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THIS ISSUE:—THREE NEWSPAPERS FIGHT FOR PRESS FREEDOM.



EDITOR & PUBLISHER



1884 *The Oldest Publishers' and Advertisers' Journal in America* 1924

SUITE 1117 WORLD BUILDING, NEW YORK

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

Vol. 57. No. 27

NEW YORK, NOVEMBER 29, 1924

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

Chicago People Have More Money

this year than last—and some of it's in the savings banks.

On October 10, 1924, according to official bank statements, savings deposits in Chicago banks amounted to \$615,556,000—as against \$572,973,080 on September 14th last year.

These accumulations represent in large part the savings of thrifty, intelligent, well paid industrial citizens of Chicago—people who are able to respond to legitimate investment offerings brought to their attention.

The Daily News, with 400,000 circulation—1,200,000 daily readers—reaches these very people, the people who represent the great majority of the financially competent citizens of Chicago and its immediate suburbs.

If you have anything to sell to the people, and wish to approach them most effectually, follow the lead of experienced and successful advertisers in the Chicago field* and advertise in

The Chicago Daily News

FIRST IN CHICAGO

*The Daily News, year after year, carries a greater volume of display advertising than any other daily newspaper in Chicago.

The KEYSTONE STATE is the Key State for National Advertisers

National Advertisers who would open up new trade contacts or increase the volume of trade already established, will find Pennsylvania a state well worth careful consideration.

The chief implement of construction in any line of business is the newspaper. To advertise in Pennsylvania newspapers is to construct business. To construct business is the definite aim of every National Advertiser and Manufacturer.

Pennsylvania newspapers rank very high, not only journalistically but as "pullers" for advertisers. The listed dailies are the leaders that get into the homes of the buying public every day.

The demand for merchandise throughout Pennsylvania is persistent. Goods sell easily and every favorable advantage may be found in this tremendously productive territory.

National Advertisers giving intensive attention to Pennsylvania make wonderful progress. Persistent newspaper advertising promotes and maintains business supremacy.

These listed dailies will give you leadership

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

*A. B. C. Statement, Sept. 30, 1924.

†Government Statement, Sept. 30, 1924.

††Government Statement, April 1, 1924.

EDITORS: Cut this column out and paste it up in a convenient place. These may be purchased as a whole or separately.

CENTRAL PRESS DIRECTORY OF FEATURES

NEWS PICTURES—The rock upon which the service is founded. Many more than 3,000 of them are sent every year to subscribers to the full service of the Central Press, with its established reputation for covering every news event of importance thoroughly and immediately. Central Press works every minute in the year. Just one recent example of its enterprise was its Lorain tornado picture scoop. (See ad in this page.)

NEWS FEATURES—Illustrated stories from staff correspondents in Washington, New York, London, and from a corps of special correspondents all over the United States.

PREPAREDNESS—Central Press prepares its clients in advance for all big approaching news events. "Couldn't be better." That's what editors say about our pre-election, pre-world's series, pre-convention services. Special art is sent out in advance for use on all holidays.

EDITORIAL CARTOONS—The daily editorial cartoons of Jess Cargill are one of the most distinguished features of the Central Press service. Cargill is one of America's greatest cartoonists.

PICTURE PAGE—The daily picture page of Central Press is the outstanding feature of many newspapers. (See ad in this page.)

SPORTS—None better. The graphically illustrated stories of Norman E. Brown, sporting editor of Central Press, covering every phase of the major sports, are augmented by dispatches from our staff of special correspondents. Brown is one of the three or four most widely read sports writers in the United States.

SPORT CARTOONS—By John Sords. The leader in its field. Three columns, three times a week, with stories by Norman E. Brown. (See ad in this page.)

SPORTS DONE BROWN—A daily column of current comment by Norman E. Brown, sporting editor of Central Press.

MORGUE SERVICE—Twice a month. Pictures of persons and places that should be in every newspaper morgue. Central Press' morgue service is the best way to build up your pictorial library to what it should be.

FASHIONS—A daily and twice-a-week feature. Daily illustration with comment by Mme. Lisbeth, fashion authority. Three column illustration, also with up-to-the-minute comment, twice-a-week.

THE BEST OF ADVICE—A daily column for thoughtful people, by Clark Kinnaird. It presents the wisdom of the ages in easily understandable form.

PICTORIAL CROSS WORD PUZZLE FOR CHILDREN—Something entirely new. The pictures around the puzzle help the children solve them. Three times a week. (See ad in this page.)

SERIAL STORIES—Fiction of particular interest to women, released for daily use in instalments of convenient lengths.

HOUSEHOLD HINTS—A daily column by Mrs. Mary Merton. Used by more than 250 newspapers.

WITH THE WOMEN OF TODAY—All of the news of what women the world over are doing, presented in terse and attractive form by Mrs. Lilian Campbell. Illustrated. Three times a week.

NEWS NOTES FROM MOVIELAND—A bright and breezy column on the doings of the film players, by Daisy Dean. Illustrated. Three times a week.

DINNER STORIES—A daily column of anecdotes. Illustrated.

HEART AND HOME PROBLEMS—A popular column of advice to the lovelorn and the friendless, by Mrs. Elizabeth Thompson.

TIMELY VIEWS ON WORLD TOPICS—What leaders of world thought have to say about current events and problems. Daily.

WHO'S WHO IN THE DAY'S NEWS—Brief biographies of men in the public eye. Daily.

SUNSHINE PELLETS—A daily column of remarks on health, full of common sense, by Dr. W. J. Thomson.

POEMS THAT LIVE—The classics of the ages. Daily.

MISCELLANY—Central Press is constantly presenting innovations in its service in the form of features for local tie-ups, weather cartoons, daily Do Your Christmas Shopping Early cartoons, feature headings for newspapers, illustrations for farm and radio pages, etc.

SORDS-BROWN SPORT CARTOONS

The leader in its field. It's just the feature you need to keep your sport pages out of the rut this winter.

The cartoons, drawn by John Sords, with stories by Norman E. Brown, sports editor of Central Press, are assured to Central Press clients exclusively for the next three years by contracts just signed.

The Boston Post, with a number of cartoons of this type to choose from, picked the Sords-Brown feature as the best, and will make it a feature of its sport section from now on.

The Sords-Brown cartoons are three columns wide, and run three times a week.



A big hit. The pictures help the children guess the words. The puzzles are one column in size, making them easy to get in. More than 200 newspapers are on our lists for this feature, but some choice territories are still open. The Cleveland News and the Pittsburgh Chronicle-Telegraph are the latest to close for it.

NEWS MATS and FEATURE STORIES

The Central Press general service is second to none. It pours a wealth of news pictures, illustrated feature stories, cartoons, sports, fashions, preparedness, art, women's and editorial features into more than 325 newspaper offices.

The widely reproduced editorial cartoons of JESS CARGILL are a part of the Central Press general service.

The Paris (France) Times, after looking over all American pictorial services, contracted for the full service of Central Press.

"A Central Press client is 'covered' on everything."

"BEST OF ALL PICTURE PAGES"

This is the tribute paid to the Central Press daily picture page by newspapers who count it their best feature.

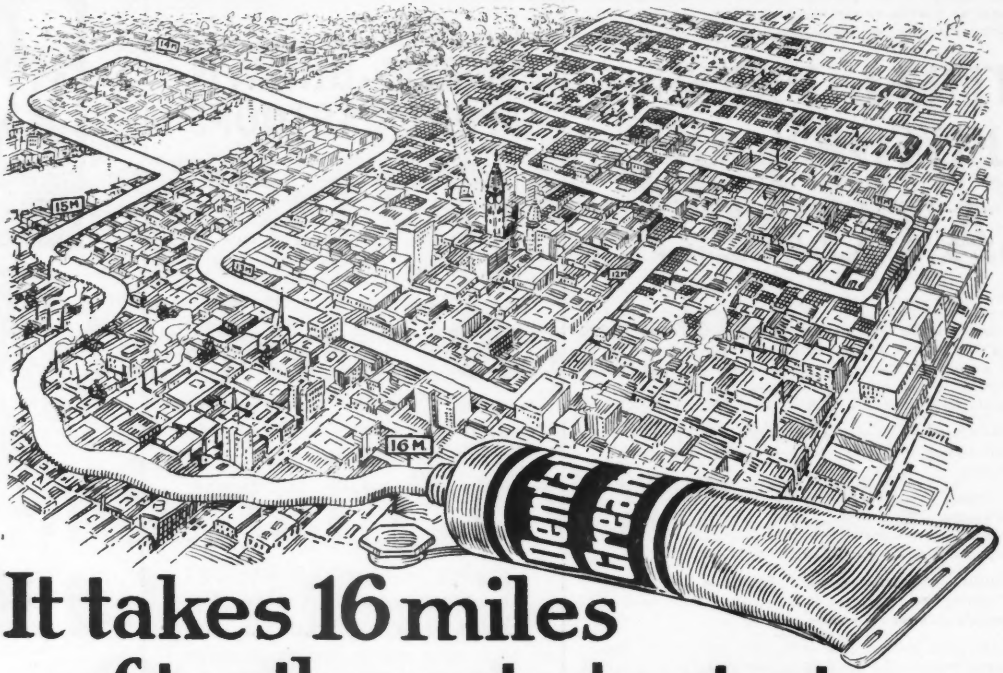
Central Press' picture page is used by more newspapers than any other. Within the last two weeks, the editors of three large dailies have cancelled their orders for other pictorial pages in order to contract for the Central Press page.

And with the Central Press page you get the best advertising tie-up opportunity ever offered with a newspaper feature. We supply you with as many extra proofs of the page on glazed paper as you want, at cost. Placed in shop windows and public places, they force attention to your newspaper. The Cleveland Plain Dealer is now using 100 proofs daily; and the Pittsburgh Chronicle-Telegraph the same number.

The Central Press Association

CENTRAL PRESS BUILDING

CLEVELAND



It takes 16 miles of tooth paste to start the "Big Fellows" day—

Tooth paste is a mighty small item in the daily budget—but 16 miles of it would be necessary to supply each Bulletin Reader and his family tomorrow morning.

His wife and daughters, being natives of a city famed for feminine charm, spend many times the tooth paste budget for the many kinds of cosmetics, perfumes and toilet articles used by the woman of today.

There's no magic to the Bulletin's circulation—which is one of the largest in America—but there is a reader-acceptance that smoothes the way for those who divert sufficient of their funds to talk to Philadelphians in the paper nearly every one of the half-million Philadelphia families read.



The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

516,609

Average Daily Net Circulation for Six Months Ending Sept. 31, 1924



EDITOR & PUBLISHER



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

Vol. 57

NEW YORK, NOVEMBER 29, 1924

No. 27

Three Newspapers In Court Fight For Freedom of the Press

Baltimore Post, New York Herald Tribune, and Kansas City Journal-Post Indicted for Printing Income Tax Returns—Other Newspaper Indictments Expected—All Welcome Challenge to Represent Public

THREE newspapers have been indicted by Federal Grand Juries on charges of unlawfully "printing and publishing" parts of income tax returns for 1923.

They are the *Baltimore Post*, the *New York Herald Tribune*, and the *Kansas City Journal-Post*.

The Department of Justice in Washington, Nov. 25, declined to say whether other indictments will be returned, because they were then pending before different Federal Grand Juries.

The *Post*, first to be indicted, will go on trial in Baltimore, Dec. 9, according to the date tentatively fixed this week. Trial dates for the other two newspapers had not been announced when EDITOR & PUBLISHER went to press.

Both the *New York Herald-Tribune* and the *Kansas City Journal-Post* were indicted Nov. 25.

The indictment returned against the *Kansas City* daily differed from those returned against the other two newspapers, in that it represented the only one of the three Federal proceedings thus far indicted which involve individuals in the effort to clear up through court action the conflicting provisions of the revenue act affecting publication of income tax returns.

Walter S. Dickey, owner and publisher of the *Journal-Post*, and Ralph Ellis, managing editor, were the individuals indicted.

In the case of the *New York Herald Tribune*, the indictment was brought against the *New York Tribune, Inc.*, which publishes the newspaper. None of its officers were named.

A plea of not guilty will be entered, it was learned, but the newspaper, in an editorial Nov. 26, announced it "will do everything to secure the repeal of the present law" in so far as the publicity section is involved.

"The threat involved in this attempt by Congress to restrain the printing of public records attacks the freedom of the press at its very foundations," the *Herald Tribune* declared in its editorial.

"The *Herald-Tribune* will insist to the limit of its power that the freedom of the press, guaranteed under the Constitution, shall not be abridged.

"It welcomes this challenge to represent the public and has full confidence it will succeed in this fight to protect the public from publicity which is improper and to guarantee it news to which it is entitled."

Penalties for violation of the law by individuals are a fine of \$1,000, or a year in prison, or both.

In the instances of the *Baltimore Post* and the *New York Herald Tribune*, where the corporations are named, only a fine will be imposed if a verdict of guilty is returned.

Ogden Reid, president of *New York Tribune, Inc.*, stated that in its defense it would raise two contentions. The first is that the act of Congress on which the indictment was based did not prohibit the publication of income taxes paid. The second contention is that the statute, even if susceptible of this interpretation, was

PRINCIPLE OF TAX PUBLICITY WILL PREVAIL BALTIMORE POST DECLARES

THE *Baltimore Post*, first newspaper in the country to be indicted for publishing income tax returns, printed the following editorial regarding its position in the issue of Nov. 21:

"The indictment is intended to test the law governing income tax publicity. The Government contends the *Post* had no right to publish the returns; the *Post* contends it did. The question will be fought out in the courts.

"Regardless of the outcome of this case, income tax publicity is with us to stay. Attorney-General Stone may obtain a favorable court decision despite the plain purpose of Congress in enacting the publicity law, but this avoidance will be only temporary. Sooner or later the public, now being confused by propaganda, will recognize that the benefits of publicity vastly outweigh the inconveniences and

then no Secretary of the Treasury will dare dodge his duty to enforce it.

"The opponents of publicity are endeavoring to make the average citizen feel his privacy is being invaded unnecessarily by the Government. They proceed on the theory the citizen regards his private income as something shameful and a thing to be hidden from his neighbors. For a little while citizens may accept this curious view, but not for long. Ultimately they will realize publicity is their best protection. They will realize that without publicity the Government never will be able to obtain from the rich and the powerful a full and fair share of the costs of government.

"The present propaganda, no doubt, must run its course, but in the end the principle of publicity will prevail, because it is wise and fair."

unconstitutional, for the reason that it violated the freedom of the press.

Attorney General Stone at a conference he had with Washington newspaper correspondents Tuesday, suggested many newspapers appeared not only willing but anxious to be indicted.

"I have received applications for that privilege from any number of newspapers throughout the country," he added smiling.

In the meanwhile the stage is all set for the battle sure to be waged during the forthcoming "short session" of Congress for the repeal of the publicity clause of the revenue law.

Representative Henry W. Watson, of Pennsylvania, one of the ranking Republican members of the House Ways and Means Committee, announced this week he would introduce a "repealer" just as soon as Congress got down to business.

Both Senators and Representatives of all parties have been deluged by protests against the publicity clause, and demands for its repeal, and in the first flood of bills upon the opening of the session there are certain to be many proposals for the elimination of the clause.

Mr. Watson, who opposed the clause originally, will offer an amendment to strike out the words, "together with the amount of the income tax paid by such person," which, he pointed out, would prevent further income tax publicity.

The indictment against the *Herald Tribune* contains three counts. These charge that the *Herald Tribune* on Oct. 25 published the income tax payments made by Archer M. Huntington, M. M. Belding and John T. Underwood. None of the taxpayers named complained to the Government, it was learned. The names were picked at random from thousands published.

It was on Oct. 23 that the income tax payments were made public records. In

its issue of Oct. 24, the *Herald Tribune* did not publish any payments.

"In obedience to the law," it announced on that day, "The *Herald Tribune* is refraining from printing the lists."

On Oct. 25, however, the paper changed its position and published the payments. The explanatory statement accompanying the publication on the 25th read:

The *Herald Tribune* yesterday omitted the income tax figures from its news columns in the conviction that they should not be made public and in compliance with the ruling of the Treasury Department. On the legality of that ruling the Attorney General of the United States yesterday declined to give an opinion. In practice collectors of internal revenue are still allowing newspaper reporters access to the income tax returns. The facts, which never should have been made known, have become general news of immediate importance. The *Herald Tribune* recognized that the Treasury ruling has become ineffective. It therefore prints today the figures made public by the Collectors of Internal Revenue without vouching for their accuracy.

After the indictment had been returned, the *Herald Tribune* gave out the following editorial as explaining its position in the proceedings:

"This newspaper has been indicted by the local Federal Grand Jury on the charge that it unlawfully published amounts of income taxes paid. The individuals whose taxes were published made no complaint. Their names were selected entirely at random. The indictment was found solely for the purpose of testing the question as to the legality of any such publication. The *Herald Tribune* welcomes this litigation as an opportunity to assist the Administration in ascertaining the intent of Congress and not less to protect the constitutional right of newspapers to print the news.

"The publicity provisions of the income tax law were perhaps the most egregious blunder of the late lamentable session of Congress and are so ambiguous in terms that the Attorney General publicly de-

clared that the intent of Congress in enacting them could only be 'surmised.' The *Herald Tribune* believes that this statute on which the indictment is founded did not prohibit the publication of the figures.

"But the question of far greater importance is whether the Government has a constitutional right to prohibit the publication of facts made public by the mandatory provisions of an act of Congress. Can Congress say: 'You may talk, but you may not write?' The indictment itself charges that the figures which this newspaper published were 'a public record.' They unquestionably were. By express direction of Congress the Collectors' records were thrown open to inspection by all comers. They were published in newspapers generally throughout the country.

"The threat involved in this attempt by Congress to restrain the printing of public records attacks the freedom of the press at its very foundations. The First Amendment to the Federal Constitution declares:

"Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the Government for a redress of grievances."

"It is of the essence of the freedom thereby guaranteed to the press of America that there shall be no governmental suppression of news. If Congress could restrain the press from printing the amount of taxes paid after they had been made accessible to the general public, could it not be urged that it might equally restrain the press from publishing any other public event? In a democracy the newspapers are the eyes and ears of the people. Only a small percentage of the voters may by personal presence head the proceedings in their Legislatures and their courts and examine the records in their collectors' offices. That knowledge there obtainable by the few may be kept from the many by suppression of newspaper publication is an unthinkable proposition.

"The *Herald Tribune* will do everything it can to secure the repeal of the present law so that the names of the taxpayers and the amounts they pay shall be made available only to Government officials who have duties relating thereto. The *Herald Tribune* will also insist to the limit of its power that the freedom of the press guaranteed under the Constitution shall not be abridged. It welcomes this challenge to represent the public, and has full confidence that it will succeed in this fight to protect the public from publicity which is improper and to guarantee it news to which it is entitled."

The Attorney General's program does not provide that a half dozen indictments shall be returned on a fixed series of dates. After studying the reports collected by his assistants from virtually every city in the country, Mr. Stone selected those which to his mind present most squarely all the issues involved in the tangled situation.

NEW MAKES NO RECOMMENDATIONS IN ANNUAL POSTAL REPORT

Passes to Congress Responsibility of Deciding How Postal Conditions Shall Be Remedied—Second Class POUNDAGE UP 5.24 PER CENT DURING YEAR

By J. BART CAMPBELL

(Washington Correspondent EDITOR & PUBLISHER)

NO recommendations are made by Postmaster General Harry S. New in the exhaustive report of the Postoffice Department on the ascertainment of the cost of carrying and handling the mails which has finally been completed for submission to Congress.

Upon Congress will devolve the responsibility of deciding how the postal conditions described in great detail in the report should be met.

Congress may either formulate its own recommendations on the basis of the report, or it may call upon the Postmaster General to make whatever recommendations he may deem necessary to provide legislative or departmental remedies.

The report was prepared under the personal direction of Joseph Stewart, who holds the dual position of executive assistant to the Postmaster General and special assistant to the Attorney General.

Its completion has been awaited with natural interest by the newspaper and magazine interests, which have been aware for some time it would deal extensively with the moot question of second class postal rates.

Representatives of these interests have conferred with President Coolidge on the subject recently. On one occasion spokesmen for the American Publishers Conference spent considerable time at the White House and with the Postmaster General. On a later occasion officers of the A. N. P. A. expressed to the President views reported to have been at variance with those of certain magazine publishers.

In anticipation of the fresh drive now under way to secure the re-passage of the bill to increase postal employees' wages which President Coolidge vetoed upon the close of the last session of Congress, the suggestion has been advanced in some quarters that the revenue necessary to swell the pay roll of the Postoffice Department might be obtained by raising mail rates, particularly those of the second class.

Such a proposal would be certain to encounter stiff opposition from a number of leaders of Congress, notably Representative Martin B. Madden, of Illinois, chairman of the House Appropriations Committee, and a candidate for Speaker of the next House, who has already declared himself unalterably opposed to it.

President Coolidge has indicated if the necessary revenue can be found he will not again veto a postal pay increase bill, but how Congress can find this revenue in a way satisfactory to the taxpayers is a question considered likely to lead to a wide divergence of opinion among its members at the forthcoming "short session."

Members of Congress have already been swamped with appeals for the re-passage of the postal pay increase bill, over the President's veto, if necessary, and whatever the fate ultimately of the proposed legislation the problem of providing postal employees with increased wages is regarded as bound to be the storm center again of considerable debate in both Senate and House.

It would not be surprising, therefore, if the problem were linked with the report of the Postoffice Department on the ascertainment of mail costs, including the first, second, third and fourth classes, and the special services.

In discussing second-class matter in his latest annual report, the Postmaster General states:

"The mailings of newspapers and periodicals as second-class matter at the pound rates of postage and free in the county of publication during the fiscal year weighed in the aggregate 1,396,516,845 pounds, an increase of 69,569,288 pounds, or 5.24 per cent, over the mail-

ings for the previous year. The postage collected on the mailings at the pound rates amounted to \$29,258,254.95, which was an increase of \$656,912.75, or 2.29 per cent, as compared with the preceding year.

"The total weight of the advertising portions of publications subject to the zone rates mailed during the year was 513,218,692 pounds, on which \$17,626,925.03 was collected, this being an average of 3.43 cents per pound. The reading portions of such publications weighed 604,223,355 pounds and the postage collected thereon amounted to \$9,069,132.07. The average rates per pound on second-class matter mailed under the various conditions during the fiscal year 1924 were as follows:

	Average rates per pound 1924 Cents
"All mailings both at the pound rates and free in the county of publication	2.09
Mailings at the pound rates, exclusive of free-in-county matter. Mailings of publications whose advertising portions were subject to the zone rates, including both reading and advertising portions, but excluding copies mailed at the cent-a-pound rate and free of postage in the county of publication	2.2
Mailings of publications subject to zone rates, including both the reading and advertising portions and the copies mailed at the cent-a-pound rate and free of postage in county of publication	2.38
Mailings of publications subject to zone rates, including both the reading and advertising portions and the copies mailed at the cent-a-pound rate and free of postage in county of publication	2.19

PRESS SHOULD DISCARD UGLY "XMAS"

A Bad Word Which Should Be Eliminated from Public Print

By JOHN H. A. KELLY

THE days of the week are known by proper names. Holidays and holidays alike bear names that are pregnant with meaning. They are neither numbered nor lettered in the order of their occurrence or for any other reason. There is one outstanding exception. One day—the day of all days in each year—is sadly miscalled, disgracefully designated.

It's up to the newspapers to correct the evil that is crowded into that one little expression:

"XMAS."

It's bad enough for CHRISTMAS to be written Xmas on any flimsy pretext; but now, largely through free use of the abortive abbreviation in newspapers—chiefly in advertising—that day that is so dear to us is being given widespread pronunciation in accordance with its shortened spelling. Christmas Spirit doesn't mean near so much when it is called Ecksmas Spirit.

The "X" is borrowed—or stolen—from the Greek, in which language it is a symbol equivalent to the name of the Saviour.

But how many of us own restaurants or candy kitchens? How many of us would know what it was all about if the menus were printed in Greek instead of English?

X in algebra equals the unknown.

Perhaps it's all right for unbelievers to whom Christ is unknown to call it Xmas; but Christians who prefer to be known as such rather than as Xians will keep Christmas sacredly known by its right name so that none of its significance be lost.

"On June 30, 1924, there were 10,010 post offices at which publications were entered as second-class matter. Of the total postage paid at the pound rates 79.67 per cent was collected at the 50 offices having the largest mailings.

"Applications to the number of 4,236 for admission of publications to the second class of mail matter or change in title, frequency of issue or office of publication were received during the year, of which 3,823 were favorably acted upon and 413 denied. During the same period 3,540 publications were discontinued, leaving 28,265 having a second-class status at the close of the year, an increase of 283 as compared with the previous year. There were outstanding at the close of the year 1,120 news agents' permits to mail second-class matter at the pound rates.

"The campaign inaugurated during the previous year to secure the co-operation of publishers of newspapers and periodicals entered as second-class matter in the proper preparation of their publications for mailing has been continued and is resulting in more uniformity in the placing of proper and legible addresses on second-class matter and thereby facilitating and expediting its handling in the mails.

"In foreshadowing the submission to Congress of the special report on mail costs, the Postmaster General reviewed the history of the events in Congress leading up to it, and explained the period from September 21 to October 20, 1923, was selected for the assembling of the data upon which the report is based.

