureau. The Club is now to be self-supporting with a minimum budget of \$500 a year for club activities.

Prints Harding Memorial Page

I. L. Stone, organizer and chairman of the board of the Duplex Printing Press Company, personal and intimate friend for 30 years of the late President Harding, has recently had printed a magnificent page, on laid paper, in handset type, the "Star Office Creed," a pressed section of the page bearing a fine reproduction of a photograph showing the late President at work in the office of the Marion Star. The page is suitable for framing.

READY FOR PAPER EXHIBIT

Second Annual Exposition Scheduled for New York Week of April 7

With "Paper Week" set to start April 7, arrangements were completed this week for the second annual Paper Industries Exposition to be held at the Grand Central Palace, New York.

During the same week the American Paper & Pulp Association will hold sessions. A special program for the convention delegates has been planned at the Exposition for Thursday, April 10.

Moving pictures will be exhibited, including pictures from the Forest Service showing woods operations and problems in the getting out of raw material for the paper mills, as well as industrial pictures showing the manufacture of various types of paper from newsprint to the fine papers and specialty products.

Arrangements have been made to include those attending the Exposition in the reduced railroad rate privileges extended to members of the paper industry attending the various conventions during "Paper Week."

Dr. Rumely Put on Farm

Dr. Edward A. Rumely, former publisher of the New York Evening Mail, has been assigned to do farm work at the East View Penitentiary, East View, N. Y. Besides Rumely, his two attorneys, Morvin Lindheim and Walter Kaufman, who were convicted with him of concealing German ownership of a part interest in the newspaper during the war, are also at East View.

Await Steed's Autobiography

The autobiography of Wickham Steed, late editor of the London Times and a close confidant of the late Lord Northcliffe, is expected to appear in London some time during the coming autumn. British journalists are looking forward to intimate revelations of events in the newspaper world for the past 30 years.

MAY TEST MAGAZINE STATUS

Indiana Citizens Claim 22 Magazines Violate State Laws

Test cases may be made soon in Indiana to show whether or not any of 22 magazines violate state laws according to Frederick Hume, secretary of the National Publishers' Association.

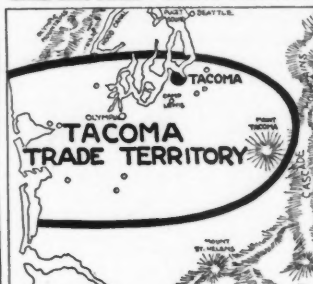
This possible action grows out of a letter written March 19, by Attorney General U. S. Lesh of Indiana to prosecuting attorneys. The letter listed 22 publications which the Attorney-General said a Parent-Teacher organization had found "vulgar and obscene." Prosecutors took the letter as an order to prosecute and in one instance police were ordered to confiscate certain publications.

Hume immediately went from New York to Indianapolis where he conferred with Lesh. The latter sent out a second letter under the date of March 29, advising prosecutors his former letter was not to be construed as an order to prosecute, but merely urged closer survey of publications circulating in Indiana.

Minnesota Star to Be Sold April 12

Minnesota Daily Star, Labor paper, will be sold on April 12, as a result of the inability of stockholders to raise funds under the receivership created several weeks ago.

THE TACOMA NEWS TRIBUNE



TACOMA TRADE TERRITORY

Frank S. Baker, President
David J. Randall, 341 Fifth Ave. New York City
Charles B. Welch, Editor and Gen. Mgr.
Ford, Parsons Co., 360 No. Michigan Ave. Chicago, Illinois
R. J. Bidwell & Co., San Francisco and Los Angeles, Cal.

A Security Market

with complete newspaper financial service.

Buffalo offers a promising market for high grade securities. The Buffalo Evening News financial and business pages are complete, interesting, promptly carrying TO-DAY'S news of activities in commerce and markets TO-DAY.

The News, with its effective coverage and responsive reader interest, offers the financial advertiser the complete audience in the Buffalo territory. A. B. C. Sept. 30, 1923, \$119,754 total net paid

Cover the Buffalo Market with the

BUFFALO EVENING NEWS

*Present average circulation 128,748

Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. Lytton Bldg.
New York, N. Y. Chicago, Ill.

Million Dollar Hearst Features

The World's Greatest Circulation Builders

International Feature Service, Inc.
New York

THE CHICAGO TRIBUNE NEWSPAPERS SYNDICATE
TRIBUNE SQUARE, CHICAGO Buy Leadership! 25 PARK PLACE, NEW YORK

Features that mean Leadership wherever they go!

NEW YORK, for instance, where the New York Daily News, using the same group of features as The Chicago Tribune, achieved in less than four years the largest daily circulation in America.

In CHICAGO, these features have helped materially in building the circulation of The Chicago Tribune, which is second, in the morning daily field, only to The New York News.

THE CHICAGO TRIBUNE NEWSPAPERS SYNDICATE
Tribune Square, Chicago 25 Park Place, New York
Buy Leadership!

There is only one ANDREW GUMP



Booth Tarkington
Gilbert K. Chesterton
Two of the Blue Ribbon writers for 1924.

GOOP ETIQUETTE
by Gelett Burgess

Dr. W. A. EVANS
The first and best of newspaper medical writers

Daily COMICS

- The Gumps*.....By Sidney Smith
- Gasoline Alley*.....Frank King
- Harold Teen*.....Carl Ed
- Winnie Winkle*.....M. M. Brauner
- Moon Mullins*.....Frank Willard
- Smitty*.....Walter Berndt

A new and timely daily feature has been added to The Chicago Tribune Newspapers—the Leadership Family:

SENTENCE SERMONS
By the Rev. ROY L. SMITH

Inspirational — epigrammatic — pithy — daily group of suggestions for the busy man. Sincere, commonsense suggestions — in no sense are they commanding or "preachy."

The Rev. Roy L. Smith is a widely known writer and lecturer. In "Sentence Sermons" he has developed a daily feature that has brought enthusiastic approval from Chicago Tribune readers. Send for proofs!

THE CHICAGO TRIBUNE NEWSPAPERS SYNDICATE
TRIBUNE SQUARE, CHICAGO Buy . . . Leadership! 25 PARK PLACE, NEW YORK

During 1917 more than 100,000 women readers of The Chicago Tribune wrote to the editors of its women's feature departments. During 1923 this number was more than 200,000!

Blue Ribbon Fashions by Corinne Lowe, Antoinette Donnelly, Doris Blake, Jane Eddington, Clotilde, Anita De Campi.

There is only one ANDREW GUMP



THRILLERS ALL!

Including:

- Booth Tarkington
- Gilbert K. Chesterton
- Arnold Bennett
- Achmed Abdullah
- George Barr McCutcheon
- Octavus Roy Cohen
- Samuel Merwin
- Peter Clark Macfarlane
- Richard Washburn Child
- Albert Payson Terhune
- Richard Connell
- Will Payne
- A. M. & C. N. Williamson
- Rita Weiman
- Mary Synon
- Josephine Daskam Bacon
- Princess Bibesco
- Konrad Bercovici

Blue Ribbon is the mark of first run, first-rate fiction bought in competition with the best magazines. Carefully chosen. Promotion material furnished. Write for sample proofs of current Blue Ribbon serials and short stories!

THE CHICAGO TRIBUNE NEWSPAPERS SYNDICATE
Tribune Square, Chicago 25 Park Place, New York
Buy Leadership!

NEWSPAPER MAKERS AT WORK



The Crusader—VICTOR F. WATSON

HIGHER priced newspapers are inevitable in the opinion of Victor Watson, assistant publisher and managing editor of W. R. Hearst's New York American, who has followed newspapering carefully for nearly a quarter of a century.

"Raise the price and bring back crusading days" appears to be his motto.

To the present petty subscription charge, in fact, Watson ascribes many faults stressed by critics of the press.

Individual effort is lacking. The days of crusades are passing. Good writing is harder and harder to find in newspapers of today. Inaccuracies are prevalent.

Why? "Because the price charged for the daily newspaper is altogether too small," he reasons. "Let the public pay true value and the 'good old days' of journalism will come back."

"Fortunately many publishers realize this and there seems to be a tendency everywhere to advance newspaper prices," he reasons. "Let the public pay true value and the 'good old days' of journalism will come back."

Watson loves the "good old days," but not so devotedly as to cool his passion for the present. He is a "shirt sleeves man." Coat off he rushes into each day's work, and with the speed of practice, keeps the newspaper he assists in making crying the news from New York stands.

From a littered desk in a cubby hole on the 7th floor of the grimy building that houses the American, this little giant of a man directs the American staff. He is short, stout, unimpressive. His voice is persuasive rather than forceful. But from behind mere appearance, untidy and cool, flashes the fire of an active and brilliant brain.

Outside in the city room the whisper is that Watson has a "terrible temper." He admits it and is sorry for it.

"He always plays square," is the further word in the city room. "Even

the lowest paid reporter may bring a grievance to him and be sure of fair treatment."

Watson is primarily a reporter himself. Perhaps that's the reason. He prefers to call himself "special crusader." His hand and mind is behind many exposes conducted by Hearst's New York morning newspaper, during the 24 years he has been connected with it.

"The father of New York's Park avenue" is a title he delights in. His claim to it goes back about 20 years, when, after a disastrous wreck in the old tunnels under the street, his exclusive interview with the train engineer printed in the American, brought to light the true conditions and caused the rebuilding of New York's famous thoroughfare.

At an age when most youngsters are wrestling with the "three R's," Watson went to work. He started in as cash boy. Soon he found a way of learning, while earning, by becoming proofreader in a Methodist book concern.

"As copy holder and proofreader, I did a large amount of good solid reading on a great variety of subjects," he recalls. "In the same job, I learned to set type and run a press. When I was 13, I could draw up an estimate on printing jobs."

Leaving this work, Watson decided to study law and held a position in a law office for a while. At 15, however, he felt the call of printer's ink again and went to Boston where he conducted a small trade journal. Later he returned to New York, where he became a reporter for the old Press, and then the

Evening Journal before joining the staff of the American, where he has been ever since.

You can call the American a "vigorous champion of the people," but never a "yellow journal," in the hearing of Victor Watson.

"What people call yellow journalism does not exist," he insists. "Hearst is a farseeing man, a crusader. He is always years ahead of his time. I know of no other American publisher who would stand behind a special crusader as Hearst has stood behind me, and I know of no other who has and is spending the money on crusades for the advancement of the people as William Randolph Hearst."

Johnson City (Tenn.) News Starts

Johnson City (Tenn.) News, a new afternoon newspaper, began publication with a 32-page issue, recently, giving the Tennessee city 3 dailies. The other two are the Staff and the Chronicle, the latter having recently purchased the former. The new daily was organized by Charles N. Carson, former general manager of the Staff, now general manager of the News, and is backed by \$75,000 subscribed by 300 shareholders. The new organization has purchased the old equipment of the Staff and is operating with the former Staff personnel.

Would Bar Salacious Magazines

A protest against the sale of 9 widely circulated magazines, on the ground that they contain obscene, immoral, lewd or indecent material, has been made by the Grand Rapids (Mich.) Federation of Women's Clubs to the superintendent of police and to all newsdealers in that city. The women said that laws covered the situation, and asked that they be enforced.

Date Set for Eagle Tour

Brooklyn Eagle's sixth annual National Park Development Tour starts from Brooklyn this year on June 20, returning July 31. At the invitation of Secretary of the Interior Hubert Work, the Eagle party plans to tour through the southern western part of the United States this summer, visiting for the purpose of developing new routes to the Mese Verde and Yosemite National Parks. The journey will be made in a special train, organized and routed under the direction of the Pennsylvania Railroad. H. V. Kaltenborn, associate editor of the Eagle, in charge of the tour, has announced that a customary the 1924 party will be made up of those who have participated in previous excursions.

Manila Bulletin Staff Changes

Manila (P. I.) Daily Bulletin has appointed Ralph B. Clark manager of advertising, succeeding D. H. Lawson, resigned to enter advertising work in Shanghai, China. Clark was formerly in the classified department of the Los Angeles Examiner. Glen Ellicott, formerly U. S. A. air service, has been named Clark's assistant.

New Syracuse Ad Agency

Kaletzki, Flack & Howard, Inc., advertising agency, has been formed to take over the business formerly conducted in Syracuse, N. Y., by Charles H. Kaletzki, president of the new corporation. Kaletzki was formerly manager of the Syracuse office of Lyddon & Hanford Company. The personnel which operated that branch is now associated with the new company.

When in Rome do as the Romans do

In Cincinnati too, Mr. National Advertiser, it pays to conform your advertising methods to the example of the typically successful Cincinnati merchants. The people who read and respond to their advertising and who consistently register a preference for their principal advertising medium will as certainly respond to yours if presented through the same medium.

In Cincinnati for sixteen consecutive years local department and ladies' suit stores have placed practically four times as much display advertising in the Times-Star as they have placed in the second evening paper. In 1923 this lineage, to be exact, was 4,519,523 lines in the Times-Star as against 1,279,648 in the second afternoon paper.

In the leading morning paper this lineage was 1,499,426 on week days and 1,398,467 on Sundays.

These figures have their parallel in the city circulation figures of the leading Cincinnati newspapers:

Times-Star 109,150 Net (A.B.C.)
Second Evening Paper 86,416 Net (A.B.C.)

The circulation of the leading morning newspaper is not subject to A. B. C. verification, but the publisher's statement places it at only 41,879 for the city.

CINCINNATI TIMES-STAR

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

Member of Audit Bureau of Circulations

246,627

THAT was the average net paid daily circulation of The Baltimore Sun (morning, and evening) for the month of February, 1924—a gain of 12,454 average net paid daily over February, 1923.

Everything in Baltimore Revolves Around

THE  SUN

Morning Evening Sunday

America's Best Magazine Pages

Daily and Sunday

Newspaper Feature Service

241 WEST 58TH STREET
New York City

THE NEW

CHARACTER  INTEGRITY

St. Louis American

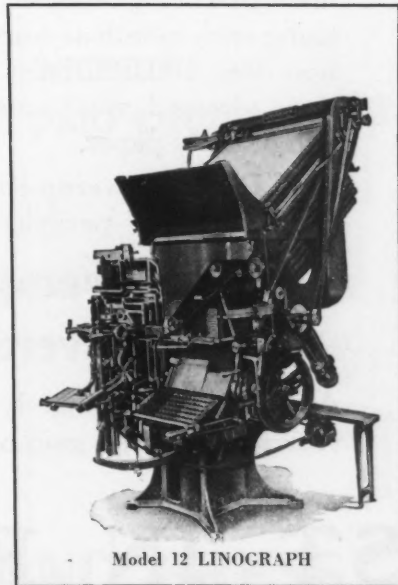
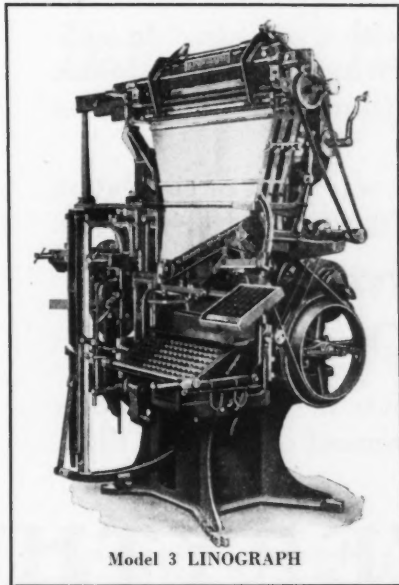
AN AMERICAN PAPER WITH POLICIES OF ABRAHAM LINCOLN AND PRINCIPLES OF THEODORE ROOSEVELT

CHOOSES THE LINOGRAPH

After a thorough investigation and careful consideration, St. Louis' new morning daily, The St. Louis American, has chosen Linographs to equip their composing room. The initial order includes one of the new *All Purpose* Model 12's and nine of the multiple magazine Model 3's.

The largest and most modern newspapers are recognizing that Linograph *Simplicity of Construction Does Mean Efficiency of Operation*. You, in justice to yourself and your business, should investigate closely this most modern way of producing the type for your paper.

Watch for further announcements.



THE LINOGRAPH COMPANY

Davenport, Iowa, U. S. A.

New York Office
15 PARK ROW, NEW YORK CITY

European Agency
ET. PIERRE VERBEKE
BRUSSELS, BELGIUM

Australasia, So. Africa, China
PARSONS & WHITEMORE
NEW YORK CITY

So. American Agency
AULT & WIBORG
CINCINNATI, OHIO

Business is Booming in Pittsburgh

RECORDS BROKEN AGAIN!

By gains in advertising lineage
and gains in circulation

THE PITTSBURGH PRESS

In March, 1924, The Press carried a total volume of paid advertising of

2,178,050 Agate Lines

And in the first three months of 1924 The Press carried nearly SIX MILLION LINES, showing a gain of 165,282 lines, this being reflected in an increased volume of advertising each month as compared with a year ago. In addition over 500,000 lines of advertising for which orders were received, were omitted on account of limitation on size of daily paper.

THE PRESS government sworn statement of circulation for six months' period ending March 31, 1924, shows:

Daily Average Over 175,000

Sunday Average Over 247,000

A gain of approximately 10% over the same period of a year ago, and 5% gain over statement of Oct. 30, 1923.

FIRST IN EVERYTHING

THE PITTSBURGH PRESS

A Scripps-Howard Newspaper

National Advertising Representatives

52 Vanderbilt Ave.
NEW YORK

ALLIED NEWSPAPERS, Inc.

5 N. Wabash Ave.
CHICAGO

Cleveland—San Francisco—Cincinnati

FIRST!

The Cleveland Press

net paid circulation

196,039

Daily Plain Dealer, second
192,083 net paid circulation

Cleveland News, third
158,880 net paid circulation

(Figures are from Publishers' sworn statements to the Government, April 1, 1924)

THE CLEVELAND PRESS

One of the Scripps-Howard newspapers, including the Scripps-McRae League

National Advertising Representatives:

Allied Newspapers, Inc.

New York: 52 Vanderbilt Ave.

Chicago: 5 North Wabash Ave.

CLEVELAND

SAN FRANCISCO

CINCINNATI

GEORGE W. HOPKINS BRINGS 25 YEARS AD EXPERIENCE INTO AGENCY FIELD

By ROSALIE ARMISTEAD HIGGINS

NEW YORK agency men welcomed into their ranks this week, a veteran with 25 years experience in the advertising field, George W. Hopkins, who joined the Charles W. Hoyt Company, as vice-president and director, and manager of the department of sales plans.



GEORGE W. HOPKINS

During his business career, Mr. Hopkins has been vice-president of three of the largest corporations in America—the Loose-Wiles Biscuit Company, the American Chicle Company and the Columbia Graphophone Company. This, however, will be his first agency connection, and in accepting it, he is fulfilling a long cherished ambition.

The office of the Charles W. Hoyt Company was filled with a subdued hum of excitement on Mr. Hopkins' first day there. Other officers of the company came into grasp his hand and bid him welcome. Friends from the outside dropped in for a word of congratulation. On his desk was a huge bouquet of pink roses with a card of cordial greeting from his future associates in the Hoyt Company.

Mr. Hopkins had but a few minutes in which to discuss his ideas upon advertising.

"More and more sales plans and advertising must be co-ordinated," he declared. "Every advertising appropriation should show in advance what it will produce in sales. An advertising manager, spending for example a sum of \$100,000, the first question to the agency man with whom it was being placed should be 'What amount of sales will your campaign bring?'"

"Often the answer was 'We hope it will do thus and so.'"

"I believe this attitude is tremendously inconclusive. Advertising must produce sales or it has dismally failed. The hit-and-miss quality in advertising is doomed. Scientific sales surveys are driving it out. Advertising is no longer a 'game' to play with other people's money. It is a great business demanding accurate and scientifically applied knowledge.

"I feel that an agency man's greatest usefulness to the advertiser is the solving of advertising problems viewed from the sales end. That will be my aim. All copy must have a sales point of view. The product must be analyzed; why people buy it must be known, as well as where buyers are located. Analyses of the sales organization must be made, the arguments to be used by salesmen, and finally, everything recommended must be visualized."

In Mr. Hopkins' opinion, frilly, frothy advertising copy which surrounds its subject like the frosting on a cake is pretty and decorative, but should be avoided by firms which have limited budgets.

Straight-from-the-shoulder "selling"

copy, which aims to place before the public in simple direct phrases the distinctive merits of the product it advertises is the bed rock of any advertising campaign, in his opinion.

"It is true that many firms which for years have been spending large sums of money in sales producing copy are now turning to the more decorative type, phrased in colorful words, distinctively illustrated, and aiming at keeping the interest of the public in the product at a high point, rather than sales volume.

"Sales have already been created. Now attention can be turned to decoration. But the entire situation is this. If you have \$15,000, with which to build a house, and another \$2,000 with which to ornament your grounds with trees and shrubbery, that is all right, but without the extra fund you should not sacrifice your house for the decorations."

Whether a man has college training or not, his greatest asset in the advertising profession is a wide sales experience, Mr. Hopkins declares.

"Naturally, the more education a man has the better advertising man he will be. But advertising is only mass selling, and for that reason sales training is indispensable. It enables a man to present a product to the buyer through advertising almost as forcefully as he could present it personally."

Mr. Hopkins has two hobbies, golf and studying other men's businesses. For years he has employed a secretary, a University of Chicago graduate, who reads every book published on advertising and selling and the merchandising of other people's businesses. She marks the paragraphs which she thinks will prove of real interest and help to him. If he agrees with her choice, he puts the items into his files for future use.

Mr. Hopkins makes his home at Flushing, Long Island, and his family is composed of his wife and a daughter, who is preparing for Wellesley College. She is deeply interested in advertising, and according to her father is going to be a real business woman.

Mr. Hopkins was president several years ago of the Advertising Club of New York, of which he is now a director. He was the organizer of the American Society of Sales Executives and its first president, and was one of the organizers and first president of the New York Sales Managers' Club.

Linograph Moves New York Office

Linograph Company has changed the location of its Eastern offices from the temporary quarters at rooms 2401-2402, 15 Park Row, to rooms 1612-13-14-15 in the same building. W. W. Pinkerton has been appointed manager of the New York office.

Remember!

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

The Milwaukee JOURNAL
FIRST—by Merit

Newsboy's Status Decided

The supreme court of the state of Washington has handed down a ruling that a newspaper carrier boy does not come under the industrial insurance act, even though the boys go into the pressroom to get their papers. The case at issue was that of Edwin Amsbaugh, by his guardian, against the Department of Labor and Industries. Young Amsbaugh was carrying papers for the Washington Recorder Publishing Company when he met with an injury on the street.

Japanese Editors Resign

T. Baba, an editor of the Oriental Review, New York, from 1909 to 1913 and since then chief of the editorial staff of the Kokumin Shimbun, Tokyo, has resigned owing to differences with T. Ishikawa, publisher of the Woman's Friend, a Japanese periodical, who purchased a large interest in the Kokumin following the earthquake. R. Ishikawa, managing editor of the Kokumin, also has resigned. Mr. Baba may stand for the Diet in the May election.

"Snappy Stories" Tabooed in Boston

"Too snappy," was the complaint registered against the April issue of "Snappy Stories," in Boston, and as a result of widespread protest, the Massachusetts Magazine Committee, composed of booksellers and other dealers, promised to recall all copies of the magazine and ship them back to the publishers in New York. The Watch & Ward Society, acting for complainants, estimate that some 30,000 copies will go back unsold.