"During the year 1921 questions arose before the Committee on the Postoffice and Post Roads of the House as to the rates for mail matter of the second class, and also as to the adequacy of the rates for mail matter of the fourth class (parcel post)." Mr. New stated. "The fact developed at the hearings that on account of the lack of information upon which to make estimates it was impracticable at that time to make an intelligent comparison between the revenue and the cost of carrying and handling the several classes of mail matter per unit of service. The last official ascertainment had been made by the department in

1909 and carried forward by the Hughes Commission in 1911. Much of the data secured for this ascertainment was from the special weighing of the mails of 1907 authorized by Congress. Since the findings of the Hughes Commission extension of estimates had been made by the department from time to time but had become unsatisfactory because of the radical changes in the conditions of the service, both with reference to increased expenditures and increases in the weight and volume of the mails as a whole and of particular classes, which had radically affected their relations to each other. For these reasons the Joint Commission of Congress on Postal Service agreed with the Postmaster General to undertake the inquiry with the understanding that the work of gathering the statistical data, completing their preparation for use, and preparing an estimate of revenue and cost would be conducted by officers of the Post Office Department.

"Most careful consideration was given to the plans necessary for the collection of adequate statistics and special study was bestowed upon the preparation of the necessary forms and instructions.

"A statistical period beginning with September 15, 1922, was first selected, but on account of the conditions of the mail service as well as of business generally throughout the country, resulting from the railroad and coal strikes, it was found inadvisable to proceed during that period and a postponement became necessary. When first undertaken it was the opinion of the department that the work in the post offices could be done by the regular employees, but because of changed conditions in the service it was afterwards decided that the work could not be absorbed by the regular force, but would require temporary clerks and additional expenditures. Under these circumstances the work could not proceed without increasing deficiencies and was therefore suspended awaiting appropriate authority or appropriation by Congress and the facts were reported to the joint commission.

"Thereafter the department submitted to its budget officer an estimate of the appropriation necessary to carry on the work.

"The Joint Postal Commission went out of existence on June 30, 1924, but the Congress included in the appropriation bill for the Post Office Department for that fiscal year an item of \$500,000 for the purpose of completing the work of determining the cost to the department of handling the different classes of mail matter.

"Accordingly and in pursuance of that direction, the department resumed work upon the project, employing also the efficiency experts who had been theretofore employed by the Joint Postal Commission to continue their work in co-operation.

"The period from September 21 to October 20, 1923, was selected, during which time the statistics were reported. The postmasters and employees of the Railway Mail Service were especially instructed by a corps of post-office inspectors and officers of the Railway Mail Service, who were called to the department to thoroughly familiarize themselves with the plan, the forms to be used, and the instructions therefor.

"The information so reported has been received, checked, tabulated, arranged, and consolidated for use in the making of the ascertainment of costs and revenues by the specially organized force in the department and such ascertainment has been completed. The whole matter is made the subject of a special report otherwise transmitted to Congress."

Print Tribute to Balmer

An appreciation of the services rendered advertising by the late Thomas Balmer, for many years Western advertising manager of the Curtis Publishing Company, has been issued in booklet form by Frank M. Comrie. The material was first used in the form of an address before the Agate Club of Chicago, of which Mr. Balmer was one of the founders.

PLAYS MAY BE DULL, BUT CRITICS DARE NOT BE

So Declares John Anderson of the New York Evening Post, Gotham's Youngest Dramatic Critic—
Drama as Newsy as Murder or Divorce, He Holds

By HARLAN S. MILLER

IT costs a nickel to read the views of Manhattan's youngest critic of the drama, in the oldest of the city's newspapers.

He is John Anderson, founded about 1897; and his verdicts appear in the *New York Evening Post*, founded 1801, the most expensive of the afternoon dailies.

Yet Fred Stone and other spendthrifts with a fondness for real estate investment have been seen to plank down five cents, cash, for a copy of the *Post*. Most of Broadway is curious to see what Anderson has to say about the new play.

Anderson is that millionth journalist who rides down Park Row on a white horse, a la fairy tale. He is exemplar for the dreams of city hall reporters from Penobscot to San Pedro. He has out-Gallaghered Richard Harding Davis.

For John Anderson is the young man who came to New York at 22 and now, at 27, gets two seats in the fifth row at every first night performance, yawns at all the wisecracks if the blond beauty in the lower box happens to be looking his way, and waves to Jack Dempsey, that inveterate first nighter, over near the trap drummer.

Then he drinks a cherry phosphate with Flo Ziegfeld, tells Ethel Barrymore her hat is on crooked, slaps Dave Belasco on the back, and strolls to the office to chisel his prejudices in print.

After five years, all told, of newspaper work, he is the *enfant terrible* of New York criticism. Actors remain awake after a premiere until noon, to read his dicta. The elder heads are apprehensive lest he tweak a dramatic nose to which they kow-tow. Percy Hammond quotes the bright thing young Mr. Anderson said after that second act. And young Mr. Anderson remains unperturbed.

He has reached this high estate by riding two dissimilar, if twin, philosophies.

First, he regards himself, in this role of drama critic, as a diplomat, maintaining a delicate liaison between the stage and the public.

Second, he regards himself, in his role of newspaper writer, as a reporter, describing a murder, a robbery, a cyclone or a divorce, whichever the play figuratively chances to resemble, and describing it interestingly.

"A first night performance," says Anderson, "when it is observed objectively, is as full as news as a railroad disaster or a political convention."

"But a good share of the news about a play that gets into print is, inevitably, the opinions of the critic. These are the major facts."

"To bolster them, however, the critic should tell enough about the play to aid the reader to form his own opinion. Even this, of course, filters through the opinions of the critic."

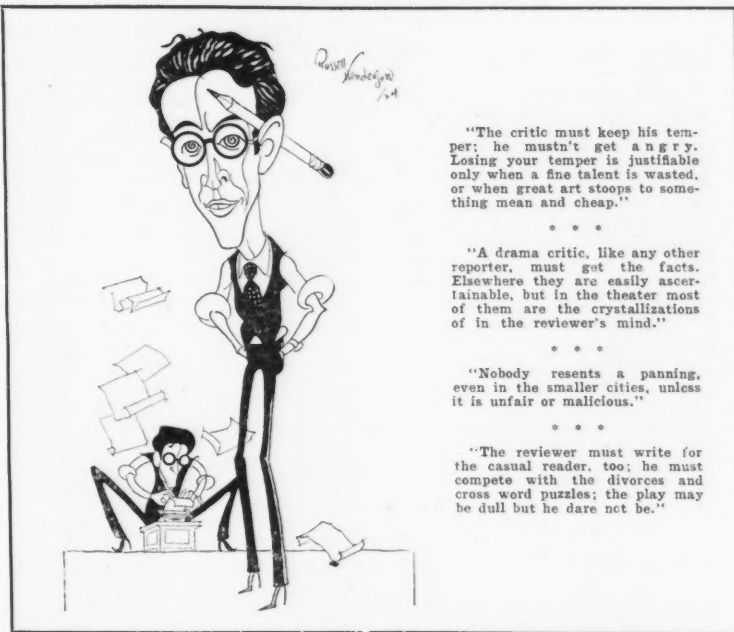
The critic's most difficult function, Anderson finds, is to maintain at a nicety the balance between indignation against shoddy work and fairness to a spectacle which, though it leaves him cold, may attract audiences.

"Newspaper criticism," says he, "can scarcely persevere daily as the adventures of a soul among the masterpieces. None the less, it must not become the adventures of a sorehead in search of the epochal."

On Broadway much more than in road towns, he finds, producers and managers welcome harsh treatment of a weak play, because ordinarily they saw its weakness first.

Anderson might have become a lumber king. His family numbered among them some lumber barons. In fact, when he was born, down at St. Petersburg, Fla., just in time to watch the soldiers march away towards Key West and Cuba, he did not regard them as so much material for drama, but merely as potential users of lumber.

Even in his 'teens, when he attended



"The critic must keep his temper; he mustn't get angry. Losing your temper is justifiable only when a fine talent is wasted, or when great art stoops to something mean and cheap."

"A drama critic, like any other reporter, must get the facts. Elsewhere they are easily ascertainable, but in the theater most of them are the crystallizations of in the reviewer's mind."

"Nobody resents a panning, even in the smaller cities, unless it is unfair or malicious."

"The reviewer must write for the casual reader, too; he must compete with the divorces and cross word puzzles; the play may be dull but he dare not be."

the correct schools in the South, he did not evince that passionate interest in things dramatic which should preface a critic's career. In fact, when he was given a role in a senior play, as Laertes or Peter Pan or something, he flunked out completely, or almost did, because, according to his estimates he had too many words to learn by heart. As the legend goes, he got even with his successor by reviewing the performance in the campus paper.

Then something happened to lumber; it all burned up, or people were not burning enough of it or using bricks instead, or whatnot, and Anderson, like Sir Walter Scott, rolled up his sleeves to retrieve his fortunes with his pen. Here the war intervened.

Fresh from school, an astonishingly slender young man with powerful eyeglasses, he was bitter for a time because recruiting officers persistently discounted his potential military prowess. Then he went to work for the *Post* in the exciting days of 1918, when city editors were constantly on the alert lest a submarine appear at the battery and catch them napping.

But there is nothing in the record to indicate that young Anderson, strolling moodily around the Aquarium, looking longingly toward France and Flanders, discerned a U-boat snooping through the fog off Governors Island, scoring a beat and winning the critic's berth. Instead, he won promotion through sheer merit, interviewing Colonel House and Scotch bayonet instructors and canteen workers and landing eventually, a job on the rewrite desk. Occasionally, on busy nights, he reviewed a play.

When Cyrus H. K. Curtis purchased the *Post* and Merritt Bond became its managing editor, Anderson became the regular critic, early in 1924.

By a quaint coincidence, the *Post* musters also the oldest metropolitan critic emeritus. He is J. Rankin Towse, that venerable magistrate of the American stage, who has completed a half century or so in its service. They are the Nestor and Ulysses of the theatrical bench, classical and topical consultants, respectively.

In a first night throng, Anderson, the most literate Floridan on Broadway, is easily distinguishable from Alexander Woolcott or Heywood Brown, because he occupies only one seat. His wife, who is

the *Post's* art editor, usually sits in the other. Anderson is between six and seven feet tall, a triple-threat man, equally dangerous with epigrams, puns or metaphors in an open field.

As a result his play reviews and his column of theatre chat, called "Two on the Aisle," are among the most readable theatrical prose in the big city. His age, or lack of it, is his most sensitive point; he usually calls it "A little under thirty."

Now to let the precocious young man tell his theories himself, so that Stark Young and Kenneth MacGowan and other graybeards may read as they run.

"A drama critic," says he, "as any other reporter, must get the facts."

"Elsewhere these are reasonably ascertainable. But in the theatre, the facts, most of them, are the crystallizations in the reviewer's mind."

"Although these may be stigmatized as opinions, the only safe thing to do is to report them."

"But while a reviewer must give, in the main, his opinions, he needn't make everybody sore when he does it. When a show is bad, the management usually knows it and respects a reviewer for saying so."

"Nobody resents a panning, even in the smaller cities, unless it is unfair or malicious, and then, of course, they do so rightly."

"Naturally, the reporter ought to let the play speak for itself. In other words he is, as I see it, obligated to tell enough about it to let the intelligent reader form an independent opinion if he feels like it. Often enough a play which arouses no sympathy in the reviewer, he realizes clearly enough, has qualities which will commend it to many playgoers. He can honestly enough confess his dislikes and still own the qualities that may be alluring to ticket buyers."

"But this is no loop-hole through which the reviewer can side-step his more brutal duties, and does not justify any quarter for cheapness or vulgarity. It is as much his job to warn his readers against worthless plays as it is to indicate the deserving entertainments."

"To sum up: The critic must keep his temper; he mustn't get angry. There is temptation enough, heaven knows, to throw things at some of the productions that clutter the stages; but in saner moments one knows that these aren't worth losing your temper over."

"That expenditure is justifiable only when a fine talent is wasted or when a great art stoops to something mean and cheap."

"I call play reviewers reporters, because the play is news, and extremely important news. Nearly everyone goes to the theatre, and everyone talks about it. It is make-believe, as much a part of the life of grown-ups as play is a part of the life of a child. The theatre is the grown-up's box of toys."

"But the things that happen in this world of imagination are as real to many people as the happenings of the front page, in the world of subway accidents, holdups and murders."

"This has been more clearly realized recently; both newspapers and readers accent the view that what happens in the stage ought to form part of the day's news, and not be treated as a remote, other-worldly phenomenon."

"And so the reviewer must write for the casual reader, too; he must compete with the divorces and cross-word puzzles; the play may be dull but the reviewer dare not be."

"There must be no such thing as kindness to weak shows. Not even kindness will save a weak show. Rarely a bad show will outlive a good one; but the weak fall by the wayside."

Picture Dailies Use Much Copper

Consumption of copper has increased proportionately with the inception and wide circulation of the illustrated tabloid newspapers in this country, according to a survey just completed by the Copper and Brass Research Association, which shows that more than 4,000,000 pounds of copper are consumed annually in the photoengraving and electrotyping industries. At the present rate of consumption, between 2,500,000 and 3,000,000 pounds are used each year in the manufacture of photoengravings, while more than 1,300,000 pounds go into the making of electrotypes. This is the first complete survey the association has made, the facts of the increase being determined from a partial report made two years ago.

Ads Boost Football Spirit

Newspaper advertising, and plenty of it, was used to "back up" the spirit of the University of Wisconsin football team previous to their contest with Chicago last Saturday. One hundred and sixteen Madison business firms purchased two double trucks in the Nov. 20 issue of the *Madison Wisconsin State Journal*, to impress the team with the fact that they were not a party to adverse criticism launched at the team and the coach. "Go Get Chicago" was the streamer caption to the advertisements, which were printed in red. "Win or lose we are for you" was the theme of the text. The pages were signed by the merchants. Incidentally, Wisconsin tied Chicago.

Resignation Causes A. P. Shifts

R. J. Dustman, chief of the Associated Press bureau at Columbus, O., has resigned effective Dec. 1, causing many changes throughout the Central Division. W. J. Reck, correspondent at Des Moines, Ia., replaces Dustman. J. A. Rallings, correspondent at Omaha, Neb., will replace Reck in Des Moines, P. R. Mickelson, Fargo, N. D., correspondent, being transferred to Omaha, with Richard L. Spry of Lincoln going to Fargo. Stuart B. Goodfellow will be sent from the A. P. Chicago office to succeed Spry at Lincoln, his place being taken by C. W. Grange, night wire editor at Omaha. F. R. Robertson, night pony editor at Oklahoma City, will succeed Grange.

A. P. LAWYERS CONSIDER POSSIBLE BROADCASTING TEST CASE

Attorney Cannon Discloses the Matter Is Under Advisement — Association Officials Decline to Issue Statement — Executive Committee Meets

LAWYERS of the Associated Press have under advisement a possible test case which may develop between a member newspaper and the press association, regarding alleged violation of A. P. by laws to broadcast election returns.

This was learned this week from William C. Cannon, member of the law firm of Stetson, Jennings, Russell & Davis, the A. P. attorneys. Mr. Cannon is the lawyer in charge of this particular legal question.

He declined to state any details, however, referring all questions to Frederick Roy Martin, general manager of the Associated Press.

"Nothing definite has been done about the matter yet," Mr. Cannon declared.

When EDITOR & PUBLISHER called on Mr. Martin, he refused to discuss Mr. Cannon's announcement.

The possibility of a test case is the latest development in the A. P.'s radio news broadcasting problem and became public following a meeting of the Associated Press executive committee held at New York headquarters, Nov. 24.

At this meeting the evident step appeared to be that all members suspected of violating the A. P. by-laws with respect to broadcasting the recent election returns would be summoned before the association's board of directors for hearing Jan. 28.

Frank B. Noyes, *Washington Star*, president, Melville E. Stone, secretary, and Frederick Roy Martin, assistant secretary and general manager, all declined to issue statements when the meeting adjourned.

Although details of their deliberations were not divulged, it was learned that radio was brought under close scrutiny of executive committee members.

The entire matter, it was said, was placed in the hands of the board of directors who will treat the radio cases along with other alleged violations of rules at their forthcoming meeting the first of next year.

According to the Associated Press by-laws it is the duty of the secretary to cite any member suspected of violating an association ruling to appear before the board of directors, who will act as judges of their respective cases.

If it is proved that the member newspapers under suspicion were guilty of broadcasting A. P. returns, the board of directors may take disciplinary action.

Precedent of punishment for the use of A. P. news for broadcasting was established at the last meeting of the A. P. directors, when the *Chicago Daily News* and the *Boston Herald* were fined \$100 each for putting news of the return of the world flyers to their respective cities on the air.

Two men, not publishers or A. P. members, whose identity or business was not revealed attended the executive committee meeting. They insisted upon keeping their names and mission secret, when questioned by EDITOR & PUBLISHER.

C. P. J. Mooney, editor of the *Memphis Commercial-Appeal*, second vice-president, was the only official absent at the meeting, and Elbert H. Baker, of the *Cleveland Plain Dealer*, was the only executive committee member who failed to attend.

Those attending in addition to Mr. Noyes, Mr. Stone and Mr. Martin were E. H. Butler, of the *Buffalo News*, first vice-president; J. R. Youatt, treasurer; Clark Howell, *Atlanta Constitution*; Charles Hopkins Clark, *Hartford Courant*; Adolph S. Ochs, *New York Times*; Robert McLean, *Philadelphia Bulletin*; and E. Lansing Ray, *St. Louis Globe-Democrat*, all members of the executive committee; and Kent Cooper and Jackson S. Elliott, assistant general

managers. B. H. Anthony, of the *New Bedford* (Mass.) *Standard*, a member of the board of directors, also was present.

RADIO FIRED AS REPORTER

Tex Rickard Won't Allow Bouts to Be Broadcast

Radio will no longer vie with newspapers as reporter of fights, so far as Tex Rickard is concerned, it was learned this week, when Madison Square Garden officials declared they would ban radio broadcasting of boxing bouts.

The officials said radio listeners had not paid for support of the sport, that broadcasting had kept down attendance.

Title boxing matches for the past three years have been fought before microphones, the thud of gloves and shouts of fans being plainly distinguishable.

Expert critics have described the contests, and owners of receiving sets, wishing to tune in, have been given everything except the actual view of the combatants.

Baseball contests, especially the world series, and the leading football games have been also played on the air, but apparently attendance has not suffered.

20,000 Chicago Tribune Books Sold

The Public Service Bureau of the *Chicago Tribune* during 1924 has sold more than 20,000 copies of ten different

books and booklets published by the Tribune or written about Tribune characters. The most popular booklet is the "Line Book," of Richard Henry Little's, a small volume of contributions to his morning column. Fifty thousand of these have been sold. "Fish and Fishing" by Bob Becker, sports writer, enjoys second sale with 2,673.

To Build Hearst Hall Soon

Construction work on Hearst Hall, University of California, Berkeley, Cal., planned as a memorial to the late Phoebe Apperson Hearst, will commence within four weeks, it was announced Nov. 24, at Berkeley. William Randolph Hearst, son of the late benefactress of the university, has informed President W. W. Campbell that he has completed a plan for financing a \$1,000,000 structure instead of a \$350,000 building as originally proposed. Hearst Hall will be the women's gymnasium and center of women's activities at the university.

Adolph Ochs Makes \$100,000 Gift

Adolph S. Ochs, publisher of the *New York Times*, has given \$100,000 to the Mizpah Temple of Chattanooga, Tenn., for the purpose of enlarging or rebuilding the temple. The gift was made in memory of Mr. Ochs' father, the late Julius Ochs, who acted as volunteer minister of the Mizpah congregation for many years and caused its first building to be erected.

Publish 24-Page Gravure Section

The *Charleston* (S. C.) *News and Courier* published an art gravure edition Sunday, Nov. 16, carrying three 8-page gravure sections.

VIRGINIA EDITORS MEET TO BOOST STATE

Representatives of Daily Newspapers Convene in Richmond With State Chamber of Commerce Officials — Pledge Their Support

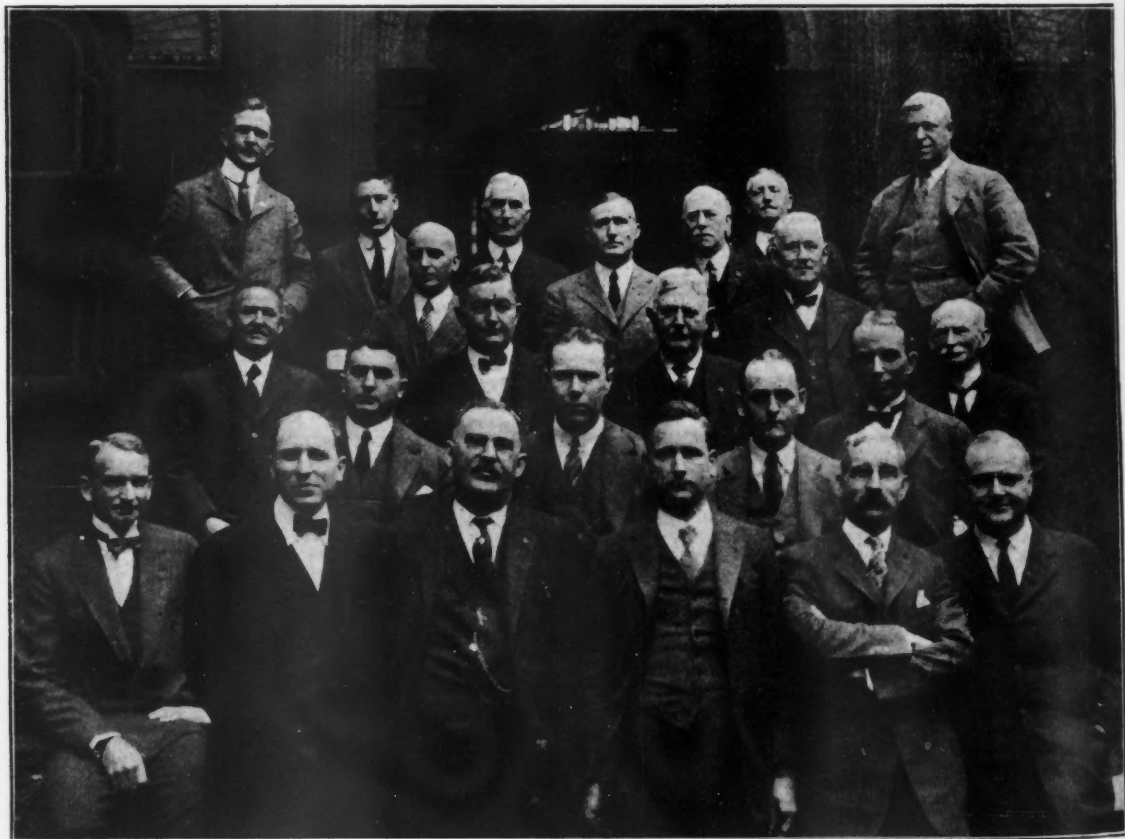
Editors representing the principal Virginia daily newspapers will support the work of the Virginia State Chamber of Commerce in its five-year campaign for the betterment of Virginia. This was set forth in resolutions adopted at Richmond, Monday, by the publishers, meeting in joint session with the directors of the State Chamber at their request, to work out plans for joint co-operation between the two organizations.

Col. Le Roy Hodges, managing director of the State Chamber, outlined plans for the development of Virginia's commerce, agriculture, industry, and a fair, non-political study of State, city and county government, and of taxation in Virginia.

In formal resolutions the publishers agreed to support on every opportunity this program, editorially, and the Virginia Press Association will be asked for similar co-operation by the editors. Col. W. S. Copeland, publisher of the *Newport News-Press and Times-Herald*, was named chairman of the committee to seek the co-operation of the press body at its meeting in Charlottesville in January.

Details of the manner in which the "five-five" program of the State Chamber can be presented to the public properly will be worked out by a committee headed by Col. H. L. Opie, of Staunton, who was re-elected chairman of the daily publishers group, and by Junius P. Fishburn, Jr., who was re-elected secretary.

PLEDGE VIRGINIA DAILIES TO STATE IMPROVEMENT



The above Virginia newspaper men conferred in Richmond Monday with the State Chamber of Commerce to devise plans for the betterment of Virginia. They are from left to right, front row: C. P. Hasbrook, representing the Richmond Times-Dispatch, Ledger Dispatch, Index Progress and Portsmouth Star; Dr. Douglas S. Freeman, the News Leader; Colonel C. E. Greene, Clifton Forge Review; Colonel H. L. Opie, Staunton Leader and News-Leader; B. E. Berry, representing the Harrisonburg News-Record and Winchester Star; and Col. Richard F. Bairns, Covington Virginian.

Second row: Louis Jaffe (handkerchief in corner of pocket), Virginian Pilot; Junius P. Fishburn, of the Roanoke Times and World-News; Carter Glass, Jr., Lynchburg News and Lynchburg Advance; Lee Long, of Dante, vice-president of the Virginia State Chamber of Commerce.

Third row: A. P. Rowe, Fredericksburg Star and Free Lance; Dr. Joseph H. Smith, of Petersburg, president, State Chamber of Commerce; A. B. Carrington, of Danville, vice-president, State Chamber of Commerce; Colonel W. S. Copeland, Newport News Press and Times-Herald.

Above third row, from left to right, are: Dan Wine, secretary, Shenandoah Valley, Inc.; E. F. Nelson, State Chamber publicity director; C. S. Anderson, State Chamber director of Hot Springs; H. H. Harris, State Chamber vice-president of Lynchburg; Colonel LeRoy Hodges, managing director, State Chamber; J. L. Fray, of Culpeper; George H. Judd, vice-president of the Northern Virginia Park Association, of Washington; D. B. Ryland, State Chamber secretary, and Major Allen Potts, of the Richmond News Leader.

GETTING THE REAL NEWS OF WALL STREET

Business Secrets Closely Guarded In Country's Financial Center, Where News "Leaks" May Mean Huge Losses—Reporters Must Be "Good Mixers" And Have a Sound Economic Sense—Technique of Covering the "Street" Told

By BRUCE GOULD

WALL STREET dislikes to divulge its secrets, because its "news" can be translated, almost invariably, into money. Time is the essence of many of the most gainful operations in the Street. The "insiders" want the public to remain in happy ignorance until they have skimmed off the cream. A "leak" to the financial reporter, which results in the premature publication of plans for a new financial enterprise, a railroad consolidation, or an industrial merger, may cause the engineers of the deal to lose millions of dollars.

Consequently, the door often is barred and closely guarded against the penetrating nose of the inquiring reporter. Much, indeed, of the real news of Wall Street never reaches the financial pages. The substantial amount that does appear in the newspaper columns is obtained by some reporter's winning the confidence of a director, president of a company, broker, or banker "in the know." Do not understand that the reporter violates such confidence. Like the political reporter, the financial man often knows more than he publishes; because he prints only what is told him for release.

"Make friends!" says the veteran Wall Street reporter when you ask him how to go about getting the news of Wall Street. "Every friend means a story; every important friend means a 'beat.'"

The financial reporter, to really fill his job, should combine the qualities of a "good mixer," economic expert, financier, judge of men and their intentions, political prophet, and first class newspaper man. He ought to have the knack of knowing where the news will happen; and being on the spot first. Foresight, judgment, and intuition are his guides.

Financial editors employ various methods of obtaining news by means of the back door, when the front door is closed to their men. The most popular method is the employment of a "gossip man," who writes, under various heads, what is known in the Street as a "gossip column." If the reporter is a good "gossip man," the reader of the paper will find in his column the real "meat" of the news which formally makes its appearance, under the official approval, weeks and perhaps months later. The "gossip man" may not know how to write the King's English; he may not know the difference between a one-alarm fire and a four-alarm front page spread; he may not know how to write a news story; but he knows a long list of important persons in Wall Street who trust him and supply him with information long before the public would normally learn it. In a sense, all financial reporters are "gossip men." They would fail to get the news if they were not.

In a general way, every Wall Street reporter is a specialist. He must of necessity be intimately acquainted with his field in order to deliver full value to the newspaper. A few men, gifted with greater comprehension and perspective than their fellow workers, manage to include the entire financial world in their survey. But the names of these men could be listed in a very short galley. It is not too much, perhaps, to say that the average financial editor knows less about his men's specialty than do the men themselves. Indeed, it would be possible for him to have but the haziest idea about the reporter's field without detriment to the worth of the financial pages, as long as his specialists functioned properly.

In the financial office of a metropolitan newspaper will be found reporters who cover the Stock Exchanges, the New York Stock Exchange, the Consolidated Exchange, and the Curb Market; the bond field; the banks, the Produce Exchange; the Cotton Exchange; the Coffee and Sugar Exchange; railroads, industries; oil companies; shipping com-



Miles of ticker tape carry to New York newspaper offices the results of Bull and Bear operations on the floor of the New York Stock Exchange (right), located at Broad and Wall streets, in the heart of the financial district. The scene is looking down Broad street from Wall.

panies; foreign exchange, and unlisted markets. Depending on the size of the staff, the list can be added to at will or cut down to a bare minimum of half a dozen versatile and well-trained financial reporters who range over the entire field.

The news gathered by these reporters is supplemented by the two financial news ticker services in Wall street. The financial offices rely on the ticker services to supply them with all routine news just as the city desk depends upon its press services for all but the exceptional stories. Reporters in the Street attain reputations as "steel men," "oil men," "bank men," "gossip men," "railroad men," "grain men," "cotton men." It merely indicates that the reporter, theoretically at least, knows all about a particular financial field, and knows all the important men in the Street who control operations in his field.

When a story "breaks" for the city staff, the normal action of the city editor is to send a staff reporter to the scene of action. If the staff man has no bad luck, he shortly returns with the facts gathered where the news happened. In the financial office, the situation is quite often entirely reversed.

The first intimation that there is a story in a certain company often appears in the fluctuations of prices registered on the stock ticker. When the price of a stock rises or drops, there is some reason for it. The reason is usually "news." If the fluctuation is wide, either up or down, the news is probably big. The financial editor assigns a reporter to get the story. Usually, the last place he would suggest the reporter to go would be to the offices of the company whose stock is fluctuating. He would probably be unwelcome there.

That is where the "friend" comes in. Someone, among the list of the reporter's acquaintances, knows, for instance, why

United States Pipe has risen \$10 a share in two days. This friend may be a broker, a banker, a director in a rival company, a professional stock speculator. But he knows most of the facts, and the reporter's general information and knowledge of his field can piece out the rest. In this manner the story is constructed, verified, and printed without perhaps so much as attempting to get the information from the source to which the city staff man would directly go.

An exaggerated example of the type of story suggested by the ticker tape was that of the famous "Stutz Corner" in 1920. Early in the year it became apparent that the stock was in demand. Shares were limited. The stock began a steady rise, and then started to soar in increasingly higher flights. It happened that Tracy Sutliff, formerly financial editor in the *New York Herald*, and now of the *New York Herald-Tribune*, broke the story of the "corner." He discovered the "corner," because the ticker told him it was there, and his "friends" supplied him the additional information he needed. Three days after his beat occurred, on March 31, 1920, the New York Stock Exchange suspended trading in the stock, after it has risen from \$100 to \$391 a share. On the Curb Market, prices for the stock later rose as from \$100 to \$391 a share.

The job of the financial reporter is not alone to get the news as it comes up day by day, but to move about in the financial field he covers, and be a "good mixer." Sooner or later, every man he meets in the Street will be just the man who can furnish him with information he desires. The reporter must know him well enough so that the news will be furnished on demand, or even, in rarer cases, voluntarily divulged. It is important for him to know where large industrial companies do their banking.

Often a banker wishes facts known which the president of a company would not willingly make public, and vice versa. He ought to know what financial groups in the Street are friendly, and what financial groups are constantly warring. It often happens that an enemy will make himself more closely acquainted with the affairs of a rival than would a friend. It behooves the reporter to know who the enemy is when the rival and his friend prove close-mouthed.

Wall Street is said to be the only place where a newspaper man never dies of poverty. If some philanthropist ever does establish a home for aged and decrepit journalists, there will be few inmates who "mind the time they were reporting in Wall Street." The longer a financial reporter stays in Wall Street the greater his value. What is perhaps more important, the greater his experience the more opportunity is presented him legitimately to turn his knowledge into money on the Stock Exchange. Opportunity knocks, not once, but innumerable times. Sooner or later he opens the door.

The mechanical news-gathering in Wall Street is not less interesting than the human side. One of the amazing achievements is the publishing of the sale of stocks and bonds on the Stock Exchange almost as soon as the Exchange closes at 3 o'clock.

Let us follow a stock from the Stock Exchange to a New York newspaper. On the floor of the Exchange, at the corner of Wall and Broad streets, just opposite the great banking house of Morgan, two brokers of the hundreds on the floor get together to trade in a certain stock. One buys and one sells. Standing beside the brokers is an attendant, who notes down the fact that United States Pipe sold at 75. On the transaction 300 shares were sold. He hands the notation to a messenger boy, who takes the slip to one of the four ticker telegraph operators on the floor. The operator transmits the message to the tape. Let us say that the abbreviation for United States Pipe is UP. There is a ticker in the stock room of the newspaper uptown. The sale appears on the tape there, thus: UP 3:75. Each compositor in the stock room handles a certain list of stocks. The compositor handling UP in the stock table adds 300 to the total number of shares sold; changes the final prices of the stock to 75; changes the high or low price if necessary, and takes the next quotation off the tape. Stock prices are usually set by hand, and sufficient compositors are put on the job so that at all times the compositors are even with the tape. When the market closes at 3:00 o'clock, therefore, all that is required is that the type be set in the form, the form justified and moved on to the stereotypers. A few minutes later the paper is on the street.

Most of the other tables on the financial pages are set by hand, because the majority of them depend on the closing prices of the particular market for their worth. Those that do not are set on the linotype. However, they are of small size and the main body of the tables remain the same. Only a few changes in figures, requiring less than a minute, are necessary. These changes are made the special duty of a designated compositor. By arrangement with the Wall Street reporter, the final prices are telephoned to the compositor at a stated time.

It must be said that at the present time, there is a decided change for the better in the matter of news-gathering in Wall Street, from the standpoint of the newspaper and the reporter. More and more widely in the financial district, the attitude is being taken that the public is entitled to know what is happening. There are several reasons for this change

in attitude, which is making the job of the Wall Street reporter not only easier, but more pleasant.

The outstanding one, perhaps, is that the public is becoming, in astonishingly increasing numbers, stockholders in all the largest and most powerful corporations. Many industrial companies devote large sums in campaigns to increase the number of shareholders. Newspapers aid them in this campaign by bringing the company to the attention of prospective stockholders. They wish the newspaper to play up the news of their company attractively, and so they become less secretive. In brief, the newspaper is found to be useful, and being so, is cultivated.

Another reason, which particularly relates to the railroads, is the fact that newspapers wield a tremendous influence with the public. The public in turn votes for the legislators, who make the laws which regulate the railroads and business generally. By taking the newspaper into its confidence, a better understanding of the business situation is gained by both public and business. Railroads especially, and business in general, are coming to take this fact into consideration. It would be too much to say, perhaps, that the sight of a newspaper man is cause for rejoicing, but he is tolerated in many places where formerly he was anathema.

The financial reporter often finds the job of getting the news most difficult when the company about which the story centers employs a "press agent." If the gentleman in question calls himself a "director of publicity," the difficulty is augmented. If the title is made so august as that of "public relations counsel," the reporter utterly despairs. Quite often this gentleman will offer the unprintable, though true, information that he "used to be a newspaper man himself." In case he does, the wise reporter walks out of the door. He is not going to get his story from that man. The best he may obtain will be a "statement"; a dry evasion of all questions asked. The reason for this is that the publicity man is over cautious; is not always himself entirely aware of the latest developments, and wishes to save himself from blundering. Despite the fact that he maintains a historical connection with the newspaper world, he often doesn't know what constitutes a story. Enough has, perhaps, been said in disparagement of the publicity man. There are many bright and shining exceptions, who do everything possible to aid the financial reporter. Curiously enough, these exceptions, as a rule, really were newspaper men, and good ones.

But despite this slowly increasing tendency to take the newspaper man into consideration, on the basis that the public should be both informed and pleased, instead of ignored and damned, the task of getting the news in Wall Street still requires an entirely different technique from that employed in any other department of the paper. Except for the sake of propaganda, and I have chosen to ignore that, Wall Street would prefer to have the news kept out of the newspapers.

There is plenty of pressure, monetary and otherwise, brought to bear on the reporter by unscrupulous business men, shady financial operators, and tipsters, to influence the financial reporter into printing propaganda. Because the sources of news are often known only to the reporter, himself, he is peculiarly open to bribing. Moreover, the ethics of the city room do not necessarily obtain in the financial field. The financial reporter, more often than not, comes from the outside into the newspaper world, and may never see a city room. In a few cases, doubtless, the reporter does sell out. Money talks in Wall Street, where it has no voice at all in the city room. Such a man, however, is soon spotted.

But the important news, the reporter has to unearth with patient investigation. Specialized knowledge, deduction from slight phenomena, alertness to changes in the financial atmosphere, interpretation of political and social events in the light of their effect on the Street, aid him. But, above all, he must have "good friends."

TOLEDO REALTOR GETTING RESULTS WITH HALF-PAGE SCHEDULE DAILY

George B. Ricaby Startles Profession by Launching Day-By-Day Campaign—Says Average Real Estate Ads Placed Haphazardly

By KARL W. KESSLER

WHEN George B. Ricaby, Toledo and Buffalo realtor, was 19 years old, he was owner and editor of the *Galien* (Mich.) *Advocate*. Michigan hailed him as its youngest editor.



GEORGE B. RICABY

After stirring the rising Galien Metropolis with the strong editorials that only youth is bold enough to print (and which the average editorial writer only thinks about writing) the young Mr. Ricaby decided that there was no reward to journalism. He made this decision when his biggest advertiser offered him forty bushels of potatoes in settlement of a bill.

And so Mr. Ricaby, the youngest editor in Michigan, pulled stakes. And the newspaper world lost what the editor's successor called "a young man with great talent."

All that happened 21 years ago.

Today Ricaby is at the head of two of the largest and most aggressive real estate organizations in the country and what he learned while "Michigan's youngest editor" has paid him dividends, according to his own confession, far beyond his expectations.

"I learned that newspaper advertising actually paid in tangible results," Ricaby said. "And I believe that when a business man learns that, he is in a fair way to make a success of his business."

Two months ago Ricaby startled the real estate profession by launching into daily newspaper advertising, using two Toledo newspapers, the *Toledo Blade* and the *Times*. Even the newspapers were jarred when Ricaby's advertising agency (he uses an agency, by the way, and has ever since he started in business, despite the fact that he flings a mean editorial pen) announced the program.

"How long will the campaign run—four weeks?" Ricaby was asked in an interview with advertising managers.

"It isn't a campaign," Ricaby replied, "it's just a new advertising schedule. I imagine that it may run forever—because I'm sure that it will pay."

"About 20 inches a day, I suppose?" one advertising manager queried.

"No, a half page every day," Ricaby returned. "Enough space to give us a chance to say something intelligently."

And that's about all there was to it—despite the fact that for the first time in history, a real estate operator sat down and looked his business square in the face.

"We real estate men have been pikers with newspaper space," Ricaby told the writer late one evening. "We haven't figured our appropriation on anything but guess. We've splashed away in full pages when we felt we had a message, and then we've closed up and let things run themselves. I believe that everybody is interested in real estate. People are interested in homes. Business men are interested in investments. On more than one occasion we have been called 'The Department Store of Real Estate.' And why not? There are ten or more departments here, just as there are departments in any big store. In volume of business we run far ahead of the average big department store. We are manufacturers, taking crude, undeveloped land and turning it into home sites—into cities.

"My belief is that everybody will read intelligently prepared real estate advertisements and I believe such advertisements can be made interesting and appeal-

ing enough to command daily attention. Let's try it."

The writer happens to be at the head of the advertising agency that has handled the Ricaby advertising for six years. He has seen Ricaby spend great sums of money in the newspapers—and he has seen amazing results. In the two months that the Ricaby company has been appearing daily before the Toledo public in half-page advertisements, absolute domination of this territory has come to the organization.

"I am convinced that this advertising is getting results," Ricaby said in a conference of department heads a few days ago. "Every department feels the power of this new plan and every department is benefitting. It is not unlikely that we will increase the space a little later, and I do not want you to feel that you are necessarily limited to a half page now. When you have something to say, say it. Advertising, intelligently done, is an investment as safe as real estate!"

The precedent established by Ricaby, whose Toledo and Buffalo organizations have smashed one real estate sales record after another, and which include 300 of the best trained men and women in the profession, is of great interest to newspapers generally, since it opens a new field of exploitation.

To the advertising manager Ricaby makes these points:

Real estate operators have never figured their advertising appropriations on a proper basis. They have advertised in a "hit-or-miss" fashion, without a definite plan of procedure. Such advertising, while effective at the time, loses its punch as quickly as the sound has disappeared.

Real estate is closer to the general public than the movies, automobiles, politics or radio. Every man, woman and child is interested in the home—every one wants to make money. Real estate provides the home—and the profits which often run into fortunes.

Through newspaper advertising the realtor proves his right to serve the public. His "copy" indicates his knowledge of the community.

The real estate business has been stabilized—it is permanent. In order to create a 12-month in the year market, it must do as the merchant did years ago when he started to advertise and break down "seasonable" spurts.

Here are some of the Ricaby achievements, helped to materialization through generous use of full and double-page newspaper advertisements:

In 22 days of June, 1924, the Toledo organization sold \$620,000 worth of homesites in a new development.

In seven days completely sold out a homesite.

In less than six weeks sold out another homesite for \$768,000.

In one month (May, 1924) piled up a business in excess of \$2,000,000.

Lambasted the life out of a "mental business depression" that was threatening business and industry and created a new atmosphere throughout the city.

Took the bull by the horns and showed Toledo that, when frowns and long faces were most in evidence, a \$40,000,000 BUILDING PROGRAM WAS UNDER WAY, proof of fundamental prosperity.

And a dozen cases of equal significance.

The Ricaby advertisements are laid out six columns by fifteen and one-half inches. They carry a 6-column streamer over an editorial signed by Ricaby. In this editorial Ricaby discusses any subject in which there is general interest. A new skyscraper is erected—and he points to the confidence of business men in the city. The railroads announce a \$20,000,000 building program for the city, and he points out what the railroads mean to

Toledo. Every day an editorial of the widest interest!

Then the departments follow. Department heads fight for space, just as they do in department stores. Sub-division, residents, downtown business properties, bonds, investments, loans, insurance, legal, property management, etc. In addition, officers of the Ricaby company operate a string of apartment buildings in which there are public dining rooms. Here again the appeal to the general public.

Ricaby, briefly, believes in newspaper advertising because it pays. He believes in TOO MUCH space rather than TOO LITTLE. And he believes in using it regularly.

"No matter how loud the explosion, people remember it only until the sound disappears," he says.

CRESSY REORGANIZES BRIDGEPORT TIMES

Becomes President of Publishing Company Succeeding Wilson—Blanche Cressy, His Wife, Is Secretary—Details of Transfer Divulged

The Times Publishing Company publishers of the *Bridgeport Times*, under the new management of Kendall B. Cressy, has reorganized. Mr. Cressy becomes president, to succeed Lynn W. Wilson, now directing managing editor of the *Bridgeport Star*. He succeeds John Rose as treasurer.

The secretary is Mrs. Blanche G. Cressy, wife of the new business manager, who succeeds James L. McGovern. The directors are Cressy, Mrs. Cressy and Lillian F. Clark, Cressy's secretary. Wilson and McGovern are thus off the directorate. McGovern is the new managing editor.

In a story relating the processes by which these changes were accomplished published in the *Star*, it was stated that Wilson withdrew from the meeting of stockholders when he saw what was to transpire. The *Star* says further that the stock is now held as follows: Wilson, 499 shares; McGovern, 496 shares; Kendall B. Cressy, Blanche G. Cressy and Lillian F. Clark, one share each; Thomas M. Cullinan, lawyer, two shares. It cites the par value of the shares as \$100.

The Times has been considerably livened up in make-up since the advent of Cressy. The use of signed stories on page one is part of the change. The editorial page has been given a marked new dress. Its upper half deals with straight editorials; its lower part is devoted to digests of the day and night news separated into classified columns.

TABLOID FOR MIAMI

Vanderbilt Definitely Announces New Daily for Southern City

MIAMI, Nov. 27.—Cornelius Vanderbilt, Jr., here for a conference with his executives who have been in Miami for three weeks, definitely announced that he will establish a tabloid paper in this city on the same plans as on the Pacific Coast.

The Vanderbilt Newspapers, Inc., now publishes the *Los Angeles News* and *San Francisco Herald*, both illustrated tabloids.

Daily Wins Libel Suit

After one hour's deliberation the jury in the \$10,000 libel suit of E. A. Koen against the *Marshfield* (Ore.) *Daily Times* returned a verdict in favor of the defendant Nov. 20. Koen based his complaint upon the grounds that owing to statements made in the *Times* he had lost a prospective position with the *Marshfield Daily News*, which statements had to do largely with Koen's alleged affiliations with the K. K. K. and were for the most part taken from other newspapers, according to the line of defense taken by the *Times*.

See Page 36: New Feature—"Them Was the Good Ol' Days," by Chet Johnson. First of a Series of Three.

ADS MUST FOLLOW, NOT LEAD, BUYING HABITS

Much Money Wasted in Trying to Change the Public, Says McMurtrie—Importance of "Position" Exaggerated—Women's Instinct to Buy Keeps Advertising Alive

By JOHN H. McMURTRIE

SIR CHARLES HIGHAM, the well known English authority on advertising recently said that advertising was in its infancy. He predicted that advertising in the future would play an important part in civic and political life. He contended that advertising some day would be employed in bringing about world peace.

"A simple advertisement of 20 words placed before the eyes of the world will do more to bring about peace than anything else," he said.

The only exception I take to the idea of the simple message is that simplicity is reserved for individuals and will never be accepted by the great majority. Few men are capable of simplicity, and for that reason Sir Charles' idea of *good copy* for establishing world peace will never bring about the results he predicts.

Advertising like any profession lends itself to complication. The successful lawyer wins cases by practicing complicated presentation in every branch of his work. The physician often traces his big practice to a combination of assets independent of his simple knowledge of medicine. The complicated search is always necessary when a man buys a house. Complicated politics are kept alive by constant change of administration. Advertising agencies deal in a variety of complication to maintain their business profitably.

To succeed on a simple basis a man must be a genius. For a business to operate simply it must represent an outstanding success.

Few problems in advertising represent more complication and lack of understanding than the question of position. About the nearest to a prevailing standard of good position is: following and next to reading on a righthand page well forward in the paper. This is the *first thing* an advertising man learns. How advertising is read is the *last thing* he learns.

The present confusion over the position question is due to the belief that advertising is read by chance. *News reading* and *ad reading* are two separate actions. If this is not so and the perfect position is the vital thing, why do solid groups of advertising in newspapers and magazines continue to be occupied by successful advertisers. As a general rule it is not the successful advertiser who occupies the preferred position. It is the failure. Thousands of new accounts start every year in the best positions only to die before the year is over.

A solid page of advertising is like an avenue lined on both sides with shops. We have all had the experience of walking down such an avenue without the slightest intention of stopping at any shop window and without any fixed purchase in mind, yet upon display of a certain article in a window we have been led to make a purchase. Under such a circumstance we would not admit that we were looking for this purchase. An analysis of such a condition would prove that an unconscious buying instinct was developed into a state of consciousness by reason of association on such an avenue where purchases were displayed.

The shopping avenue has a created interest that makes buyers of us all. Every store in the crowded block has a following and the high rent for the occasional vacant one is the price you pay for the possibility of reaching that following. These stores have not developed their clientele over-night—it has taken years to do it.

Groups of stores in a city create certain types of shoppers in proportion to which they locate conveniently for shopping. In New York City many thousands more people pass the corner of 34th street and Fifth Avenue but it would not be as good a location for an automobile sales room as 57th and Broadway. The prospective buyer for any article by reason of convenience goes where he can shop to his manner of broader selection.

Shopping through the convenience of a newspaper is just the same. Thousands of men and women turn an occasional page and without any definite display in mind are led from a subconscious to a conscious state of buying, and the nearer a newspaper makes up its copy along the same lines as shops themselves naturally group together, the greater will be the results from the advertising. Just as certain stores along a shopping avenue build up a big following, so do daily advertisements running over a period of years develop a created interest among readers. Why shouldn't the occasional "empty space" in the newspaper, among the atmosphere of such created interest be an ideal location in reaching out for business developed by competitors?

It makes no difference whether an advertisement is in the form of the faker on the midway, the display window on the avenue, or the display columns of a newspaper, the main thing is to tell your story where the interest is already created. Display your goods where the crowds are receptive. For argument sake we will admit that it may be better to have an attractive corner or have your copy on top of the page, but above all keep your sales message where the buyer would naturally look for it.

The only reader of a newspaper worth reaching for an advertiser is the *regular reader*—the man or woman who likes that paper to the point of reading it every day and familiarizing himself or herself with every part of it. Tastes differ in people—thousands of regular readers never read certain pages, so any advertiser is sure to miss a big part of any circulation, but be sure your copy is associated with buying appeal similar to yours.

If a man told me he never read advertising I would be inclined to believe him; if a woman told me she never read advertising I would be inclined to doubt her. Advertising, after all, depends on men's and women's responsiveness in the proportions of about 70 to 30—in favor of women. It is women's instinct and spontaneity in buying that keeps advertising alive.

Whether it is men or women, it is the instinctive buyer that crowds the store, that rides in the automobile, that fills the theatre, that wears furs and lineries—that leads in advertising responsiveness.

So it is quite natural that a man, even an educated advertising man, should have confused ideas about position unless he eliminates his mental idea in favor of this instinctive influence.

The big army of men and women who buy classified advertising finds occasion to select newspapers carrying the greatest volume of a particular classification. In nine times out of ten the best results from classified ads come from a newspaper with the best showing in that classification, due to the created interest already established.

There is no question about position in classified advertising. Its simplicity eliminates it. Display advertising is merely classified advertising in a bigger graduated form. The principal difference lies in the complicated form of display as against the simplicity of the classified.