Libel Rehearing Denied By Court

Oklahoma Supreme Court has denied application for rehearing in the case of W. L. Kendall of Enid, Okla., against the Oklahoma Publishing Company, publishers of the Oklahoma City Daily Oklahoman. Dr. Kendall, formerly superintendent of the Institute for Feeble Minded at Enid, brought suit against the newspaper, alleging libel and asking damages. He obtained judgment of \$125,000 in the trial court. The case was taken on appeal to the Supreme Court where an order reversing and remanding the case for retrial was entered. Motion for rehearing was filed by attorneys for Dr. Kendall and this motion was denied. It is based on the publication of an article in the newspaper criticizing the official acts of Dr. Kendall.

New Daily in Kansas Field

Coffeyville (Kan.) Dawn, a morning daily, has been launched by the Dawn Publishing Company, composed of the following officers: Dr. A. E. Kruger, president; Sherman E. Ford, vice-president; and Clement A. Reed, general counsel. C. C. Drake formerly of the Coffeyville Journal, is editor, and T. H. Perry business manager. The daily has International News leased wire service.

Dailies Co-operate on Sunday Magazine

Four Texas newspapers, the Amarillo Daily News, Abilene Reporter, San Angelo Standard, and Sweetwater Reporter are co-operating in the publication of a weekly Sunday magazine to be distributed to their subscribers with Sunday editions.

How Ludlow Typefaces Tone up the Newspaper

THE newspaper without a Ludlow must be continually buying or making large quantities of new type and other composing room material or inevitably grow shabbier and shabbier in appearance as the months go by. Display faces get worn, battered and broken, press work gets poorer, and poorer, and then advertising slowly drops off.

The men responsible for this condition are often the last to see it, because they are so close to their business. These deteriorating changes are so gradual that they are hardly perceptible.

The Ludlow System tones up the newspaper by ridding the composing room of worn out type and other unnecessary accumulations, and by supplying instead new, clear-cut type on slugs for every issue.

Because Ludlow typefaces always print clear and sharp, they constantly give tone and "snap" to the printed page. Because Ludlow faces are distinctive they add character to tone. Because Ludlow Italics are cut on a true-flowing angle and cast so that overhanging characters cannot break off, they make excellent headings, brighten up the page and actually increase reader interest.

With the Ludlow you have a wide range of high quality typefaces on slugs from six point up to and including bold, full-width sixty point.

The Ludlow user can select his typographic dress and maintain at low cost the same strength of character and pleasing typography throughout his paper day after day.



Ludlow Typograph Co.

2032 Clybourn Avenue

SAN FRANCISCO
Hearst Bldg.

CHICAGO

NEW YORK
World Bldg.

LUDLOW QUALITY COMPOSITION

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. S. So. Wabash Ave.
New York Chicago

RADIO FANS ORGANIZING TO DRIVE ADVERTISING FROM THE AIR

Paid Newspaper Space to Be Used in Campaign Against Broadcast Ads by American Radio Association—Seeking Members

PAID advertising in newspapers will shortly be brought to play in a fight against radio advertising, if present ambitions of the American Radio Association, newly organized in New York, are realized, according to Alfred M. Caddell, executive secretary.

Caddell, in an interview granted **EDITOR & PUBLISHER** this week, proclaimed himself an advocate of newspaper advertising, explained organization of the new association, and outlined future plans.

The infant association with offices at 50 Union Square, New York, just came into being this week, its chief object being to "care for the interests of the radio public."

It is backed by prominent radio editors, experts, and fans now chiefly from New York, but with present aspirations tending towards decentralization and a nationwide membership. Prospective members are being asked to pay a \$1 fee to support fights against radio advertising, radio interference, and other problems as they arise, objectionable to the "listeners-in."

"I am a firm believer in newspaper advertising and as soon as our treasury gains sufficient funds we will use the press in paid advertising to obtain increased membership and to wage war against advertising in radio broadcasting," Caddell said.

"Some action is necessary at this time to head off what threatens to become a great handicap to the radio industry. Numerous complaints are being received from the radio public, which is objecting in increasing numbers to having its news, music and entertainment interspersed with advertising, which properly belongs in the columns of newspapers and magazines."

Caddell declared his association was behind Representative Emanuel Celler of New York who is urging passage of national legislation to curb broadcast advertisements. He said fans would be urged by the A. R. A. to write their Congressmen and that the A. I. R. A. would send a representative to Washington to care for the interests of the radio public.

The association has appointed an Anti-Advertising Committee, according to Caddell. This committee, he said, will ask the Associated Advertising Clubs of the World, the American Association of Advertising Agencies, and the American Newspaper Publishers' Association to cooperate with the American Radio Association "for protection of the public."

"Our attention has been called to the fact that frequently speakers, purporting to discuss a topic of general interest to the public, something which sounds interesting from a news or educational point of view, get the attention of several

hundred thousand radio listeners-in," Caddell continued. "The subject matter itself may be interesting enough and then in the final moments of the talk the public is informed that further information regarding the product mentioned in the address may be had upon writing direct to the general sales department or this or that company with which the speaker is employed as advertising or publicity manager."

"There is strict federal legislation at the present time forbidding the publication of advertising matter under the guise of news, and if this situation exists for the protection of the public in the newspaper field, there is no reason why the public should not be protected against similar advantage being taken of it in the radio field."

"Under present conditions there is no way for the public to differentiate between the program artists who are contributing their services, or who are even being paid for their services as public entertainers, and the speakers who are retained by various firms or corporations for the purpose of advertising goods or services. But the line is very clearly drawn between reading matter, or news and paid advertising."

"Whether or not advertising will occupy a place in the field of radio communication is something yet to be determined. If it is advertising, however, it should be clearly stated as such and not put forth under the guise of public instruction or entertainment."

The executive committee of the A. R. A. is composed of the following members: Arthur H. Lynch, Radio Broadcast; M. W. Thompson, Radio Digest; L. D. McGeedy, Radio; H. Gernsback, Radio News; L. A. Nixon, Radio Dealer; Roland Burke Hennessy, Radio World; G. Douglas Wardrop, Radio Merchandising; Arthur B. MacAttamny, Radio Retailer and Jobber; A. Borras, Radio Record; E. L. Bragdon, New York Sun; Raymond Francis Yates, New York Herald-Tribune; O. A. Dunlap, New York Times; Paul McGinnis, New York Evening Journal; Stuart Rogers, New York Telegram and Mail; E. M. Applegit, Brooklyn Daily Eagle; Virgil C. Poe, Brooklyn Standard Union; William R. Davis.

The objects of the A. R. A. have been announced as follows:

To represent public interest in all matters pertaining to radio by establishing a clearing house for suggestions emanating from the public, which will benefit the public and industry alike; by initiating and actively supporting legislation which will safeguard the rights of amateurs and listeners-in; by working for

the elimination of interference caused by:

1. Governmental, commercial and other stations.
2. Radiating receivers.

By encouraging and utilizing suggestions that will stabilize broadcasting, and effecting improvements in programs; by furthering such events and meetings, both local and national, as will tend to increase the popular support of radio and further its use in the field of news, music, education, science, religion, civics and industry; by co-operating with and assisting industry and the government toward the attainment of the foregoing objects.

100 to Attend Hambidge Dinner

More than 100 reservations have been filed for the testimonial dinner to be given April 5, to Charles G. Hambidge who is retiring as first president of the New York Newspaper Club. John R. Binns is chairman of the dinner committee. Among those planning to attend are: Louis Seibold, W. P. Beazell, Hamilton Peltz, Judge Daniel A. Dugan, Prof. James Melvin Lee, Dr. W. E. Aughinbaugh, Edward Staats Luther, Thoreau Cronyn, Daniel Ryan, Louis Wiley, Victor F. Ridder, Andrew Ford, James B. Walker, Dr. Van Buren Thorne, C. R. Macauley and State Treasurer Shuler.

"Free Air" Bill Approved

A bill declaring that the air is "the inalienable possession of the people," introduced by Senator Howell, Republican, of Nebraska, was approved by the Senate Interstate Commerce Committee, this week. Radio licenses and other "privil-

eges for the use of ether," would be restricted to two years' duration, with power vested in the President to annul them in time of war or other emergency.

Foote and Morgan Form Agency

Ralph Foote and G. Kenneth Morgan have formed an advertising business at New York under the name of Foote & Morgan, Inc. Mr. Foote has recently been with Frank Seaman, New York, and prior to that time was advertising manager of the Lever Brothers Company, Cambridge, Mass. Mr. Morgan was for a number of years with the Thomas Cusack Company, and more recently has been manager of the New York office of the Chambers Agency, Inc., New Orleans, of which he was vice-president.

MacManus Agency Enlarging Building

MacManus, Incorporated, advertising counsel is erecting another two-story addition to its Detroit headquarters. This addition will be nearly twice as large as the one completed last May. The New York office has been moved from the Guaranty Trust Building, 522 Fifth avenue, to the 23rd floor of the new Pershing Square Building, 100 East 42nd street.

Decatur, Ill., Agency Suspends

Carter & Price, Inc., general advertising agency, with offices in the Citizens Bank Building, Decatur, Ill., have certified to the secretary of state for dissolution and surrendered its charter. The company was formed July 1, 1921, with \$5,000 capital. Claude D. Price was president and E. L. Carter, secretary.

Who's Who in the CONSOLIDATED PRESS



WM. F. HEFFERNAN

WILLIAM F. HEFFERNAN writes the daily dispatch covering the New York Curb Market for the Consolidated Press Association.

In this market, Mr. Heffernan has specialized for years. He was the first writer to call attention to the steady expansion of chain and department store enterprises. His conclusions were proved fully by the fact that the companies developed a greater prosperity than any year in their history.

Previous to the bucket-shop investigation carried on by the various exchanges, Mr. Heffernan's stories were the first to reveal the illegal dealings in securities and the effect on small investors through loss of their savings.

Developments at the mines of companies, now producing, are first available in the Heffernan Curb Market Dispatch. These reports are of paramount interest to the investor in these low-priced stocks.

William F. Heffernan's daily Curb Market Dispatch is a part of the complete financial report carried in the Day Leased Wire Service of

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

GREETINGS:

To the Publishers Attending the Annual A. N. P. A. Convention

A cordial invitation is extended to visit our new and enlarged offices in the

BOWERY SAVINGS BANK BLDG.

GEO. B. DAVID CO.

NEWSPAPER REPRESENTATIVES

110 East 42nd Street

Opp. Grand Central Terminal

CLARKE FORESTRY BILL SPEEDED IN HOUSE

Reported Favorably This Week By
Committee On Agriculture—Backed
By A.N.P.A. at Washington Hear-
ing—President Approves

Providing a national forestry policy, the Clarke Bill was ordered favorably reported by the House Committee on Agriculture, March 31, and the President has approved the bill as being in accordance with provisions of the budget. Similar action on the McNary Bill is expected shortly in the Senate.

At a hearing in Washington March 25, endorsement was given the measure by the American Newspaper Publishers' Association and representatives of other organizations interested in insuring the future paper supply in the United States.

R. S. Kellogg, chairman of the National Forestry Program Committee, informed the Committee on Agriculture that the pending legislation was the "logical outcome and culmination of 50 years consecutive effort to conserve our forest resources."

A letter written by Elbert H. Baker, chairman of the committee on conservation of natural resources, of the American Newspaper Publishers' Association, was read at the hearing. It follows in part:

"The newspaper publishers are vitally concerned in everything that has to do with the protection of our forests.

"Newsprint paper which we use is just as much a forest product as a board or a piece of furniture and we are depending upon the forests for our raw material.

"We believe that we speak conservatively when we say that without a plentiful supply of paper, it would be impossible to carry on the processes of modern civilization. There never was enough paper until the use of wood pulp began, about 50 years ago. If our forest are not put upon a producing basis, a shortage of paper will come again.

"We know that the investment per unit of product is so large in both modern newspaper publishing and newsprint manufacturing that provision must be made for our raw material a long way ahead. The 550 newspapers which comprise the membership of our association use in the neighborhood of 80 per cent of the total consumption of newsprint paper in the United States. Unless our forests are conserved we do not know where to look for the bulk of our future requirements.

"We favor the pending Clarke Bill, because, so far as it goes, it is entirely in harmony with our original program as embodied in the Snell Bill.

"We believe that the question of fire prevention is by far the most important at this time, and we strongly urge the approval of these sections of the Clarke Bill as now written.

"We believe that the provisions of the Clarke Bill regarding studies in forest taxation, forest insurance, forest planting and protection of the forests on the public domain are entirely desirable and necessary steps in rounding out a National policy of forest conservation.

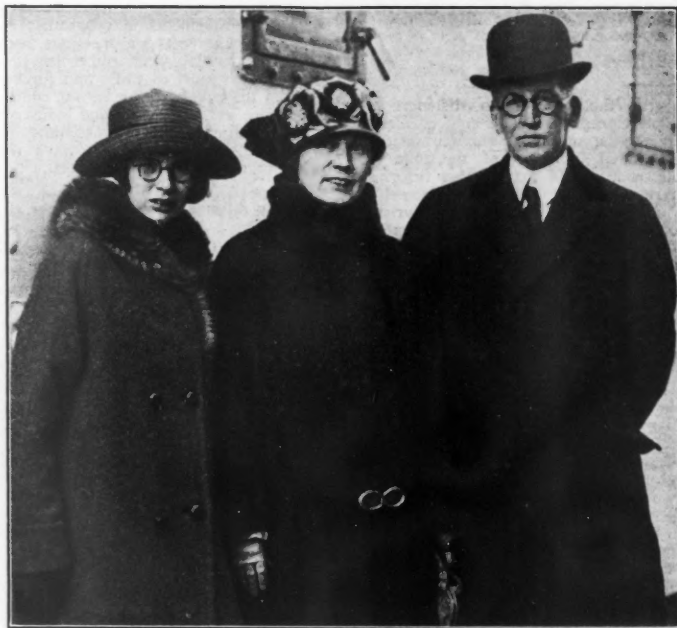
"Our organization has continuously advocated the policy of federal leadership and co-operation with the states and timberland owners as the only practical and reasonable basis for the solution of the problem of a future timber supply. It is, therefore, with especial gratification that we note the approval of this principle in the recent referendum of the Chamber of Commerce of the United States, the reaching of the same conclusion by the McNary Committee of the Senate and the proposed application of this principle in the Clarke Bill."

FORESTRY COUNCIL NAMED

Secretary Wallace Names 15 Men On
Northeastern Research Board

Secretary Wallace of the Department of Agriculture has appointed 15 forestry experts to form the Northeastern Forest Research Council, looking towards forest

BACK FROM SOUTH AMERICA



Frederick Roy Martin, general manager Associated Press, Mrs. Martin and Miss Nancy returned this week from a two months' South American tour; photograph taken aboard the ship at the long journey's end.

conservation, with a view to insuring the future paper supply. The first meeting of the board was held at Amherst, Mass., April 3.

Following are members:

W. R. Brown, president, New Hampshire Timberland Owners' Association, chairman, New Hampshire Forestry Commission, N. H.; P. S. Collier, secretary, Northeastern Retail Lumber Dealers' Association, Rochester, N. Y.; S. T. Dana, director, Northeastern Forest Experiment Station, Amherst, Mass.; R. T. Fisher, director, Harvard Forest, Petersham, Mass.; R. S. Hosmer, Department of Forestry, N. Y. State College of Agriculture, Ithaca; C. H. Keith, president, New England Box Company, Greenfield, Mass.; R. S. Kellogg, secretary, News Print Service Bureau, New York; J. C. Kendall, director, N. H. Agricultural Experiment Station and Extension Service, Durham, N. H.; Franklin Moon, Dean, N. Y. State College of Forestry, Syracuse; H. G. Philbrook, president, Vermont Timberland Owners' Association, Boston; G. W. Sisson, Jr., president, Racquette River Paper Company, Potsdam, N. Y.; W. L. Slate, director, Connecticut Agricultural Experiment Station, New Haven, Conn.; J. W. Toumey, Yale School of Forestry, New Haven, Conn.; F. A. Waugh, Massachusetts Agricultural College, Amherst, Mass.

Paper Mill Sells Bond Issue

St. Lawrence Paper Mills is issuing \$2,500,000 of first mortgage bonds. The company completed a construction program and now operates a newsprint mill with two newsprint machines at Three Rivers, Quebec.

"The African World"
AND
"Cape-to-Cairo Express"

Published every Saturday in
London

NEWSPRINT RULING MODIFIED

Treasury Department to Admit Paper
Without Taking Samples

The Treasury Department has modified its former definition of newsprint paper for customs purposes and has authorized customs agents at Buffalo and Ogdensburg, N. Y., to permit entry of so-called standard paper without the taking of samples and holding large lots at those points pending investigation.

The Treasury's first instructions were to permit entry on the free list of all newsprint paper in which an excess of 30 percent of sulphite was used in its manufacture. An investigation by Buffalo and Ogdensburg agents, however, showed that the bulk of the paper coming into the two ports of entry ran 22.9 percent and 27 percent of sulphite at Buffalo and 28.28 percent at Ogdensburg. In permitting free list entry of this paper without the red tape of taking samples, a letter to the collectors of customs, signed by McKenzie Moss, assistant secretary of the treasury, said:

"Inasmuch as sulphite is much more valuable than mechanically ground wood pulp it is obvious that the paper mills will not use more sulphite than is necessary to make paper which will be accepted by the newspapers as a good delivery under their contracts."

In Planning Your New Building—

You can now have the assistance of an organization which has developed and is developing plans for several major newspaper buildings.

This organization is concerned solely with newspaper, publishing and printing buildings and includes the services of engineering specialists coordinated under the direction of a trained newspaper man.

S. P. WESTON

Newspaper Buildings
Mechanical Layouts
Production, Operation
120 West 42nd St. New York

Jailed Correspondents Released

Vincent Sheehan and Francisco Ginestral correspondents for the Chicago Tribune in Madrid, Spain, jailed March 15, by order of the Spanish military dictatorship have been released, according to word received by the Tribune. Both men were ill with fever at the time of their imprisonment. It was charged that dispatches sent by them violated provisions of the strict martial law of Spain. Ginestral, resident correspondent, was released on bail after parole by a court martial. The American embassy at Madrid notified Ambassador Herrick at Paris four days after the arrests that Sheehan was no longer under surveillance and would be permitted to leave Spain in a few days. The Tribune sent a cable protesting the incident.

Daily Sells Stock to Employees

Williamsport (Pa.) Sun is selling stock in the Sun & News Publishing Company to employees, 22 having purchased shares within the past year.

In
Baltimore
The paper that
"made" the
shopping district
The
Baltimore
News

A Safe Landing Field

DONT ENTER
THE FOURTH STATE
BLINDLY

OHIO

850,000 PROSPEROUS
PEOPLE IN THIS
CIRCLE OF
EIGHTEEN
COUNTIES

This Service Free

"A Safe Landing Field for the National Advertiser"

Sent upon request to sales and advertising managers. In this fertile field of eighteen counties there are \$2,622,667,853.00 spent each year for necessities and luxuries. It's 93 2-10% native born territory. Four hundred and thirty-two national advertisers covered Central Ohio alone through The Dispatch in 1923.

The Columbus Dispatch
OHIO'S GREATEST HOME DAILY

"TO MARKET, TO MARKET—"



Honeymooning in Bermuda. John V. A. Weaver, poet and literary critic of the Brooklyn Eagle, takes Mrs. Weaver for a Bermoothian after changing her name from Peggy Wood.

NEWS MEN BRAVE FLAMES

Carry Bodies from Burning Grand Rapids Hotel

Editorial staff of the Grand Rapids (Mich.) Herald performed feats of bravery the night of April 1, when a fire destroyed the six-story Livingston Hotel adjoining the Herald's three-story plant, with a loss of five lives.

At the height of the fire Henry Martin, sporting editor, defied falling embers to carry the body of one of the victims from an araway between the two structures. A short time before, John Kelly, city editor, aided in carrying two dying women from the roof of the Herald where they had fallen.

Herald reporters recovered the hotel register and other records, and assisted in identifying the dead and notifying relatives.

Warned by firemen that the Herald building was in imminent danger, mechanical and editorial men moved to the plant of the Grand Rapids Press, which

had immediately offered the use of its equipment in order that the morning edition of the Herald might appear on schedule. An 8-page paper containing nothing but news, and a complete story of the fire was printed.

The Herald building was but slightly damaged.

Byrne Now Milwaukee Publisher

J. K. Byrne, formerly western manager, Chicago American, Detroit Times and Milwaukee Wisconsin News and Sunday Telegram, has left Chicago to become publisher of the Milwaukee Wisconsin News and Sunday Telegram. He is succeeded by H. A. Koehler.

Brown to Leave New Daily

Carl Brown, who came to Amarillo from Atchison, Kan., as one of the founders of the Amarillo Daily Globe, new afternoon newspaper, will leave soon and return to Kansas. C. C. McDaniel, will succeed him as general manager.

COLOROTO PROSPECTUS OUT

Chicago Tribune Magazine to Contain 64 Pages

The Chicago Tribune and the New York Daily News have issued for the information of prospective advertisers a "dummy" of their new coloroto weekly magazine which is to be started in May. Suggestions for a name and slogan for the new publication have been submitted already in a contest which is to close March 31. The first prize is \$20,000; the second, \$4,000; and the third, \$1,000.

The "dummy" has 64 pages, which, it has been announced, will be the size of the magazine for the present. The dimensions of the pages are 10¼ by 13¾ inches. The magazine is to sell for 5 cents a copy.

The "dummy" contains fiction by George Barr McCutcheon, Samuel Merwin, Ben Hecht and others; articles by Montague Glass, Elsie Janis, Thomas A. Edison and others; sports articles by Christy Mathewson and Hugh Fullerton; news and feature pictures, cut-out dolls for children, articles on manners and fashions and a variety of other features.

The new Sunday rotogravure section of the Chicago Tribune will take the place of the Sunday Coloroto magazine on April 6, the Tribune has announced. The magazine has been of tabloid size, while the rotogravure section pages will be only slightly smaller than the regular pages.

EDITOR'S SUGGESTION ADOPTED

Banks in Alabama Act to Foster Grain Growing

Following the suggestion of F. G. Stephens, editor of the Oneonta (Ala.) Southern Democrat, and president of the Alabama Press Association, banks of Blount County, Ala., have announced through co-operative advertising that they will not, following this year, lend money to the farmers of the county with which to buy feed. Throughout Alabama the press generally has endorsed Mr. Stephens' plan to induce the farmers to grow their own feed. State farm extension workers are predicting that banks in other counties will adopt a like policy.

Editorial comment in daily and weekly papers of Alabama asks merchants to support the banks which adopt such a

policy. In many sections throughout the South cotton is grown to the exclusion of necessary feed crops.

Herald's Editorial Rooms Remodelled

Editorial rooms of the old New York Herald, 280 Broadway, have been remodelled to house the business department of the Sun.

The Metropolitan Leader

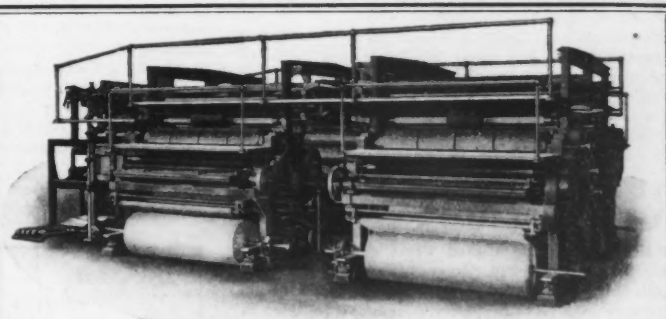
In three months this year The New York Times published 6,351,592 agate lines of advertising, a gain over the corresponding period of last year of 402,782 lines and 2,302,824 lines more than the second New York newspaper.

The average net paid circulation of The New York Times, daily and Sunday editions, as reported to the Post Office Department for the six months ending March 31, was 378,174.

NOBODY can stay long in Texas without realizing that The Dallas News is considerably more than a city newspaper.

THE DALLAS MORNING NEWS

Supreme in Texas



This Scott Double Quadruple "Multi-Unit" Newspaper Printing Press

consisting of 4 Units and 4 Folders will produce newspapers up to 16 pages at 72,000 per hour, up to 32 page papers at 36,000 per hour and up to SIXTY-FOUR Page Papers at 18,000 per hour, delivering products in one, two or four sections as desired.

THE PROVIDENCE JOURNAL

has two Scott "Multi-Unit" Octuple Presses which can be seen running every day in the week.

THIS IS THE PRESS OF NO REGRETS

WALTER SCOTT & CO.

Plainfield, New Jersey

NEW YORK
1457 Broadway

CHICAGO
1441 Monadnock Block

Circulation Structure

Ask the Publisher who has taken my service.

Horace C. Klein,
WEBB PUBLISHING CO.
St. Paul, Minn.

knows and will tell

Clifford Hewdall
A.S.A.A.(LONDON, ENG.) C.P.A.(INDIANA)

ACCOUNTANT & AUDITOR
33 WEST 42ND STREET
NEW YORK CITY

Income Tax

System

Auditing

EDITORIAL

"WHOLESALE SPACE RATES"

NEWSPAPERS are getting ready to demand higher advertising rates from local department stores, we learn from the Daily News Record, a New York journal of the textile trade. Newspapers are being forced to seek new revenues from this source, we are told, by labor union demands that increase production cost and by insistence of national advertisers that local users of large space be assessed the entire amount of the necessary increase.

"Such preferential rates as local merchants now have is due to the fact that they are space-buyers at wholesale every day. They contract for an immense annual lineage. National advertisers are, by comparison, pikers." So argues the merchants' spokesman, correctly, so far as the argument goes.

But, what are the basic facts?

Semi-annual tabulations of newspaper rates by EDITOR & PUBLISHER have shown a steady upward trend during the past six years in the rate paid by the national advertiser. The rate per line per million circulation, which should have remained stationary had the space charge been advanced in direct ratio to circulation, has risen from \$2.35 for all morning, evening and Sunday newspapers at January 1, 1920, to \$2.76 for the same classes at January 1, 1924. The increase in national advertising rates traceable to higher production cost is 17 per cent.

What of local advertising rates? Most publishers are so ashamed of them that they are kept a close secret between publisher and merchant. The differential under national rates ranges as high as 200 per cent in some cases and is near 50 per cent in many rate-cards. We know of several large newspapers which sell space to local merchants for less than it costs to produce. That is what the merchants' mouthpiece means by wholesale purchase of space. It isn't what is meant by the manufacturer of blankets, or shoes, or automobiles, who sells his product to the retailer, also at wholesale rates, making certain that the wholesale price covers cost of production plus a profit.

The situation cannot be solved academically a thousand miles from the locale. It will continue to torment the entire fabric of newspaper advertising until it is solved, so that the newspaper can count on a profit from every inch sold, the local advertiser can arrange his merchandising methods to pay the newspaper a just rate without sacrifice of his own welfare, and the national advertiser will not take the first thrust of every rate increase.

Newspapers are badly in need of the co-operative competition that has kept the advertising costs of local merchants at a level dangerous to the newspaper industry. The mean of all newspaper rates is still far too low.

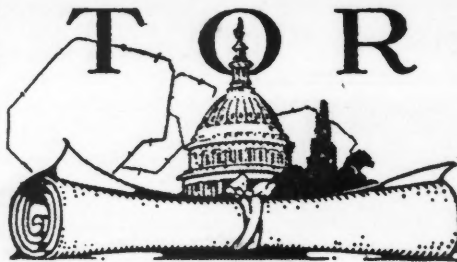
FIRST-HAND HISTORY

ROBERT J. BENDER, who for eight years reported the activities of Woodrow Wilson, has written "W. W.," a small volume of vivid impressions, which the United Press Associations has published and distributed. Scores of incidents, epigrams, significant facts, known only to the newspaper men who were in Mr. Wilson's confidence, are revealed in engaging narrative in this book, which is a recast of a dispatch written by Mr. Bender and carried by U. P. wires, the day following Wilson's death. One striking feature is a revealing newspaper story written by the late President, aboard the George Washington, and sent to Bender to keep, the day before they landed at Brest on the historic peace conference mission. Of himself Mr. Wilson wrote: ". . . his whole effort must be to obtain a just and lasting peace," and added, ". . . he will approach the whole matter with perfect frankness and candor."

Newspaper men witness history in the making and it seems a sensible and fine thing to put into permanent bindings the first-hand knowledge of great events they alone often possess.

SERVING YOUTH

ONE child of every twelve in the United States between the ages of ten and fifteen, is engaged in "gainful occupation." Henry F. Pringle, who writes as if he had both head and heart, is giving New York World readers a splendid series exposing this national crime.



PROVERBS CHAPTER XVI.

Pride goeth before destruction, and a haughty spirit before a fall.

Better it is to be of an humble spirit with the lowly, than to divide the spoil with the proud.

He that handleth a matter wisely shall find good; and who so trusteth in the Lord, happy is he.

SOMETHING TO DO

THERE is work for earnest editors and reporters to do in every American community in respect to the gruesome facts concerning infant mortality and the sacrifice of mothers in the sacred function of child bearing. We are told by the American Child Health Association that, despite our wealth and culture, these terrible facts obtain: of approximately 2,500,000 babies born in the United States last year, 200,000 died in their first year; there were 18,000 deaths among mothers in child-birth; there were 90,000 still-born children.

Because of sanitation, educational advantages, enforcement of humane laws which protect motherhood and scientific medical and surgical attention of both women and their offspring, the large cities are found to be much safer than rural or town communities. But there is great need everywhere of improved methods for the inspection of milk, sanitation, hygiene instruction in the schools, birth registration, discouragement of "hurried doctoring," control of the ignorant midwife, and plain talk to expectant mothers through the daily press.

EDITOR & PUBLISHER respectfully suggests this field as rich in human interest and highly important to the welfare of any city or town where a daily newspaper is published. Keep this haunting fact in mind: On an average of about every two minutes every day of the year there is a little funeral in this country, which scientists say could in most cases be prevented by ordinary, known means.

April 5, 1924 Volume 56, No. 45

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. Rex 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. Craich, 60 Lympstone Avenue, Lawrence Park.

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

ADVERTISING SUCCESS

THERE is a type of newspaper publisher who succeeds by sheer force of character. If he were out of business today he would be starting again tomorrow and building as surely and soundly as ever before. He is a business man as well as a publicist. As a business man, he sympathetically comprehends the problems and effectively serves the trade activities of his advertisers.

You find him out among the merchants of his town, counselling and encouraging them. Whereas the stupid, short-sighted salesman seeks to sell as many lines of advertising as his prospect will accept, this man sells what in his opinion will do the work without straining investment. He would have been as much interested in Frank W. Woolworth when the first "five cent store" was open on \$5 capital, as when the sales of the Woolworth stores reached the staggering total of \$193,000,000, as they did a year ago.

An advertisers' success would be our model publisher's triumph. He would take a personal interest in the small schedule of the beginner, helping with copy, overseeing its effective position, checking results and revising the operation if need be for better results. He would be the true friend of his customer, at first and through life.

Smart is the young man in the advertising business who sees important meaning in a new and struggling account, and lives by it, as a personal friend, year by year. Clever is the publisher who trains his staff to be much more than salesmen.

We believe the same principle of constructive building of advertising accounts applies to the agency field, and earnestly deplore, as both wrong in principle and doubtful in ultimate result, the conduct of any agency which takes a short-sighted, greedy, least-resistance view of new or small business. There is such a thing in business as waiting until next year for the harvest from this year's sowing.

There are, in the agency field, as among publishers, model types, characterful, long-sighted, conscientious, deserving the full confidence of the investor, patient with small beginnings, watchful of the trust, faithful to the customer's cause. Wise is the advertiser who selects such a man to do the work of presenting his claims to the public.

PRESS AGENTS

MORE schools of journalism, fewer newspapers; more men, fewer jobs! What is the answer? One possible answer is intensified specialization in newspaper work, better men, through the pitiless processes of survival of the fittest. Better men will make better newspapers.

Another possible answer is, more press agents.

We have been asked this question: "Is not a press agent as legitimate in his function as a lawyer who is retained to act with special knowledge for a client?"

No, because the lawyer's activities are checked by an established ethical code and by the legal procedure of courts, of which he is an officer. For violations of principle he is subject to discipline, even to loss of his professional rights.

The press agent is irresponsible. His client may be a mountebank and the product a fraud upon the readers of the newspaper upon which the press agent preys. The object of the press agent is to get gratuitously in news columns preferential treatment of a subject, often defeating the advertising columns. The press agent is here today—gone tomorrow! He is all things to all men. He deals in expedients. Often his philosophy is pernicious.

Many good newspaper men are press agents, sometimes from choice, sometimes through circumstance. Some do not enjoy the work, others glory in it and delight in telling a "slicker" how to "do" the public through a willing or stupid newspaper. Some press agents are too well trained in newspaper habits to write copy for sinister clients or objects. Some press agents serve excellent purposes in creditable fashion. There are as many kinds of press agents as there are kinds of men.

There is a field for men, operating according to an established code of ethics, between large and unwieldy public and private enterprises and newspapers. Maybe the boys now in the schools of journalism will find it and erect a safe fence around it.

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PERSONAL

KIMBALL G. COLBY, publisher of the Lawrence (Mass.) Telegram, and Frank A. Bayrd, publisher of the Malden (Mass.) News, have been chosen delegates to attend the Republican convention in Cleveland in June. Both are pledged to President Coolidge.

F. A. Wilson-Lawrenson, publisher of the Atlanta Georgian, has been ill at a hospital in Atlanta, where he underwent an operation for appendicitis. He is convalescent and has been removed to his home in Druid Hills.

Hopewell L. Rogers, assistant to the publisher of the Chicago Daily News, has returned from his honeymoon in Florida.

Mrs. Laurence Hills, wife of the director of the New York Herald-Tribune's Paris edition, sailed April 2, from New York on the S. S. "Paris" to join her husband in France.

Mayor F. W. Atkinson, publisher of the Watsonville (Cal.) Register, has been appointed by Gov. Richardson a member of the California Redwood Commission.

Henry Holland, owner and editor, Ogdensburg (N. Y.) News, has been appointed one of the appraisers of the suspended Utica Saturday Globe.

Eric V. Bowater of the Bowater Paper Company, New York, is returning to New York after an extended European trip and will arrive on the "Aquitania," April 11.

IN THE EDITORIAL ROOMS

DR. JOHN FINLEY, editorial writer, New York Times, will be the principal speaker at the graduation exercises of George Washington University, June 4.

William M. Sutton, recently of the San Francisco Daily News, is doing special writing for the South Pasadena (Cal.) Record.

Joseph Palmer, federal court reporter, Buffalo (N. Y.) News, who resigned recently, was tendered a farewell dinner by U. S. District Attorney, Col. W. J. Donovan.

Hallet Abend, city editor, Los Angeles Times, is now associated with Joseph Schenk in the production of Norma Talmadge pictures at Los Angeles.

John McClurg, short story writer and former Kansas City, Mo., newspaperman, is now suburban editor, Pasadena (Cal.) Star-News.

Arthur R. Davison, Omaha newspaperman, has been appointed publicity manager of the Omaha St. Mihiel Post 247, Veterans of Foreign Wars.

Margrete Donnelly Daney has returned to the Toledo (O.) News-Bee as feature writer.

C. Martin Gibbs, cartoonist, creator of Abe and the Duck, and for many years on the Baltimore Evening Sun, has joined the Baltimore American.

Forbes Parkhill, staff member, the Denver Post, has resigned.

Dave Buchanan, reporter for the Manila (P. I.) Times, has resigned to go on a world tour.

Joseph B. Swinburne, now with the Fort Madison (Ia.) Democrat, recently celebrated his 65th anniversary in active newspaper work.

John H. McDonald has become managing editor, Walla Walla (Wash.) Union, succeeding R. E. Fisher. B. W. Talcott, night editor, has resigned.

Joe Toye, of the Boston Traveler, and David A. Shea, Boston Post, special writers who accompanied Cardinal O'Connell of Boston on his recent trip to the Holy Land, returned last week.

A. G. Brauer, reporter for the Toledo Blade, now assistant city editor, Louisville Herald, was recently tendered a farewell dinner by his Blade associates.

C. H. West is now assistant Sunday editor, St. Paul Pioneer Press. His predecessor, Kenneth Knoblock, has returned to the New Orleans Item.

D. C. Simonson, editor, Longview (Wash.) News, has been elected president, Southwest Timber Baseball League.

Lambert G. Sullivan, rewrite man, Chicago Herald and Examiner and formerly sporting editor, has gone to Albuquerque, N. M., because of ill health.

C. E. Norlander, assistant city editor, Chicago Daily Journal, has resigned to take up magazine work.

Miss Muriel Bean is a new staff member, Chicago Daily Journal.

Mrs. Willis McDuffee, wife of the editor of the Rochester (N. Y.) Courier, will sail for England soon to be present at the graduation of her son from Oxford University.

Harry Winebaum is the new editor of the Portsmouth (N. H.) Times.

Miss Patricia Doherty has resigned from the staff of the Chicago American.

IN THE BUSINESS OFFICE

F. WILLIS GOULD, recently with the Andrew Cone Advertising Agency, New York, and formerly with the Tacoma (Wash.) News-Tribune, has become advertising and business manager of the Tacoma Daily Ledger.

J. H. Carter, until recently with the Everett (Wash.) Herald as advertising and business manager, is in the East on a business trip.

Don B. Thayer, of the advertising department, Cedar Rapids (Ia.) Republican, and Mrs. Thayer are parents of a daughter, born March 23.

K. G. Robinson, circulation manager, Cordova (Alaska) Times, has been named Cordova agent for the Pacific Steamship Company.

W. A. Arnold, advertising staff, Longview (Wash.) News, and Mrs. Arnold, are parents of a son.

L. J. Wilhoite, advertising manager, Chattanooga Times, has joined the George K. Brown Company, of the same city as vice-president and general manager. He is succeeded on the Times by William F. Heller.

Louis B. Hill has been appointed national advertising manager of the Columbus (O.) Dispatch. He was previously with Baker-Dennis, Inc., publishers' representative, Chicago.

H. I. Crumpler, advertising manager, New Bern (N. C.) New Bernian, has resigned to become advertising manager, Suffolk (Va.) News.

HOLDING NEW POSTS

DANIEL W. GALLAGHER, from Cleveland (O.) News, to staff, Albany (N. Y.) News.

M. X. Garinger, from staff, Basil L. Smith System, Philadelphia, to classified manager, Erie (Pa.) Dispatch-Herald.

John Dunn, from circulation manager, Anchorage (Alaska) Times, to circulation manager, Juneau (Alaska) Empire.

Joseph Palmer, from city staff, Buffalo (N. Y.) News, to editor, Farmers' Advocate, Bath, N. Y.

Stanley Tullsen, from Lima (O.) Gazette, to copy desk, Toledo Blade.

Edward T. Ingle, from copy desk, Toledo Blade, to general staff.

Warwick M. Tompkins, from Shanghai (China) Sports, to sporting editor, Manila (P. I.) Bulletin.

Edward F. Smith, from feature editor, Jackson (Mich.) Citizen Patriot, to Los Angeles bureau, Associated Press.

Hubert George, from Coffeyville (Kan.) Journal, to Independence (Kan.) Reporter.

B. R. Madigan, from Olean (N. Y.) Times, to general manager, Salamanca (N. Y.) Inquirer.

William J. Bach, from sports editor, Miami (Fla.) Herald, to sports editor, Miami Tribune.

PRESS ASSOCIATION NOTES

DOUGLAS WILLIAMS, general manager in America for the Kokusai News Agency of Japan, is expected in San Francisco in mid-April to reorganize the news service to the Orient.

John Evans, of the Associated Press

FOLKS WORTH KNOWING

A. C. KESSINGER, publisher of the Rome (N. Y.) Sentinel, now in his 82nd year, is believed to be the oldest

publisher in New York State actively engaged in the newspaper business. Just 68 years ago, he started newspaper work as a carrier boy and printer's devil on the newspaper he now publishes.

Seven years later conditions unfavorable to newspaper production drove many publishers to the wall. The Sentinel, meeting the general problem, suspended daily publication until 1881, continuing as a weekly.

At the age of 22, Kessinger and the late F. B. Beers, purchased the property, and the former has been the active manager ever since. He is still a comparatively young man, despite the fact he was born 19 years before the first gun was fired at Fort Sumter in the Civil War.



A. C. KESSINGER

Paris staff, is returning to America for a vacation after 5 years in Europe. He intends to spend a few days in New York and Des Moines, Ia., and then go on to Los Angeles.

Smith F. Reavis, formerly Associated Press correspondent at Seattle, Wash., has returned from a special assignment at Vera Cruz, and will be attached to the New York office.

Horace Reinegar, Associated Press correspondent at Montgomery, Ala., has been transferred to the Atlanta staff. His successor has not been named.

George Denny, chief of the Associated Press bureau at Tokio, who has been on a visit in San Francisco, will sail for Tokyo, April 15.

John Evans of the Paris office, Associated Press, accompanied by his wife and daughter, arrived on the Paris, March 29, for a visit. He will return to his post about June 15.

MARRIED

EDWARD C. STONE, of the editorial staff, Washington (D. C.) Star, to Miss Lette Brock of Bloomington, Ill., in Washington. They are on a two months' wedding tour through Europe.

Fuller Austin of the Austin Advertising Company of Lincoln, Neb., to Miss Wilmette Drummond of Monterey, Cal., at Council Bluffs, Ia., Sunday, March 23.

S. E. Lieberman, editor of the Westwood (N. J.) News, to Miss Rose Cohen, reporter-stenographer for the News in New York, March 30.

Ralph P. Freeman, mechanical staff, Miami (Fla.) Tribune, to Mlle. Rachel M. Juin, of Paris.

WITH THE SPECIALS

FROST, LANDIS & KOHN, 225 Fifth avenue, New York, have been appointed to represent the Owensboro (Ky.) Inquirer.

Charles H. Eddy Company has moved its Chicago office from the People's Gas Building to the Wrigley Building.

John Gould, formerly with Erwin Wasey & Co., Chicago advertising agency, has joined J. E. Lutz, newspaper representative, Chicago.

Carpenter & Co., publishers' representatives of Chicago and New York, have been appointed national advertising representative of the Mattoon (Ill.) Bulletin.

Chippewa Falls (Wis.) Gazette has appointed Hamilton De Lisser, Inc., New York, as its national representative.

WITH THE ADVERTISERS

O. D. STREET, formerly general manager of distribution of the Western Electric Company, has been appointed director of distribution by Thomas F. Logan, Inc.

Stanton B. Fisher, for 4 years advertising manager, United Cigar Stores, and late of the George Batten Company, has joined the staff of the Fyffe & Bond Corporation, New York.

H. T. Greeley, formerly with the Winchester Repeating Arms Company, has been appointed advertising manager, General Radio Company, Cambridge, Mass.

IN THE AGENCY FIELD

McKINNEY, MARSH & CUSHING, INC., will be the future name of the Brotherton Company, advertising agency, at 4147 Cass avenue, Detroit. Officers of the new company are: W. H. Marsh, president; W. A. Banks, vice-president; George W. Cushing, secretary, and F. F. McKinney, treasurer.

Charles W. Hoyt, president of the Charles W. Hoyt Company, New York, entertained at a luncheon at the Advertising Club, April 2, in honor of George W. Hopkins who has become vice-president and director of the Hoyt Company.

G. Lester Hopper, formerly with

The following papers have signed contracts for the Haskin Service for one year:

- The El Paso Herald
- The Pueblo Chieftain
- The Beaumont Journal
- The Arizona Republican
- The Meridian Star

ASSOCIATION CHIEFS

HAROLD PHELPS STOKES is 1924 chairman of the Overseas Writers, Washington, D. C., an association of newspaper men who have seen journalistic service abroad.

After graduation from Yale and a year of travel and study in the Far East, Stokes joined the New York Evening Post staff in January, 1911. Under Villard he served as Albany correspondent, 1913 to 1917. When war was declared he resigned to serve as first lieutenant with the 306th Field Artillery, 77th Division, A. E. F., taking part in the Oise-Aisne and Meuse-Argonne campaigns.

The war over, Stokes obtained his discharge abroad and covered the Peace Conference for the Post. In 1919 he succeeded David Lawrence as Washington correspondent for that newspaper. When Cyrus H. K. Curtis acquired the Post, Stokes was just completing his 13th year of work on the staff. He is now writing for Current News Features, Inc.

Stokes married Elizabeth Miner King of New York, a fellow member of the Evening Post staff in 1920. They have 2 children.



H. P. STOKES

Critchfield & Company and the Mitchell-Faust Company, both of Chicago, is now with the staff of Smith & Ferris, Los Angeles.

Sequoia Advertising Service has been established at Santa Cruz, Cal., by John A. C. Miles, formerly with the Johnston-Ayres Company, San Francisco.

Miss M. Patricia Coleman recently advertising manager for two department stores in San Francisco, has established an advertising service in the Hearst Building there.

Miss Esther Rujaro, formerly advertising and promotion manager of the Hotel St. Francis, San Francisco, has opened an agency in that city.

Steffan E. Roberts, for the past 3 years with the copy staff of N. W. Ayer & Son, Philadelphia, is now an account executive, with the Wildman Advertising Agency, New York.

Advertising business of the Herbert M. Morris Agency, Philadelphia, has been consolidated with the Tracy-Parry Company, Inc., of that city.

Howard Henderson of the Chicago office, J. Walter Thompson, has joined the Cincinnati office of that agency.

Thomas F. Flanagan of the Charles W. Hoyt Company has been appointed an account executive with headquarters in New York. He has also been elected a member of the board of directors.

Frank J. Mooney, until recently secretary-treasurer, Kelsey-Mooney-Stedem, Inc., San Francisco, has joined the St. Louis office of the George L. Dyer Company as account executive.

Robert C. Powell has joined the staff

of the Larchar-Horton Company, Providence, R. I.

Baer Advertising Agency, New York, has been incorporated under that name with Dr. Berthold A. Baer, president, and Leah Baer, secretary and treasurer.

O. D. Street has joined the Thomas F. Logan, Inc., as director of distribution. He was formerly vice-president and head of the electrical and transportation papers of the McGraw-Hill Company.