A newspaper, like men, must rank above the average to operate along simple lines. The crowd always pulls for the challenger—never the champion. A newspaper that practices the simple policy of make-up along the lines of grouping advertising of similar appeal is sure to engage itself in the severest competition. Strangely enough, however, the few

papers that are doing this are outstanding successes, both from a standpoint of circulation and amount of advertising carried.

The distinction between local and national advertising is technical. The best gauge to determine advertising value is the extent to which a medium is used by the small retail store. Through necessity the fifty-line retail advertiser must use the medium which creates the greatest number of sales at the least cost.

The seasoned advertising salesman never wastes time selling a small retailer unless his newspaper is strong enough to hold the business. For the most part the small retailer *buys advertising*. His cash drawer is limited and he is fool proof on value. Good position, good promises, good anything—are all forgotten in favor of good results.

It is the big advertiser that *must be sold*. His financial resources permit of occasional waste and for that reason a variety of substitutes for circulation are attractively presented to offset and complicate his judgment.

It has been said that "for good advertising there is no substitute for big circulation." This should be changed to read, "for the best advertising there is no substitute for big circulation and proper advertising association."

It is the combination of big circulation and advertising association that wins success. It is comparatively easy to measure the circulation phase; but it is quite different with advertising association. You cannot analyze or explain it—you *must sense it*.

When Sir Charles Higham said advertising was in its infancy he had reference to its age from a mechanical and superficial standpoint. The association side of advertising has always been represented by youth.

When a man says "they don't do this," or "they don't do that like they used to" it merely means that his vision on life is dulled, his capacity for thrills has died with maturity.

It doesn't always follow that this happens with an old man. Last summer I had occasion to go to a ball game at the Yankee Stadium when the game between the Yankees and Washington ran extremely close for 11 innings and the score stood 3-3. As the game began to run into extra innings I noticed a man about 35 years of age sitting next to me sound asleep. He remained in this state until the 12th inning when the game ended in a roar through Babe Ruth making a home run. As the crowd began to file out this man finally opened his eyes, and in a kidding mood I asked him how he liked the game. His reply was "all right" but when I asked him the score he simply dropped his head and lost himself in the crowd. No doubt this man played ball as a boy but he had allowed the interest in the game to pass out of his life. Whether it's pleasure or business you can get more out of it by absorbing the spirit of youth.

Too often the big executive fails to make a pal of his son. And then he wonders why he could not follow in his father's footsteps. A man can't expect his boy to come up to his vision—it is up to the father to go back to boyhood and come up with him and share his young dreams and ambitions and give him the counsel and direction born of experience.

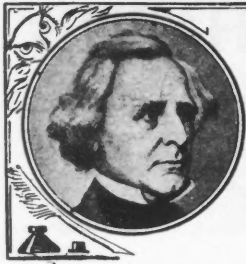
The trouble with advertising men with regard to advertising association is that the grind of business and too close contact with advertising practice has dulled the sensitive touch and appreciation of the traits common to advertising impulse. You can't see the thrill of a motor ride in a taxi driver's face; the doctor's pulse does not register horror at the sight of blood; the stage hand "sets" a comedy and tragedy with blank emotion.

(Continued on page 32)

IMMORTALS OF THE N. E. A.



National Editorial Association Presidents enjoy Biblical life spans, and every now and then the camera catches three generations of them at a meeting. Here we have, left to right, O. W. Stephens, Columbia, Mo., president 35 years ago; George W. Marble, Fort Scott, Kan., now president, and Dean Walter Williams, of the Missouri School of Journalism, also a former president.



NEW AND AUTHENTIC HISTORY OF THE HERALD OF THE BENNETTS

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

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CHAPTER TWENTY-FIVE

Return of the Younger Bennett from Europe Eager to Enter Journalism—His Early Yachting Record



JAMES GORDON BENNETT, Jr., to an almost unexampled degree, had lavished upon him the wealth of his mother's affection. More especially was this the case, after the untimely death of her second son, Cosmo, of whom also she was extremely fond. Passing away at the age of five, an aching void was left in her heart, and she was once heard to remark, upon seeing one of two twin boys of about the age of Cosmo.

"I would like to adopt that little boy for he so reminds me of Cosmo."

The younger Bennett received a thorough education imparted by private tutors under his mother's supervision, and at the age of 16 was very well equipped mentally for the responsible duties that would eventually devolve upon him. He was then eager to enter journalism, and in fact had acquired a good idea of newspaper work by his frequent visits to the Herald office, where in babyhood he had made his "mark" on the journalistic records.

While still pursuing his studies, in continuation of his tuition abroad, he was given ample time for wholesome recreation, and became an excellent shot, making many excursions after small game along the forest-covered slopes of the Heights, while boat sailing on the Hudson River, near his home, was a favorite pastime. He soon became an amateur sailor of skill and courage, and his father approving of his son's ambition, enabled him to become the proud owner of the sloop yacht "Rebecca" in 1857. He entered the sport with characteristic impetuosity and enthusiasm, and was enrolled as the youngest member of the New York Yacht Club. His membership dated from Aug. 12, 1857, and he was one of the most

popular and active of the junior yachtsmen.

The "Rebecca," of a little over 77 tons register, and modelled on fine lines, was notably fast in beating to windward, while in reaching and running before the wind, few yachts of her class were her equal.

Early Yachting Record of Bennett, Jr.

The members of the New York Yacht Club, eager for nautical sport, and proud of the speed and seaworthiness of their craft, engaged, in what was then termed a "Great Ocean Race," around Long Island in June, 1858. Among the fleet that sailed from off the club house at Hoboken, were the sloop "Rebecca," owned by James Gordon Bennett, Jr.; the "Minnie," owned by a Mr. Thomas; the "Una," owned by Mr. Duncan, and the "Madgie," owned by Capt. Loper. The race was for a sweepstakes of \$800.

The "Una" and the "Rebecca" led the fleet on the ocean run to Montauk Point, and later the "Minnie" and the "Rebecca" had a close contest.

The sailing master of the "Rebecca" was Jack Ferris, a famous coast and Sound pilot, who knew every channel however difficult and danger-

ous, and subject to young Bennett's consent, he steered the yacht through the crooked Plum Island Gut channel, instead of going through the Race, thus saving five or six miles, while the "Minnie" and the rest of the fleet went by way of the Race. The "Rebecca" arrived at Fort Schuyler four hours ahead of the "Minnie," yet the latter was declared the winner by the Club Committee, due to Mr. Thomas' protest. It appears that the master of the "Rebecca" had not read the printed directions and had only received verbal instructions from one of the Committee. There was nothing said to him as to the course to be followed after rounding Montauk Point, and therefore the master took the route to which he had been accustomed. Considerable hard feeling developed over taking the victory away from the real winner, and the Herald said:

"These matters are all arbitrary, and the winning boat often loses the prize through a technicality of this kind."

In one of the baseless stories circulated about Mr. Bennett, 2nd., it was alleged that he recklessly ordered his yacht to be steered through the perilous Gut, endangering the lives of all on board. As a boy of 17, and as an inexperienced sailor with no knowledge of the channels, it is absurd to presume that he did more than accept his sailing master's decision. Later he declared that the "Rebecca" owed her victory in a great measure to Jack Ferris and his assistant, Luke Rustin, "two navigators that would make old Palinurus blush for his laurels."

On Oct. 1, of that year, young Mr. Bennett entered the "Rebecca" in the fall regatta of the New York Yacht Club, and she again proved her superiority, winning the prize for her class in a race from Staten Island, around the lightship and return.

During the summer season of 1859, young Bennett proved himself an ardent follower of the sport, and among many races in which the "Rebecca" took part, was one from Newport up Long Island Sound to Throggs' Neck, in which she was defeated by 12 minutes, in a very exciting contest with the "Restless."

However, fired with patriotic zeal, he ordered constructed a much larger and more powerful yacht, and named after his mother, the "Henrietta." She was built by Henry Steers, the most famous shipbuilder of that period, from designs by William Tucker, and was 108 feet long, 23 feet beam, and 10 feet depth of hold. Of an extreme clipper model, with fine lines, she was a remarkably fast schooner yacht, and under command of her owner she performed good service during the war, against the rebels on the Florida coast. His log book was one of the cherished treasures of the Herald office and was among the effects of the "Commodore," as Mr. Bennett was termed, when the Herald Building passed into the hands of Mr. Munsey.

At the end of the war, Mr. Bennett, Jr., was an experienced master mariner and navigator, and re-entered the sport of yachting with fresh zeal and energy.

CHAPTER TWENTY-SIX

Mr. Bennett, Jr., Inaugurates Ocean Yacht Racing—Story of the Famous Winter Race—Bennett As Winner Greatly Honored

IT is to Mr. James Gordon Bennett, 2nd, that the honor is due for the inauguration of ocean yacht racing in American waters, for at the age of 25, as owner and commander of his fast schooner yacht "Henrietta," he challenged Mr. George A. Osgood (son-in-law of Commodore Vanderbilt), and owner of the yacht "Fleetwing" to a race from Sandy Hook lightship to Cape May and return for nominal stakes, though the late Mr. Townshend informed the writer that there was heavy betting "on the side."

The yacht's were towed to the Hook on Sept. 10, 1865, arriving at the anchorage during a heavy rainstorm that kept reporters and friends of the yachtsmen below decks. Mr. Bennett however in a waterproof coat and sou'wester hat remained on deck actively supervising preparations for the race. He had a crew of 28 men, under Captain Richard Brown, who had been the sailing master of the famous yacht "America." With him were his brother, Ben and son, Charley Brown, also Captain Lyman Beebe, all experienced pilots. Next morning the yachts were towed to the lightship, Billy Travers giving the starting signal. The winds were unfortunately light and baffling and the race developed into "a drifting match," much to everyone's disgust. The "Fleetwing" won by one hour and forty-one minutes, and a large amount of money changed hands.

(To be continued next week)

A National Christmas Institution



One out of every four persons in this country has the Shop-o-scope service handy to make holiday buying both pleasant and economical. The combined circulation of the newspapers using this sixth and greatest of our annual "Christmas Gift Suggestions" campaigns is over 6,000,000. Allowing four readers to a paper, this means that approximately twenty-five million people are served by the 1924 Shop-o-scope. The list of users of this Campaign shows an increase of almost 50% over last year's record. The following newspapers are carrying the 1924 Shop-o-scope:

- | | | | | |
|---|---|--|---|---|
| <p>ARIZONA
Tucson Star
ARKANSAS
El Dorado News</p> <p>CALIFORNIA
Hollywood News
San Francisco Call
Santa Barbara Press
Whittier News</p> <p>COLORADO
Denver Post
Pueblo Star Journal</p> <p>CONNECTICUT
Hartford Courant
New Britain Record
New Haven Register
New London Day
So. Norwalk Sentinel
Stamford Advocate
Waterbury Republican</p> <p>DISTRICT OF COLUMBIA
Washington Times & Herald</p> <p>FLORIDA
Daytona News
Jacksonville Journal
Miami News-Metropolis
Orlando Sun
Sanford Herald
Tampa Tribune
West Palm Beach Post</p> <p>GEORGIA
Atlanta Constitution
Columbus Ledger
Macon Telegraph
Rome News</p> <p>ILLINOIS
Alton Telegraph
Belleville Advocate
Cairo Bulletin
Chicago Herald & Examiner
Clinton Journal
Danville Press
Decatur Review
E. St. Louis Journal
Evanston News-Index
Mcine Dispatch
Ottawa Republican-Times
Peoria Journal-Transcript
Quincy Herald
Rockford Republic
Rock Island Argus
Springfield Register
Sterling Gazette
Streator Independent-Times
Waukegan Sun</p> <p>INDIANA
Evansville Courier
Gary Post-Tribune
Hammond Lake Co. Times
Huntington Press
Indianapolis News
Logansport Pharos-Tribune
Marion Leader-Tribune</p> | <p>Richmond Palladium
So. Bend News-Times
Vincennes Commercial</p> <p>IOWA
Dubuque Telegraph-Herald
Sioux City Tribune
Waterloo Tribune</p> <p>KANSAS
Kansas City Kansan
Parsons Sun
Pittsburg Sun
Wichita Eagle</p> <p>KENTUCKY
Ashland Independent
Bowling Green News
Henderson Gleaner-Journal
Hopkinsville New Era
Owensboro Messenger
Paducah News-Democrat</p> <p>LOUISIANA
Lake Charles American
Press
New Orleans State</p> <p>MAINE
Augusta Kennebec Journal
Lewiston Journal
Portland Evening Express
Waterville Sentinel</p> <p>MARYLAND
Baltimore Sun
Cumberland Times
Hagerstown Herald-Mail</p> <p>MASSACHUSETTS
Boston Advertiser
Brookline Times
Gardner News
Haverhill Gazette
Holyoke Telegram
Marlboro Enterprise
New Bedford Standard
North Adams Transcript
Pittsfield Berkshire Eagle
Southbridge News
Springfield Union
Taunton Gazette
Westfield Journal</p> <p>MICHIGAN
Ann Arbor Times-News
Battle Creek Moon-Journal
Bay City Times-Tribune
Flint Journal
Grand Rapids Press
Hillsdale News
Ironwood Globe
Kalamazoo Gazette
Lansing State Journal
Marquette Mining Journal
Monroe News
Mt. Clemens Leader
Saginaw News-Courier
St. Joseph Herald-Press
Wyandotte Record</p> | <p>MINNESOTA
Duluth News-Tribune
Faribault News
Mankato Free Press
Minneapolis Journal
Rochester Post-Record</p> <p>MISSISSIPPI
Meridian Star</p> <p>MISSOURI
Moberly Monitor-Index
Richmond Missourian
Sedalia Democrat-Capital
Springfield Republican</p> <p>NEBRASKA
Fremont Tribune
Lincoln Star</p> <p>NEW HAMPSHIRE
Concord Monitor-Patriot
Manchester Union Leader</p> <p>NEW JERSEY
Atlantic City Press-Union
Bayonne News
Camden Courier
Elizabeth Journal
Hackensack Bergen Record
Passaic News
Paterson Press-Guardian
Trenton Times
Union Hill Hudson Dispatch</p> <p>NEW YORK
Albany Knickerbocker Press
Amsterdam Recorder
Auburn Advertiser-Journal
Batavia News
Binghamton Press
Brooklyn Eagle
Buffalo News
Elmira Star-Gazette
Glens Falls Post-Star
Gloversville Leader-Repub.
Ithaca Journal-News
Jamestown Post
Newburgh News
New York City American
Olean Times
Poughkeepsie Star
Rochester Times-Union
Rockville Center Review
Schenectady Union-Star
Syracuse Post-Standard
Utica Observer-Dispatch
Watertown Standard
Yonkers Herald</p> <p>NORTH CAROLINA
Asheville Times
Charlotte News
Durham Sun
Elizabeth City Advance
Fayetteville Observer
Goldsboro News
Greensboro News
Raleigh Times
Rocky Mount Telegram</p> | <p>Winston-Salem Sentinel</p> <p>OHIO
Akron Beacon Journal
Alliance Review
Ashland Times-Gazette
Athens Messenger
Bowling Green Sentinel
Tribune
Canton News
Chillicothe Gazette
Cincinnati Enquirer
Columbus Dispatch
Coshocton Tribune
Dayton News
Dover Reporter
Hamilton News
Lima Republican-Gazette
Mansfield News
Marietta Times
New Philadelphia Times
Pomeroy News
Portsmouth Times
Sandusky Register
Springfield News
Xenia Gazette-Republican</p> <p>OKLAHOMA
McAlester News-Capital</p> <p>OREGON
Portland Journal</p> <p>PENNSYLVANIA
Allentown Call
Altoona Mirror
Bethlehem Globe
Connellsville News
Du Bois Courier
Erie Dispatch-Herald
Greensburg Tribune Review
Harrisburg Telegraph
Jeannette News-Dispatch
Lancaster New Era
Lewisport Sentinel
New Castle News
Pottsville Journal
Reading Eagle
Scranton Republican
Sharon Herald
Tamaqua Courier
Warren Times Mirror
Wilkes-Barre Telegram
Williamsport Sun</p> <p>RHODE ISLAND
Pawtucket Times
Providence Journal
Westerly Sun</p> <p>SOUTH CAROLINA
Anderson Mail
Charleston News & Courier
Greenville Piedmont
Rock Hill Herald</p> <p>TENNESSEE
Chattanooga News
Johnson City Chronicle</p> | <p>Knoxville Journal-Tribune
Nashville Tennessean</p> <p>TEXAS
Amarillo News
Beaumont Enterprise
Dallas Times-Herald
El Paso Herald
Houston Chronicle
Port Arthur News
San Angelo Standard
San Antonio Express
Wichita Falls Record-News</p> <p>UTAH
Salt Lake City Telegram</p> <p>VERMONT
Burlington Free Press</p> <p>VIRGINIA
Charlottesville Progress
Danville News
Richmond News-Leader</p> <p>WASHINGTON
Port Angeles News
Seattle Union Record
Spokane Spokesman Review</p> <p>WEST VIRGINIA
Charleston Gazette
Clarksburg Telegram
Grafton Sentinel
Huntington Herald-Dispatch
Parkersburg Sentinel</p> <p>WISCONSIN
Appleton Post-Crescent
Beloit News
Green Bay Press-Gazette
Janesville Gazette
Kenosha News
Manitowoc Herald-News
Milwaukee Sentinel
Sheboygan Press-Telegram</p> <p>WYOMING
Casper Tribune</p> <p>CANADA
Brantford, Ont., Expositor
Chatham, Ont., News
Hamilton, Ont., Herald
Kingston, Ont., British
Whig
London, Ont., Free Press
Montreal, Que., La Patrie
Quebec, Que., Telegraph
Regina, Sask., Leader-Post
Sarnia, Ont., Canadian Ob-
server
St. Catharines, Ont.,
Standard
Stratford, Ont., Beacon Her-
ald
St. Thomas, Ont., Times
Journal
Windsor, Ont., Star
Winnipeg, Man., Tribune
Woodstock, Ont., Sentinel
Review</p> |
|---|---|--|---|---|

Watch for the Shop-o-scope's new companion campaign, the "Ben Franklin Thrift Sale" for the promotion of Merchandise Classified Advertising. It is scheduled to open on Franklin's Birthday, January 17th, the start of National Thrift Week.

THE BASIL L. SMITH SYSTEM, INC.

International Classified Advertising Counsellors

Otis Building

Philadelphia

PRESS FREEDOM PASSING BEFORE INROADS OF COMMERCIALISM

Newspapers Exchanging Ability to Lead People for the Ability to Lead Buyers, Says Samuel Strauss, Former Globe Editor

SAMUEL STRAUSS, formerly of the *New York Globe* has contributed to the November issue of the *Atlantic Monthly* a paper of personal philosophy under the title "Things Are In the Saddle" in which he charts the change "which has stolen across the path of American democracy and is already altering Americanism." He names it "Consumptionism" and defines it as "the science of compelling men to use more and more things." It is bringing about a situation under which the American citizen's first importance to his country is no longer that of citizen but that of consumer.

The Press is succumbing to Consumptionism, he declares, with the result that the newspapers are losing their ability to lead people; each year they are exchanging this ability more and more for the ability to lead buyers. And because of this the freedom of the press is going.

In diagnosing the position of newspapers today Mr. Strauss says:

"The Press is the chief democratic instrument of freedom," wrote de Toqueville. Americans have truly believed it. "Something has happened to the Press. All have remarked it. What is it? Radicals have no difficulty in putting their finger on it; they can tell you that the advertisers and the 'Interests' control the newspapers, that is what the trouble is. The Radicals are a generation behind their time. The conservative citizens have their own way of saying it; they say the whole trouble is that the Press has become commercialized, and by 'commercialized' they mean that greedy men have used the newspapers to make great fortunes for themselves. And this explanation is, on the whole, no more accurate than the explanations from the soap-boxes. It is obvious to anybody who turns over the forty pages of his morning newspaper, nearly every page half advertising, that the newspapers do make a great deal of money. In scores of communities the newspaper is now as profitable as the department store, while in former days one could count on the fingers of the hands the number which made more than a decent livelihood for the publisher. But this change has not come about because men with itching palms saw the newspapers as their opportunity. It has come about because the movement of the time, the movement of the industrial forces, has had need to make use of the Press, and is adapting the Press to its own necessities.

"Advertising is part of the circulatory system of twentieth-century industry; without it the system chokes up. Industry's need to make use of advertising is forcing certain changes in the newspapers, certain developments, additions, improvements, a certain new kind of progress by which the newspaper is rapidly tending to become another sort of institution. It is because this has not yet begun to be generally recognized, because they would describe to-day's newspapers in terms of yesterday's newspapers, that those who criticize the Press make irrelevant criticisms. They see that something is not as it should be, but they give only the old, old reasons.

"The Palladium of our liberties" was the way of describing interchangeably the Constitution and the newspapers. And the people meant just that. So long as Americans might publish without first having obtained the permission of somebody in authority, and so long as there were no unlighted corners in the nation, Government was safe. It would seem, then, as if the newspapers should be doing the work of freedom better now than ever before. Certainly few corners of the nation are left unlighted, and never have so many readers read so many newspapers. To say nothing of the news of events which was never before gathered with

such completeness, the views and prejudices of the community have never been given such generous publicity. Whatever is spoken at meetings that has any news value at all, whatever is said in pulpits, put forward in statements, embellished in interviews, is printed for millions to read. By all the rules, the

how to vote, as to direct them how to buy. "America's newspapers used to be, before all else, the expression of the tempers and beliefs which set small groups of citizens apart from one another. Newspapers are coming to be, before all else, instruments for those needs and desires men have most in common. Large communities which formerly had a dozen newspapers are being reduced to two or three newspapers; what logical reason eventually to have even so many as two or three?"

"Industry did not set out to deprive the nation's thousand opinions and prejudices of their means of expression. Industry set out to reduce overhead. Industry set out to substitute for the many

all the metropolitan newspapers are owned by very rich men—which, he said, is a most desirable consummation. And the public acquiesces. Once such a condition would have seemed impossible in America, or, if it had secretly developed, any publisher would have been thought demented who openly boasted of it. The public would have been in a panic of fear and indignation. To-day no one is even perturbed; the people see what the publisher means, and they are willing it should be so. They see it must be so. Formerly men would have demanded to know what was to become of the freedom of the Press, the safety of democracy, in such a circumstance; they would have cried out against having all measured to them by a millionaire's bushel. But now they make no demur. They see it must be; if it were not, how could there be the comics, the rotogravure supplements, the folded-in-pictures for framing, the songs and puzzles, the magazine sections, the cutouts, the 'features,' the extravagant rations of news, all the great variety which gives every sort of reader something to his particular taste, all the great quantity which 'carries' the ever mounting volume of the advertising that must lead buyers to buy. The readers understand very well that it takes wealth to provide such a wealth.

"Consumption is steadily substituting rich newspapers for poor newspapers, inclusive newspapers for clannish newspapers, forty-page newspapers for eight-page sheets. And what of it? Is not this all advantage? Is not all that was of value still here? Fourteen editors in one place instead of fourteen editors in fourteen places: what has gone save waste, and inefficiency, and instability, and poverty? Has nothing gone then? Is the freedom of the Press nothing? For it is no less than the freedom of the Press that is going."

BUYS CONTROLLING INTEREST

James Kerney Now Largest Stockholder in Trenton (N. J.) Times

James Kerney, of Trenton, N. J., has become the controlling owner of the *Trenton Times* through the purchase of stock of Owen Moon, treasurer of the company, who is retiring. Mr. Kerney has been editor and vice-president of the paper for 22 years.



JAMES KERNEY

Other officers and owners of the *Times* are A. C. Reeves, president; Thomas F. Waldron, assistant treasurer, and John H. Sines, secretary. No other changes in the company are contemplated except that Thomas Lincoln Kerney, son of Mr. Kerney, will enter the publishing branch of the business. The younger Kerney was formerly associated with the *Birmingham News*, *Springfield Republican* and *Hartford Times*.

German Press Association Celebrates

Wolff's Telegraphic Bureau, considered the official German news agency, observed its 75th anniversary in Berlin, Nov. 25. The press association was organized in 1849 by Dr. Bertold Wolff, editor of the *National Zeitung*, and is the oldest of the European official news agencies, being two years younger than the *Agence Havas* of France. Its present director-general, Dr. Heinrich Mantler, has been managing head of Wolff's Telegraphic Bureau for 30 years. At a dinner held in celebration of the anniversary, a cablegram of congratulations sent by the Associated Press was read.

To Launch Sunday Edition

The *Salisbury* (N. C.) *Post*, an afternoon daily, has announced that beginning Sunday, Nov. 30, it will publish a Sunday morning issue.

SONGS OF THE CRAFT

(Written Exclusively for EDITOR & PUBLISHER)

By Henry Edward Warner

FOR A' THAT AN' SOME O' THIS

(As Mr. R. Burns remarked in his Watchacallit to What'sisname:

"A chiel's amang ye takin' notes, and, faith, he'll prent it," or words to that effect.)

A cub and a stub and a nose for news
And a pad and a jab at Truth;
A toss of the coin to win or lose,
And a plunge in the full of youth.
The growl of the Desk, and a pencil blue
Bites into a work of Art—
A Number Two head and the stuff goes through
Right straight from a young cub's heart.

A chop and a take; the matrices click
As they fall into line, and then
It's down to the stone on the double-quick—
To the stone and the make-up men.
A slap and a dash, and a cut and fill!—
It's in with an ad, and out
With a hunk of bang that comes down kill,
Of bang that is fat and stout.