G. Lester Hopper, who formerly conducted an agency under his own name in New York, has joined the staff of Smith & Ferris, Los Angeles agency.

Stanley H. Jack, for the last two years manager of the Omaha office of the Potts-Turnbull Company, has become associated with the Acorn Press of Omaha, Neb.

C. J. Eastman, former sales manager, King's Food Products Company, Portland, Ore., has joined N. W. Ayer & Son at Philadelphia.

Herbert Sanford Waters has joined the Chatham Advertising Agency, New York, as advertising promotion manager.

T. L. Killough, formerly with the Literary Digest, has joined N. W. Ayer & Son at Philadelphia.

J. Walter Thompson Company, Chicago, opened its new offices in the new north wing of the Wrigley building, 410 North Michigan Avenue.

McCutcheon-Gerson Service, Chicago advertising agency, recently opened an office at Washington. K. J. Hampton is in charge, with O. M. Kyle assistant manager.

SPECIAL EDITIONS

AURORA (Ill.) Beacon-News, 40-page Own Your Home edition, March 27.

Ogdensburg (N. Y.) Republican-Journal, a 24-page Automobile edition, March 17.

Longview (Wash.) News, a 40-page First Anniversary edition.

ON THE MECHANICAL SIDE

F. C. HARPER of Los Angeles is now foreman of the mechanical department, Manila (P. I.) Bulletin.

Joseph Clark, assistant pressman, Ogdensburg (N. Y.) Republican-Journal, has resigned. He is succeeded by Henry Duprey.

Maj. George L. Berry, president, International Printing Pressmen's and Assistants' Union of North America, was guest of honor at a banquet of Chicago Web Printing Pressmen's Union No. 7, April 1.

NEW PLANTS AND EQUIPMENT

CONTRACT for the new home of the Burlington (Ia.) Hawk-Eye has been let to the H. B. Nelson Construction Company of Davenport on its bid of \$48,995. Work will commence next week.

Webster (N. Y.) Herald has installed a new Intertype machine.



**Hal-Nord
Features**

500 FIFTH AVENUE
LONGACRE 0987 CABLE "NORDHOL"
NEW YORK CITY

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.

Holyoke (Mass.) Transcript has enlarged its composing room and added 2 new Intertypes.

Ogdensburg (N. Y.) Republican-Journal is placing a new front on its building and making interior alterations.

CHANGES OF OWNERSHIP

FRANK E. KIMBAL, secretary of the Missouri State Board of Corrections and Charities, has purchased an interest in the Jefferson City (Mo.) Post and will be vice-president of the company. He formerly owned the Rockport (Mo.) Atchison County Journal.

E. E. Kelley, assistant state printer of Kansas and a columnist on the Topeka Capital, has purchased the Garden City (Kan.) Herald.

ASSOCIATIONS

AMERICAN Association of Advertising Agencies' New England Council gave a dinner recently in Boston to the personnel of New England member agencies. A. E. Greenleaf, chairman of the council, presided. James O'Shaughnessy, executive secretary of the association, was the principal speaker.

Advertising Club of New York has appointed the following nominating committee to recommend persons for elective offices on or before May 1: Huber Hoge, chairman, Huber Hoge, Inc.; David D. Lee, publicity representative, Lee & Williamson; Hugh Burke, manager, New York Office of the Philadelphia Public Ledger; Albert J. Gibney, advertising salesman, Frank Munsey Company; J. L. Gibbs, American Litho Company; P. S. Florea, president, Mountain Valley Water Company; D. W. Henderson, secretary, H. E. Lesan Advertising Agency.

Southeastern Nebraska Press Club will meet April 18, at Falls City, Neb. Speakers appointed include: Ewing Herbert of the St. Joseph Journal; Ralph H. Clark, of Stella; J. H. Falloon

of the Falls City Journal, and Mr. Launch, vice-president and general manager of the Warfield Advertising Agency of Omaha.

Sphinx Club, New York, will not hold its usual meeting and dinner in April. The next meeting, May 13, has been fixed as the date for the annual "Ladies Night" for which arrangements are now being made.

Art Directors' Club, New York, will hold its 3rd annual advertising art exhibition April 5 to 13.

Editors of the Eighth Oklahoma Congressional District will meet in Cherokee April 11. Leslie Ray of Oklahoma City, secretary-treasurer, is arranging the program.

Publicity Directors' Club of Washington plans a tour of the plant of the Washington Herald and Times on April 9.

Third District Republican Editors of Kansas will meet at Fort Scott, May 2, with George Marble of the Fort Scott Tribune as host.

Central New York Press Association will hold its annual meeting April 12, at Syracuse.

Oregon State Editorial Association will hold its next annual convention July 25 and 26 at Tillamook.

Press Association of the First Georgia Congressional District has elected the following officers: President, R. E. L. Majors, editor, Claxton Enterprise; vice-president, L. M. Rhoden, Reidsville; secretary and treasurer, Dan Bickers, Savannah Morning News.

Toledo Women's Advertising Club plans establishment of a \$100 scholarship fund at the University of Toledo to assist university girls training to enter advertising.

Detroit Adcraft Club presented diplomas to 300 graduates of its advertising school at commencement exercises held last week in the General Motors Building.

These are certain fundamental beliefs upon which we have built this business.



Simple Operation

In every detail of its construction, the Linotype reflects the fundamental principle of conserving the operator's time and effort to the last second

If you do not have The Big Scheme of Simple Operation, we will be glad to send you a copy on request

TRADE MARK
LINOTYPE

MERGENTHALER LINOTYPE CO.
Brooklyn, New York

San Francisco Chicago New Orleans
Agencies in the Principal Cities of the World

WEEK'S PRESS FLASHES

The King and Queen of England have installed a powerful radio set. So they can pick up the Prince whenever he's in the air.—*H. I. Phillips in New York Sun.*

A Boston man asks divorce because she wouldn't fire the furnace. Her mistake was failing to keep him in hot water.—*Miami News Record.*

The chief exercise of some folks is jumping at conclusions.—*Uniontown (Pa.) Herald.*

President Coolidge was born on July 4. This was the original quiet Fourth.—*Detroit News.*

The Missouri judge who sentenced a lawbreaker to permanent banishment from that State may have believed firmly in the principle of justice tempered with mercy.—*Birmingham Age-Herald.*

And now Detective Burns is again warning the House committee against the "reds." He would have served the country better by giving some attention to the "blacks" in official life.—*New York World.*

William Wrigley's announcement that he has quit as Johnson's backer at least gives the Senator something to chew on.—*New York Herald Tribune.*

Speaking of Sunday papers, do you remember the good old days when a small boy could deliver one?—*New York Sun.*

The great need seems to be a dark horse who hasn't too much to keep dark.—*New York Telegram and Evening Mail.*

Our notion of a tough job for a sculptor would be an equestrian statue of the Prince of Wales.—*F. P. A. Conning Tower, New York World.*

If Prohibitionists will simply sit tight and let nature take its course, poison "booch" will finish the job.—*Hattiesburg American.*

A cynic thinks the song of love is a swan song.—*Miami (Okla.) News-Record.*

A scientist says that within a few years we should be able to tune in with the movie theaters and see the latest films without leaving our homes. But the thing will hardly seem natural without the man behind us to read the subtitles.—*Marion Star.*

So far, about the best plank in the Republican platform is the one Daugherty walked.—*Baltimore Sun.*

Mr. Vanderlip says there's another Cabinet member who ought to be ousted, but he won't tell which one because the information would shock everybody. Probably Mr. Vanderlip has an exaggerated idea of the public effect of his statements.—*Kansas City Times.*

Sufficient description: "He is the kind of a chap that always opens and examines 1-cent letters."—*Baltimore Sun.*

"Jonah must have been a high-priced lawyer, wasn't he, pa?"
"What makes you think so?"
"The whale couldn't retain him."—*Boston Transcript.*

"What has become of the still small voice?"
"Perhaps it needs a loud speaker."—*Louisville Courier-Journal.*

The "inside story of a bootlegger" is announced by a coast paper. The customer's inside story frequently comes via the autopsy.—*Detroit News.*

The Senate may not stop its investigation of grafting until it has had Luther Burbank on the witness stand.—*Buffalo Commercial.*

If mud is really good for the complexion politicians should be able to put a better face on things this year.—*New York Telegram and Evening Mail.*

EDITORS DEFEND PRESS

Say Public Should Be Blamed for Lack of Foreign News

"Demand creates the supply" was the economic principle advanced as answer to critics of the American press who score the lack of emphasis on foreign news, when editors and publicists spoke at a luncheon of the Foreign Policy Association in Boston, March 29.

Blame should be transferred from the press to the public for its lack of interest in the subject, speakers insisted.

Among those who discussed various phases of the topic "How We Know the World" were Herbert Adams Gibbons, correspondent and author; Nicholas Roosevelt, of the New York Times; Lewis S. Gannett, of the Nation staff; Willis J. Abbot, editor of the Christian Science Monitor, and R. L. O'Brien, editor of the Boston Herald. Professor Manley O. Hudson of Harvard presided.

N. Y. News Elects Medill Council

New York News has elected the following members to the Medill Council, employees' organization: Abe Balogh, delivery department; Thomas Manly, composing department; Lyle W. Finch, advertising department; Frank Hause, editorial department; and Miss Mary Johnson, auditing department. J. W. Barnhardt, business manager, was appointed council member by the management.

Indiana Veteran 81 Years Old

John B. Stoll, staff veteran of the South Bend Tribune, observed his 81st birthday anniversary, March 13. South Bend friends honored him with friendly calls. Mr. Stoll conducts a column in the Tribune entitled "Observed and Noted."

Few Papers—(If any)—surpass the

TRENTON TIMES
NEW JERSEY

A Food Medium

A recent reader survey indicates that among the housewives of the city our Thursday Food Feature Department—upward of four pages devoted to food recipes and news and food advertising—is the best feature carried by the Times

Circulation 36,493 Member A. B. C.

KELLY-SMITH CO.
Marlborough Bldg. Lytton Bldg.
New York Chicago

時事新報

1924

The Year Before Us

Promises business on an unprecedented scale for the American salesman in Japan. His products, always welcome in our country, have become imperative necessities for which our need is great and immediate.

Reconstruction of the unfortunate cities of Tokyo and Yokohama is proceeding rapidly, a fact which lends stability to business throughout Japan and encourages our people in their task of rebuilding all that was destroyed.

Japan was never a more eager customer than now. She requires immediately materials of every description for restoring her fire-ravaged cities, and has placed thus far only a small part of the orders which must be filled in foreign lands before her pressing needs are met.

American manufacturers, so well equipped to supply us, will forfeit the orders yet to come only by their failure to act at the present vital moment. They need only to offer their wares; Japan needs today what America has to sell.

There is one supremely effective method whereby American manufacturers introduce their products in Japan. The Jiji Shimpō, Tokyo's leading newspaper, carries the messages of its advertisers to the nation's wealthiest and most influential leaders and to that great class of progressive Japanese who are the first and most consistent users of Western things. The character of its circulation makes The Jiji Shimpō the foreign importer's most valuable assistant, his star salesman—the means by which he may talk every day with his best customers, wide-awake Japanese demanding the best America can produce.

In the American field The Jiji Shimpō is represented by the foreign organization of The Japan Advertiser. All the facilities of this organization and of our large staff in Japan are constantly at the service of American manufacturers and importers interested in the Japanese market.

American Headquarters:

JAPAN ADVERTISER SUITE

342 Madison Avenue

New York City

THE JIJI SHIMPO

Tokyo, Japan

"In Japan, the Buyers Read The Jiji"

4,500,000 MEN

live within 50 miles of 5th Ave. This paper carries more men's wear advertising than any two evening papers in the City.

NEW YORK EVENING JOURNAL

WAGE AGREEMENT IN NEW YORK NEAR

Typographical Union Will Vote Sunday on 30-Month Contract Offered by Newspaper Publishers With Increase

Agreement on a new wage scale between Typographical Union No. 6 and the Publishers Association of New York City is apparently at hand after several months of negotiation. The newspaper members of the union at a special meeting Sunday will decide whether to accept the contract offered by the publishers, with substantially the following terms:

1. The agreement to run from January 1, 1924 to July 1, 1926.

2. An increase of \$3 per week, day and night, to be retroactive to January 1, with an additional \$1 per week effective July 1, 1924, and another \$1, effective January 1, 1925, to the end of the contract.

No important changes will be made in hours or working conditions, it is stated.

Present weekly wages of New York newspaper compositors are \$55 day, \$58 night, and \$61 lobster. The original demand by the union was for an increase of \$14 weekly and reduction of hours to 36 per week. This demand has not been pressed since negotiations deadlocked on it several weeks ago and resulted in a summons of the union international executive council to compose the difficulty. A special meeting of the union two weeks ago voted to demand an increase of \$5 a week. This demand was refused by the publishers association and conferences held this week have brought about the proposition which the union will consider Sunday.

Would License News Men

Aldrich Blake, head of the Visible Government League of Oklahoma has announced that he will file with the Secretary of State of Oklahoma, a measure which would declare newspaper men members of a profession and subject to removal upon conviction of libel. The bill embraces persons employed on newspapers or magazine who "write, edit or assist in the preparation of any news or editorial matter." All journalists would be required to take an oath, upon which they would receive a license from the Secretary of State without cost. Should any citizen believe himself libeled, he would be authorized to file a complaint with the County Attorney, and upon conviction, a journalist would be barred from "practising" for 3 years.

Professor Quits Job for Journalism

Dr. Lawrence H. Baker, instructor of Greek in Johns Hopkins University, Baltimore, Md., will sever a connection of 11 years with the university, when, at the end of this semester, he leaves in order to enter the field of journalism. The desire to get into a field which was "less confining and less restraining" was given as his chief reason for making the change. For several years Dr. Baker has been writing for periodicals and several daily papers in conjunction with his teaching.

Farewell Luncheon for Editor

J. N. Stephenson, editor of the Pulp and Paper Magazine, appointed by the Canadian Pulp and Paper Association to organize their exhibit at the British Empire Exhibit at Wembley, was given a farewell luncheon recently by the Montreal Paper Club. Stephenson has sailed for England. At the luncheon he was presented with a case of pipes by the club.

New Long Island Weekly

Davenport Press, Inc., of Mineola, Long Island, has established a new weekly, the Hempstead Herald. This company also publishes the Garden City News. Officers are: McHarg Davenport, president and treasurer; G. A. Hastings, New York, and L. E. Schwartz, Mineola, vice-presidents; Mrs. L. H. Anthony, Garden City, secretary.

WHAT THEY ARE SAYING

RADIO NEWSPAPERS IMPRACTICABLE

"PEOPLE tell you sometimes that there won't be any newspapers in another 10 years—that you will only have to listen-in and you will get the whole of the news. That has not been the experience in America. When you consider that to broadcast the news each day would take about two hours, I don't think you would find anybody who would have sufficient patience to sit with these things on his ears listening to everything—good, bad and indifferent—whereas in the newspaper he can select the news that interests him. In any case he has always to be there to get the news by wireless, whereas the paper will wait until his convenience can be met. I don't think radio will give any trouble so far as the newspapers are concerned."—James Gourlay, Chairman, Glasgow (Scotland) Herald Company.

AFTER THE EDITOR SWAPS JOBS

"WHENEVER any of our friends get into trouble when we are in the candle business and whenever anything happens that might in any way reflect upon the candle business, we will rush to the former candle maker who is now running our newspaper and tell him he must not publish anything about our friends that they would not like, nor anything about the candle business that might injure it. Oh no! he must not publish anything about people in trouble. He must print only the soft, gushy stuff, about what a wonderful thing nature is; what a great business the candle business is; what beautiful things dreams are. Then we would wake up."—Chester (Pa.) Times.

ESSENTIALS WHICH ENDURE

"IN things having to do with the very bedrock of life, the real essentials which shall endure until time is not, sentiment counts for incalculably more than the dollar."—John Talman.

YOU'D BE SURPRISED!

"WILL it not surprise you to know that altogether there are 75 newspapers published each day in New York? Will it not surprise you to know that they are printed in 14 other languages as well as English? Will it not surprise you to know that their combined circulation almost equals the population of the city, while the average for the country as a whole is only one for every three persons?"—William Preston Beazell, Assistant Managing Editor, New York World, March 23, before the Society for Ethical Culture, New York.

COMICS INTERPRET LIFE

"NO figure of fiction, stage or screen is known as widely as Mutt or Jeff or Bud Fisher's creation, or the nameless Mr. and Mrs. of Briggs, or the Jiggs of McManus. The comic strip is the chief field in which life is interpreted to the American masses."—Heywood Brown.

"HONESTY, ACCURACY, AND FAIR DEALING"

"I WANT the rank and file of journalists to live up to the highest ideals of journalism, which mean honesty, accuracy and fair dealing. I do not think any journalist really realizes where his influence begins and where it ends. We exert more influence on the conduct of the people than we think. The time is coming when we must establish a standard of learning, for those who aspire to write for the public, but the only real way to become a practical journalist is to go through the mill of a newspaper office. If a standard of efficiency were set it would be more difficult for incompetents to obtain an entrance into our profession."—F. A. Peakes, President, Sheffield (England) Institute of Journalists.

Replies to Ads Swamp Judges

Advertising announcements of a prize for a 50 word essay on India Tea in newspapers of New York, Boston and Philadelphia brought replies from as far west as San Francisco, from Cuba, the Bahamas, Bermuda and Canada, according to the New York office of the India Tea Growers. The flood of mail threatens to swamp the judges.

Gauvreau Leaves Hartford Courant

Emile H. Gauvreau has resigned as managing editor of the Hartford Courant to join the editorial staff of the Macfadden Publications, Inc., New York. George D. Armstead succeeds him.

In New Orleans it's **THE ITEM**

RADIO AIDS PRESS SERVICES

Reports Broadcast When Storms Cripple Wires in Mid-West

Radio again came to the aid of news services this week, when storms crippled wire connections in the middle west. The Associated Press through the Chicago Daily News broadcasting station WMAQ put several thousand words on the air. When connection between Chicago and St. Paul were down St. Paul was reached by wire via New York and Toronto. The United Press used the broadcasting station of the Milwaukee Sentinel.

International News wires between Oklahoma City and San Antonio, Tex. were out for two hours Friday morning. Texas dispatches were routed into Kansas City via Fort Worth. United Press service was delayed an hour.

New York Passes Libel Law

New York State Assembly passed the Boyle libel bill April 2, designed to prevent persons suing newspapers and other publications for libel from collecting punitive damages. The bill provides that where a plaintiff is seeking to recover damages in a libel action the newspaper sued may enter a plea in mitigation of damages on the fact that the plaintiff has already recovered damages in a previous action against another paper for the same libel. It seeks to prevent a chain of libel suits for the same story.

Hal Fink Better

Hal Fink, advertising manager, New York World, has nearly defeated pneumonia and may return to his work in a few weeks.

first!

- in daily circulation
- in lineage
- in reader interest
- in proved results

The Indianapolis NEWS

Pursuant to order of court,

THE MINNESOTA DAILY STAR

Including building, plant and good will are offered for sale by the undersigned as receiver of the Northwest Publishing Company, publishers of the Star.

Bids will be received until nine A. M., April 12th, at my office at Daily Star Building, Minneapolis, Minnesota.

Particulars furnished on application.

(Signed) Albert Dollenmayer, Receiver.

Obituary

JOHN J. TYRRELL, SR., 59, for 25 years head of Tyrrell's Newspaper Agency, died March 28, in Brooklyn, N. Y. For 12 years he was with the old New York Globe and was a member of the Newspaper Mail and Deliverers' Union.

EDWARD BATCHELLER LONG, 83, publisher of the White Plains (N. Y.) Westchester News, died March 28, in White Plains. He published the News for more than 50 years.

WILLIAM M. BUNKER, pioneer editor and publisher of California, died March 27, in Berkeley. In the seventies he was owner of the San Francisco Daily Report.

SANFORD BLODGETT, former city editor, Ogdensburg (N. Y.) News, died recently at Tarpoon, Fla.

HAROLD A. SMITH, 28, former reporter on the Salina (Kan.) Journal, and a World War veteran, died recently in France.

JOSEPH IRVING ESTES, 69, for nearly 25 years editor of business news for the Boston Transcript, died recently.

MRS. J. C. MCLAGAN, 68, widow of the founder of the Vancouver (B. C.) World, now the Vancouver Evening Sun, died March 21, in Vancouver. For 5 years after the death of her husband, Mrs. McLagan published and managed the World.

FRED H. YOUNG, for many years editor of the Genoa (Neb.) Leader, died at Genoa, March 17.

NATHANIEL W. SMAILS, 77, for 30 years publisher of the Fremont (Neb.) Herald, died at Fremont, March 25.

CHARLES F. RICE, 50, editor of the Mamaronck (N. Y.) Paragraph, died suddenly, March 31.

ALBERT B. VERNON, 62, one-time editor of the Wilmington (Del.) Republican, and son of George W. Vernon, founder of that daily, died in Wilmington, March 24.

RODNEY W. WALCH, head of the Boston Herald library, and for many years an employee of other Boston newspapers, died March 31, in Brookline, Mass.

E. L. BOARDMAN, Washington State Printer under the late Governor M. E. Hay, and former publisher, Yakima (Wash.) Republic, died Feb. 10, in Los Angeles.

Bequeaths Early Files to Daily

Files of the Burlington (Ia.) Hawk-Eye, dating back to 1839, the only newspaper volumes of Iowa territorial days, and for which the late J. L. Waite, editor of the Hawk-Eye, several years ago refused an offer of \$10,000 by Harvard University, have been bequeathed by him to the Hawk-Eye Company. When the Hawk-Eye was reorganized in 1917, Mr. Waite retained these files as his personal property. They are considered the best record and authentic history of early Iowa. A special vault, accessible to the public, is to be incorporated in the new Hawk-Eye home for the papers. John L. Waite was 83 years old at the time of his death, March 21, and for nearly 55 years had been associated with Hawk-Eye, succeeding Robert Burdette in 1882 as managing-editor and in late years being editor-in-chief.

Ad Post Holds Annual Ball

Advertising Men's Post of the American Legion, New York, held its third annual ball and midnight revue at the Hotel Pennsylvania the night of April 4.

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.

SHANGHAI DAILY OPENS PLANT

North China Daily News Has New Ten-Story Structure

North China Daily News, English newspaper at Shanghai, China, formally opened its new building last month, with Sir Ronald Macleay, K. C. M. G., British minister to Peking, officiating. The newspaper has been in operation nearly 50 years.

The building is a 10-story granite and re-inforced concrete structure. The whole of the back portion and two floors of the front are occupied by the News. In the semi-basement are the web printing presses and on the ground floor and first floor the flat beds. The second floor is a paper stock room, the third is occupied by the bookbinders, the fourth by the art studio, file and store rooms, the fifth by the editorial department, and the entire sixth from back to front by the linotype and monotype machines and compositors.

H. E. Morris is chairman of the board of directors; Gordon Morris, director; R. W. Davis, managing director, and O. M. Green, editor.

Paper Makers Agree On Scale

At the conclusion of a 10 day convention in Buffalo, N. Y., the International Brotherhood of Paper Makers, representing more than 8,000 union workmen in paper mills of the U. S. and Canada, adopted a wage scale effective for one year, calling for renewal of former wages and working conditions. The proposal will be submitted to manufacturers before the present contract expires May 1.

Briggs Company Wins

Thomas W. Briggs Company, Memphis, Tenn., brought suit against the Birmingham Age-Herald for \$8,953.53 and has won the suit in full. The Age-Herald was in debt to the feature advertising organization for \$13,259.50, but paid them the difference between that amount and the \$8,953.53 awarded in the suit.

S.N.P.A. to Advertise South

Twelve full page advertisements will appear in 130 daily newspapers of the South as part of the advertising campaign to be conducted this year by the Southern Newspaper Publishers' Association. A sum of \$20,000 has been voted to carry on the campaign in trade papers and certain dailies in trade centers.

Telegram-Sun Merger Denied

Reports that the New York Telegram and Evening Mail was to be consolidated with the Sun by Frank Munsey on or about April 15 were emphatically denied by Fred A. Walker, general manager of the Telegram-Mail. "There is no truth in the statement," Mr. Walker told EDITOR & PUBLISHER this week.

Binns Plans Radio Tabloid

Jack Binns, radio expert, is preparing a radio tabloid for newspaper syndication.

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

No other State enjoys the stability of Commerce and Industry that is peculiar to

INDIANA

These figures help to show why Indiana stands out:

People2,930,390
 Urban50.6 per cent
 Rural49.4 per cent

Banks1,057
 Resources\$967,850,000
 Deposits\$673,617,000

Transportation51,727 miles
 Steam Railway7,159 miles
 Electric Railway2,276 miles
 Improved Highways42,292 miles

Industrial Plants7,918
 Employees329,227
 Salaries and Wages.....\$402,209,000
 Value of Products.....\$1,901,846,000

Farms205,126
 Value\$3,042,311,247
 Crop Value\$497,229,695
 Value of Livestock.....\$261,264,188

There is a big market in Indiana for meritorious merchandise. Cultivate this market now. These newspapers will carry your sales message to receptive people in an effective manner.

	Circulation	Rate for 5,000 lines
††Decatur Democrat (E)	3,186	.025
**Evansville Courier and Journal (M)	26,872	38,274 .08
(E)	11,402	
**Evansville Courier and Journal..... (S)	33,443	.08
**Fort Wayne Journal-Gazette..... (M)	26,995	.07
**Fort Wayne Journal-Gazette..... (S)	32,390	.07
**Fort Wayne News-Sentinel..... (E)	39,165	.09
**Gary Evening Post-Tribune..... (E)	11,292	.05
Hammond Times..... (E)	15,436	.05
Huntington Press..... (M&S)	3,576	.025
**Indianapolis News..... (E)	127,361	.23
**Lafayette Journal & Courier (M)	7,415	19,975 .06
(E)	12,360	
††La Porte Herald..... (E)	4,124	.025
**Newcastle Courier..... (E)	4,474	.025
**South Bend News-Times... (M)	9,676	21,663 .06
(E)	11,987	
**South Bend News-Times..... (S)	19,776	.06
**South Bend Tribune... (S)	19,107	.06
**Terre Haute Tribune..... (E&S)	24,084	.06

**A. B. C. Statement, Sept. 30, 1923.

††Government Statement, Sept. 30, 1923.

FOURTEEN MEN, 18 WIRES USED TO SEND 37,000 WORD DISPATCH

By E. B. DORAN

DIRECTOR TELEGRAPH AND NEWS DEPARTMENT, DALLAS NEWS

HAROLD BUTCHER'S sketch in **EDITOR & PUBLISHER** of the career of Percy Sutherland Bullen, who recently celebrated his 21st anniversary as special correspondent for the London Daily Telegraph in America, was very interesting and I read every line of it. In fact, I re-read that part which tells of the long dispatches Mr. Bullen has sent to his paper from this country.

This was because it brought to mind some notable performances in that respect by the Dallas News. When the United States Supreme Court handed down the decision sustaining the constitutionality of the law creating the Texas Railroad Commission, Col. W. G. Sterett, who then was our Washington correspondent, telegraphed the whole decision containing 35,000 words to the News.

When Senator Joseph W. Bailey and the Hon. M. M. Crane, of Dallas, met at Houston for a "joint debate" in one of the hottest campaigns Texas has known, the News handled a verbatim report of the speeches by wire, the dispatch being of 37,000 words. This achievement was considered remarkable, because the debate did not begin until 8.30 at night, and it was necessary to clear the entire report in a little more than four hours. We had 14 men on the job. We were on "needles and pins," so to speak, during the entire period, and there were several times when the expert stenographers on the job struck "snags" in their notes and came near ruining everything. This report was transmitted to Dallas on 18 wires. These included all the direct lines between the two cities, as well as one to Dallas via El Paso and another to Dallas via Los Angeles. We considered this a great achievement until the time came to handle the closing session of the legislative committee appointed at Austin to investigate the charges filed against Senator Bailey in 1907. That night we telegraphed 45,000 words to the Dallas News office in time to make all editions for the next day.

With the exception of the Washington file by Col. Sterett, these long dispatches were the work of a special staff. However, several members of the News force have, on occasion, filed 15,000 to 20,000 words in a night, all of which was written by them.

NOTE: The record dispatch filed by Mr. Bullen during the war to which Mr. Doran refers was the complete text of ex-Ambassador Gerard's "My Four Years in Germany," totaling 80,000 words.

DAILY SETS RADIO RECORD

Chicago Tribune Gets Australia First Night in Air

Chicago Tribune assumed control of the Edgewater Beach-Zenith radio broadcasting station March 29, and on that night established what it declares to be a world's broadcasting distance record by sending a program 8,640 miles to points in Australia.

The station's call letters have been changed from WJAZ to WGN, the initials of the Tribune's slogan, "The World's Greatest Newspaper."

Sir George Fenwick, Dunedin, New Zealand, newspaper publisher, who now is in New York on his way to London, sent a greeting to friends in the antipodes through the Tribune station on its opening night. The program was almost continuous from 7:30 p. m. Saturday to 8 a. m. Sunday. Mayor William E. Dever of Chicago and John T. McCutcheon, Tribune cartoonist, spoke. Edith Mason of the Chicago Civic Opera Company sang.

The experimental program for the antipodes was heard at Hobart, Tasmania, in New South Wales and at Sydney and

Melbourne, Australia, according to a cable dispatch to the Tribune.

The Chicago Herald and Examiner announced last week that with Sears, Roebuck & Company it would open a radio broadcasting station during the first two weeks of April. In addition to music and the usual radio program features, this station will broadcast weather forecasts, crops, markets and financial conditions for the special benefit of farmers. The call letters will be WBBX.

Other Chicago newspapers already operating broadcasting stations of their own or in conjunction with other organizations are the Daily News and the Evening American.

Chicago Daily Building Homes

Chicago Daily News is beginning construction of three moderate-priced homes as an aid to home builders.

WHAT'S WHAT IN THE FEATURE FIELD

WELL, feature writers, do you believe in "spirit control?"

Does some kind ghost guide your fingers over type-writer keys?



JOHNNY GRUELLE

spirit has a name. He calls him "Pat."

When Gruelle sits down and starts dictating a Bedtime Story, "Pat" is the fellow who does the thinking and imagining. As a proof Gruelle says his wife reads to him out loud, when he is working on a Raggedy Ann or Raggedy Andy adventure. He will complete about a dozen stories, and when finished, he can remember what his wife has read to him, but has no idea of what the stories he himself has been writing are all about.

But Gruelle doesn't trust "Pat" entirely. He has two sons, who act as testers of his tales. Using a dictaphone, Gruelle plays over the records for his sons. If the boys like them, the stories are typed and sent out for syndication.

Mr. and Mrs. Gruelle and their family are now at Ashland, Ore. They motored there from New York, driving a specially designed bus.

Rube Goldberg, cartoonist, whose strips are put out by the McNaught Syndicate, has returned to New York from a two weeks' vacation trip to San Francisco.

Al Posen, creator of "Them Days Are Gone Forever," has originated a new musical comic strip known as "Jingle Bells," which the United Feature Syndicate plans to put on the market shortly. Rhymes are set to the tune of "Jingle Bells," which everyone has sung in school.

John Held, Jr., well known artist, is making his first appearance in newspapers through the United Feature Syndicate, drawing a daily cartoon with a 4-column Sunday spread captioned "Oh! Margy!" Held is now under contract for a weekly page in Judge and contributes a monthly drawing to "Screenland," entitled "Photoplay Phillis." He

JEWELERS URGED TO USE ADS

Million Dollar Publicity Fund 50 Per Cent Subscribed Clode and Brandt Will Travel U. for Syndicate

Advocating the increased use of advertising by jewelers, Harold A. Thurlow of the Thurlow Advertising Agency, Boston, in an address before the 10th annual convention of the Massachusetts Retail Jewelers' Association, in Boston, last week, declared that constant advertising more than anything else will build up business.

"Regular rather than spasmodic advertising helps increase the turnover and in turnover lies the secret of profit," he said. "The newspaper is only the gun, remember—the advertisement is the ammunition. The average retail jewelry firm spends only from 2 to 3 per cent of its annual sales for advertising."

Speaking on the million dollar publicity campaign that is being arranged for retail jewelers, P. J. Coffey of New Jersey, of the National Jewelers' Publicity Association, said approximately \$500,000 of the amount already has been subscribed. The campaign will cover 3 years.

Mr. Coffey urged the dealers to tell the public in the newspapers about the retail jewelry store, using word pictures.

JOIN METROPOLITAN STAFF

E. J. Clode, Jr., well known as traveling representative in the syndicate business, has joined the staff of the Metropolitan Newspaper Service, having resigned from the Bell Syndicate.

Prior to his connection with the Bell Syndicate, Mr. Clode was in the book publishing business with his father. Previously he had been for three and a half years with the business department of the New York Evening Post.

For the Metropolitan Mr. Clode will travel generally throughout the United States. The Canadian business of Metropolitan is handled by the Newspaper Service of Toronto.

It is also announced by the Metropolitan that A. L. Brandt, who recently came a member of its staff, will continue as a traveling representative. Mr. Brandt was formerly with the McNaught Newspaper Syndicate, and widely known among editors and publishers. He also will be a general United States travel.



A. L. BRANDT

Detroit

Fourth Largest City

Complete coverage with one paper.

The Detroit News

Offers advertisers unusual opportunities

The Business Men

of your community will value the authentic statements of

ROGER W. BABSON

on the business and financial situation, above any other single piece of news that you can print.

Supplied weekly through the Babson News Service, Division of BABSON INSTITUTE, Babson Park, Mass.

* SPECIMEN RELEASES AND RATES ON REQUEST

FIRST!

IN YOUNGSTOWN

THE YOUNGSTOWN TELEGRAM

net paid circulation for 6
months ending April 1, 1924
(Sworn Government Statement)

28,285

THE YOUNGSTOWN TELEGRAM
A SCRIPPS-HOWARD NEWSPAPER

National Advertising Representatives:

ALLIED NEWSPAPERS, Inc.

New York: 52 Vanderbilt Ave.

Chicago: 5 North Wabash Avenue

Cleveland

San Francisco

Cincinnati



OUR OWN WORLD OF LETTERS

By JAMES MELVIN LEE

YASOTARO MORRI, of the editorial staff of the Osaka (Japan) Mainichi has compiled a book which might be called the "Humor of the Press," though he calls it "A Study in Jokes." There must be considerable truth in the saying, "Laugh and the World Laughs With You." Mr. Yasotaro has translated into Japanese the funniest things that he could find in the English press, and printed in his volume both the English original and the Japanese translation.

The appendix—or at least I take it to be that, for the chapter headings are not translated—also makes one smile as it lists certain slang terms which have to be described in order to make the jokes previously given in the text intelligible to Japanese readers. I wish I knew what the last page means. It looks interesting, but I cannot read Japanese.

Most of the jokes in the volume are from American newspapers. Another fact that is somewhat surprising is the large number of newspapers mentioned. Because these papers from which quotations are made are so widely scattered over the country, the book could form the basis of an excellent editorial on the humor of the American press.

* * *

OCCASIONALLY, the so-called "hot air" pages in which editors of magazines chat about contents and contributors contain something that should not be skipped. This department in the Century for April, for example, contains an interesting skit about Ernest Elmo Galkins, the well known advertising expert. He learned to be a practical printer by practicing on an old battered printing press left behind by one of his father's tenants.

After being graduated from college he worked on the local newspaper at Galesburg, Ill., where he became more valuable writing copy for advertisers than for editors. Winning a \$50 prize offered by the Bissel Carpet Sweeper Company for the best advertisement written around the Bissel carpet sweeper as a Christmas present, he became advertising manager for a department store in a nearby town. A little later he flagged the attention of Charles Austin Bates, and was called to New York.

These and many other interesting details may be found in the department,

"Among Our Contributors." As I have previously mentioned in this department, Mr. Calkins answers in the April Century the question, "Does It Pay to Advertise?"

To the same issue of the Century, Ernest Gruening contributes a study of the Mexican leader, Filipe Carrillo, the late Governor of Yucatan. Mr. Gruening has been assistant editor of the Boston Herald, managing editor of the Boston Traveler, editor of the Boston Journal, managing editor of the New York Tribune, and managing editor of the Nation.

* * *

THREE newspaper men are contributors to the American for April: Fred C. Kelly tells how "Kin" Hubbard won fame by writing two sentences a day for a newspaper syndicate; H. I. Phillips, who also syndicates his copy, insists that sleep is great stuff; Edgar A. Guest, of the Detroit Free Press, chats about the income tax we must pay for every day in the year—the tax on our income of happiness.

* * *

SMALL MAYNARD & COMPANY at Boston expect to publish in April "The Best News Stories of 1923." This compilation, doubtless based on the plan of "The Best Short Stories of 1923," will contain the best pieces of straight reporting, the best human interest stories, the best interviews, the best comic stories and the best pieces of foreign correspondence.

Like its sister volume, it will contain much additional material presented in classified form. Again, like its sister publication, it is to be an annual publication.

* * *

"**THE New York Times Index**"—a master key to all newspapers for the last quarter of 1923—is now available. While "The Index" is compiled from the last edition each day of the Times it is in many respects, and these the most essential—an index for other newspapers in that it tells what, when, and where. No other volume is a greater time-saver in a newspaper office. Possibly there is no finer tribute to the Times than the list of places where the files of that newspaper may be consulted can be found. They stretch from Maine to Texas and from the Pacific to the Atlantic.

CHANGES IN A.N.P.A. BOARD

E. H. Baker Resigns—G. M. Rogers Named New Secretary

E. H. Baker, publisher of the Cleveland Plain-Dealer, has resigned as member of the Board of Directors of the American Newspaper Publishers' Association, it was announced following a board meeting held in New York last Saturday. John Stewart Bryan, of the Richmond News - Leader, also tendered his resignation as secretary of the board and was elected to fill Baker's unexpired term.

Board members elected George M. Rogers of the Cleveland Plain-Dealer secretary in place of Bryan.

Baker has served a great number of years on the A. N. P. A. board of directors and considered the time had come for him to withdraw, according to L. B. Palmer, A. N. P. A. manager. He retains full interest in the association and will continue many of his activities in its behalf as before.

RAN 60 PAGES LAST FRIDAY

Detroit News Carried 388.5 Columns Advertising, 91.5 Text

The Detroit News, for Friday, March 28, a regular edition, numbered 60 pages, weighed 14½ ounces, carried four sections, 91½ columns of reading matter to 388½ columns of advertising, including 46½ columns of classified in solid agate. It is estimated that the edition consumed 123 tons of newsprint paper.

Columnist Suffers Serious Injury

J. C. Aby, conductor of the "Passing Show" a column in the New Orleans Daily States, suffered amputation of one of his legs March 22, as a result of injuries received in an automobile accident. He is 63 years old. His condition was reported to be serious.

New Haven Register

is New Haven's
Dominant Paper

Circulation over 37,000 Average

Bought every night by More New Haven people than buy any other TWO New Haven papers COMBINED.

New Haven Register

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

EMPLOYEES BUY STOCK

Chicago Tribune Workers Also Loan Association

Three hundred and thirty-two employes of the Chicago Tribune now own \$734,000 worth of stock in the Tribune Paper Company, a subsidiary of Tribune Company, and draw \$300,000 annually in dividends, said a Tribune editorial last Sunday reviewing the paper does for the 2,029 persons who work for it.

The Dearborn Mutual Benefit Association, an organization of Tribune employes, has 1,275 members and has about \$125,000 annually. The Building and Loan Association, another Tribune employes' organization, has provided \$355,311.50 in real estate loans to its members and has approved \$125,000 more in loans which soon will be available for home-making. Loans to improve homes have been made to members.

Group insurance totalling \$667,000 has been given to employes by the Tribune and some of these employes are part of their own pockets for \$120,000 additional insurance under this plan. The Tribune has a liberal pension plan.

TRADE MARK

FLEXIDEAL DRY MATS

REG. U.S. PAT. OFF.

We do not prescribe, we merely suggest a method of handling Flexideal Dry Mats.

Our experience shows that each stereotyper soon works out his own details which assure him best results.

One point we do wish to emphasize is that no matter how your stereotyper works out his details Flexideals never require petting, fussing or steaming!

It will pay you to try Flexideals in your own plant. Costs you nothing, as samples are yours free for the asking.

Do it now!

The Flexideal Co., Inc.

Sole U. S. & Canadian Distributors
13 WILLIAM ST. NEW YORK

TRADE MARK

MAXITYPE DRY MATS

REG. U.S. PAT. OFF.

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Comic Strips

FAMOUS FANS—in 3 col.; great stuff.
KIDDIE KAPERS—in 2 col.; real kids.
Columbia Newspaper Service, 799 B'way, N. Y.

Daily Feature

WHO'S WHO IN HISTORY TODAY
A capsule of valuable, colorful information.
Seven times a week.
Metropolitan Newsp. Ser., 154 Nassau St., N. Y.

Fiction

LET US BUILD YOUR CIRCULATION
Famous stories by famous authors.
Service for Authors, 33 W. 42d St., New York.

TALES

Lewis Wilson Appleton, Jr.
1922 East Pacific St., Phila., Pa.

Full Page Mats

8 COL. 12 EM.—ALSO 7 COL. PAGES
Camera News, Fashion, Feature, Children's Pages
The International Syndicate, BALTIMORE.

Motor Service

HINTS FOR THE MOTORIST—BY CLOUGH
Popular with both automobilist and advertiser.
The International Syndicate, BALTIMORE.

Newspaper House Organ

THE AD-ROUTE—A SIX YEAR SUCCESS
Booklets 6c per copy—or mats and copy.
The International Syndicate, BALTIMORE.

Radio

DAILY OR WEEKLY RADIO—BY CHAPMAN
Chapman is the Baltimore Sun's Radio writer.
The International Syndicate, BALTIMORE.

Religious Features

A "DIFFERENT" SUNDAY SCHOOL LEADER
The Standard Religious Feature of American Newspapers. Twenty-five years of continuous publication. Non-Controversial, Readable, Timely.
The Ellis Service, Swarthmore, Pa.

Weekly Cartoon

DO YOU HAVE A DOG?
If so, you'll enjoy
"Buddie and His Friends," by Dickey.
If not, you need Buddie the more.
Metropolitan Newsp. Ser., 154 Nassau St., N. Y.

A CLASSIFIED MEDIUM IS NO BETTER THAN ITS READERS!

What type of people turn to your newspaper's classified section—the thousands of intelligent, progressive, wide-awake men and women of your city?

If they do, it's because they're drawn to it by the modern service features of readability, volume and perfect cataloging that they find there to guarantee them the greatest possible satisfaction in filling the needs of every file.

If they don't it's because your classified medium does not deserve the interest and attention of the type of readers you would like it to have.

You can't dodge this issue, but you can meet it—and win! Write us today.

THE BASIL L. SMITH SYSTEM, INC.

International Classified Advertising Counsellors

Otis Building

Philadelphia

641,192

average daily net
paid circulation

—the largest evening
circulation in America

was the achievement of the

NEW YORK  JOURNAL

for the six months ending
on the 31st of March, 1924

AND—

the March average daily
net paid circulation was

688,107

copies daily—and at 3c a copy

*The above figure
represents a gain
of
39,355
copies daily
over the preced-
ing six months*

THE MAJOR MARKETS OF AMERICA

A New and Exclusive EDITOR & PUBLISHER Service to Space Buyers

XXXIII—STOCKTON—Conservative and Substantial

By HARRY R. DRUMMOND

STOCKTON, Cal., population 1920 government census, 40,296, and in 1924 estimated at 52,000, rich in history, rich in resources, and California's 10th city, and, just as Portland, Ore., is the Boston of the Pacific coast, Stockton is the Boston of California.

Seemingly the boom idea has not hit Stockton. To be sure, away back in the old gold days, Stockton was a bit wild and woolly—but even then it was a city of refinement and culture, for both Mark Twain and Bret Harte lived in Stockton, and wrote lots and lots of things about Stockton and the surrounding country.

In appearance Stockton looks more substantial, more established than do many other California cities. The hotels are good, the buildings well put up and for the most part they are comparatively new—but they look finished—and better finished, somehow.

Stocktonians lay no claim to many of the wild improbabilities which seem to be so popular on the Pacific coast—and stress is laid upon the great agricultural products of the San Joaquin Valley and the safe and sane sort of people who live and trade in Stockton.

Situated on the San Joaquin river, 80 miles east of San Francisco, Stockton is served by the Southern Pacific, Western Pacific and Santa Fe Railroads. The San Joaquin river is navigable, carrying a large volume of traffic.

Interurban railroads and busses centering in Stockton cover the adjoining territory, making it very easy, not to say pleasant, for some 100,000 people to do their trading there.

There is very little hectic or sensational to write about Stockton. It is an agricultural and manufacturing community. It is conservative and substantial. It is beautiful and easy going and, except for the wonderful California climate, it strikes the tourist as does such a city as Kingston, N. Y., or Williamsport, Pa.

Perhaps that is why Stockton is such a goodly city to visit. It is conservative and sure of itself.

San Joaquin County is in fourth position among all the counties in the United States in the value of production, agriculturally—and in California it leads in the production of wheat, barley, corn, potatoes, onions, table grapes and cherries. The total output of the county is valued at \$40,000,000 annually.

Due to the diversity of production Stockton is the center of a district where total loss of crops is unknown—a district of plodding, pleasing progress, of slow accumulation of great wealth, of little or no speculation and little or no panicky conditions.

There are 11,050 dwellings in Stockton, and they are going up, one at a time, but rapidly enough to make it worth while.

It has 167 miles of paved streets and 25 miles of street car tracks.

The interurban, running north to Sacramento, serves Lodi and other intermediate points, while the south line connects Stockton with Manteca, Modesto, Turlock and other cities or cityettes.

There are 20,099 automobiles and 1,038 auto trucks in San Joaquin County.

Main street, for 8 blocks, Weber street, for 5 blocks, El Dorado street for 4 blocks, Hunter, San Joaquin, Sutter and California streets for 3 blocks each, and Market street for 2 blocks, form 31 blocks of retail downtown trading territory, with 1,365 retail stores of various kinds doing enough business to pay rent and other expenses and make money.

The Stockton Dry Goods Company, the Wonder, Smith and Lang, the Sterling and Levy Brothers, 5 department stores, sized in the order named, do some \$8,000,000 a year and are good, representative stores.