A race down the aisle to the molding machine
Where the stereotypers wait;
A roll and a dry and she comes out clean,
All set for the autoplate.
Antimony and tin and lead
Like a breath from the depths of hell!
A rush and a shout, full speed ahead,
And the shot of a newsboy's yell!

Now one shall weep at the printed sheet,
And one shall leap and enthuse
When a story runs in the crowded street
From the cub with a nose for news.

newspapers should be more than ever capable to lead the citizens; compared to those pitiful, biased, limited, amateurish sheets of 1850, of 1830, how magnificent seems the newspaper of the twentieth century, how fit to inform and incline, to direct and guide!

"Yet what is the fact? Many and many have observed how little of late the people are influenced in their political decisions by what they read in newspapers, how often a candidate or a policy succeeds in face of opposition from substantially all the largest and most important newspapers; or just the other way about—how often a measure or a nominee supported by all the newspapers fails utterly. The most striking instance was the League-of-Nations affair; here the voice of the people on the editorial page and the voice of the people at the polls were two flatly different matters; the preponderating newspaper influence of the country was thrown for the League and the preponderating will of the country was registered dead against it.

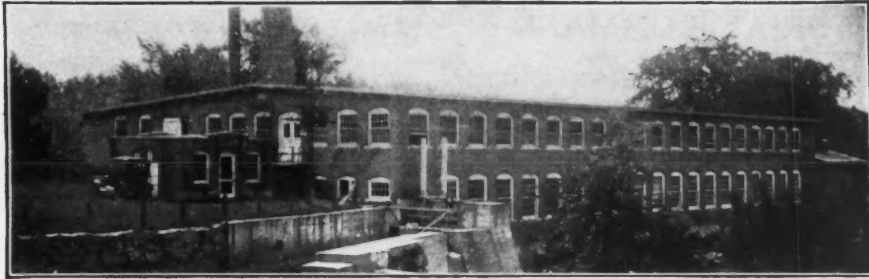
"The newspapers are losing the ability to lead citizens. They are exchanging it, more of it each year, for the ability to lead buyers. To business, a newspaper strike has come to be of grave consequence. A week's interruption of a city's newspapers, and business is damaged. Without the facilities for daily advertising, the custom of stores, of places of amusement, falls off dangerously. The power of the Press is not growing less; the power is being shifted; the Press is powerful still, but not so much to direct men how to think, how to feel,

financially uncertain newspapers a few financially certain newspapers. Small groups of readers, those who happened to feel alike in regard to the tariff or immigration or vivisection, did not efficiently serve the advertiser. The advertiser needed readers to be centralized; he needed the largest possible number of readers divided into the smallest possible number of groups—divided, that is to say, not according to what readers believe, but according to what readers are likely to buy. The advertiser has small interest to know whether the circulation of a newspaper is composed of Republicans or Democrats; but to pursue his advertising efficiently he must know whether the newspaper's readers buy on the main floor or in the basement.

"A half-dozen newspapers, one for each stripe of belief in the community, was good democracy. It was bad business. Why a separate building and machinery for each newspaper? Why not a single plant for the half-dozen? Why not one newspaper to include all opinions, instead of several newspapers, each excluding all beliefs save its own?"

"The newspapers to-day is a mammoth institution. It requires prodigious capital. No newspaper publisher with little means can possibly get his head above water now. Where formerly it needed thousands of dollars to run a newspaper, it takes hundreds of thousands, even millions now. Rich men? Of course the publishers are rich men. They have to be.

And the public is not in the least disturbed that this is so. Recently a publisher in New York City, announcing another merger, stated that now at last



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

The BEST PROOF OF EVERY CERTIFIED DRY MAT IS THE PRINTED PAGE

A dozen good reasons for using Certified cold process dry mats:

1. Eliminate the steam tables
2. Save newsprint paper
3. Save invaluable time
4. Readily conditioned without steaming
5. Do not require petting or fussing
6. Molded with a minimum of wear on form and roller
7. Give deep, even, sharp impressions
8. Require a minimum of packing
9. Do not buckle or blister
10. Do not stick to plates
11. Cast perfect printing plates
12. Print better pages



PUBLISHERS are naturally zealous of the appearance as well as of the substance of their newspapers. So, too, are they ever on the alert for any means that will help them in the many problems involved in newspaper publishing.

As a manufacturer the publisher is always interested in and ready to try anything that offers prospect of improvement or economy, or both, in the production of his periodical. That fifty percent of the United States dailies that stereotype are now using the cold process is proof conclusive that publishers realize the economic soundness of the dry mat, and that the dry mat cold process is here to stay.

As a matter of fact daily newspapers everywhere are either adopting dry mats or are seriously considering their possibilities.

The introduction of American-made Certified has given the dry mat an impetus that will unquestionably hasten the day when the cold process of stereotyping will entirely supplant the wet mat roll-your-own hot process.

The slogan of this company "PROFITS THROUGH SERVICE" is more than merely a "catch" phrase, and it is our earnest endeavor to make our slogan a real living force in the dry mat business.

When you buy Certified we are not merely selling you dry mats. True, we believe ours to be the best dry mats ever offered for sale; we strive to give the fullest attention to details and to give prompt and efficient service in the matter of shipments. But Certified Service does not end there. Far from it. That is just where Certified Service begins.

Certified Dry Mats are but a means to an end. In the last analysis it is printed pages that you are buying from us, and until you are satisfied with the part played by Certified in the production of your paper we are not satisfied and our Service has not been completed.

It is not necessary to depend upon the experiences of others with Certified. We make it simple for you to demonstrate to yourself the worth and efficacy of our dry mats, by furnishing you with samples free of any charge or obligation.

It will pay you to give Certified a thorough trial in your own plant under your actual working conditions, and see for yourself how readily Certified are conditioned; how easily they are molded; how cleanly they cast.

Just let the printed pages be your proof! Do that and we have no misgivings that your verdict will be, as that of many publishers throughout the country: "American-made Certified Dry Mats for Me."

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

CERTIFIED DRY MAT CORPORATION

340 Madison Avenue

New York, N. Y.

"Made in America to Insure Quality and Service"

Copyright 1924 C. D. M. C.

MARTIN AGAIN EDITS CLEVELAND PRESS, HIS FIRST EDITORIAL COMMAND

H. B. R. Briggs Resigning After Several Years' Service, Announces No Plans—"Billy" Evans Overhauling Sports Department—Foster Writing Features

EARLE E. MARTIN, was appointed editor of the *Cleveland Press*, Nov. 29, succeeding H. B. R. Briggs, who had been in charge of the paper for two years. Mr. Martin comes back to his "first love" in newspaper circles, since he had been editor of the *Press* from 1905 to 1913, inclusive, leaving it in the latter year to become editor-in-chief of the E. W. Scripps Ohio group of newspapers, and serving in that capacity



EARLE E. MARTIN

until 1921. Mr. Martin left the Scripps Ohio group in 1921 to become president of the Newspaper Enterprise Association, which position he fills yet, and whether his new identity in the publishing business will mean that a new N. E. A. chief will be selected is not known at this time. Mr. Martin's appointment as editor of the *Press* marks the climax of what has been an extremely versatile and successful career as a newspaper man.

Years ago, while still a youth, Mr. Martin started as a cub reporter on the *Indianapolis News*. From the very beginning his work was marked by aggressiveness and ability as a writer and he rapidly cut a swath through the usual channels of reporter to desk man to assistant city editor, to news editor, etc., until, in the early 1900s, he was appointed managing editor of the *Star League* of Indiana. His work attracted the attention of the Scripps people and caused them to tender him the editorship of the *Cleveland Press* in 1905.

Under Mr. Martin's regime the *Press*, from 1905 to 1913, carved out an enviable niche in Ohio newspaper circles.

In 1921, the N. E. A. began to expand and amplify and it was a natural result that Mr. Martin should be summoned to the presidency in order that his long experience as a builder of things that make for newspaper growth might be thrown into the N. E. A. in such a way that it could evolve a service that would mean the utmost to its clients. His record with the N. E. A. shows the same successful progression as was noted in all his other newspaper work.

Mr. Martin is 50 years old. He lives in South Euclid Village, in suburban Greater Cleveland, and is known in virtually every corner of Ohio newspaperdom.

In assuming his new post, Mr. Martin immediately called in as temporary aides,

some of his former N. E. A. colleagues, and he also brought with him Billy Evans, American League umpire, asking Billy to revamp and put on a "pepped up" basis the *Press*' sporting department.

Evans, who is the second oldest umpire in the league, in point of service, is one of the best known figures in American sport circles.

Officially he is William G. Evans—though there probably aren't a dozen newspaper men in the country who know him save as Billy.

Officially Billy is still an N. E. A. writer and will, of course, continue as an American League umpire.

John Wharton Foster, managing editor of the *Press* under Mr. Briggs, will now become a feature writer. His reputation for putting heart interest into news is such that under his pen name of John Wharton, Mr. Foster should be given the opportunity to pull out the tremolo full stop, so he will hereafter handle each day's biggest news story. A new managing editor will be named at a later date.

The changes on the *Press* come about five weeks or so ahead of its removal into its new addition to its present building in E. 9th street and Rockwell avenue.

Mr. Briggs has not announced what his new connections will be.

City Gets Publisher's Library

A library of 3,000 volume, some rare, collected by the late George Thompson, publisher of the *St. Paul Dispatch-Pioneer Press*, has been presented to the St. Paul Public Library, of which Webster Wheelock, former editor-in-chief of the *Pioneer Press*, is librarian. It is the gift of heirs of the late Abigail Thompson, widow of the publisher.

Teaching Religious Journalism

What is believed to be the only class in religious journalism in the world has been organized by Prof. Milton C. Townner of the Missouri Bible College at Columbia, Mo., home of the School of Journalism of the University of Missouri. The class publishes the *Students' Religious Journal*, a weekly.

Paris Reading Jack London

One of the late Jack London's works is again chosen as a serial for a French paper. This is the third or fourth of his books which have appeared in daily serial form. *L'Auto*, the athletic daily paper, is presenting its readers with "White Fang", which in French is "Croc Blanc," translated by M.M. Paul Gruyer and Louis Postif.

MATHEWS TO ST. PAUL

To Direct Circulation of Dispatch and Pioneer-Press

The *St. Paul Dispatch and Pioneer-Press* this week announced the appointment of J. A. Mathews as director of circulation for the two newspapers, succeeding W. E. Sherlock, who, though still with the organization, has assumed other duties.

Mathews comes to St. Paul from the *San Antonio Light*, where he was in charge of circulation. Before starting circulation work, he was a telegraph operator for the Associated Press. He joined the *Indianapolis Star* in 1904, then the *Indianapolis Journal*, and later went to the *Indianapolis News*.

C. C. M. A. Elects New Members

The California Circulation Managers' Association this week announced election of six circulation managers to membership. They are: E. T. Hamrick, *Pasadena Star-News*; Harry M. Cahill, *Fresno Republican*; Frank E. Rhode, *Sacramento Union*; V. E. Caugbell, *Fresno Republican*; Homer L. Coffman, *Fresno Republican*; and Fred Brandt, *San Francisco Bulletin*. The association decided to meet in Los Angeles in 1925.

Newark Press Bankruptcy

Claimants in the bankruptcy proceedings against the *Newark (N. J.) Press*, tabloid newspaper, which ceased publication recently, have been ordered to show cause why the property should not be sold to satisfy creditors Dec. 2. John A. Bernhard of Newark is the receiver.

Doorly Rejoins Fairchild Publications

N. W. Doorly, formerly connected with the Fairchild Publications, and for the last two years president of W. I. Tracy, Inc., advertising agency, will become advertising manager of *Women's Wear*, the Fairchild retailers' daily, effective Dec. 1. W. I. Tracy, Inc., will continue as before with the same personnel, excepting Mr. Doorly.

New San Francisco Managing Editor

Mort J. Donoghue was recently made managing editor of the *San Francisco Daily Herald* by Cornelius Vanderbilt, president of the Vanderbilt Newspapers, Inc. He served on the *Los Angeles Daily News* as feature editor, going to San Francisco several months ago as assistant managing editor.

Belin, Radio Inventor, Returns

Edouard Belin, an inventor of apparatus for transmitting photographs by telegraph, arrived in this country last week on the S. S. Paris for a visit.

First nine months of 1924

Carried more Men's Wear advertising than the World and Sun combined.

NEW YORK EVENING JOURNAL

Cincinnati Advertising Values Positive, Comparative and Superlative

Positively good advertising value in Cincinnati—a dollar's worth for every one hundred cents of your appropriation,—can be bought in any one of the four Cincinnati newspapers. During the first nine months of 1924 these four papers carried a total of 22,298,906 lines of display advertising. Of this, the two morning papers carried 4,404,134 lines on week days and 4,522,280 lines on Sundays,—8,926,414 lines in all.

Comparatively the two afternoon papers made even a better showing. With no Sunday editions to swell their volume, they carried a total of 13,372,492 lines of display advertising. This excess in the lineage of the afternoon papers over the morning papers, 4,446,078 lines, was more than double the total lineage, daily and Sunday, of one of the morning papers,—was approximately 50% greater than the total daily lineage of the other,—and was more than the combined daily lineage of both morning papers.

Superlatively good, however, was the record of the Times-Star which carried 8,632,799 lines of display advertising, leading the second evening paper by 3,893,106 lines and almost doubling the daily lineage of the two morning papers combined. The leadership of the Times-Star was equally definite in the realms of national and local display, in both of which the Times-Star has been the record maker of Cincinnati newspaperdom for seventeen consecutive years.

Good—all the Cincinnati Newspapers are good advertising media in a good trading center.

Better—the evening papers with larger home circulation.

Best—the Times-Star which goes to practically 100% of the native, literate, white families in the most American of American cities.

CINCINNATI TIMES-STAR

CHARLES P. TAFT, Publisher

C. H. REMBOLD, Manager

Member of Audit Bureau of Circulations

Norwegian Newsprint

Prompt shipments

Inquiries solicited

NORWEGIAN PAPER MILLS AGENCY, INC.

33 West 42nd Street

New York City

Telephone Penn. 7443

IOWA WEEKLIES SEEK MORE NATIONAL COPY

Decide to Work Through Manufacturers to Promote Local Tie-Ups at Iowa City Meet—Henry J. Allen Speaks

Publishers of weekly newspapers in Iowa are convinced that advertising agencies are not giving them their just share of national advertising. This was the tenor of the southeastern district conference of the Iowa Press Association held in Iowa City, Nov. 14, under the auspices of the University of Iowa School of Journalism and the extension division.

A round-table discussion on national advertising brought out the fact that in spite of recent slight increases, the amount of national advertising in weekly papers of the state is far from satisfactory. An educational program similar to that instituted last year by the daily papers of the state will probably be launched by the Iowa association in the near future.

Two plans were suggested for increasing the volume of national advertising. Both are aimed at the manufacturer and not at the agencies. G. L. Caswell, managing director of the Iowa Press Association, believes that publishers should work through local merchants. In a letter which he has recently sent to members of the association he points out that manufacturers are unacquainted with local conditions and are permitting agencies to divert too much advertising to magazines, overlooking meanwhile the greater field of local advertising. He has asked editors to have their local dealers write the manufacturers of their goods explaining their needs in regard to advertising.

Senator E. M. Smith, publisher of the *Winterset Madsonian*, presented a plan to the conference which would check up definitely on the effectiveness of national advertising used without a local hook-up. He has prepared questionnaires for men and women with the names of some 15 nationally advertised products handled exclusively by some merchant in his town printed on them. In preliminary tests Senator Smith found that in the case of one product only was there anything like agreement among his fellow townsmen as to the local dealer who sold the product.

The questionnaires, Senator Smith pointed out, might be adapted to use in any town. They offer undeniable power that national advertising without a local hook-up loses most of its effectiveness, he maintains.

The two plans evoked a great deal of favorable comment from the conference and it is expected within the coming year that publishers of Iowa will utilize both in bringing national advertising to the weekly papers of the state.

Among the other speakers at the conference were Henry J. Allen of the *Wichita* (Kan.) *Beacon*; Prof. C. H. Weller, head of the University of Iowa School of Journalism, and President Walter A. Jessup of the University.

"After six years' absence from my newspaper the first thing I had to cure my men of was 'banneritis,'" declared Mr. Allen. "They bannered things so much that when any real news did happen we didn't have any type in the shop big enough to tell about it."

Too much syndicated material is driving

personality from newspapers, according to Mr. Allen. If there is any one thing responsible for the prominence of Kansas newspapers it is the fact that they are made in Kansas without the help of the syndicates, he believes. "Picture the home town girl that does something rather than a Hollywood queen even if the local girl isn't quite so good looking," he said. "Write your own editorials, write your own features."

Crime news creeps down between the sheets in the *Wichita Beacon*, according to the former governor, and by his orders. "Formerly I licked my chops, journalistically, over a crime," he said, "and

put it on the front page. Now I deplore it and put it on the inside."

DAILIES TO ADVERTISE

Wisconsin Group Planning Campaign to Promote State

The daily newspapers of Wisconsin are sponsoring an intensive advertising campaign designed to sell the sales possibilities of the state to the country as a whole, and to manufacturers, advertisers, and agencies in particular.

The campaign as outlined is the most

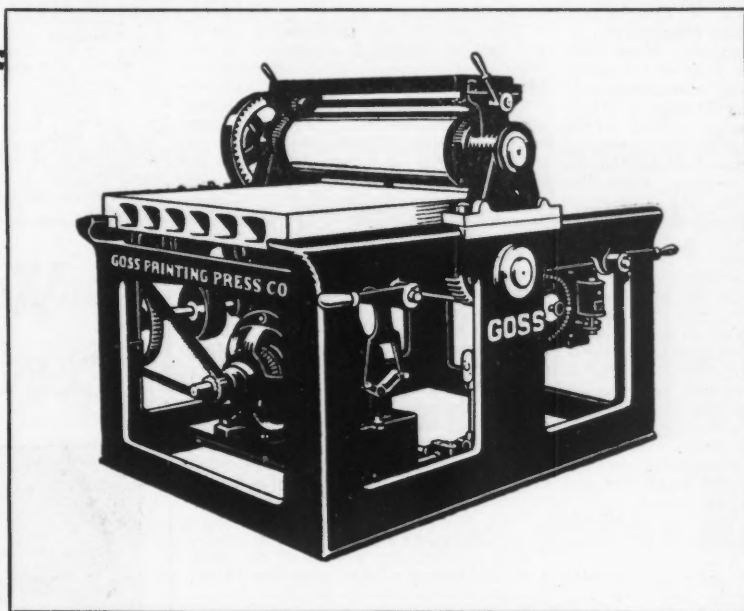
comprehensive state advertising project yet undertaken by any of the several state newspaper publishers' associations now conducting similar campaigns.

The initial schedule calls for extensive space in advertising publications and metropolitan newspapers as well as in Wisconsin dailies. All advertisements appearing outside the state will appear simultaneously in Wisconsin daily newspapers, and a comprehensive series of special advertisements have been developed for exclusive local use.

The Klau-Van Pietersom-Dunlap-Younggreen Advertising Agency of Milwaukee is placing the advertising.

GOSS

STEREOTYPING MACHINERY



Goss Combination Wet and Dry Mat Rolling Machine

MORE IN USE THAN ANY OTHER

What stereotypers the world over think of Goss Mat Rollers is best indicated by the fact there are more of them in use than any other dry mat rolling machine on the market today. They roll wet mats in 11¼ seconds; dry mats in 22½ seconds. Both ends of cylinder are set at same time.

Goss patented stretching roller produces dry mats without a wrinkle—*exclusive!* Cylinders of heavy cast-iron with forged steel shafts. Extra heavy bed—no racks—large enough to run chase with columns crosswise. And many other outstanding features. Write for catalog.

Carried in Stock

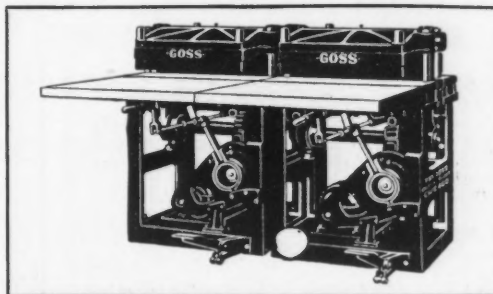
Flat Casting Boxes

Friction-Driven Routers

Automatic Gas Fired Steam Generators

Combination Jig Saws and Drills

Catalog on request



Goss Motor-Driven Steam Tables are made in units of one platen. As many units as desired may be placed side by side. 30,000 lb. "follow up" pressure. Automatic releases. Power used only while platens are being raised or lowered.

Carried in Stock

Radial Arm Flat Routers

Ball Bearing Form Tables

Combination Wet and Dry Mat Rollers

Motor-Driven Steam Tables

Catalog on request

EVENING HERALD

Los Angeles, Calif.

Gained 6,631 Daily Average Circulation.

Sworn Government Statement, Six Months

Ending Sept. 30, 1923, 167,649 Daily, Six

Months Ending Sept. 30, 1924, 174,280 Daily.

Increase in Daily Average Circulation, 6,631.

IT COVERS THE FIELD COMPLETELY

REPRESENTATIVES:

H. W. Molesey, 604 Times Bldg., New York

G. Loran Payne Co., 401 Towar Bldg., 6

North Michigan Ave., Chicago.

A. J. Norris Hill, 710 Hearst Bldg., San

Francisco, Calif.

THE GOSS PRINTING PRESS COMPANY CHICAGO

The Goss Printing Press Company of England, Ltd., London

FIVE MORE NATIONAL ADVERTISERS JOIN MOVE TO RESTRICT BILLBOARDS

Number Now in Movement Against Landscape Defacement Totals Twenty-One, Mrs. W. L. Lawton Reports—Describes Campaign

FIVE more large advertisers have joined the growing group who have agreed to restrict their billboard advertising to commercial locations, Mrs. W. L. Lawton, chairman of the National Committee for Restriction of Outdoor Advertising, disclosed this week in an interview with EDITOR & PUBLISHER.

They are: Fisk Tire Company, Mountain City Mill Company (Orient Flour), Indian Refining Company, Inc., the International Harvester Company, Chicago and Cluett, Peabody & Co., Inc. The total list of advertisers who have responded favorably to the "public opinion drive" against landscape defacement by posters and board, now numbers 20, Mrs. Lawton said. All have agreed on expiration of present contracts to tear down their signs in rural districts, using billboard space in commercial locations only. The list follows:

Kelly-Springfield Tire Company; B. F. Goodrich Rubber Company; Hood Rubber Company; Ajax Rubber Company; Kirkman & Son (soap manufacturers); Pillsbury Flour Mills Company; Washburn Crosby Company (Gold Medal Flour); Champion Spark Plug Company; Ward Baking Company; Dodge Brothers; Fleischmann Company; Gulf Refining Company; Sun Oil Company; Standard Oil Company of California; Standard Oil Company of New Jersey.

Mrs. Lawton in the interview summed up the year's campaign she has directed, and outlined plans for a new drive in the billboard war, scheduled to start Jan. 1.

The committee Mrs. Lawton heads was formed in November, 1923. Then a group of men and women representing state and national organizations interested in the problems of restricting signboard advertising in order to save scenic beauty, decided to form an independent committee to act as a clearing house for the work of all these organizations.

"Our policy," Mrs. Lawton explained, "is restriction of signboard advertising, not abolition.

"We appreciate the value of advertising. If business needs signboards, let us have signboards, but let them be restricted to commercial districts where they will not injure scenic or civic beauty.

"We stand for no rural boards, except on the place of business. In the towns and cities we stand for no signboards where they injure civic beauty or residential values.

"Our plan of action is simple. We are trying to convince the advertiser that the public resents the signboard smeared across every landscape.

"The advertiser must have the goodwill of the people. Therefore, we feel that if we convince advertisers that the public resents rural signboards, they will cease to use them.

"And the business of the country will not suffer because rural boards are removed. Only 5 per cent of the billboards in the United States are in rural districts."

Convinced their policy represents public opinion generally, the National Committee for Restriction of Outdoor Advertising, organized a protest by letter campaign.

A list of 175 advertisers using billboards was prepared, Mrs. Lawton said, and the more than 50 organizations co-operating in the work urged their members to write individual letters to the presidents of these companies.

"This protest by letter campaign started Dec. 1, 1923, and we started out sending an average of 400 letters a week to each of these 175 presidents," Mrs. Lawton declared.

"By March of this year our reports showed that these presidents were receiving an average of 1000 letters a week, all protesting against rural signs.

"This of course was too much. We do not want to be a burden, and this coming year we mean to spread out more."

Naturally, as Mrs. Lawton pointed out, the signboard advertising agencies, "viewed with alarm" this mass attack against their business.

"They formed what they called the Public Relations Committee of the Organized Outdoor Advertising Industry and started what they called a campaign for reform from within," Mrs. Lawton explained.

"We are willing to confer with the signboard companies and we foster the freest interchange of opinion with them," she said. "But we don't favor the formation of a joint committee with them, as they suggest, for the restriction of billboards. Their ideals and ours are entirely different.

"For instance, the president of one of the largest signboard companies in the West came to one of our recent executive board meetings to explain this national committee, which he said the signboard companies had formed to keep signs from scenic locations. He mentioned the great national parks. But he said we had no right to restrict signs from ordinary rural roads, as long as the boards are well kept and well painted.