By and large Stockton is a pretty well dressed city. There seems to be considerable local pride in the appearance of things, and because of the heavy tourist trade enjoyed there, together with the climate and the beautiful surroundings, people make long stops there—to play, to golf, to explore the surrounding mountains and to enjoy life.

The residential portion is particularly attractive. The homes are pretty and well kept. There is an air of hominess and prosperity.

The downtown buildings are good looking. The newer ones are built particularly well, and look like the real thing.

Summing it all up Stockton is a mighty good, substantial market—backed by a very good trading territory, peopled with an exceptionally fine class of citizens who have both inclination and means to live well—people who, in a manner of speaking, keep their feet on the ground and have little or no first hand information regarding panics or booms—people who form the great, profitable, dependable, bill-paying trade that is so desirous for manufacturers to cultivate.

Barnard Scores Furniture Ads

"Unscrupulous influences at work in the furniture industry" were scored by Kenneth Barnard, director of the National Vigilance Committee, A. A. C. W., in a speech before the Cleveland Furniture Conference, March 26. Barnard claimed advertising was being "debauched" and the printed word "impeached" in the minds of furniture purchasers. "Finished in Walnut," referring to the genuine wood has been twisted by the furniture manufacturers and unscrupulous retailers to "Walnut Finish" in the secret hope persons will believe the wood actually walnut, Barnard said. He also objected to the term "Combination Walnut" as a "tool of deception." The Committee, he said, is going to insist on more accurate description of furniture in advertising.

Jail Waits Untruthful Advertisers

South Carolina's general assembly has passed a "truth-in-advertising" act effective at once. It provides that persons or corporations who knowingly with intent to sell, publish, or cause to be published an advertisement untrue or deceptive, shall be guilty of a misdemeanor and shall be fined \$500 or imprisoned for not less than 30 days nor more than 6 months.

S.N.P.A. Directors Plan Banquet

Directors of the Southern Newspaper Publishers Association, as well as committee chairmen, will hold a dinner at the Vanderbilt Hotel, New York, Tuesday, April 22. The event will be held during the week of the Associated Press and American Newspaper Publishers' Association meeting.

Fahrendorf Joins Fisher Brown

P. M. Fahrendorf, for the last 10 years with the Brown Shoe Company, St. Louis, the last 5 as advertising manager has resigned to become secretary of the Fisher-Brown Advertising Agency, St. Louis. The change is effective April 7.

Daily Raises Sunday Price

Duluth (Minn.) News Tribune, effective April 6, will raise the price of its Sunday edition from 7 to 10 cents a copy. Increasing cost of production was given as reason for the change.

PROMOTING PEACE IS SUPREME PRESS DUTY

So Believes Sir George Fenwick, Dean of New Zealand Journalists, Now in U. S.—Feted in New York

"Peace is the message the press of today should be bringing its public everywhere."



SIR GEORGE FENWICK

Sir George Fenwick, 77, publisher of the Dunedin (New Zealand) Otago Daily Times, dean of New Zealand journalists, expressed this opinion this week in an interview granted **EDITOR & PUBLISHER**. He was guest of honor Tuesday at a banquet given at the Republican Club, New York,

by newspaper men, commercial printers, and members of the advertising profession.

"Most newspapers fortunately realize their duty of being peace advocates," the veteran publisher continued. "We supported war in all its horror. Now we should turn our strength towards advancing peace among nations."

"Now is the time when your nation and ours should come together to teach pacifism to the world. There is and should be no real divergence between America and Great Britain."

Sir George recalled how in 1918, at the invitation of the Imperial government, he had gone to England and then to the battlefields of France to see what Great Britain was doing in the war.

"This trip convinced me that the manifest duty of the world press is to promulgate the idea of peace," he said.

Although now a peace advocate, Sir George is not ashamed to admit that he fought his way up New Zealand's journalistic ladder. Today he is one of the most prominent publishers in that British dominion. At 10 he became a printer's devil. When 13 he entered the employ of the Otago Daily Times as compositor. For the last 20 years he has been managing director and part owner of the newspaper and counts 67 years of continuous journalistic experience.

The veteran publisher has many stories of adventure to tell of the gold rush days of New Zealand and loves to contrast pioneer times with the present. One of his favorite stories is about his "historic" ride of 85 miles on horseback from Dunedin to Cromwell to establish a newspaper.

"I was publishing a newspaper, Lawrence," he remembers, "when a gale reef, yielding enormous returns, was discovered in Cromwell 85 miles away. The town was throbbing with excitement. I realized here was a splendid opportunity to start a newspaper."

"I canvassed the territory and made quite a big list of prospective subscribers and then returned to my plant at Lawrence."

"Getting to work immediately, my partner and I managed to make up and print 500 copies of the new Cromwell newspaper in the Lawrence plant and put them in front of me on the saddle and at 6 o'clock in the evening started to ride the 85 miles."

"The next morning I had reached Cromwell and was first in the field."

After 6 months in Cromwell the Sir George Fenwick went back to Dunedin and became manager of the Dunedin Otago Guardian. From this position in 1878, he, together with the late G. M. Reed, purchased the Daily Times.

Sir George is noted in New Zealand press circles as the founder of the New Zealand Press Association, and in 1910 the organizer of the United Press Associations of New Zealand.

At the banquet Tuesday, Louis Whitcomb, business manager of the New York Times, introduced Sir George.

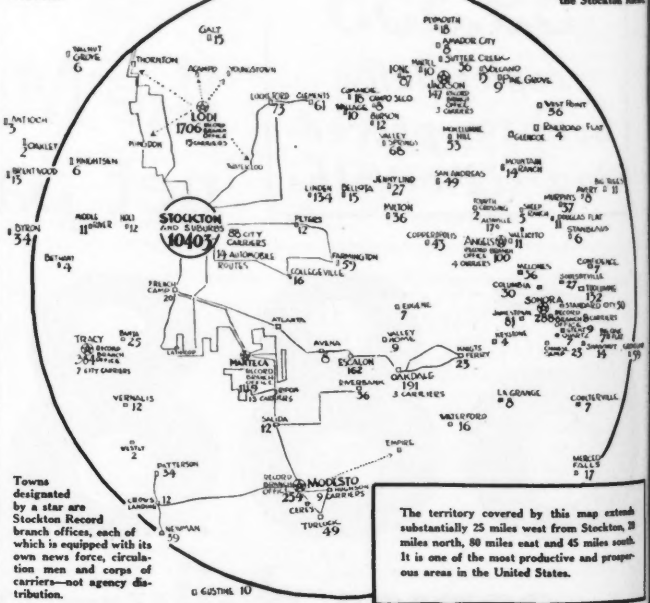
STOCKTON, CALIFORNIA

The Stockton Record's Territory

Covered by its famous "Before Supper" delivery service. 16,726 subscribers located on the map receive the Stockton Record on the day of publication. (Circulation is of Oct. 4, 1923)

A territory in California you can not afford to overlook.

A territory you can not cover unless you are the Stockton Record.



The territory covered by this map extends substantially 25 miles west from Stockton, 20 miles north, 40 miles east and 45 miles south. It is one of the most productive and prosperous areas in the United States.

In its distribution service in this territory the Stockton Record maintains seven branch offices, fifteen automobile rickshaws and over 150 boys on bicycles and horses to supplement and complete the service it gets from the railways, interurban lines and motor stages. Figures under town names are the number of Stockton Record subscribers served in the town and in the country immediately adjacent thereto.

Fifty-Eight Per Cent OF PENNSYLVANIA'S POPULATION

is located in 170 cities of over 5,000 people. Think what this means to you, Mr. Advertiser. It means that these prospective buyers of your products — nearly 5,000,000 — are close to the retail outlets for your goods. So close, in fact, that you are sure to get quick response to your advertising—if it is placed in the newspapers listed on this page.

Speaking of these retail outlets—let us say that their spirit of co-operation in sales promotion has been highly developed. The newspapers maintain service and promotion departments which will go to great effort in assisting the National Advertiser to secure widest distribution possible.

These departments have done most to waken the spirit of progress throughout the thousands of Pennsylvania wholesalers and retailers.

This is real service—the way they do things in Pennsylvania.

Take advantage of it and notice how the sales will increase this Spring.

Begin figuring on the Pennsylvania advertising campaign at once and make the following list of newspapers the Keystone of the campaign in the Keystone State.

Figure out the circulation and rate, and you will be agreeably surprised at the comparatively small cost.

	Circulation	2,500	10,000
	lines	lines	lines
**Allentown Call(M)	28,398	.09	.09
**Allentown Call(S)	17,114	.09	.09
††Beaver Falls Tribune.....(E)	5,299	.025	.025
††Bloomsburg Press(M)	6,990	.029	.029
††Carbondale Leader(E)	5,668	.025	.025
**Chester Times(E)	14,110	.055	.055
††Coatesville Record(E)	6,097	.035	.03
**Connellsville Courier(E)	6,006	.02	.02
††Easton Express(E)	21,039	.07	.07
††Easton Free Press(E)	12,711	.05	.05
††Erie Times(E)	28,595	.08	.08
**Harrisburg Telegraph(E)	39,537	.095	.095
**Oil City Derrick(M)	6,296	.035	.035
**Pottsville Republican and Morning Paper(E&M)	15,971	.08	.07

	Circulation	2,500	10,000
	lines	lines	lines
††Scranton Republican(M)	32,645	.12	.10
††Scranton Times(E)	39,412	.12	.10
**Sharon Herald(E)	5,861	.0285	.0285
††Sunbury Daily Item(E)	4,302	.025	.021
Warren Times-Mirror(E&M)	10,637	.036	.036
**Washington Observer and Reporter(M&E)	16,971	.06	.05
††West Chester Local News.....(E)	11,057	.03	.03
**Wilkes-Barre Times-Leader.....(E)	22,599	.08	.05
††Williamsport Sun(E)	19,887	.06	.05
††York Dispatch(E)	17,873	.05	.05
††York Gazette and Daily.....(M)	17,360	.05	.05

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



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

Convention Plans Shaping Well:—Sir Eric Geddes, president of the Federation of British Industries, has consented to speak at one of the general Sessions of the International Advertising Convention.

The Lord Mayor of Sheffield (Mr. A. J. Blanchard) has accepted the president's invitation to become a vice-president of the Convention. Sir Harold Mackintosh (Mackintosh's Toffee) has also consented to act as a vice-president.

I understand that the British Federation of Master Process Engravers, and the Screen Advertising Association of Great Britain and Ireland have both applied for affiliation to the A. A. C. W.

The Underground Railways of London announce they will provide free passes to all overseas delegates to the Convention for travel upon the "tubes" trolley cars and omnibuses under their control. The Underground does not control any electric tube railroad running to Wembley, but will probably run buses over the route.

In a letter received at the London headquarters from Prague, Czechoslovakia, it is interesting to note that the First Czech Mutual Insurance Company are sending a number of delegates to the Convention.

Lord Ashfield, on behalf of the Underground Electric Railway, has also extended an invitation to entertain a party of Overseas Delegates at Hampton Court (the lovely riverside spot where stands the palace of old English kings) during the week of the Convention.

The Glasgow Evening News has made a contribution of £250 towards the Central Fund of the Convention, and also guaranteeing a similar amount to the local fund of the Glasgow Publicity Club for entertaining the American Delegates when they arrive in that city.

The Wolverhampton Express and Star has contributed £250 to the Convention Fund.

Convention Ginger by Radio:—C. Harold Vernon, president, Executive Council of the 1924 Convention, has been invited to broadcast a statement concerning the Advertising Convention, with the object of stimulating interest in the event.

Among British Publicity Clubs:—The University Town of Oxford has just formed the Oxford Publicity Club, Victor Robinson, of the Oxford Advertising Agency, being the prime mover of the affair, and occupying the chair at the first meeting. The officers elected include: S. G. Hunt (Oxford Times) chairman; Laurence Knowles, secretary; Victor Robinson, assistant secretary and A. Manser (C. Badcock, Ltd.) treasurer.

At the Manchester Publicity Club on March 18, C. Harold Vernon was a visitor. He told the members that it would never do for our Convention guests to outnumber their hosts, and therefore

they must send to the Convention at least 3,500 delegates.

The Advertising Club of Ulster gave a house-warming party on Friday, March 21, to celebrate the opening of their new offices in the Scottish Provident Buildings, Donegal Square West, Belfast.

Good Wishes for Houston:—Everywhere in advertising circles the utmost interest is being shown in the reports of the activity of Houston, Tex., in connection with their delegation for London in July. Everybody is keenly anxious to meet the body of sportsmen who by their self-sacrifice at Atlantic City in standing aside for "London 1924" not only gave Britain the Convention, but lighted a candle that has burst into a flame of advertising interest that has never been seen in this country before. On all sides I hear expressed the determination to accord to Houston an unanimous vote for next year's Convention. We hope the Houston delegates will wear their "London, 1924" red tabs and bring their banner with them.

Glasgow's Convention Keeness:—At the annual dinner of the organization of Fairy Dyes Ltd., Glasgow early in March, the Convention and its interests found a prominent place. Officers and members of the Glasgow Publicity Club present included D. Barr, John Firth, H. W. Dick, H. W. McKenzie and D. C. Cuthbertson, while Thomas McDougall and S. Bernard Smith, chairman, Inter-

national Exhibit Committee came specially from London to be present.

Horace Imber's New Success:—On St. Patrick's Day, the London Daily Chronicle appeared in its new form and its success was undoubted. The front page in place of news was devoted to department store advertisement. There were slight changes in the arrangement of the news features, but the most striking features were the large display advertisements and the improved make-up resulting from larger page area. An important innovation was the new advertisement guarantee under which the publishers guaranteed every trade advertisement appearing operating a system of examination of all commodities advertised in the paper. One of London's largest department stores has contracted for space equivalent to over 100 whole pages during the next 12 months.

British Empire Exhibition Lack of Publicity:—Sir Charles Higham's recent strong criticisms on the lack of advertising in America concerning the British Empire Exhibition have been echoed throughout the country this last few days, the London Daily Express running many columns in denunciation of this policy. My own little experience is illuminating. Over six weeks ago I asked the Exhibition Press Bureau to keep me posted on all developments, and a promise to that effect was given. But not a line has reached me.

A Little Pilgrimage:—One of the little pilgrimages American visitors in July will anticipate with pleasure is that projected to Benjamin Franklin's house in Craven street, Strand, London. The spot is barely a stone's throw from Trafalgar Square, Charing Cross.

When you come to London

Don't miss seeing how the mammoth weekly issue of JOHN BULL is produced within 48 hours and distributed throughout the length and breath of the Land.

JOHN BULL has the largest Net Paid Sale of any 2d weekly in the world. No Bonuses. No Competitions.

JOHN BULL

For Advertising Rates and Particulars write:

PHILIP EMANUEL, Advertisement Manager ODHAMS PRESS, LTD. 57-59, Long Acre, London, W.C.2 Eng.

EVENING HERALD

Los Angeles, Calif.

Gained 20,347 Daily Average Circulation. Sworn Government Statement, Six Months Ending March 31, 1923, 160,300 Daily. Six Months Ending Sept. 30, 1922, 148,300 Daily. Increase in Daily Average Circulation, 20,347.

IT COVERS THE FIELD COMPLETELY

REPRESENTATIVES:

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

New Orleans Item Is Another

Church Advertisements, No. 3, issued by the Church Advertising Department, has just been purchased by the New Orleans Item for use in that city. Some time ago the Montreal Star did the same.

All of which is fair evidence that these church advertisements are acceptable to people no matter what their creedal belief may be.

These ads have been tested in all sorts of conditions and have been found fruitful for both Catholic and Protestant churches.

This series has special copy for special church days. No. 27 is designed for use the Saturday before Easter.

Perhaps you can use this series of 52 ads in your city. The price is nominal, to pay costs of promoting church advertising. Sold to one paper in a city.

For Proofs Ask

HERBERT H. SMITH

518 Witherspoon Bldg.

Philadelphia, 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

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.

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 280 Broadway Telephone: Worth 7270

The Desert News

SALT LAKE CITY, UTAH

—agriculturists predict crops of 1924 will be far in excess of 1923.

Foreign Representatives

CONE, HUNTON & WOODMAN

New York Chicago Detroit Kansas City St. Louis Atlanta

Pacific Coast Representatives

CONGER & JOHNSTON

Los Angeles San Francisco

TIPS FOR AD MANAGERS

Albin-Kynett Company, 1516 Chestnut street, Philadelphia. Making 1,000-line contracts for Coal Company (Stonega Coke & ...)

W. E. Baer, Inc., 17 East 49th street, New York. Making 5,000-line contracts for Cigar Corporation.

W. J. Brown & Richardson, 19 West 44th street, New York. Placing orders with newspapers for rotogravure sections, also black and white for Gorham Company, Silversmiths, Providence, R. I.

George Batten Company, 383 Madison avenue, New York. Placing accounts for the Corporation, New York City. Chicago placing contracts for the Curtis Company, Inc., Clinton, Ia.

W. J. Schmitt & Sample, 58 East Washington Chicago. Making 1,000-line contracts for Van Ess Laboratories.

W. J. Schmitt Advertising Company, 5 South Dearborn street, Chicago. Making contracts with newspapers in various sections for International Corset Company, Aurora, N. Y.

W. J. Schmitt-Ewald Company, General Motors Detroit. Making 2,800-line contracts for Oakland Motor Car Company.

W. J. Schmitt Advertising Company, 17-9 Washington avenue, St. Louis. Making yearly contracts for E. J. Daniel.

W. J. Schmitt & Co., 1127 Pine street, St. Louis. Making 2,800-line contracts for National Remedy Company. Placing orders with the Pacific Coast newspapers for Kay Laboratories, Chicago.

W. J. Schmitt-Hall, Inc., 50 Union Square, New York. Making 3,000-line contracts for Gorton Fisheries Company.

W. J. Schmitt Advertising Company, International Bldg., St. Louis. Making 2,800-line contracts for Gardner Motor Company.

W. J. Schmitt, Wasey & Co., 844 Rush street, Chicago. Sending contracts on Hoover Suction Motor Co., Chicago.

W. J. Schmitt Advertising Agency, 6 East 39th street, New York. Placing schedules with newspapers in various sections for American Razor Corporation, "Gem Safety Razor," 147 1/2 street, Brooklyn. Placing schedules with newspapers for Philip Morris & Co., English Oval" cigarettes, New York.

W. J. Schmitt & Co., 623 South Washington avenue, Chicago. Making 5,000-line contracts with newspapers for Channel Chemical Company, "O-Cedar" mops and polish, 1419 1/2 street, Chicago.

W. J. Schmitt C. Green Agency, 450 4th avenue, New York. Sending out schedules for J. Wiss Sons. Again placing copy with newspapers for Krauter & Co., tools, Newark, N. J.

W. J. Schmitt P. Gould Company, 454 4th avenue, New York. Will make up lists in April for the American Rubber Company, Ashland, O.

W. J. Schmitt Advertising Agency, 9 East 40th street, New York. Making 10,000-line contracts for Dairymen's League Co-operative association.

W. J. Schmitt Gannon & Co., 52 Vanderbilt avenue, New York. Making 2,800-line contracts for Alexander Smith & Sons.

W. J. Schmitt S. Hill Company, 323 4th avenue, Pittsburgh. Placing orders with newspapers in several sections for Climalene Company, "Chinone" and "Bowlene" washing compounds, New York.

W. J. Schmitt G. Howard, Inc., 171 Madison Avenue, New York. Will place the following accounts: John I. Brown & Son, "Brown's Special Troche," Boston; White-Warner Company, "Quaker Ranges," Taunton, Mass.; J. C. Eno, Ltd., "Eno's Fruit Salt," Hartford, Conn.; Ritchie & Co., agents, 171 Madison Avenue, New York.

W. J. Schmitt W. Hoyt Company, 116 West 32nd street, New York. Placing account for Pennsylvania Portland Cement Company, New York. Making 10,000-line contracts for Russell Mfg. Company.

W. J. Schmitt Luce Agency, Little Bldg., Boston. Making 2,000-line contracts for Panco Rubber Company.

W. J. Schmitt Frank Kiernan & Co., 135 Broadway, New York. Making 1,000-line contracts for A. C. ... Company.

W. J. Schmitt S. King Company, Newman-Sterne Bldg., Cleveland. Reported to be placing accounts for Columbus Varnish Company, Columbus, O.

W. J. Schmitt Thomas F. Logan, 680 5th avenue, New York. Making 1,400-line contracts for International Mercantile Marine Line.

W. J. Schmitt David & Thomas, 400 North Michigan avenue, Chicago. Making 1,000-line contracts for ...; making 10,000-line contracts for ... Troco Nut Butter.

W. J. Schmitt MacNaus, Incorporated, 82 Hancock avenue, East, Detroit. Making 2,800-line contracts for Maxwell Chalmers.

W. J. Schmitt Mensonge Advertising Agency, Candler Bldg., Atlanta, Ga. Making 2,000-line contracts for Perraline Company; making 3,000-line contracts for Sweet Dreams. Sending out copy for Atlanta Biltmore Hotel.

W. J. Schmitt K. McCann Company, 61 Broadway, New York. Making 1,000-line contracts for Standard Oil Company of New York.

W. J. Schmitt McKinstry Advertising Company, 5 South Dearborn street, Chicago. Making 1,642-line contracts for Chero-Cola Company.

W. J. Schmitt Metropolitan Advertising Company, 111 Broadway, New York. Placing schedules with

newspapers in various sections for George P. Ide Company, collars & shirts, Troy, N. Y.

Moss-Chase Company, 425 Franklin street, Buffalo, N. Y. Will make up lists in April for the Larkin Company, 680 Seneca street, Buffalo, N. Y.

Newell-Emmett Company, 120 West 42nd street, New York. Placing schedule with newspapers in selected sections for Johns Manville Company, asbestos products, Madison avenue & 41st street, New York.

New York Advertising Agency, 154 Nassau street, New York. Reported to be placing advertising for Gold Plus Corporation, chewing gum, New York.

Charles F. W. Nichols Company, Lytton Bldg., Chicago. Making 2,000-line contracts for Canadian Pacific Railroad.

O'Connell-Ingalls Advertising Agency, 100 Boylston street, Boston. Reported to be placing account for Elliott Addressing Machine Company, Cambridge, Mass.

E. P. Remington Agency, 1280 Main street, Buffalo, N. Y. Reported will later use newspapers in New York State and Pennsylvania for Jackson Hotel, Dansville, N. Y.

Richardson-Briggs Company, Payne avenue and 21st street, Cleveland. Making 2,000-line contracts for Macbeth Evans Glass Company.

Ruthrauff & Ryan, Inc., 225 North Michigan avenue, Chicago. Using some Missouri papers on Paris Toilet Company, Paris, Tenn.

L. A. Sandlass, 217 West Saratoga street, Baltimore. Making 2,800-line contracts for Pyroto Tooth Paste.

R. E. Sandmeyer Company, 153 North Michigan avenue, Chicago. Handling small campaign on Illinois Refrigerator Company.

J. Irvin Strain, Inc., Lexington Bldg., Baltimore. Making 2,800-line contracts for David H. Fulton & Brother (Dreco).

J. Walter Thompson Company, 244 Madison avenue, New York. Will make up lists in April for the Printz, Biederman Company, 6th & Lakeside avenue, Cleveland.

Vanderhoff & Co., 167 East Ontario street, Chicago. Sending to Southeastern papers schedules on Allaire-Woodward Company, Peoria, Ill.

Wales Advertising Company, 141 West 36th street, New York. Making contracts for Boston Varnish Company.

Zimmer-Keller, Inc., Detroit Life Bldg., Detroit, Mich. Making 5,000-line contracts for Velie Motor Corporation.

Dairy and Live Stock Products in Iowa

The extensive agricultural resources of Iowa are the basis for its large stock raising industry. It ranks first of all the states in the value of livestock and far surpasses the other states in the number of swine.

With 1,519,000 milch cows on Iowa's 213,439 farms the dairy products are valued at approximately \$120,000,000.

The number and value of Iowa's most important livestock is as follows:

Swine 8,000,000	\$176,000,000
Beef Cattle 3,048,000	172,000,000
Horses 1,386,000	127,000,000
Dairy Cattle 1,519,000	86,000,000
Sheep 1,092,000	12,000,000

The total value of farm animals is \$585,000,000.

Dairy and livestock products produce wealth and prosperity that alone and unaided would make Iowa a fine place in which to advertise and sell your goods.

In mining, manufactures, stock raising and agriculture, Iowa is one of the greatest and most prosperous states.

All this means a solid, lasting, prosperous class of people—people who have the money to buy—people who read. And they read these Iowa daily newspapers.

	Circulation	Rate for 5,000 Lines
**Burlington Gazette	(E) 10,706	.04
**Cedar Rapids Gazette	(E) 20,668	.06
**Council Bluffs Nonpareil	(E&S) 15,797	.05
**Davenport Democrat & Leader	(E) 14,801	.06
**Davenport Democrat & Leader	(S) 17,660	.06
††Davenport Times	(E) 24,447	.07
**Des Moines Capital	(E) 61,288	.14
**Des Moines Sunday Capital	(S) 28,150	.14
**Iowa City Press-Citizen	(E) 6,176	.035
**Keokuk Gate City	(E) 5,656	.03
††Mason City Globe Gazette	(E) 12,330	.04
**Muscatine Journal	(E) 7,961	.035
**Ottumwa Courier	(E) 13,045	.05
**Waterloo Evening Courier	(E) 16,636	.06

**A. B. C. Statement, Oct. 1, 1923.

††Government Statement, Oct. 1, 1923.

UNDERWEAR MEN PLAN DRIVE

Association Will Use 68 Newspapers in Advertising Campaign

Association of Knit Underwear Manufacturers plans to stage its nationwide Spring Exposition April 6 to 13. During the week the association will insert advertisements in 68 newspapers.

Explaining the campaign the Byron G. Moon Company, Inc., sales counsel and advertising agency service, issued the following statement:

"Before outlining our spring plans we wish to express our appreciation of the earnest co-operation given us by newspapers in arousing the interest of local retailers during our Fall Exposition of Knit Underwear, October 8-13. This resulted in the insertion of many local advertisements and helped to make our Exposition a great success.

"We feel that a repetition of this co-operation on the part of newspaper representatives will be to the mutual benefit of their papers and the Association when we stage our Spring Exposition, April 6-13.

"During the exposition or display week, advertisements will be inserted by the Association in sixty-eight leading newspapers of the United States. Besides this, knit underwear manufacturers will no doubt take advantage of this publicity by advertising in newspapers during and following exposition week, just as they did last fall.

"During the last two weeks of March, representatives of Crowell Publishing Company will deliver personally to some 10,000 retailers, display material for exposition week and urge them to insert advertisements in their local newspapers during the week."

114 Dailies Aid Motor Chamber

National Automobile Chamber of Commerce, New York, reports 114 newspapers in 47 States are aiding in its nationwide survey of motor fatalities. North Dakota is the only State not assisting. Statistics compiled by the newspapers showed there were 596 traffic deaths in January and February this year.

DOLLAR PULLERS

Advertising and circulation managers are always on the lookout for new ideas that will increase advertising receipts and win new circulation. Your idea for increasing advertising or circulation may not appeal to your manager, but it may be just the thing that some other manager wants. EDITOR & PUBLISHER will pay \$1 for each idea printed under this head. The fact that the idea is now being used in your city does not bar it from the department. Address your communication to the DOLLAR PULLER EDITOR. When they appear clip them and mail them in and receive payment. Unavailable ideas will not be returned.

BUSINESS TICKLER



"YOU must wake and call me early, call me early— That's just the idea. Get ready to greet the Queen of the May.

Are your stores advertising the little dresses and caps, and ribbons and the crepe paper and all the other trimmin's that make the girls wake up early May mornings?

- Are they preparing copy for:
 - Bridal trousseaux.
 - Commencement suits and gowns.
 - Gifts for graduates.
 - Beach toys, kiddie kars, bicycles, tricycles, etc.
 - Motorcycles, too.
- And then there are:
 - Spring clean-up facilities — vacuum cleaners, sweepers, brooms, floor oil, paints, varnish, and soap.

- Also:
- Fur storage.
 - Moth balls.
 - Cedar chests.

Lots of others, too, some of which will break into print here next week.

A FEATURE of an Indiana paper is a full page ad on "Own-A-Home" published jointly by eight local Building & Loan and Savings & Loan Associations. The following rhyme was printed at the top of the page:

"If solid happiness we prize,
Within our breast our jewel lies,
And they are fools who roam,
The world has nothing to bestow;
From our own shelves our joys must flow,
And that dear hut, our Home."

—George C. Marckley, Republican-Journal, Ogdensburg, N. Y.

Instead of the ordinary "before stock taking," "closing out" or "alteration sale," why not try this stunt recently worked successfully in a city of 100,000. Ten large stores co-operated in a "Trade in _____" week. Each store offered a long list of marked-down articles, but, as a special inducement, placed three articles in each store at a 75 per cent reduction and announced no limit to the amount on sale.—Fred E. Beane, Manchester (N. H.) Union-Leader.

Most churches will have special Easter services as usual. You will find that a co-operative page of Easter services will not be difficult to sell, as most pastors are well acquainted with the value of advertising. It is only a matter of seeing them and securing the copy.—Donald O. Ross, Washington (Ia.) Democrat.

WIRE NEWS

For Evening and Sunday Newspapers

International News Service

21 Spruce St., New York

Every city of any fair size has some minor section or business center which serves perhaps its west, south, or some other "end" rather remote from the downtown business district. Why not interest these men in forming their own section of the Association of Commerce? They are doing business in their own section; a separate branch of such a business association would do them good because of its local interest. When they organize, as did the East side business men of Madison, Wis., this winter, get the biggest piece of co-operative advertising you ever picked. You will wake up to the fact that many of these remotely located business men never had advertised before. The business men themselves will wake up.—Sumner J. Harris, 1530 University avenue, Madison, Wis.

The San Diego Sun has a daily advertising feature called "The Builders of San Diego" which is going over in good shape. The ads are 3 col. 7 inches and carry a cartoon and photograph of some prominent business man, with a short caption giving his age, education, how long he has been in business, his pet hobbies, etc. The merchants are finding this to be one of their best mediums for getting acquainted with the buying public, and the paper, of course, finds it good business.—C. C. Moyer, San Diego Sun.

A "Spring Tonic" page was put over by the Joplin Globe, a suitable heading featuring 8 single column ads from as many merchants, describing "tonics" for the house, the auto, and the person, in the way of paints, spare parts, clothes, eatables, etc.—Regina Roth, Joplin, Mo.

Red tag mark-down sales are matters of course with many of the department stores when the time for their annual clearance arrives, but a red tag mark-down sale of used cars, in effect practically the entire length of a big city's Automobile Row, is not so common. The idea at first, will require substantial co-operation from newspaper staffs to remove any existing stigma on the term "used car," which often passes as a synonym for a piece of junk. This has been done by giving wide publicity to the fact that every car passing on the boulevard is a "used car"—and that this term, as applied to the red-tag sales, should be taken to mean one which had been rebuilt to the point where it was almost as good as new. Boston motor car deal-

Our Features:

Samuel G. Blythe
Irvin S. Cobb
R. L. Goldberg
Ed Hughes
O. O. McIntyr :
Penrod and Sam
Will Rogers
H. J. Tuthill
Albert Payson Terhune
and others

The McNaught Syndicate, Inc.
Times Building, New York

ers, in conjunction with the newspapers, put that message across with a bang. The windows of their salesrooms bore proofs of their distinctive advertisements of their guaranteed bargain offering on display.—C. L. Moody, Lynn, Mass., Telegram-News.

A weekly recipe contest with the publication of the winning entry on the Market Basket page has been found advantageous by the Lawrence Journal-World in building up a section of food advertising for the Friday issue. Each week, the character of recipes desired for the following week is announced. A prize of \$2 is given for the best. Incidentally, a number of the honorable mentions make an excellent feature in the Woman's Page of the news section.—Paul C. Rankin, Lawrence (Kan.) Journal-World.

Make a layout of a page with heading at top reading, "It's Never Too Late to Mend." Down the center of the page, prepare a short message on the advisability of repairing instead of buying new things. Your shoemaker, umbrella mender, furniture repairer, auto top shop, vulcanizer, welder, watch repairer, garage, furnace repairer, battery station, chiropractor, and many others will like the idea.—Donald O. Ross, Washington, Iowa.

An advertising stunt for Monday night, usually a light one, was a series of short articles on various wedding anniversaries and what they denoted. This article was placed in the center of the page and around it were ads telling the purchaser what he could buy for the particular anniversary described. For instance, one week's article was on the wooden wedding and the ads featured mahogany book ends, salad forks and spoons, trays, clocks in wooden frames, sewing cabinets, telephone stands, Mah Jong sets and racks, tea carts, candle sticks, etc.—Ruth E. Dietz, Duplex Printing Press Company, Battle Creek, Michigan.

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 double past earnings and records in curing six months' subscriptions to your newspaper. The cost is only 50 cents including book and solicitor's commission. Old subscribers can be supplied without expense to you. For sample copy, option and plan.

KEANE BROTHERS
Brokaw Bldg., Times Square, N. Y.

CIRCULATION BUILDING SUPREMACY

Proven time and time again by the many thousands NEW, paid-in-advance subscribers we gain for newspapers in all parts of the country.

Wire or Write Care of Wichita Beacon

HOLLISTER'S
CIRCULATION ORGANIZATION
300 Merritt Building - Los Angeles, Cal.

Those Shepherd Articles Aren't News

To Editors:—

Henry W. Nevinson, the celebrated British parliament and war correspondent, gave me the help many times when I was an American correspondent in Europe for the United Press.

But over here in America, when Mr. Nevinson asked me for a fraternal lift I couldn't give it to him. It was like this:

When the excitement was at its highest in the Republican National Convention at Chicago, in 1920—my first convention because of my many years abroad—Nevinson, who had been sent over from London to cover the convention, came to me and said: "I say, Shepherd! Will you kindly tell me what the deuce is going on?"

I couldn't tell him; I couldn't explain the how and why of it; I couldn't give him the inside. I had to admit my ignorance.

Since then I have pulled political machinery and political methods apart as completely as I could, for my own belated knowledge and for Mr. Nevinson's, if he comes to the American political battlefield again.

I have tried to find an answer for every simple question about the How and Why of American politics that can be put by strangers to politics—men voters, women voters, new voters or foreigners.

I am putting these answers into 400-word, double-column features, which look like stories. But there isn't any political news or political criticism in them. "What's a Delegate?" "What's a County Chairman?" "What's a Platform?" It's simple bed-rock questions like these for evening lamp, family discussion that I'm trying to answer. The articles are part of the service of the George Matthew Adams Service, 8 West 40th St., New York City.

W. G. Shepherd
2

THE BIG WEEK FOR

NEWSPAPERS AND
NEWSPAPER
ADVERTISING

APRIL 21 to APRIL 26

The Time When
Advertising Agents
Watch the Publishers

and Publishers Seek
New Features and Equipment.

A.P. AND A.N.P.A. CONVENTION WEEK

AS USUAL

All the NEWS of the week and the BEST features
will be found in the



ASSOCIATED PRESS NUMBER

(April 19)

- List of visiting delegates and their hotels.
- Complete program of A. P. and A. N. P. A. Conventions.
- Diagram of Convention Floors.
- List of exhibitors.
- Unusual Art Features (something never before attempted in an edition of this kind).
- Complete news survey of problems to be discussed.
- Review of leading New York plays, by widely read authority on stage. This will be "something different." Don't miss it.
- Edition will set a new standard for issues of this kind

and



A. N. P. A. CONVENTION NUMBER

(April 26—Early Edition Thursday, April 24,
distributed at Waldorf)

- Complete news of week including committee reports. (First available news of the gathering.)
- Novel Pictorial Treatment of Events and Delegates. (As new and original with Editor & Publisher as "Days of Real Sport" and "To the Ladies" of former years.)
- Pointed personal discussion and comments by members whose opinions are welcomed and given serious consideration.
- Bigger and better news treatment of every detail than has been possible on former occasions.
- IMPORTANT: Regular Saturday edition made over to accommodate the FIRST complete report of the convention.

Newspapers, Syndicates and Equipment Houses Are Reserving Advertising Space

—IT PAYS

WIRE SPACE RESERVATION NOW

Independent Fortnightly Sold

Richard E. Danielson and Christian A. Herter have purchased the Independent, fortnightly periodical, published in New York for the past 75 years. It will be moved to Boston this month where it will be published from its new home on Arlington street. Danielson is from Groton, Mass. Herter was until recently assistant to Herbert Hoover, Secretary of Commerce. The Independent was founded by Henry C. Brown.

High Class Promotion

In a color scheme that delights the eye, and a binder that fits the modern file, the Columbus Dispatch has issued a promotion bulletin called "A Safe Landing Field for the National Advertiser," the art scheme being a map of Ohio to which is descending a flock of planes. It is a beautifully illustrated, comprehensive statement of Columbus as a market.

Blumenstock Resigns

Louis Blumenstock, advertising manager of the Stix, Baer & Fuller Dry Goods Company, St. Louis, since 1902, has resigned. No successor has been named. Blumenstock came to St. Louis from the J. L. Brandeis & Sons store at Omaha, and rapidly attained national prominence in advertising circles as an advocate of the elimination of comparative prices in copy. He was one of the organizers and first president of the As-

sociation of Retail Advertisers, a department of the A. A. C. W.

Albany Writers Frolic

"When That Al Smith Special Leader for Wonderland" sang members of the Legislative Correspondents' Association at Albany, March 27, holding its annual dinner, with Governor Alfred E. Smith as guest of honor. More than 400 guests attended. "Al S. in Wonderland" the travesty featured.

SUPPLIES AND EQUIPMENT FOR NEWSPAPER MAKING

Having Changed to Dry Mats, we have the following stereotype equipment for sale: Goss matrix rolling machine, belt driven; Hoes steam table with two presses and platen for two pages; two Scott generators with pump, motor and air tank. This equipment is in excellent condition. Will sell at sacrifice as we need the room. Herald Publishing Co., New Britain, Conn.

For Sale
32-page Hoe 4 plate wide, page length 22 13/16 inches, 25,000—4, 6, 8, 10, 12, 14, 16-page straight and 12,500—20, 24, 28, 32 pages collected up to 8 columns 13 ems. Complete with 40 h.p. Gen. Electric Motor and Controller and Semi Auto-plate Caster, practically new. Hoe Metal Furnace and other Stereotyping Equipment. Press in exceptionally fine condition. Now dismantling and can ship promptly. Was printing Rochester "Post Express," acknowledged best printed paper Rochester and one of the best in the country owing to exceptional magazine distribution. This is an opportunity for a high class equipment at very low figure. Wire or write Toronto Type Foundry Co., Limited, 120 Wellington St., W., Toronto, Canada.

INTERNATIONAL PAPER COMPANY.

New York, March 26, 1924.
The Board of Directors have declared a regular quarterly dividend of one and one-half per cent. (1 1/2%) on the preferred capital stock of this Company, payable April 15th, 1924, to preferred stockholders of record at the close of business April 7th, 1924.

OWEN SHEPHERD, Treasurer.

Cline-Westinghouse Double Motor-Drive with full automatic push button control.

USED BY THE
Akron Times
Akron, Ohio

We refer you to them for their opinion.



MAIN OFFICE Eastern Office
Fisher Building Marbridge Building
348 S. Dearborn St. Broadway at 34th St.
CHICAGO NEW YORK

GOSS PRESSES

IT IS UNNECESSARY TO "RACE" A GOSS PRESS IN ORDER TO MAKE IT TURN OUT AS MANY PAPERS PER HOUR AS EXPECTED

THE GOSS PRINTING PRESS CO.,
1535 South Paulina Street, Chicago

R. HOE & CO.

For One Hundred Years the Leading Designers and Manufacturers of News-paper Presses and Printing Machinery of All Kinds

Quality First—
Progress Always

We always carry a full line of press and Stereo-room supplies, including blankets of all kinds, knives, rubbers, cheek woods, matrix paper, imported and domestic tissue, brushes, chemicals, counters, paper roll trucks, etc., all at the lowest prices consistent with Hoe high quality.

504-520 GRAND STREET
NEW YORK CITY

No. 7 Water Street Boston, Mass. Tribune Bldg. Chicago, Illinois

QUICK STICK

PASTE POWDER
for mailing rooms

STICKS QUICK MIXES QUICK

To have every mailing piece wrapped securely and neatly, and in the mail a little ahead of time—use Quick Stick, the paste powder made from pure vegetable gum.

Leading publishers everywhere stick to Quick Stick—it's worth it. If your supply house hasn't it, write directly to us.

WON'T SOUR MOLD

THE COMMERCIAL PASTE COMPANY
Columbus, Ohio

Manufacturers of the largest line of adhesives in the United States

Printers' Outfitters

Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

For Sale Cheap.

Four newspaper fonts 8 point linotype in good condition. Reason for selling we use seven point. Address Herald Publishing Co., Bristol, Va.

N. Y. DAILY NEWS

HALF-TONES
Best in the World

Made by
POWERS
NEW PROCESS

Notice of Sale by Receiver

UNITED STATES DISTRICT COURT
FOR THE NORTHERN DISTRICT OF NEW YORK

IN THE MATTER OF GLOBE-TELEGRAM CO. INC. BANKRUPTCY NO. 10816

Pursuant to an order of this Court entered in the Office of the Clerk of the United States District Court for the Northern District of New York, on the 20th day of March, 1924, the undersigned Receiver of the property of the above named bankrupt, on April 15th, 1924 at 10 o'clock in the forenoon of that day at Nos. 20-24 Whitesboro Street in the City of Utica, County of Oneida and State of New York, will offer for sale at public auction to the highest bidder or bidders, free and clear from all liens and encumbrances, all the property, assets and effects of said estate, including the goodwill of the Saturday Globe, a newspaper formerly published by the above named bankrupt. That said property so to be offered for sale consists generally of the following:

- 1. Printing press
- 2. Type-setting machines
- 3. Type
- 4. Paper
- 5. Electric motors
- 6. Subscription and agency lists
- 7. Office furniture
- 8. Office fixtures

and other personal property used in connection with the operation of a printing and publishing business. All of said property will be sold as follows:

- 1. Each item will first be offered for sale separately.
 - 2. All of said personal property will then be offered for sale as a whole.
 - 3. Said personal property will then be offered for sale in two groups, the one consisting of certain items claimed under a certain chattel mortgage, the other consisting of all of the remaining personal property.
- Said property will then be struck off according to the method of sale which will bring the highest sum therefor. Said property may be inspected at Nos. 20-24 Whitesboro Street in the City of Utica, County of Oneida and State of New York, on any business day between the hours of 10 o'clock in the forenoon and 4 o'clock in the afternoon.
- Such sale will be made subject to the approval of the creditors of said bankrupt, to be given at a meeting of such creditors to be held on April 15th, 1924, at 2 o'clock in the afternoon of that day at the offices of Hon. F. J. DeLaFleur, Receiver in Bankruptcy, in the Mann Building, corner of Broad and Genesee Streets in the City of Utica, County of Oneida and State of New York.

Dated, Utica, N. Y., March 20th, 1924.
STANLEY E. GILBERT
Receiver of the property of GLOBE-TELEGRAM CO., INC., Bankrupt.

WILLIS, BROWN & GUILF,
Attorneys for Receiver,
O. & P. O. Address,
44-48 Utica, City National Bank Bldg.,
Utica, N. Y.

Receiver's Notice for Bids

Pursuant to an order made and entered that certain action in the District Court of Hennepin County, State of Minnesota, entitled Seaman Paper Company of Minnesota, Inc., Plaintiff, and the Northwest Publishing Company, a corporation, ordering the sale of certain assets of property of the Northwest Publishing Company by the undersigned as Receiver of said Company.

NOTICE IS HEREBY GIVEN, that proposals will be received for the purchase of property and assets hereinafter described by the Northwest Publishing Company, publisher of The Minnesota Daily Star, on or before 10 o'clock A. M., Saturday, April 12, 1924, at the office of The Minnesota Daily Star in the City of Minneapolis, Minnesota. At ten o'clock A. M. on said date the bids will be publicly opened and read in the District Court of Hennepin County, Minnesota.

The following items of assets and property are offered for sale:

(a) The following property, located in the City of Minneapolis, County of Hennepin, State of Minnesota, to-wit:

That part of Lots One (1) and Two (2) in Block Seventy-four (74) of the Town of Minneapolis, particularly described as follows: Commencing on the line of said Lot One (1) at the intersection of Fifth Street and Sixth Avenue South; running thence on the line dividing said Lot One (1) from Sixth Avenue South a distance of One Hundred Ten (110) feet; running thence at right angles to said Sixth Avenue South and parallel with said Fifth Street a distance of ninety-nine (99) feet; running thence at right angles and parallel with Sixth Avenue South to the line dividing said Lot Two (2) from said Fifth Street; running thence at right angles along the lines dividing said Lots One (1) and Two (2) from Fifth Street, to the point of beginning, according to the plan thereof on file and of record in the office of the Register of Deeds in and for said County, subject, however, to any change in size of said property caused by vacating, opening, widening or narrowing of any street or alley, together with the buildings thereon and all the appurtenances and hereditaments thereto belonging, and subject to all mortgage encumbrances and liens thereon, which, as a part of the consideration, the purchaser shall assume and agree to pay.

(b) Machinery, equipment, furniture, fixtures, automobiles and trucks, subject to liens and mortgages thereon, which, as a part of consideration, the purchaser shall agree to assume and pay.

(c) Supplies, consisting of paper, ink, type, etc.

(d) Contracts for features and news service, advertising contracts with the City of Minneapolis, with the County of Hennepin and with local and foreign advertisers.

(e) Circulation list of the Minnesota Daily Star, published by said Northwest Publishing Company, and the goodwill thereof.

The bids shall be either for cash or in one-third of the bid to be paid in cash and confirmation of the sale by the Court and balance on time and secured in such manner as may be approved by the Court. Bids must state the security offered for deferred payment.

The bids of the contractor, the purchaser must agree to assume and fill the unexpired prepaid subscriptions to the Minnesota Daily Star. Each bid must be sealed in an envelope and accompanied by the amount of Ten Thousand Dollars (\$10,000.00) must accompany any bid. All bids are subject to confirmation and allowance by the District Court.