"We preferred to keep on as we started. We believe that if we do not want signboards, however artistic, we must tell it to the advertiser, and we must speak in no uncertain terms. Outdoor advertising claims it has tripled since the war."

Mrs. Lawton was extremely optimistic in regard to the prospects for the 1925 drive.

"Just the other day I received encouraging letters from organizations co-operating with us in three widely separated states. Maine is now organized and is demanding a state amendment," she said.

"Mrs. A. A. Passer, fine arts chairman, of the Minnesota Federation of Women's Clubs, reported the women of her state were advocating a state amendment, and the same word came to me from Texas, where H. B. Aytes, managing director of the Old Spanish Trail, is heading the organizations which are trying to push billboard legislation there."

Mrs. Lawton also pointed out the resolution passed by the New York State League of Women Voters at their annual convention at the Hotel Astor, Nov. 17-19, New York, endorsing the work of the National Committee for Restriction of Outdoor Advertising.

The resolution follows: Whereas: The natural beauty of the country is a great spiritual asset, a national resource to be conserved as jealously as our material resources, and

Whereas: A National Committee has been formed to work for the Restriction of Outdoor Advertising to Commercial locations, where it will not injure scenic or civic beauty and

Whereas: This Committee states that it does not oppose outdoor advertising as such, but only outdoor advertising when in non-commercial locations, therefore

Be It Resolved: That the New York State League of Women Voters endorses the policy of the National Committee, and recommends the local Leagues of the state to study and support this movement.

The list of organizations co-operating for the restriction of outdoor advertising follows:

American Civic Association; National Highway Association; Garden Club of America; General Federation of Women's Clubs; Adirondack Mountain Club; American Scenic and Historic Preservation Society; American Federation of Arts; National Academy of Design; National Society of Women Painters and Sculptors; National Garden Association; Society of Little Gardens; American Society of Landscape Architects; Massachusetts Civic League; N. Y. State Association of Real Estate Boards; N. Y. State Automobile Association; N. Y. State League of Women Voters; N. Y. State Home Bureau; Federated Women's Clubs of New York; New Jersey, Wisconsin, Illinois, Pennsylvania, Texas, Florida, Massachusetts, Rhode Island, Oregon, Michigan, Ohio, Colorado, Virginia; Society of Farm Women of Pennsylvania; Citizens Union of New York City; City Club of New York; Fine Arts Federation of New York; Municipal Art Society of New York; Municipal Art League of Chicago; Conservation Council of Chicago; New York Water Color Club; League to Protect Riverside Park; Sorosis; Women's City Club of New York; Federated Garden Clubs of Long Island; Long Island Federation of Women's Clubs; Halifax Country Garden Clubs, Florida; Philadelphia Congress of Art (45 organizations); Florida Development Board (State Chamber of Commerce); New Jersey Home Bureau; Outdoor Circle of Honolulu.

PRESS CONGRESS MEET IN ROME, JUNE, 1925

Third Session of World Organization Will Follow N. E. A. Richmond Convention—U. S. Delegates to Sail from New York

The third session of the Press Congress of the World will be held at Rome, Italy, in June and July, 1925.

This decision was reached at a conference of the Officers of the Press Congress held at the School of Journalism of the University last week. Those present were George W. Marble, president of the National Editorial Association, J. W. Brown, publisher of EDITOR & PUBLISHER, New York City, secretary-treasurer of the Press Congress of the World, and Dean Walter Williams, president of the congress.

The date chosen follows the meeting of the National Editorial Association, which will be held in Richmond, Va., in June.

Dean Williams was named chairman of the committee on program and Mr. Brown of the committee on transportation.

Striking Printers Accept Arbitration

Printers on the staff of the *Saskatoon (Sask.) Star*, who went on strike at midnight on Nov. 13, returned to work Nov. 18, at the old scale of wages. The Star Publishing Company agreed with the printers to have an arbitration board decide between the Saskatoon rate of 9 1/2 cents per hour and the Alberta rate of 94 cents as claimed by the printers.

Who's Who in the CONSOLIDATED PRESS



A. S. ANDERECK



A. S. ANDERECK, Business Superintendent of the Western Division of the Consolidated Press, is another C. P. A. man, who, while on the business side today, has had thorough training and experience in the editorial end and knows every phase of newspaper making.

Beginning as a reporter on The Kankakee, Ill., Democrat, Mr. Anderreck became editor and publisher of the Selma, Ala., Times and also of the Atchison, Kans., Champion. Later he went into press association work, with headquarters in Chicago, where he is still stationed with the C. P. A.

Having worked in the south, the east and the west, Mr. Anderreck knows the newspaper field thoroughly. His professional advice has been sought by many publishers. He is another example of the type of men in this "Know-how" organization, producing service for discriminating publishers.

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

246,043

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

Six-Month Period
Ending Sept. 30

The average net Sunday circulation of The Sunday Sun for the same period was 177,548.

Everything in Baltimore
Revolves Around

THE  SUN
Morning Evening Sunday

STRICTLY A NEWSPAPER

The New York Times holds to its single purpose of gathering and printing the news.

News is the indispensable element of a newspaper for which there can be no substitute, for which nothing else can compensate.

News alone has an unchanging value for those who buy and read a newspaper. News holds an interest above all.

The New York Times spares neither effort nor expense to gather the news. The energy and trained intelligence of an unrivaled staff, the unequalled use of cable, telegraph and local facilities, assemble nightly news of world, nation, state and city for the readers of The New York Times.

The New York Times has created and maintains a news organization which serves it daily with an enterprise and an impartial judgment of the importance of news which commend it to all intelligent and thoughtful persons. The slogan *All the News That's Fit to Print* is taken by The Times as the simple statement of a newspaper's task. It gathers news wherever news happens.

The New York Times always covers the big news best. With The New York Times the news comes first.



LA PRENSA

A DAILY NEWSPAPER OF BUENOS AIRES, ARGENTINA

Founded by Dr. José María Ramos Mejía

The Newspaper with the Largest Circulation

The average daily circulation is more than 250,000 copies and is constantly increasing. This newspaper uses one third of all the news print paper imported in Argentina.

In one single edition LA PRENSA has published more than 600,000 copies.

The blanket circulation of this newspaper is uniform in the entire Argentine Republic, and is equally extraordinary in the near-by countries. In all the principal towns and cities it has branch offices and agents dedicated exclusively to increasing its circulation.

In its daily editions it prints to its own exclusive news received from all over the world. It receives daily more than 5,000 cables in a receiving office in its own city, and news from the interior of the country.

Advertising Rate Card of LA PRENSA

in Argentine paper "pesos", worth about 42c American gold.

On the first display advertising page— Head of column touching text, or leading advertisement	Prices per centimeter	FULL PAGES	
		Back Page	Inside Pages
Surrounded by text	\$15.—		
Touching text	15.—		
Head of column touching text, preferred corner, surrounded by text on any page, or next to funeral notices, top of column	12.—	For designated day	\$2,500 \$2,300
Next to text on any page ..	10.—	For any day at option of LA PRENSA within limit of four days	2,300 2,100
Next to funeral notices	8.—		
Top of column or on serial story page	8.—		
Without specified location ..	7.—		
	6.—		

Note—Prices quoted are in Argentine paper "pesos," each peso being worth at par rate of exchange approximately 42 cents U. S. gold.



LA PRENSA receives the world-wide news service of the Press

LA PRENSA

BUENOS AIRES, REPUBLIC OF ARGENTINA

Founded October 18, 1869

Large Circulation in South America

The daily editions always include more than thirty pages and the illustrated editions of Sundays and Thursdays exceed forty pages, of which usually more than half is reading matter.

More than 6000 advertisements, counting display and classified

Printed to four full pages of its received and wireless from all parts of daily more than 5,000 words transmitted by telegraph in its own building. Telegraphic service equally complete

The editorial and business offices and the printing plant, the branches in the different sections of the city of Buenos Aires and in various other cities, the paper warehouses, light and power plants, garages, etc., are installed in buildings owned by the newspaper and constructed especially for the purpose for which they are used.

Branches of LA PRENSA In Foreign Countries

NEW YORK—

For news and information, subscriptions and advertisements, apply to Sr. Romeo Ronconi, exclusive representative of LA PRENSA, 51 Chambers Street.

PARIS—

No. 41 Boulevard des Capucins.—Director, Sr. Francisco Casaux. Reading rooms containing all of the principal periodicals of Latin America. Meeting place for South American residents of Paris. Free exposition of Argentine products. Telegraphic news of the principal events of South America. Free service in taking care of the mail of South Americans resident in Paris.

GENOA—

Mario Fantozzi, Piazza de Ferrari, No. 36.

LONDON—

For advertisements and information apply to Mr. Harold Neill, 22 Eldon Road, Kensington, W.

MADRID—

Apply to Sr. Mariano Martin Fernandez, Plaza Colenque, No. 3.

MONTEVIDEO—

Calle Ciudadela 1387. Director, Sr. Manuel Orbe Coronel. Information bureau and office for taking advertisements and subscriptions. Agents, Fonseca y Moratorio, Calle Buenos Aires 722.

ASUNCION, PARAGUAY—

For information, advertisements and subscriptions, Agencia Plate, Palmas 435.

of the Press Associations—averaging 8,000 words by cable daily.



MIXED FACES

Continuously Composed—Continuously Distributed

WITHOUT removing his hands from the keyboard, the operator of a Model 26 Linotype can set intricate catalogue, directory or advertising matter in which several different faces are combined in the same paragraph or even in the same line. He can set it practically as fast as straight matter because the matrices from the two main and two auxiliary magazines can be mixed at will and are automatically returned to their respective magazines.

TRADE **LINOTYPE** MARK

MERGENTHALER LINOTYPE COMPANY

Brooklyn, New York

SAN FRANCISCO

CHICAGO

NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World

BACHRACH STUDIOS FIND NEWSPAPER ADVERTISING IDEAL MEDIUM

Company Has Been Using Dailies for Twenty Years and Developed Semi-National Business—Favors Rotogravure Sections

By HAMMOND EDWARD FRANKLIN

LINCOLN gawkily faced the crowd at the dedication of the national cemetery at Gettysburgh that November day in 1863, and in a few words delivered the address which will live through the ages.

Somewhere in the concourse of listeners was David Bachrach, a photographer, who recorded with his camera Lincoln at the historic event. Had modern newspaper facilities existed, doubtless the photograph would have been published soon after in the rotogravure sections of all the newspapers.

The elder Bachrach numbered many of the distinguished people of the day among his patrons and built up a reputation for artistic work. That was the foundation for the present far-flung, semi-national Bachrach business, which leads the field in the use of newspaper advertising as well as in other ways.

Today the Bachrach name has come to be identified in the public mind with a high standard of photography. It is probable that this could never have been attained without advertising, regardless of the quality of the work done. In the company's advertising policy, which has been in effect for 20 years, there are lessons which are applicable not only to the photographer who wants a growing business, but also to many other lines.

Gradually Bachrach studios have been opened in principal cities in the East, South and Middle West. Those in the South formed what has been termed the Southern "chain" under Walter K. Bachrach; the rest were developed under Louis Fabian Bachrach, both sons of the elder Bachrach. On Oct. 1, the north and south "chains" were united, with Louis Fabian Bachrach as president and active head. After Jan. 1, the new organization will be known as Bachrach, Inc. It has 450 employees, with division managers, and centrally located finishing departments. Each studio has a local manager and other employees who live in the town, banks locally and to all intents and purposes is a local institution except that it has the advantages of belonging to the Bachrach organization. Advertising is placed from the Bachrach executive headquarters at Newton Centre, Mass., at local rates.

"Louis Fabian Bachrach is an ardent believer in advertising," Miss Grace S. Gower, the advertising manager, stated. "Year by year our sales have grown and our advertising has grown, and we would not think of stopping our advertising. At the opening of each year, we plan our publicity work on a budget basis.

"For us the newspaper has proven the ideal medium. It enables us to center our effort in and around the cities which have our studios, over the names and addresses of those studios. There is no waste. It covers all the prospects well and builds the Bachrach institutional reputation.

"I am particularly enthusiastic about rotogravure and only wish more newspapers offered this. We could not ask for a better medium to show up our photographs, as it affords localized circulation with beautiful effects.

"Recently, we ran a test of results from advertising for a studio in which we are interested. We made a special offer in a newspaper rotogravure section and the same offer in other papers in the same city with five times the circulation. The rotogravure brought orders for 300 sittings and the black and white 100. This shows why, for our purpose, we favor rotogravure. Where we use black and white, as we do in some cities, you will note we seldom try to reproduce photos, but rather utilize black silhouettes. After trying both, we find the latter more satisfactory for newspaper.

"We practically always devote our copy to getting over Bachrach quality and individuality. It is institutional. The copy is hand-lettered without the local address.

A photographic print is sent to the local newspapers, with letters in the street address."

A small amount of space is used in one or two class-magazines to form a background. Direct mail work to lists of customers is conducted occasionally. Within a few months the company has tried the experiment of using car cards in a number of cities. These signs have been unique in that space has been cut in the cardboard for an actual photograph to be inserted from behind. The trains of some railroads also carry Bachrach signs in special positions. For some years the Tube under the Hudson has carried Bachrach sign advertising. This type of advertising is felt to have accomplished its purpose and will be continued.

Bachrach has used newspaper copy ranging from 50 lines to a full page.

of Bachrach Portraits of Distinction by the most comprehensive photographic organization in the United States. Built upon thorough business principles, yet with no sacrifice to Art, should enable you to feel implicit confidence in selecting your photographer.

If contemplating Portraits for Christmas, we urge you to make an appointment for a sitting now. Bachrach Portraits are moderately priced at the studio from \$15 the dozen. Children from \$10.

Among other newspapers which have been used have been the *Boston Herald*, *Philadelphia Public Ledger*, *Cleveland Plain Dealer*, *Washington Star*, *Washington Post*, *Baltimore Sun*, *Hartford Courant*, *Providence Journal*, *Springfield Republican*, *Waterbury Republican*, *Detroit Free Press* and the *Detroit Saturday Night*. Some newspapers are used all the year, others seasonally.

The Bachrach code of ethics outlined for all workers is broad. One article of it holds up the importance of speaking well of competitors and helping them every way possible. As one indication of this the Bachrach organization nearly invariably pays its pro rata share of any local co-operative advertising published by the newspaper to boost business for all local studios. Usually the newspaper advertising department gets up the copy and sells the idea.

"Give Photographs for Christmas" was the heading in one piece of copy in a

Give Photographs for Christmas

Children's pictures are always appreciated, especially by out-of-town relatives and friends.

Photographs are an economical gift, too. You can give a dozen of them at the cost of one ordinary present.

Christmas Is Only a Few Weeks Away
MAKE THE APPOINTMENT TODAY

The Leading Portrait Photographers of Worcester

J. Chester Bushong 222 State St., Tel. Park 2300.	Benson Studios 20 State St., Tel. Park 4700.	Louis Fabian Bachrach, Inc. 10 State St., Tel. Park 4000.
J. Carroll Brown, Inc. 200 State St., Tel. Park 2100.	Engene Frank Gray 477 State St., Tel. Park 1000.	
Hayes Studio 22 State St., Tel. Park 4000.	K. S. Melikian 200 State St., Tel. Park 2100.	Oliver Studio 200 State St., Tel. Park 2100.
Plante Studio 200 State St., Tel. Park 2100.	Scherzee Studios 200 State St., Tel. Park 2100.	

Specimen of cooperative art photography advertising.

From its experience, the company believes that smaller advertising persistently used gets further than a big "splash" followed by silence, especially in building up prestige. In the case of a new studio, the company spends money for advertising out of proportion to the immediate earnings of the studio.

The newspaper advertising is used with greatest vigor for the 33 studios in the spring and early fall. The fall advertising encourages early sittings for Christmas portraits. Where the photograph of a customer is to be used, permission is always obtained. The company finds three columns by ten inches an effective size.

Below a photograph of a young woman, appeared this copy recently:

The prestige of years of growth, of years of quality, service and care in the production

co-operative campaign staged by the *Worcester (Mass.) Telegram*, which is reproduced on this page.

Ten leading portrait photographers shared the cost.

Newspapers are furnished with photographs by Bachrach without charge for editorial use, where permission has been obtained and where the credit line will be used.

The company's slogan in all of its advertising is "Photographs of Distinction."

Newspaper advertising truly can claim Bachrach as one more shining example among many business successes which have been furthered by its constant use. As a reputation builder, the newspaper is admirably adapted for the job. And it "hasn't scratched yet" the surface of its possibilities.



Imperial Soars In Dayton

The city of Dayton, Ohio, exemplifies progress. Out of Dayton have come two of our greatest inventions—the aeroplane and the cash register. Within its borders are found thousands of leading manufacturing concerns. And here also in the *News*, *Herald* and *Journal*, we find the typical progressive American newspaper.

Inasmuch as the publishers of these three papers have been unanimous in selecting the Imperial Plus Metal Plan, we cannot help but feel proud that Imperial soars high in Dayton.

Adopting the Imperial Plus Metal Plan typifies progress of a publication. It means that the publisher sees the need of a plan whereby he can add years of usefulness to his type metal and at the same time increase its efficiency. That's progress!

Get Acquainted With the Plus Plan

Publishers everywhere are talking about the Plus Plan. Hundreds have adopted it. We want you to become acquainted with this popular, dependable type metal plan. Ask the publishers who are using it now. Better still, write and ask us to send you a copy. We believe that the hundreds of shops, large and small, that now place reliance in the Plus Plan justifies your investigation.

Imperial METAL

Linotype—Monotype—Intertype—Stereotype
Elrod—Ludlow—Linograph—Thompson

Imperial Type Metal Co.

New York—Philadelphia—Cleveland—Detroit



Results of a Rece

Several months ago I was asked to establish a definite ratio between foundry facilities and press capacity, so that a metropolitan publisher might know how many units of Junior Autoplate-Autoshaver equipment to provide for a press equipment of a given size.

A survey of the principal newspaper plants proved this to be impracticable. In no two were conditions alike. But a useful discovery was made. Not six publishers were found who had established a correct ratio of capacity between composing room, foundry, and pressroom; the rest had neglected their foundries in one way or another.

In nearly every case the capacity of the composing and pressroom exceeded that of plate making. Forms which the pressroom

e Foundry Survey

needed habitually clogged the foundry like
ry a log jam in a stream.

An analysis of this defect disclosed the
fact that most foundries were either badly
arranged or obsolete or insufficiently equip-
ped, which caused time losses and labor
waste and not infrequently compelled the
pressroom to run more presses than were
actually needed for the work in hand.

The conclusion I draw from this survey
is that it has not been sufficiently per-
ceived that the foundry is a bridge—the
only bridge—over which the composing
room supplies the pressroom, and that un-
less it be adequate for the traffic it is
expected to bear distribution suffers and
the paper is hurt.

HENRY A. WISE WOOD

EDITORIAL

A STRANGE "CRIME"

THE *Baltimore Post*, a Scripps-Howard newspaper, has the distinguished honor of being the first newspaper in the history of this land of the free to be indicted for the "crime" of printing the news.

The *New York Herald Tribune* is second and *Kansas City Journal Post* is third in this Hall of Fame.

The news in question was taken from the public records of the local collector of income taxes.

Until a few weeks ago these records were closed to the public. Through an absurdly unconstitutional act newspapers had been restrained from publishing that class of public information. Then Congress, after long debate and by a big vote provided an amended law which declared for publicity of income taxes. It was a bungling job, however, for Congress failed to repeal the old clauses of the law which penalized publication of tax returns.

Now we are to have test cases.

No one questions the right of Congress to make laws to control the departments of Federal government. If there is a law which prohibits the Treasury Department from giving out to the public income tax returns it doubtless would be respected, at least until public opinion has broken it down.

But the gentle business of attempting to penalize newspapers for publishing news is something strange and novel. It is a precedent which journalism should resist to the last ditch. It is so plain an attempt to set up a fundamental principle of abridgement of the freedom of the press that we cannot imagine any court even entertaining the complaint.

A great many people seem to be opposed to the publication of income tax returns.

A great many people are opposed to the publication of many other departments of pleasant and unpleasant news, including all other classes of tax information.

But those questions are not involved in the present discussion. The question now is whether a newspaper can be penalized for publishing news. We do not think this will happen. If it does it will be upset in the course of time by the Supreme Court of the United States. The press cannot be gagged in this or any other cause. The constitutional guarantee is as clear as daylight.

How many words are you wasting in your writing? More fun than a cross-word puzzle, and much more valuable way to spend an hour, is to take your stuff for a day or week and see how many superfluous words you can clip out.

PROFITABLE TRIANGLE

THE advertiser is but one side of the triangle, which consists of advertising agent and publisher as well. If advertising as a business force is to achieve its greatest usefulness, it must be through cordial co-operation among these three.

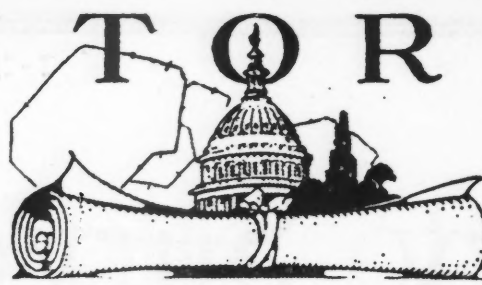
This statement made by G. Lynn Sumner, upon his election to the presidency of the Association of National Advertisers, deserves a frame and wall space throughout the publishing, advertising and selling world.

It is the new spirit. We saw it greatly in evidence at Chicago a few weeks ago. It animated the session of the advertisers at Atlantic City last week. It is good sense and good business.

An old, old child's song, which has as its refrain, "You in your little corner, and I in mine," comes up in memory as fitting. You business man and advertiser—no one can understand and solve your producing problems but yourself. That is your corner. You advertising agent—specializing in the art of publicity, your corner is well defined. You publisher—yours is not to produce merchandise and in the national field you cannot hope to visualize and satisfy the advertising ambitions and aims of all advertisers. You yield to the legion of agents who cater to the special requirements of diversified business. Your corner is to lay the printed word before the general public in acceptable form to effect the maximum value in behalf of the space buyer.

Mr. Sumner has coined a phrase that will endure.

Do you find yourself stumbling over prejudices? Keep to the open road!



EXODUS

Chapter XXIII—1

Thou shalt not raise a false report; put not thine hand with the wicked to be an unrighteous witness.

RADIO VIEWS

SPEAKING for the Westinghouse Electric and Manufacturing Company, J. C. McQuiston accurately, we believe, states that radio is the natural ally of the daily newspaper, but is not an agency which will supersede the newspaper or cause it to accept second place in the dissemination of news. He says that radio broadcasting has not the facilities nor the talent to function as a general news carrier.

However, our correspondent argues for the broadcasting of great news events saying that radio programs of the present merely stimulate public interest. He cites the case of the phonograph: It was predicted that radio would injure the phonograph business, but it was later found that it merely stimulated the sale of records.

Radio did not supersede the phonograph, not because it does not furnish music, but because it does not make it possible for the listener to select his music. The radio will not supersede the newspaper because the listener cannot select items of interest. But radio broadcasting of news does interfere with the newspaper business. The number of people who will buy a newspaper because of interest created or stimulated by radio announcements surely will not outweigh the number who will be satisfied merely to know that Yale won, or that Coolidge was elected. In large cities newspaper extras to cover fixed events are even now being discontinued.

We do not argue against radio. We do contend that as a natural newspaper ally it should and ultimately will be a local newspaper auxiliary.

"I can do anything, from publishers' desk down through a newspaper office," is not half so good a recommendation for a candidate for a situation, as is: "I know more of this particular subject than any man in this city—the crowd will follow me." Get a specialty, if you would prosper and be confident of the future!

November 29, 1924

Volume 57, No. 27

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. Schwylar

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

Washington: J. Bart Campbell, Homer Bldg.

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

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

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

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

Tokyo: John R. Morris, Japan Advertiser.

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

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

MAGAZINE CENSORS

FIFTY-EIGHT newsdealers have been arrested in and near Boston and the officers of a New York magazine publishing house have been indicted in Massachusetts for publishing and selling stories and illustrations which are objected to by a private organization of self-constituted censors, the Watch and Ward Society, which corresponds to the New York Society for the Prevention of Vice.

It is alleged that the American News Company, which distributed the magazines in question, had an agreement with the society calling for the submission to that society of advance copies of such magazines for censorship before they were distributed for sale.

A suit to test the right of the society to censor periodicals was proposed by the publishing company, but refused; but inconspicuous and poor newsdealers were haled before the courts, some times accepting \$100 fines for guilty pleas, some times fighting through local lawyers.

It is reported that there is now to be a concerted action among magazine men to test the right of an unofficial body to act as the guardian of public morals. That matter deserves a thorough test.

If you subscribe to the talk that newspapers "invade privacy" by publishing the incomes of those fortunate enough to contribute federal income taxes, you must in fairness at the same time consider all other forms of alleged invasion of the privacy of individuals by the American press.

THE LONDON SURVEY

EDITOR & PUBLISHER presents with this issue a trade survey of the magical cities of London and Edinburgh, which will be an invaluable asset to the large and rapidly increasing body of American merchandise producing and advertising concerns engaged in international trade. The survey speaks of huge numbers of consumers, as eager as we for the material comforts and aids of life. The host of American advertising men who visited England last summer testify both to this fact and to the greater fact that the people of the British Isles are well able to possess that which they feel they need. This survey is another eloquent testimonial to the close-knit ties of friendship and trade among the English speaking races.

One considers our wondrous privileges with new zest when reading: "To give the name of this high potentate to the public would be an unthinkable act."

COLUMN CHARACTERS

ONE gains the impression that many of the intimate friends of column conductors must be amazingly dull folk; smart or surprising talk seems scarce at the tea, tennis, poker or week-end parties attended by them. Gay and wise chatter from the hearthside is good column stuff, but we think the public cares not that, "Mrs. S. was there, looking sprightly," or that "Old Sam Simp sulkily bought another stack of blues." Old English literature which this form of writing imitates was notable because of intimate glimpses at interesting persons.

Anyhow, the circulators say that the income tax lists sold newspapers.

AN UGLY WORD

WE are in complete agreement with our correspondent, John H. A. Kelly, that the newspapers of this country should bar from their columns the ugly contraction "Xmas."

It is a profanation of one of the sacred words in our language.

It sets cathedral chimes to jazz.

Is the modern pace so fast that we may not speed out the name of the birthday of Him who gave us the faith by which most of us hope to live and die?

Tell your sales story quick and often!

PERSONALS

OGDEN M. REID, editor and publisher of the *New York Herald Tribune* called on President Coolidge at the White House, Nov. 20.

Frank Munsey, owner of the *New York Sun* and the *New York Telegram and Mail*, Adolph S. Ochs, publisher of the *New York Times*, and Melville E. Stone, counsellor of the Associated Press, are members of a committee making plans for a dinner to be given at the Waldorf-Astoria Hotel, New York, Dec. 11 in honor of Owen D. Young.

William Southworth Hunt, part owner of the *Newark (N. J.) Sunday Call* was last week appointed by Governor Silzer of New Jersey to be State Budget Commissioner and confidential adviser to the governor. Mr. Hunt is also president of the village of South Orange, N. J.

Gardner Cowles, publisher of the *Des Moines Register and Tribune-News* was a visitor in New York this week.

H. S. Scott, general manager of the *Detroit News* was a visitor in New York this week.

Edward A. Blair, editor and publisher of the *Mexico (N. Y.) Independent*, is critically ill following a stroke of paralysis.

George C. Shor, editor and manager of the *International News Service*, left New York last week on a trip to Mexico City, Mexico, where he will attend the inauguration of President Plutarco Elias Calles, Nov. 30 and Dec. 1.

IN THE EDITORIAL ROOMS

EDWARD H. HAMILTON, political writer of the Pacific coast who has been on the *San Francisco Examiner* for 35 years, with Mrs. Hamilton sailed on the *President Monroe*, November 22, for a tour around the world.

H. W. Lyman is now city editor of the *Tacoma (Wash.) News Tribune*, succeeding Oscar Thompson who has accepted a post as associate editor of *Musical America*.

Miss Winifred Nicholas, several years society editor of the *Bridgeport (Conn.) Telegram* has resigned.

Frank L. Blackadar, for four years member of the reportorial staff of the *Bridgeport (Conn.) Post* has resigned to conduct his own paper, *The Sportsman*, published weekly in the interest of Connecticut hunters and fishers.

Alfred H. Sinks, who recently resigned from the *Cleveland Times and Commercial*, last week returned to his former post as a reporter on the *Times*.

James Gray has been given charge of the *St. Paul Pioneer Press* book page, which has been widened in scope. Mr. Gray is also handling dramatic criticism succeeding Randolph Edgar, resigned.

Charles H. McTigue, capital representative of the *Albany Times-Union*, has been named secretary of the state tax commission.

Eve Burkhardt, reporter for the *Cleveland Press* as a feature stunt recently rode in a locomotive cab from Cleveland to Pittsburgh and wrote her experiences for her paper.

Don Wootton, caricaturist, of the *Cleveland Plain Dealer*, and his bride, are home from a honeymoon spent in Canada.

William Marzolf, formerly with the *St. Paul Dispatch-Pioneer Press*, takes charge of the book page of the *St. Paul Daily News*, succeeding Bernard Vaughan who continues with the paper.

Ernest F. Hughitt, member of the sports staff of the *Buffalo Evening News* and Mrs. Hughitt are parents of a daughter born recently.

Joseph Nutter has left the sporting department of the *Providence (R. I.) Evening Bulletin* to go to Nebraska.

Ruth Neely France, feature writer of the *Cincinnati Times-Star*, has just completed her first novel "Nearly Married."

Clark B. Firestone, of the editorial staff of the *Cincinnati Times-Star*, has recently had published a volume of travel called "Coasts of Illusion" by Harpers.

M. R. Dummagan, city editor of the *Charlotte (N. C.) Observer*, was elected historian of the Society of Mayflower descendants in the state of North Carolina last week.

Roger Orr, telegraph operator for the past 15 years on the *Ogdensburg (N. Y.) Daily News*, has resigned to enter the real estate and insurance business.

Miss Helen Galbraith, feature writer for the *Providence (R. I.) Sunday Journal*, has joined a New York advertising company.

Frederick L. Bagby, reporter on the *Salt Lake City Telegram*, is a candidate for a seat on the local school board.

Joseph Jordan, who for a while left the *New York Evening World* to conduct the column "Sought Seen and Heard" for the *New York Evening Post*, has joined the staff of the *New York World* as political writer.

Louis Weitzenkorn has returned to the staff of the *New York World*, having resigned as editor of *Radio Stories*, a Macfadden publication.

Eddie Johnson, chief of the *Chicago Tribune's* photographic staff, recently suffered a broken shoulder blade in an automobile accident.

Henry Wales, Paris correspondent of the *Chicago Tribune*, recently underwent an operation in the American Hospital at Neuilly, just outside of Paris.

William A. Lawhon, artist for years connected with the *San Antonio Express*, has resigned to take a similar position with the *Houston Post-Dispatch*. He has been succeeded by W. R. Patrick, formerly cartoonist with the *San Antonio Light*.

Lawrence Tocpperwein has resigned from the art department of the *San Antonio Express*.

C. James Hanratty, who has resigned from the reportorial staff of the *Montreal Gazette*, to join the publicity department of the Canadian National Railways, was tendered a banquet by his colleagues last Saturday. John Bassett, vice-president of the *Gazette* publishing company, presented Mr. Hanratty with a traveling bag to mark the occasion.

Henry J. Collins, a member of the *Lynn (Mass.) Daily Item* city staff, last week received a commission as second lieutenant in the Medical Administrative Corps, U. S. Army Officers' Reserve Corps. During the World War he served as a sergeant overseas.

IN THE BUSINESS OFFICE

S. S. ANDERSON, advertising manager of the *Tacoma (Wash.) News Tribune*, has just returned from a business trip to California cities including Los Angeles and San Francisco.

Earl D. Cross has been chosen business manager of the *St. Cloud (Minn.) Daily Journal-Press*, succeeding J. F. Gaspard.

Fred Brandt, newspaper man who has been in the publicity department of the San Francisco Chamber of Commerce has resigned to join the circulation department of the *San Francisco Bulletin*.

Marshall I. Hough, of the advertising staff of the *Albany (N. Y.) Knickerbocker Press* for the past three years has resigned to become advertising manager of the Union Furniture Company of Troy, N. Y.

Vernon R. Trachsel of San Diego, Cal., has joined the classified staff of the *Tacoma (Wash.) News Tribune*.

E. W. Corman has been transferred from the Detroit office of the *New York American* to the New York office. W. J. Schmitt, formerly in charge of the Chicago office of the *American*, succeeds Corman in Detroit.

Austin B. Fenger has been appointed business manager of the *Monterey (Cal.) Peninsula Daily Herald*.

Charles H. Ferguson, with the foreign advertising department of the *Chicago Herald and Examiner* for several years, has joined the Chicago office of I. A. Klein, publishers' representative.

ASSOCIATION CHIEFS

W. A. ELLIOTT, business manager of the *Jacksonville Florida Times-Union*, present president of the Associated Dailies of Florida, started his newspaper career as a carrier boy.



W. A. ELLIOTT

His first newspaper work was delivering newspapers for the *Nashville (Tenn.) American*, now the *Nashville Tennessean*. Later he became connected with the *Nashville Banner*, where he was employed in the circulation department. Seventeen years ago he joined the staff of the *Florida Times-Union*. For a period of seven years he had charge of the circulation department of that newspaper, and for the past 10 years has been its business manager.

Elliott was president of the Southern Newspaper Publishers' Association for the year 1922 and was also on the board of directors of that association for a number of years. He was elected to his present position as president of the Associated Dailies of Florida at a recent convention.

HOLDING NEW POSTS

ERNEST LARSEN, from rewrite desk, *St. Paul Pioneer Press*, to *Sioux Falls (S. D.) Argus Leader*. He is succeeded by Fred Fleming, late of the *Des Moines News*.

Leo H. Wise, from assistant news editor, *Hendersonville (N. C.) Daily Times*, to *Palm Beach (Fla.) Times*.

W. V. Branch, from advertising department, the *Charlotte (N. C.) News*, to copy desk, *Charlotte Observer*.

Dean H. Ashton, from Collingswood (N. J.) *Retrospect*, to *Camden (N. J.) Post-Telegram*.

Charles J. Lewin, from *Rockford (Ill.) Morning Star* staff to *New Bedford Standard*. He is succeeded in *Rockford* by L. T. McNerney, former city editor of the *Burlington (Ia.) Hawkeye*, lately with the *Waukegan Sun*.

Claude A. Jagger, from *Worcester (Mass.) Telegram*, to staff, *Providence (R. I.) Evening Bulletin*.

Dave H. Harris, from *San Diego (Cal.) Tribune*, to copy desk, *Tacoma (Wash.) News Tribune*.

W. J. Duchaine, from city editor, *Mar-*

quette (Wis.) Eagle-Star, to news editor, Las Cruces (N. M.) *Rio Grande Farmer*.
Chas F. Theis, from *San Antonio Evening News*, to *Houston Press* reportorial staff.

MARRIED

WILLIAM BROMAGE, former assistant financial editor of the *Providence Journal and Evening Bulletin*, to Miss Florence H. Devine of Suffield, Conn., recently.

Philip L. Meyer, advertising manager of the *Morristown (N. J.) Jerseyman*, to Miss May Curtis, Nov. 21.

Herbert M. Hofford, general re-write man of the *Providence (R. I.) Evening Bulletin*, to Miss Margaret Schmid Labbee, of Providence, R. I., Thanksgiving Day.

WITH THE SPECIALS

H. P. NEUMAN, advertising manager of the *American Press*, is now in Chicago for the purpose of appointing a Western representative.

Benjamin & Kentnor Company has been appointed publishers representative for the *Evanson (Ill.) News Index* effective Nov. 24.

SPECIAL EDITIONS

MARYVILLE (Mo.) DEMOCRAT-FORUM a 55th birthday edition, Nov. 13.

Honolulu Star Bulletin, a 110-page Progress and Opportunity edition, Oct. 20.

Glendale (Cal.) Evening News, a 108-page development edition, Oct. 31.

Rockwood (Tenn.) Times, 16-page Front street Booster and White Way edition, Nov. 20.

Laurel (Miss.) Daily Leader, 64-page development edition.

PRESS ASSOCIATION NOTES

J. E. BOYLE, Associated Press correspondent at Madison, Wis., has resigned, effective Dec. 15, to accept a position as news editor of the Episcopal Church Association of Chicago and publisher of their magazine. He will be succeeded by R. G. Massock, at present night editor of the A. P. Dallas bureau.

N. W. Gold was this week appointed acting correspondent of the Associated Press in New Orleans. He had previously been day filing editor in the same bureau.

Guy T. Smith has been appointed night editor of the Associated Press, San Francisco bureau, succeeding L. W. Randall, who has resigned to join the staff of the *San Francisco Daily News*.

D. F. Brittle, who has been attached to the Associated Press Southern Division

For building good will
and holding circulation
there is nothing equal
to the Haskin Service.

as filing editor in the Washington D. C. bureau, has been made a reporter in the same bureau.

J. H. Jenkins, Associated Press correspondent at Charlotte, N. C., who has been in Raleigh since the middle of October directing the A. P. election service, returned to the Charlotte bureau this week.

Fraser Edwards, widely known Washington newspaper correspondent, has gone from the United Press Associations to the Universal Service. He will again cover the Senate when Congress reconvenes.

F. A. Barker has been transferred from the Dallas, Tex., bureau of the United Press to represent the U. P. at a new bureau opened at Austin with offices in the *Austin American-Statesman* building. H. Sharpe, formerly of the U. P. Kansas City bureau replaces Barker at Dallas.

J. Kenneth Mullen, Universal Service bureau manager at San Antonio before the bureau there was closed, has gone to Mexico City for the Hearst news service.

ASSOCIATIONS

NEW YORK NEWSPAPER WOMEN'S CLUB will hold a dinner Sunday evening, Dec. 14, at the Algonquin Hotel. Columnists on New York daily newspapers will be guests of honor.

Catholic Writers Guild, New York, held its regular monthly meeting at the Hotel Plaza, Nov. 23. Otto Kahn, banker, who was the principal speaker, paid tribute to the Catholic Church as a power in art. Rev. John B. Kelly presided.

New York Business Publishers Association will hold its 35th anniversary dinner Dec. 9. On Feb. 19, a Gridiron dinner will be held, and on April 9 an Agency Night. Monthly meetings have been abandoned in favor of three meetings during the season at two-month intervals.

Edmonton (Alta.) Press Club held its November meeting in the Macdonald Hotel on Nov. 12. The feature of the evening was a moving picture display of scenes in the Peace and Athabasca territories and on the Prince of Wales ranch by Colin Groff, Alberta publicity commissioner. A. R. Alloway, new managing director of the *Edmonton Bulletin*, was initiated into the club.

New York Employing Printers Association (Brooklyn Group) held their monthly dinner-meeting in the restaurant of the Linotype factory as guests of the Mergenthaler Company on Tuesday evening, Nov. 18. The principal speaker was A. V. Ingham of the Sheffield Fisher Company, of Rochester, N. Y., who spoke on "Methods of the Successful Small Printer."

Charlotte (N. C.) Advertising Club, which will be affiliated with the Associated Advertising Clubs of the World, was organized at a meeting of 45 advertising men last week. John Paul Lucal, publicity director of the Southern Public Utilities Company, was elected president; Stark Dillard, vice-president; Miss Willie Shelby, secretary; Mrs. Edith Deschenes, treasurer; Junius M. Smith, Ralph Spangler, O. T. Stewart, E. C. Lyndon and W. H. Martin, directors. Application has been made for a charter for the club, which expects to increase its membership to between 75 and 100.

Washington (D. C.) Ad Club held a "Good-Fellowship" luncheon Tuesday, Nov. 18, at which Col. George Harvey, editor of the *Washington Post*, was chief speaker.

Town Criers of Providence, with a representation of 150, won the attendance cup for the largest number of members present at the New England Advertising Clubs convention in Hartford, Conn., last week. The group obtained permanent possession of the cup, having won it three years in succession.

Women's Advertising Club of Chicago will celebrate its seventh birthday at the Keedy Studios on Dec. 2. A buffet supper, two one-act plays by the Playcraft Players, dancing, souvenirs, and other entertainment will be features.

WHAT'S WHAT IN THE FEATURE FIELD

FEG MURRAY, sports cartoonist, winner of three national and two international track championships, is now drawing for the Metropolitan Newspaper Service, New York. Rights to this sporting feature were obtained by Metropolitan through arrangements with Associated Editors, Inc., Chicago. Murray is the brother of R. Lindley Murray, United States tennis champion 1917-1918.



FEG MURRAY

Murray's success as a sports cartoonist is not simply an outgrowth of his athletic career with the discovery of a latent talent to draw; on the contrary, his leaning toward the pencil was as strong as that toward the cinder path, and when he entered Stanford University, California, as a freshman, he enrolled in the Art Department.

After four years of both drawing and hurdling he was graduated, in 1916, with the degree of A. B. in the Graphic Arts department, and he was at the same time captain of the university track team.

In the war Murray saw service with the field artillery at Cantigny, Chateau Thierry, San Mihiel and the Argonne. He continued to draw pictures in France.

In 1920, he was chosen a member of the U. S. Olympic team and took third place in the 110-metre hurdle race at Antwerp.

He worked as a regular sports cartoonist on the *Los Angeles Times* before joining the Associated Editors of Chicago.

Merrill Blosser, creator of "Freckles and his Friends," and Gene Ahern, who draws the "Major Hoople" cartoons, both of NEA, Inc., Cleveland, left last week for Los Angeles, where they will spend the winter, doing their work there and forwarding it to the Cleveland headquarters for syndicate distribution.

Arthur R. Todd, former day city editor of the *Rockford (Ill.) Morning Star*, who left that post to become secretary of the Rockford Boys' club, has returned to the newspaper field. He will join the Associated Editors, Chicago, a syndicate which lately acquired the two newspaper and job printing plants in Lake Geneva, Wis., and will consolidate the papers and job printing firms with Mr. Todd in charge.

Steve Hannigan, formerly feature writer for the NEA, Inc., Cleveland, has joined the sales staff of United Feature Syndicate, New York. No successor has yet been appointed to succeed Norris Huse, who resigned recently as general manager of this syndicate to become business manager of the *Mount Vernon (N. Y.) Argus* and the *New Rochelle (N. Y.) Standard-Star*.

Bryan Mack, formerly editor of the *Pensacola (Fla.) Journal*, is now a member of the sales staff of the Publishers Autocaster Service Company, Inc.

The *Cosmos Newspaper Service*, New York, has started syndication of the *Cosmos* Editorial Board feature, of which William Allen White of the *Emporia (Kan.) Gazette* is chairman. The feature presents daily editorials by prominent authorities on national and international news.

The territory of Hawaii has inaugurated a free monthly news service, with W. O. Cogswell as editor. The service, to be known as *News of Hawaii*, with headquarters at Postoffice Box 2120, Honolulu, announces that in addition to regular monthly releases, it is prepared to handle assignments for articles and general information on the Hawaiian Islands.

Something new in newspaper features is the set of nine full page drawings and text by Tony Sarg now being handled by the Bell Syndicate, Inc., New York. The first of the series is entitled "Sir Walter Raleigh and the Hot Potato." It is supplied in mat form.

The Bell Syndicate, Inc., also announces it has the exclusive newspaper rights on William Allen White's book on Woodrow Wilson.

Beginning this week, NEA, Inc., Cleveland, is adding to its service a half page feature, supplementary to the special weekly farm service. This feature is a weekly article which tells farmers how to build certain implements, small structures and other farm equipment.

DAILIES IN RADIO TEST

New York World and Petit Parisien Aid Trans-Atlantic Broadcasting

Newspapers and newspaper men played a part in the partially successful attempt to bridge the Atlantic by radio broadcasting this week, a test sponsored by *Radio Broadcast*, a magazine.

Starting Nov. 24, and continuing until Nov. 30, official tests were conducted by the wireless broadcasting station of the *Paris Petit Parisien*. The newspaper's management announced that it would welcome remarks and suggestions from American listeners-in, which their radio expert would acknowledge.

On this side the *New York World* cooperated with the station operated by Gimbels' department store. The *New York Journal* offered prizes to fans who heard messages from abroad.

Sir A. Morrice Low, Washington correspondent of the *London Morning Post* and George Harvey, editor of the *Washington Post*, were two speakers in the program offered by combined American stations in their effort to broadcast eastward across the Atlantic.

FLASHES

Hard-hearted employers are taking the joy out of life by insisting that the crossword puzzle is a diversion and not a means of livelihood.—*Boston Transcript*.

With the advent of night golf a lot of men will probably see no reason for continuing their "lodge" membership.—*Baltimore Sun*.

The latest definition of a real American is one who pays his taxes honestly. What a rare bird!—*Buffalo Commercial*.

A chemist lists 150 useful products from the humble peanut, but peanut politics is not one of them.—*Springfield Republican*.

The hard part is to be good without envying the naughty.—*New York Telegram and Evening Mail*.

We are the only nation that treats liquor drinking as a crime, but other nations seem to look with disapprobation on murder.—*Columbia (S. C.) Record*.

Vanity is essential. It enables us to think our head level merely because our feet are cold.—*New York Telegram and Evening Mail*.

Mussolini says his philosophy of life is to "live dangerously." If he wants to do that to the limit he should come over here and patronize a bootlegger.—*Columbia (S. C.) Record*.

Europe must not be vexed at us. Driving from the back seat is just a little habit of ours.—*New York Telegram and Evening Mail*.

A Yonkers man who has been married and divorced three times says he believes in a safe and sane fourth.—*New York American*.

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

SOUTHERN NEWSPAPER PLANT FOR SALE AT BARGAIN

The Charleston American offers its entire plant, including real estate and equipment, for sale at a bargain. This plant is located in the heart of the City on one of the best corners in town, measuring fifty one (51) feet on Meeting Street, and one hundred seven (107) feet on Society Street, including one three story brick building, with news print warehouse adjoining, and one two story brick press room with composing room above; containing editorial rooms, business office, circulation department and complete and well arranged newspaper lay-out. Together with one 32 page Duplex Press with color deck, linotype and intertype machines, stereotyping outfit, safes, files, desks, chairs, furniture, and all appurtenances of any and every kind needed in the operation of a modern daily morning or afternoon newspaper. This plant is ready to be operated by simply turning on the switch. Terms cash, or one-third cash and the balance in three annual payments. Price extremely cheap. Communicate with John I. Cosgrove, Attorney, 45 Broad Street, Charleston, South Carolina.

MOST NEWS

The largest morning daily circulation in Pittsburgh

The Pittsburgh Post
MORNING AND SUNDAY

Daily Circulation....130,891
Sunday Circulation....182,313

Member A. B. C.

ADVERTISING AGENCY AFFAIRS

LAWRENCE L. SHENFIELD, formerly vice-president of the W. I. Tracey, Inc., New York advertising agency, has been elected president to succeed N. W. Doorly, who leaves to become advertising manager of Women's Wear, a Fairchild publication. William Irwin Tracy becomes vice-president and treasurer; and Arthur S. Garrabrants, secretary. The following concerns recently placed their accounts with this agency: Lustberg, Nast & Co., New York, Outdoor Shirts; G. Gennert, New York, photographic supplies; Darn Proof Hosiery Company, New York, Arthur Miller, Inc., insurance.

The Wildman Advertising Agency, New York, has been selected by the Cub Knitting Mills, Malden, Mass., to direct its 1925 advertising program. An extensive newspaper campaign will be carried on in more than one hundred cities. A. R. Murray, formerly connected with the *Household Magazine*, has joined the Wildman staff.

The Vancouver branch of A. J. Massie, Ltd., general advertising agency with headquarters in Winnipeg, has moved to new and larger offices at 808-809 Dominion Building, which faces Victory Square.

Edward F. Archibald for 15 years associated with the Charles Advertising Service has been appointed director of advertising of the *Hostess Magazine*. He will enter upon his new duties Dec. 1.

Roy Bourne, manager of the L. S. Gillham Advertising Company, Salt Lake City, has joined the commercial department of the Utah Power and Light Company. He is a former editor of the *Salt Lake City Deseret News*. Marion C. Nelson, business manager of the agency, succeeds him.

L. C. Brown, until recently with the *American Weekly*, has joined the New York Staff of Ruthrauff and Ryan, Inc., advertising agency. He has been with the Hearst organization for the last 20 years.

James C. Chillcott has been transferred from the Boston office of N. W. Ayer & Son to the New York office.

The Harrison-Riphey Advertising Agency has been established in St. Louis, Mo., with the following incorporators; Milton S. Riphey, president; Robert H. Isaacson, vice-president; and E. K. Harrison, secretary-treasurer.

W. Arthur Cole has joined the staff of the Corman Company, Inc., New York as production manager. He formerly served in a similar capacity with Barton, Durstine & Osborn, Inc.

H. O. Straub, formerly president of the Everite Service, Inc., has been appointed production manager of Sternfield-Godley, New York advertising agency. Abner P. Grunauer has joined the staff of the same agency as service manager. He was formerly with the E. W. Hellwig Company.

Wright Returns from South America

F. J. Wright, of the *Chicago Tribune* Staff, returned to this country this week from South America, where he had been watching and writing of several new revolutions in Latin countries. He told ship news reporters that South Americans had taken an unusual interest in the recent American elections, and that several hundreds had visited the newspaper offices at Santiago, Chile, on election night for returns. Bolshevism is the big fear in South America he said.

To Build 200-Ton Mill

Directors of Price Brothers & Co. have decided to proceed immediately with construction of their proposed new 200-ton newsprint mill at St. Joseph D'Alma, in close proximity to new Duke-Price power development on the Grand Discharge. This development is part of important plan of expansion worked out by the late Sir William Price, who was killed by a landslide near the Kenogami Mill in October.

N. Y. Special Adds 7 Papers

Seven Oklahoma newspapers have appointed Fralick & Bates, Inc., New York, their special representative, effective Dec. 1. They are: the *Ada News*; *Bartlesville Examiner*; *Durant Democrat*; *McAlester News-Capital*; *Pawluska Capital*; *Ponea City News*; *Shawnee News*.

Boston "Special" Changes Name

The Foreign Language Advertising Service, Inc., Little Bldg., Boston, Mass., has changed its name to Joseph J. Borgatti, Inc. The firm acts as representatives of the leading foreign language newspapers.