ALBERT DOLLENMAYER
Receiver

Dated: Minneapolis, Minnesota, April 1, 1924.

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The Market Place of the Newspaper

SITUATIONS WANTED

6c A WORD for advertisements under this classification. Cash with order. For those unemployed on insertion (adv. not to exceed 50 words) FREE.

Composing Room Foreman. Good executive, getting maximum production without friction, expert makeup, ad man, and operator, with many years' experience on large and small dailies, who will relieve you of responsibility and bring editions out promptly, available at once. Union, locate anywhere. Address E. B. Landfear, 594 Franklin Ave., Nutley, New Jersey.

Advertising Executive, forceful copywriter and layout man, 15 years' experience, thoroughly familiar with production detail and retail merchandising. An organizer, who knows newspaper game. Best references. Middle west preferred. W. T. Dickens, Ottawa, Illinois.

Advertising Man. Married, desires permanent position on live daily paper. Experienced solicitor-manager with pep, personality and education. Not afraid of work and will go anywhere. Available May 5th. References as to character and ability. \$35 to start. Address Box A-792, Editor & Publisher.

Advertising Manager seeks western connection. Producer, first-class copy-writer, layout and promotional man. Box A-790, Editor & Publisher.

Advertising Manager. Now employed on Daily of 10,000 circulation and desires change to paper of that size in growing and progressive community. Prefer location in Ohio, West Virginia or Pennsylvania. Young man with five years' experience in advertising on eight years with News-Week. Familiar with National accounts. Not afraid to tackle hard job. Address Box A-798, Editor & Publisher.

Advertising or Business Manager. Married, college education. 14 years' experience five states. Considered expert copy writer, salesman and organizer. Seeking permanent position at once morning, evening, Sunday publication any locality. Salary secondary to consideration of future. Best of references from successful publishers. Address Box A-791, care Editor & Publisher.

A Different Kind of Editor A progressive-minded editorial executive is looking for a similarly-minded publisher—one who still has genuine faith—democracy, even to the extent of desiring its extension to industrial organization—one who believes that people desire as never before unbiased news of the fundamental changes taking place in economic and political relationships. The publisher who wishes a man of ideals and practical judgment, whose experience fits him for an executive position on any daily paper in line with the progress of the times, will find it profitable to make inquiries. A-806, Editor & Publisher.

Business Executive of exceptional ability and sterling character contemplating change. Long successful experience in management, a resourceful leader and positive producer under any circumstances. Particularly strong in advertising and business management. Provincial and metropolitan experience. Now in complete charge of medium size Eastern paper. Salary and bonus proposition preferred. Age 36, married. Will be at A. N. P. A. meeting. Address Box A-788, care Editor & Publisher.

California Publishers: Advertising Manager, now engaged, fourteen years in complete charge of both foreign and local display and classified advertising, contracts and correspondence, on leading Canadian Middle West daily (city of 26,000) carrying daily average over fifteen thousand lines display. Will be open for position in California after June 1st. Could retain present position indefinitely, enjoys confidence of manager and clients, wife's health cause of change. Position where experience, courtesy, service and success ability, plus hard work is necessary and where I can settle permanently and make myself useful also to the community what I would like. References present employer and scores big business men in Canada. Write me direct. Charles W. Wilson, Advertising Manager, Times-Journal, Fort William, Ontario, Canada.

Cartoonist Plus. Newspaper cartoonist experienced in commercial art for advertisers, layouts and photo retouching, desires change for bigger opportunity. A-756, Editor & Publisher.

Circulation Wide experience. Now associated with a daily and Sunday newspaper in a city of four hundred thousand, solicits correspondence from publishers in Northwest and West. Excellent references. Address Box A-784, Editor & Publisher.

Circulation Manager eminently successful. Will substantially develop new business conservatively and economically. Address Box A-797, Editor & Publisher.

Circulation Manager, ten years' experience in both circulation and promotion work, would like to hear from publishers needing a man who can produce results. For past record and proofs write Box A-810, Editor & Publisher.

SITUATIONS WANTED

Circulation Manager of wide experience and with a clean record, wants position where good constructive work will gain the classed advertiser. I will give you more net paid circulation and greater collections at less expense. Will go any place excepting the dry land states of the west. E. H. Kehoe, 2316 Charlotte St., Kansas City, Mo.

Circulation Manager. Home delivery expert. Good organizer, capable executive. Resourceful, aggressive and persistent. Completely relieve publisher of circulation headaches. Broad experience both small town and metropolitan dailies. Good clean record. Unquestionable references; 30 years old. Married. Answers strictly confidential. Address J. H. Hurley, 1181 Putnam Ave., Brooklyn, N. Y.

Classified Advertising Manager. 3 1/2 years on present paper, city of 100,000, leading paper, using Basil L. Smith System. Age 28, married, family, Christians. Will go where there are opportunities. Prefer salary and bonus. State particulars. Address Box A-802, Editor & Publisher.

Desk Man. Quick, competent copy-reader, 28, New York and provincial experience, desires day job in another city; good telegraph editor or slot man; pay must be fair. Box A-796, Editor & Publisher.

Desk Man, news executive or telegraph editor or copy reader; capable; experienced on leading dailies; 31; wishes place with paper in East or Middle Atlantic section. Address Box A-732, care Editor & Publisher.

Due to Consolidation of Herald-Tribune, former New York Herald circulation manager now seeks new location. Have been in this business for fifteen years. Two years with Munsey Organization and thirteen years with Booth Publishing Co. Broad experience on morning, evening and Sunday in three cities. Available within thirty days. Address Box A-789, Editor & Publisher.

Eastern Advertising Representative New York office established 1915. Exceptional personal service available. Extended acquaintance among Eastern advertisers and advertising agencies. Will consider one additional high grade publication. Box A-763, Editor & Publisher.

Executive. A "Doer," a man behind the gun who keeps the "Go-Getter" going, a Fighter, one who has bumped the bumps from a classified advertiser to an executive, a Producer, who can transfuse red blood into your organization, will sacrifice a profitable but cut and dried proposition for an active battle field. He earned his stripes in the advertising and editorial departments of metropolitan newspapers. He is now a fish out of water holding an executive position with a National Trade Publisher. Will accept a live opportunity with a metropolitan executive, as assistant, or assume full charge of a smaller organization. 34 years old; married. A-799, Editor & Publisher.

General Manager or Publisher A man with 20 years' experience in the advertising business and newspaper publishing, who has worked up from advertising solicitor to publisher, is open for position as General Manager or Publisher. Fully capable of taking entire charge of any newspaper property. Address Box A-783, Editor & Publisher.

Less Than 100 of Us understand the promotion and development of Classified Advertising. As George Ade would say: "Among whom I am which." I have one of the best classified jobs in the country. The word is "Have," not "Had." Do you know at what salary I will take over your classified department as manager or director? Anywhere from \$50 to \$300! Odd statement? Let's analyze it. Environment will govern the salary. I want to connect with a newspaper having the good old spirit—where people say "Hello Bill" in the morning and mean it. Don't worry about the goods being delivered. That's my job. I'll pay the freight. If your newspaper is interested in developing Classified advertising, let me tell you who I am, what I've been doing and why I resort to this advertisement. Full information in reply to letters from Publishers only. Please slip a Classified section, or page, in the envelope. Address Box A-785, Editor & Publisher.

Managing Editor Open for immediate connection in that capacity with small daily or an desk job on larger paper; or could furnish plant ready to move, plus services, in town needing daily. Address Forrest W. Tebbetts, Hotel Martinique, New York City.

Mr. Publisher. Young man, seven years' newspaper accounting experience, advertising agency credit and collections, on daily over 5,000 circulation seeks position of Ability. Good references. Confidential exchange letters solicited. Address A-752, Editor & Publisher.

SITUATIONS WANTED

Personality, Pep, Persistence. Conscientious producer who knows advertising and men and can make them get results wishes to connect with live paper as Advertising Manager. Best references. West preferred but would go elsewhere. Now employed. A-808, Editor & Publisher.

Telegraph Editor, thorough desk man, understands makeup, can pinchhit on editorials, available for Middle West daily. Address Box A-741, care Editor & Publisher.

Telegraph Editor, Sunday Desk Man. American, now employed in Canada, desires return to States. Metropolitan and small city experience. Clean record. Proven ability. A-809, Editor & Publisher.

Wanted. Position by thoroughly experienced copyreader, five years in slot two nationally known newspapers, former city editor one. Recently dislocated by a newspaper merger. Prefer newspaper in East, or Middle West. At home on either morning or evening, fully capable any executive assignment. A-804, Editor & Publisher.

Web Color Pressman wishes connection anywhere. Write E. N. Holterbach, 26 Vermont St., Brooklyn, N. Y.

Young Man, 26, college and business training, three years' publishing experience, seeks opportunity in advertising or editorial department. Has excellent training in proofreading, some experience in editing, magazine makeup and uses of type. Familiar with the general mechanism of magazine routine. More interested in opportunity for development than in salary. Address Box A-807, Editor & Publisher.

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

Wanted Advertising solicitor. Write experience and references. Ann Arbor Times News, Ann Arbor, Mich.

Wanted Advertising man to manage classified department. Write experience and references. Times News, Ann Arbor, Mich.

Wanted: Advertising manager for evening newspaper in middle west city of 40,000 population. Paper has practically 100% circulation in city of publication and a well covered field outside. Require services of an experienced salesman of advertising; one who can meet and talk intelligently and informatively to regular advertisers, as well as write copy which will make new advertisers. Address Box A-803, care Editor & Publisher, giving full particulars as to experience, references and salary expected.

FEATURE PAGES

6c A WORD for advertisements under this classification. Cash with order.

Increase Your Lineage and revenue by weekly business review pages, builders' pages, special editions and anniversary numbers. Personal attention and solicitation. Glad to refer to all pages now using my services. L. E. Bissell, Passaic, N. J.

FEATURE ARTICLES

6c A WORD for advertisements under this classification. Cash with order.

Publishers—Attention! We furnish MSS on all subjects by competent authors. Will take advertising in exchange for all or part of our service. Reasonable rates. Write us your wants. Literary Bureau Pub. Dept. MOJ4, Hannibal, Mo.

BOOKS, ETC.

6c A WORD for advertisements under this classification. Cash with order.

Breaking Into the Magazines is easy if you let The Writer's Digest, America's leading magazine for writers, tell you how. Filled with brass-tack articles on writing and selling photoplays, stories, poems, songs, feature articles, etc., by America's foremost writers. Write today for free sample copy. Writer's Digest, 830 Butler Building, Cincinnati, Ohio.

Sales Appraisals

NEWSPAPER PROPERTIES
PALMER, DE WITT & PALMER 350 Madison Ave., New York
Pacific Coast Representative
M. C. MOORE 515 Canon Drive Beverly Hills, Calif.

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of **PURCHASE, CONSOLIDATION, SALE AND APPRAISAL** of newspaper and magazine properties throughout the U. S.
HARWELL & CANNON Times Bldg. New York

WE CONNECT THE WIRES

WANTED—
Reporters
Copy Readers
Advertising Salesmen
FERNALD'S EXCHANGE, INC.
THIRD NAT'L BLDG., SPRINGFIELD, MASS.

We can increase your business—you want it secured.
You have thought of press clippings yourself. But let us tell you how press clippings can be made a business builder for you.
BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

BUSINESS OPPORTUNITIES

6c A WORD for advertisements under this classification. Cash with order.

Advertising Agencies, Attention: Fast growing Fraternal weekly newspaper desires representation in Chicago, New York and Atlanta territories. The Keystone American, 903 Empire Bldg., Pittsburgh, Pa.

An Unusual Chance If you can put up \$50,000 and have ambition and real ability as a business builder and manager you can secure control of an evening newspaper in a good sized Eastern city. It is worth nearly three times the amount required to get it. The right man with money of his own can have all of the additional backing necessary. If you cannot put up the cash, or are without the necessary ability and self-confidence, do not waste time answering this advertisement. For the man who has both there is an opportunity of the sort which seldom develops. Address Box A-782, Editor & Publisher.

Wanted to Buy: Daily newspaper in small city. Prefer six day afternoon paper now showing profit. Middle west preferred but will consider any proposition that looks good. Address Box A-788, Editor & Publisher.

LET THE CLASSIFIED ADS SECURE YOU A COMPETENT MAN

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.

THERE is an old superstition that, following a war, nature readjusts social conditions by creating more boy than girl babies, thus compensating for the loss of men on the battlefield. Is there any truth in this? What do your vital statistics in the post-war period show? It is suggested that a story full of human interest might be written on this subject in every community.—M. E. P.

New York Evening Post is running an interesting feature series under the caption "Now My Idea Is This," in which "Thinking New Yorkers" discuss their avocations and hobbies.—P. S., New York.

Advertising receipts may be increased and good will created by co-operating with local organizations, such as the American Legion, Rotary, Kiwanis, Odd Fellows, Elks, etc., in advertising entertainments that are sponsored by them. This plan has been used to good advantage by the Journal-World. A page or spread is arranged with the advertisement of the attraction in the center. Around it are grouped smaller advertisements of firms and individuals that carry the emblem of the organization and frequently refer to the attraction that is being featured. This is good advertising for the merchants inasmuch as it is a creator of good will among the members of the organization, who appreciate such co-operation. It is a good thing for the entertainment as it advertises it in a big way. Paul C. Rankin, Lawrence (Kan.) Journal-World.

Compare rent and real estate prices for various sections as of today against those in the same sections 15 years ago. It will make a good feature and you'll find the realtors following it up with advertisements in which material you publish is emphasized.—Bert A. Teeters, Springfield, O.

Ask the local pawn shop dealer how many people are pawning their winter furs and coats for spring finery. This is a timely story with the approach of spring.—R. K. Mobile Register.

In most communities gardening is a topic of conversation. Get some resident who is an authority on the subject to make out a weekly calendar of what to plant and when and how to plant it. Or if you have no "authority," perhaps a reporter can make out such a schedule from a perusal of seed catalogs and almanacs. You'll find lots of interest in such a calendar. It can be turned to financial advantage by securing advertisements from seedsmen and implement dealers.—G. Harris Danzberger, Hartsdale, N. Y.

Winnipeg Free Press has adopted the plan of publishing each day in its business and financial section an interview on conditions and outlook with some leading figure in the community. The type is set double-column, with photograph of the party interviewed inset. The feature is attracting favorable attention.—R. C.

The approach of Easter gives the city editor an opportunity of directing the preparation of a few timely features. These might include a story on the Easter window displays along Main street in your city; what men and women will wear this Easter, a comparison of the styles today and several years ago; or the preparation of a general feature which might include interviews with the older citizens of your city on Easter 25 years before, and also reproductions of stories which appeared in

your news columns that many years ago. And, on the Monday following Easter, don't forget to have a story on the Easter Parade in your city.—H. E. Runner, Hackensack, N. J.

An interesting little feature in a western Ohio paper was started some time ago by a young reporter who each day wrote a paragraph under the caption, "Philosophrams, by Bill the office boy." The paragraph each day was written about some little incident that the reporter picked up in the office or on the street. Each one was started out with the words, "Bill, the office boy, sez," and was written with phonetic spelling in typical office boy dialect. An attempt was made to bring a little home grown philosophy into every paragraph. The feature was run on the editorial page and attracted much interest because local names and events were used. It provided much entertainment for the readers as well as for the reporter. It would make an interesting feature for any small city daily.—A. C.

ASKS TRUTH IN HOSIERY ADS

A. A. C. W. Vigilance Committee Says "Full Fashioned" Wrongly Used

Confusion is being caused by the recent practice of a number of manufacturers and dealers in carelessly and indiscriminately advertising hosiery of various types as "fashioned" and "full fashioned," according to the National Vigilance Committee, A. A. C. W.

In many instances, the true meaning of the terms has been utterly ignored and copy edited with apparently no thought of its effect on reader confidence. Serious results are imminent if prompt steps in abatement are not taken, the Committee states.

Hosiery having imitation or mock seams or fashion marks is not accurately described as "fashioned" or "full-fashioned."

Wedding Bells Ring for Howell

Hon. Clark Howell, editor of the Atlanta (Ga.) Constitution, and Mrs. Margaret Cannon Carr, were to be married today, April 5, at Durham, N. C. Mrs. Carr is the widow of the late Julian J. Carr, Jr., of Durham, and the daughter of Mrs. J. W. Cannon. Several months ago Clark Howell, Jr., associated with his father in the management of the Constitution, was married to the daughter of Mrs. Carr, who now becomes his stepmother as well as his mother-in-law.

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.

BREEDER'S DILEMMA RETOLD

Sartorial Plight of Nebraska Editor During War Brings Chuckles

Chuckles over the famous "pants" story connected with Adam Breede's service as a war land were revived several days ago when Adam headed a delegation of Hastings, Neb., business men on a tour to Kansas City.

Breede, poet, philosopher, globe trotter, and now editor and publisher of the Hastings (Neb.) Tribune, beamed from ear to ear when the story was retold.

At the outbreak of the war, Breede volunteered his services as correspondent for a large news gathering agency. He was ordered to England.

There, far from the battle front, he found little to do. He plied the rough riding taxicabs of the British metropolis until the trousers of a newly Nebraskan suit virtually were only a memory.

Breede concentrated on his problems. He remembered his was the foresight to purchase a four piece suit and the fourth piece then was on a hanger in his home town.

"Send checkered trousers," he cabled his business manager, left in charge of Breede's Nebraska interests.

The business manager consulted his private code, studied a grain elevator's code book and appealed to Washington. Even the government men were unable to decipher the cryptic cable into a diplomatic message.

"Cannot decipher code. Be explicit," the business manager cabled back.



ADAM BREEDE

Meanwhile, Breede found he had come popular overnight. Men followed him.

"Success is mine," he gloated. He did he suspect those sleuths, working day and night, were under instructions to survey a spy who cabled messages in code that could not be deciphered by the Allies.

Then came the answering cable from Nebraska.

"Be explicit," Breede mused. He was comply, of course, and in a few hours business manager back in Hastings chucking over the simple plea of boss:

"I want my pants.—Adam."

Daily Bans Revolver Ads

Revolver advertising will be banned by the St. Louis Globe-Democrat, as present contracts are carried out. Lansing Ray, president of the publication company, has announced.

Home-making—for some persons—is a treadmill of dull routine.

HELEN KENDALL

makes it an art, a delightfully interesting career, in her daily series of articles,

"Your Home and You"

Illustrated, for your Women's Page.

METROPOLITAN NEWSPAPER SERVICE

Maximilian Elser, Jr., General Manager
150 NASSAU ST. NEW YORK CITY

Cappy Ricks

Peter B. Kyne is writing a new Cappy Ricks story for us each week. Ask about it.

UNITED FEATURE SYNDICATE

A New York Corporation
Norris A. Huss, Gen. Mgr.
World Bldg. New York

M. QUAD

Dean of American Humorists
is STILL WRITING his Famous

"MR. and MRS. BOWSER"

Humor Stories
Weekly for Saturday or Sunday Release

Ask us for samples

The McClure Newspaper Syndicate
373 Fourth Avenue
New York City



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

Thomas W. Briggs Company
Memphis, Tenn.

Originators of the Permanent Weekly Business Review Page

Look us up in Dun or Bradstreet's

Some **FIRSTS** in the Heart of Maryland

THE SUN, of Baltimore, Maryland, approaches its eighty-seventh anniversary; and it may not be amiss to recall some of the things THE SUN in its long career has done before anyone else.

THE SUN was the first newspaper to establish a pony express between Boston and Baltimore to bring despatches from incoming ships; and later was the first to establish another chain of horses to race from Gulf ports to Baltimore with news of the Mexican war (frequently printing the results of battles two days before the government at Washington received its own official reports.)

It was the first newspaper to charter a fast pilot boat to go to Liverpool to bring back the news of important events.

Being located at the headquarters of the first railroad, it was naturally the first to establish messenger service between the cities served by the Baltimore & Ohio.

It was the first newspaper to employ carrier pigeons for the delivery of news despatches, birds being released from Washington, Philadelphia and New York for Baltimore.

When the Morse Telegraph was invented, it was the first newspaper to use it successfully, a famous achievement being the receipt of President Polk's message on the same day delivered — thereby permitting its being printed by THE SUN two days ahead of its rivals.

In later days, when THE SUN had added THE EVENING SUN to its organization they became the first to own and operate an airplane for the hastening of news and picture service.

And it was quite natural that after such a record for "firsts" that THE SUN should be early in availing itself of the radio—the wireless being used frequently by its travelling representatives.

So—it may be that this persistent effort, covering a period of 87 years, to secure and print the news has something to do with two other notable firsts—in the heart of Maryland—

THE SUN Is First in Circulation and First in Advertising

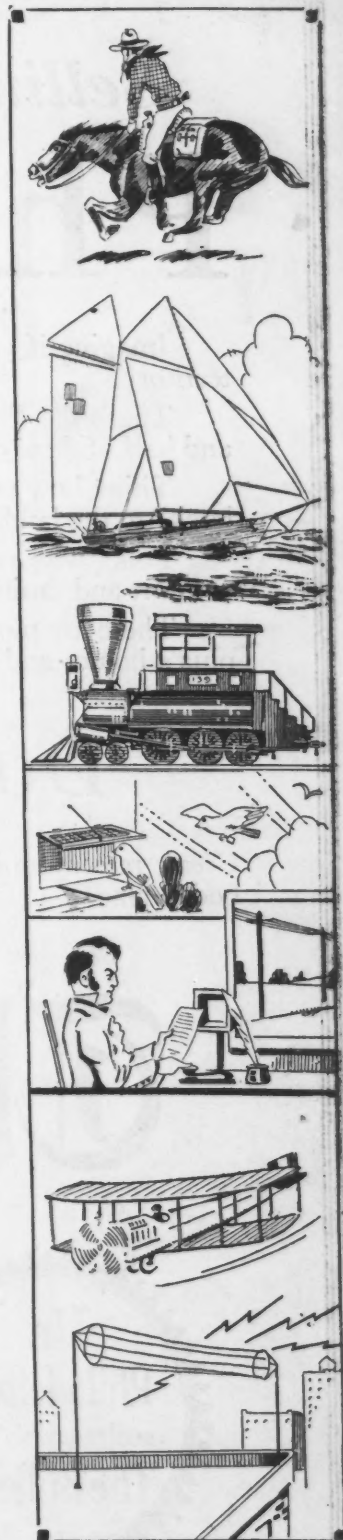
Everything in Baltimore Revolves Around

THE
MORNING



EVENING

SUN
SUNDAY



JOHN B. WOODWARD
Bowery Bank Bldg., New York

GUY S. OSBORN
Union Trust Bldg., Chicago

Baltimoreans Don't Say "Newspaper;" They Say "SUNpaper"

Selling Bathtubs and Plumbing in **Philadelphia**

Imagine if you can the needs of half a million separate dwellings in one compact territory.

That's the Philadelphia situation; half a million families in half a million dwellings, and half of these dwellings are owned by the families that live in them.

Think how easy it is to talk business with individual owners who don't have to "pass the buck" to the landlord.

Folks who own their homes, like to equip them with the new things that make for comfort and sanitation.

There are more than 800 plumbing establishments kept busy by the needs of Philadelphia's homes and manufacturing plants.

Dominate Philadelphia

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