FORESHADOWED EVENTS

Nov. 30-Dec. 1—Texas Managing Editors Assn., meeting, Galveston, Tex.

Dec. 4-5-6—Texas Editorial Assn., meeting, Galveston and Houston, Tex.

Dec. 6—Veteran Boston Journalists, annual meeting, Boston, Mass.

Dec. 9—Trial of Baltimore Post for publishing income tax payments, opens in Baltimore.

Dec. 9—Assn. of Foreign Press Correspondents, luncheon to Sir Esme Howard, Lawyers Club, New York.

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

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

1899, died suddenly recently at his home in Bartow, Fla., where he had lived since leaving Joliet.

DON A. JACKSON, 61, former editor of the *Fredericksburg* (Ia.) *News*, died Nov. 10, in the family home. He served as editor and manager of the *News*, which he established in 1889, for 35 years. A few weeks before his death he disposed of the paper to Albert Johnson of Dows.

MRS. PENELOPE GLEASON KNAPP, former well-known Michigan newspaper woman, is dead at her home in Chicago. Mrs. Knapp formerly lived in Albion, Mich., and besides her newspaper work was a contributor to many magazines.

JOHN H. BOYS, 54, banker and former Atlantic, Ia., newspaper publisher, died Nov. 21, in Wichita, Kan. He started newspaper work on the *Galesburg* (Ill.) *Daily Mail* in 1893. He entered the banking business in 1906.

EDGAR H. DEFEBAGH, 68, founder and president of the Barrel and Box Publishing Company, Chicago, died recently.

JOHN C. TELFORD, 46, former owner and publisher of the *Beaver Falls* (Pa.) *Tribune*, died at his home in Buffalo, N. Y., Nov. 22.

CORNELIUS A. SHAVER, 87, who operated the news service on the Chicago and Northwestern Railroad from 1861 until two years ago, died recently at his home in Chicago.

JOHN B. GILLOOLY, sporting editor of the *Boston American* for the past 17 years, died at his home in Dorchester, Mass., Nov. 23, following a shock the previous week. He was one of the best known sport writers in New England. Before joining the *American Staff*, he was three years on the *Boston Post*.

MISS GRACE M. BURT, 52, for the past 19 years club news editor of the *Newton* (Mass.) *Graphic*, died Nov. 19.

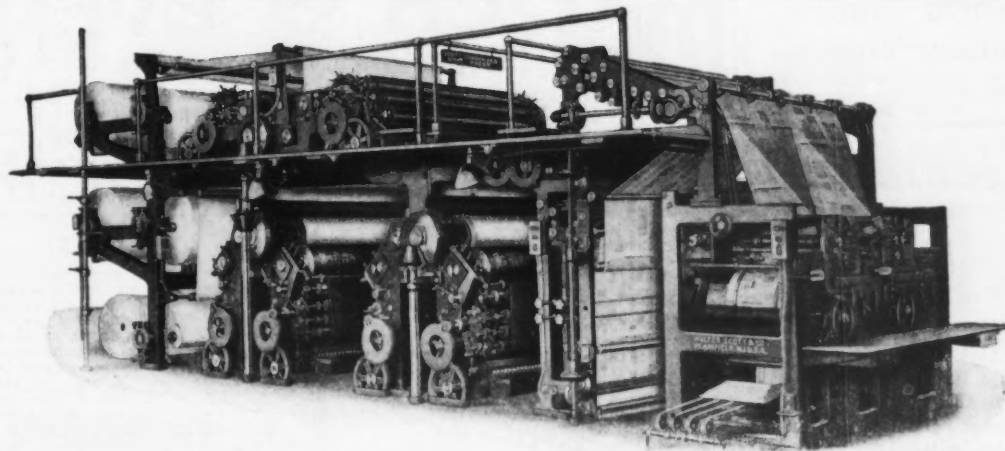
J. G. TUCKER, 53, linotype operator for the *San Antonio Express*, died of heart failure while on a hunting trip near Pleasanton, Tex., Nov. 9.

Obituary

LAWRENCE BRADLEY, 51, for 30 years a New York newspaper reporter and publicity man, died last week. He had worked on the *New York Herald* under the younger Bennett and for a time was dramatic editor of the *New York Evening Telegram*. He had recently been road manager for David Warfield in his tour in "The Merchant of Venice."

HARRY V. BALDWIN, 58, for 25 years news editor of the *Philadelphia Record*, died Nov. 20 in Philadelphia. He was born in Worcester, Mass., and started on the *Spy*, later working on the *Providence Telegram* and on Baltimore newspapers.

WILLIAM HAWLEY STEVENS, 63, associated with his father, the late W. W. Stevens, in management of the *Joliet* (Ill.) *Record*, in the late '80's until its consolidation with the *Joliet News* in



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WHAT THEY ARE SAYING

AN EDITORIAL DEFINED

"AN editorial should be a free expression upon the news or the tendencies of the day, written briefly and bravely by a wise kind-hearted man. Bitterness, bias or fear have no place in an editorial; they make for weakness, no matter how much they bluster."—William Allen White, Editor, Emporia (Kan.) Gazette.

WOMEN AND THE NEWSPAPER

"WOMEN refuse to look upon newspapers as mere commercial enterprises and advertising mediums. They place upon the newspapers a large responsibility as perhaps the most important agency of 'public welfare and for private information.' The newspaper is unquestionably the biggest continuation school of the Nation and does more to mold public opinion and public action than any other institution. Therefore, let the newspaper look well to the course of study it offers the public."—Mrs. Elias R. Michael, member of the St. Louis Board of Education.

THE RURAL MERCHANT AND ADVERTISING

"THE rural merchant is by no means sold on the value of the newspaper advertisement. Ninety per cent of them in the small town think that the money spent for advertising is merely a donation to keep the local newspaper going. And yet, if you note those small town business men who are succeeding notably and are building up a large and prosperous business, in every case are those who are carrying on persistent and constant advertising in the proper way in their local newspapers."—A. H. Syverson.

A PAINTER OF THE INTELLECT

"SARGENT was a portrait painter. Sargent was a brilliant depicter of physical being. The interviewer, in my judgment, is a portrait painter also, but he is an intellectual portrait painter, he is a psychic portrait painter, he is a painter of the minds and souls of women and men. That is the interview in the abstract. You can't see an emotion, you can't see an idea, you can't see an ambition, you can't see a dream; those are the great invisibles of the world that translate themselves into that great practical visibility which we call civilization. That is the interview in the abstract."—Edward Pine Bell, Special Correspondent for the Chicago Daily News.

TAKE THE GUESS OUT OF ADVERTISING

"ADVERTISING is limited to the personal effort put into it. Stores, big and little, are beginning to see that they get more effectiveness if they take the guess and mess out of advertising and merchandising. Advertising scarcely has been analyzed. Every merchant should look on advertising as the symbol of the character of his store. To make advertising pay a man must take an inventory of his stock, whip his sales organization to 100 per cent efficiency; his stock must be reduced by 50 per cent. There is too much stock tied up on his shelves. It is buried and worthless. The merchant today does not get the right margin of profit."—Frank French of the French Advertising Agency, Cedar Rapids, Ia.

ELEANOR CLARAGE, 26, IS CLEVELAND'S ONLY WOMAN MUSIC CRITIC

ACTRESS, musician, short story writer, and now at the age of 26, musical critic on a metropolitan newspaper in competition with members of the opposite sex, and giving them a strenuous run to keep pace with her!



ELEANOR CLARAGE

That's the colorful career of Eleanor Clarage music critic of the Cleveland Times and Commercial, since the day, a few years ago, she stepped from the New England Conservatory of Music after a three-year study of harmony, theory and composition.

Miss Clarage, a native Cleveland, is the only woman music critic the city boasts, or, so far as the old newspaper men recall, ever boasted.

Leaving Cleveland a few years ago, Miss Clarage, after being educated at Washington, D. C., went to the music institution in Boston, then took up a stage career. The life behind the footlights failed to appeal, and she gave it up to follow the muse. Her first successful effort was a short story published in the Metropolitan under the pen name of Ellen Orr.

H. L. Mencken and George Jean Nathan, while they guided the destinies of old Smart Set, bought stories and poetry from her, while others of the airy, popular magazines also purchased of her wares.

Miss Clarage spent two years in New York City, free lancing for newspapers and writing poetry and fiction. She kept

close in touch with music and musical activities. Joining the staff of the Cleveland Times last February, she did some "emergency" reviewing, acting as a pinch hitter for the regular critic, who was soon to retire from the paper for other endeavors. Her work attracted the attention of her superiors and it followed naturally that she fell heir to the post when it was vacant.

Now, her music reviews are quoted widely in the publications devoted to melody. Her theory of review work is that reviews and criticisms should be written so simply that the veriest laymen can understand them. She says that only the professionally trained musician knows what a critic means when technical details are excessively used.

KEENAN FLIES TO CUBA

Former Pittsburgh Publisher Takes to Air at 65

"Fighting editor" signifies courage; so does "flying editor."

And Thomas J. Keenan, former Pittsburgh publisher, zoomed up from New York harbor this week on an airplane flight, which will carry him down the Atlantic Coast to Havana, Cuba, and his estate on the Isle of Pines.

Mr. Keenan is still young enough to strive for honors as a flying ace. He is only 65. If enthusiasm counts he'll establish new records on his present airplane trip.

Mr. Keenan founded the Pittsburgh Press in 1884, and was its editor and publisher until 1901. He also was founder and first president of the Publishers' Press Association, now the United Press. In 1891 he organized the International League of Press Clubs.

World Topics Eminent Writers

MARCH OF EVENTS New York American

Second News Section

Editorial Telephone, Beekman 2000

SUNDAY, NOVEMBER 23, 1924

Business Telephone, Columbus 7000 L11-1

'Germany Alone Not to Blame for War' -- Barbusse

ABOVE ARTICLE SOLD:

- New York American
Chicago Herald & Examiner
Boston Advertiser
Rochester Journal & Post Express
Washington Herald
Baltimore American
Fort Worth Record
San Antonio Light
Atlanta Georgian
Detroit Times
Milwaukee Telegram
San Francisco Examiner
Los Angeles Examiner
Seattle Post-Intelligencer

ARTICLES BY

Distinguished Europeans:

- HENRI BARBUSSE, Author, "Under Fire," Etc.
ANDREAS LATZKO, Author, "Men in War," Etc.
STEFAN ZWEIG, Noted Franco-Austrian Journalist; Romaine Rolland's Biographer.
VAILLANT-COUTURIER, Distinguished French Deputy
MARCEL FOURRIER, Managing Editor, "Clarte," Paris, and others.

THE accompanying article by Henri Barbusse, famous author of the sensational war book, "Under Fire," is especially timely in view of the revelations contained in the secret diary of George Louis, former French Ambassador to St. Petersburg under the Czarist regime, published a few days ago in Paris. Among other things Louis' diary charged that former President Poincare was indirectly responsible for the World War and accused him of being a tool of Count Islovsky, former Foreign Minister of Russia. Former Foreign Minister Sazanoff of Russia and a number of other statesmen in France also figured in the revelations contained in Louis' diary. Although M. Barbusse's article was written several weeks ago, his conclusions are strikingly borne out by the Louis revelations of the past week.

EDITORIAL NOTE from "N.Y. SUNDAY AMERICAN"

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RESPONSIBILITY IS LAID AT DOORS OF FRANCE AND ALLIES

Noted French Writer Declares That Revenge Against Germany for Defeat in 1870 Had Been the Constant Goal of Poincare—Russian Secret Documents Are Cited to Prove His Charges.

By HENRI BARBUSSE. The Famous Author of "Under Fire"



PARIS, November, 1924. FRENCH and English political circles are agitated over the attitude of the German Government in considering a note to the Powers regarding the clause in the treaty of Versailles that attributes to Germany alone the responsibility for the war. This clause, of course, is the cornerstone of the treaty.

When the leaders of the Entente are reproached with having grabbed the great spoils of victory, creating Germany under a weighty tribute, and taking her in pieces in Europe and taking all her colonies—in a word, reducing her to complete annihilation—their answer is, "Well, Germany started the war. When they are accused of not having kept the pledge they set their armies on the march ('this war will be the last war, its end will be the end of war itself') by sowing the seeds of hatred and revenge, which will rise fatally one day, the answer: "Our attitude is justified by the crime Germany committed in attacking peaceful countries. She also..."

MILLER OF BATTLE CREEK RE-ELECTED MICHIGAN PRESS CLUB PRESIDENT

Adrian Telegram Wins Trophy for Best Front Page Among Dailies—Willis Abbott Says Yellow Journalism is Rapidly Dying

THE University Press Club of Michigan, which comprises the combined organizations of editors and publishers and press clubs of the state, closed its sixth annual conference at the University of Michigan last Saturday by re-electing Albert L. Miller, editor of the *Battle Creek Enquirer and News*, president for the ensuing year.

Three vice-presidents elected were Arthur H. Vandenburg, *Grand Rapids Herald*; Murl DeFoe, *Charlotte Republican*, and Arthur Treanor, *Saginaw News-Courier*. Awards of trophies were made at this session. The *Adrian Telegram*, edited by Stuart Perry, was awarded the trophy for the best front page among the larger dailies of the state. The *Owasco Argus Press* won the prize for the best page among the smaller dailies, and the *Birmingham Eccentric* submitted the best front page among the weeklies.

The annual meeting and banquet in the Michigan Union Friday night was featured by an address by Willis John Abbott, editor of the *Christian Science Monitor*.

"Yellow journalism is dying in America," said Mr. Abbott. "The day of sensational journalism is almost over," he said. "I know whereof I speak because for many years I was as active as any newspaper man could be in yellow journalism, and there is little about it that I do not know."

"I was interested this afternoon in the discussion of advertising and the effect of advertisers upon newspapers. The day is past when big advertisers can dictate the policy of responsible newspapers. That is yesterday's stuff. The advertisers today are doing more to clean up the newspapers than are the editors."

In speaking of the printing of crime news Mr. Abbott said:

"The only defensible excuse of the printing of such news is that exposure of crime or a disease epidemic deters more crime or results in stamping out the disease. The evidence is all the other way. The report of the Cleveland commission on crime and the courts showed conclusively that every time the Cleveland newspapers started printing stories about a crime wave there was a crime wave. Then the base ball season would come along, the newspapers would forget about it, and the crime wave would be over. The police and court records proved it conclusively."

"Every newspaper man who has had professional training, and who regards his work as dignified and honorable, is a professional man," Mr. Abbott declared.

"The newspapers must raise salaries and so conduct themselves that they will

not only attract better grade men, but will hold them.

"The newspapers must pay enough to permit a man to live a life of dignity if they are to hold their good men. I know of newspapers where they pay their circulation manager more than they do their managing editor."

At the opening day's session of the conference, the various groups comprising the club had separate gatherings. They are the Michigan Daily Press Association, the Michigan League of Home Dailies, the Michigan Press Association (weekly publishers) and the Michigan League of Press Women.

"The Place of the Community Weekly in Modern Newspaper Development" was the subject of a talk by M. L. Cook, publisher of the *Hastings Banner* in the afternoon. After that the editors adjourned to a campus auditorium where they heard Walter de la Mare, English author.

Herbert Bayard Swope of the *New York World* and Kent Cooper, assistant general manager of the Associated Press were to speak at the evening dinner, but telegraphed their inability to attend. E. T. Cutter, head of the central division of the Associated Press, urged the editors to put into their papers straightforward news of the kind they would be willing to have go into their own homes. He described the workings of the Associated Press, and said that he believed it was aiding to bring about the demise of yellow journalism.

Arthur Vandenburg of the *Grand Rapids Herald* spoke impromptu, urging the editors to "be decent, be honorable, be fair." Prof. William A. Frayer of the department of history of the University of Michigan said that the historian finds more that is valuable to him in the advertising and the editorial columns of the newspaper than in the news columns which are too often incorrect.

Stuart H. Perry of the *Adrian Telegram* spoke on "Contempt of Court as Applied to Newspapers."

Prof. Herbert Goodrich of the University of Michigan Law College spoke on "Civil Liabilities in Libel" and Arthur R. Treanor of the *Saginaw News Courier* discussed the "Proper Selection of Features."

Mrs. Charlotte Perkins Gilman, editor, writer and lecturer of Boston, provoked considerable comment from the editors when she attacked newspapers for printing crime and circulating "debasement material which stops human progress and weakens social bonds." She called poison-

ing the public mind "as dangerous as mutiny of the army and navy in time of war and nothing less than treason."

Journalism as a profession was discussed by Prof. Edwin G. Burrows of the University of Michigan School of Journalism.

"This tendency to find a higher sounding name for one's occupation is general among business men of all kinds who have unquestionably won a higher standing in the community during the last few generations and who want a title to show their promotion. So the real estate dealer calls himself a realtor, the press agent a public relations counsel and the undertaker a mortician. There is no harm in that. There is good in it, if it makes anyone feel any better. There is more substantial good if the name carries with it additional self respect and new professional standards."

"It seems to me that college work in journalism is concerned with something less pretentious and more practical than a new title or classification for newspaper men, not only practical in the sense that it will show results in a pay envelope or balance sheet, though it may do that too, but practical in the sense that it helps newspaper men make a good job of what they have to do."

Faulkner Fund Growing

Russell Wilson, chairman of the James E. Faulkner Fund, reported recently that the sum raised in Cincinnati and vicinity to date amounts to \$3,751. It is said that \$10,000 additional is to be raised in the state of Ohio at large as a memorial to the famous *Cincinnati Enquirer* political writer. The fund is to be raised to endow a chair of journalism at Ohio State University.

CANADA SEES PROSPERITY

Conservative Victory in England a Factor, Publisher Says

Business conditions in Canada, while not maintaining the level established during 1923, are on the upward trend, L. H. Dingman, president of the *St. Thomas (Ont.) Times-Journal* and vice-president of the *Stratford (Ont.) Beacon-Herald*, told EDITOR & PUBLISHER this week during a business trip to New York. He gave the recent Conservative victory in England as one of the causes which will result in increased prosperity.

Newspaper consolidations are as popular in Canada as in the United States, he stated. At the present time only two cities in Ontario—Kingston and Belleville—have more than one daily, whereas many more newspapers were being published in the province a few years back.

The pulp embargo proposal, which has caused much controversy in Canada, would be of great aid to the upbuilding of Canada's industries, Mr. Dingman declared.

The present U. S. tariff excludes many of Canada's farm products, forcing them to be marketed abroad, he pointed out.

"Gold Mine" Swindle Exposed

The *St. Paul Dispatch*, Nov. 20, exposed a "gold mine" swindle that had victimized a large number of people in southern Minnesota. Several arrests were made. The Dispatch operated in collaboration with the Minnesota State Securities Commission. Lucien D. Parlin handled the story.

Ludlow Typefaces Improve Appearance of Janesville Gazette

MR. H. H. BLISS, Publisher of the Janesville (Wisconsin) Daily Gazette writes: "My decision to install the Ludlow was made on an actual demonstration in the plant of the El Paso Texas Herald, where they operate three Ludlows. They assured me that they were able to handle double the composition with Ludlows that they could handle by any other system they had either used or investigated."

"We now operate two Ludlows with about 65 fonts of mats and we find that these machines meet our requirements. Our men took to them readily."

"As to the saving of time, which of course means money, and for space—the Ludlows have accomplished these items. We have discarded practically all of our single types except the large sizes. The typography of our paper has been greatly improved. New type for each edition insures cleanliness and perfect reproduction. With the careful selection of Ludlow type faces we produce a first page which has frequently been commented upon favorably."



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Mr. Ed. J. Fehn, Business Manager of the Evansville, Ind. COURIER had this experience:

"Since adopting your service we seldom receive requests for checking copies, and we no longer have to maintain a large file of back copies to supply agencies. Likewise our bills are being paid promptly and we are rid of the annoyance of the missing copy evil."

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CANADIAN PRESS WINS WAGE DISPUTE

Conciliation Board Awards \$5 Reduction for Telegraphers East of Winnipeg—Present Scale Continued Elsewhere

Continuation of the present wage scale with the exception of a reduction of \$5 a week in points east of Winnipeg was ordered by the Board of Conciliation in settlement of the dispute between the Canadian Press and its telegraphers in an award handed down in Toronto, Nov. 25. The board was appointed by the Dominion Minister of Labor.

The award ordered that seniority rights be unchanged and made recommendations for arbitration of future disputes.

Members of the board were Judge Colim G. Snyder, chairman; J. G. O'Donohue, K. C. representing the employes; and E. Norman Smith for the Canadian Press.

Mr. O'Donohue dissented from the \$5 reduction in the wage scale. Otherwise findings of the board were unanimous.

The dispute between the Canadian Press and its telegraphers originated last July, when the operators demanded a wage increase and the press association countered with a request for reduction, claiming the cost of living had been lowered.

The company offered to arbitrate and sought appointment of the Conciliation Board by the Minister of Labor. The telegraphers at first refused and went on strike Sept. 11. After 10 days, however, they returned to their keys, and sittings of the board began.

NEWSPRINT EXPORTS FALL

Slight Decrease Shown in Canada's October Report

Canada's exports of newsprint in October amounted to 99,812 tons valued at \$7,307,539, as compared with 101,843 tons valued at \$7,454,239 in September. On other hand exports of pulp were up from 72,997 tons valued at \$3,513,806 to 76,406 tons valued at \$3,696,406.

For ten months ended October, exports of newsprint amounted to 1,006,559 tons valued at \$75,310,579, against 939,944 tons valued at \$70,783,007 in same period of 1923. Exports of pulp during ten months were down from 730,683 to 620,254 tons and in value from \$39,333,582 to \$32,476,443, principal decrease being in mechanical pulp, which dropped from 283,181 to 188,571 tons and in value from \$9,503,310 to \$5,994,310.

October exports of pulpwood were 105,951 cords valued at \$1,112,333, in comparison with 96,353 cords valued at \$1,057,410 in September. For ten months' period, exports of pulpwood were 1,096,376 cords valued at \$12,253,171, against 1,261,871 cords valued at \$12,170,136 in 1923.

AUTO BUREAUS CO-OPERATE

Louisville Dailies Working with Chicago and St. Louis Papers

The Automobile Touring Bureau of the *Louisville Courier-Journal and Times* has completed an arrangement with Chicago and St. Louis newspapers to give free information to tourists who pass

through these cities. The interchange of information will greatly aid automobile owners in that section of the country.

During the past few months road scouts connected with the *Courier-Journal and Times* have travelled thousands of miles obtaining first hand information about the highways.

The Louisville dailies' Touring Bureau ranks among the most efficient operated by daily newspapers. A large file of accurate, up-to-date data has been compiled and maps are being continually revised to meet changing road conditions. In addition to its large collection of highway maps, a large base map of the entire country, showing types of surfacing, condition of roads, detours and best routes hangs in the main office and is constantly referred to by automobile owners.

The Automobile Touring Bureau of the *Courier-Journal and Times*, established three years ago by the automobile editor, Charles C. Swearingen.

Frequent announcement by the radio-phone broadcasting station of these newspapers that free road information is furnished prospective tourists on request to the automobile editor has added to the volume of inquiries that reach the bureau daily.

DAILIES BOOST RADIO SHOW

Chicago Papers Open Booths and Print Special Editions

With the opening of the third annual Chicago Radio Show, Chicago newspapers, in addition to special booths and displays at the Coliseum where the exhibition is being held November 18 to 25, ran special radio editions. On Sunday, Nov. 16, the *Chicago Tribune* had a 12-page section devoted to radio topics while the *Chicago Herald and Examiner* produced 20 pages of exclusive radio material.

On Tuesday afternoon, Nov. 18, the first day of the radio show, two of the evening papers issued their special editions. The *Chicago Evening American* had 16 pages in ordinary black and white, while the *Chicago Daily News* ran 16 pages of rotogravure.

The *Chicago Daily Journal* had extra space devoted to the radio show on the opening day also. The *Chicago Evening Post* issues a weekly tabloid radio review on Thursday. The issue of Nov. 21, gave special attention to the show.

INCOME TAX TRIAL SET

Date Tentatively Fixed for Dec. 9—Baker Represents Newspaper

The *Baltimore Post* will go on trial Dec. 9, for publishing income tax payments. The date was tentatively fixed at a conference between United States Attorney Woodcock and Judge Frank E. Stevens and Paul Patterson of Cleveland, representing the Post.

Newton D. Baker, former Secretary of War and one of the Post's counsel, will participate in the trial in Baltimore, as will Thomas L. Sidlo, comptroller and general counsel for the Scripps-Howard newspapers.

N. Y. DAILIES MAY AID PRINTERS' SCHOOL

Renewal of Support Appears Possible if Body Installs Linotype Equipment—Gunnison Elected Chairman of Publishers' Assn.

Renewal of appropriations by New York newspaper publishers for support of the School of Printers' Apprentices appeared possible following the meeting this week of the Publishers' Association of New York, before which plans for development of the school were outlined.

The school is seeking to obtain linotype machines and additional room facilities from the New York public school system. The New York publishers discontinued appropriations, because students were not being instructed in the use of linotypes. Hugh A. O'Donnell, assistant business manager of the *New York Times*, is chairman of the committee on the school.

The association elected Herbert F. Gunnison of the *Brooklyn Eagle*, chairman, and F. A. Walker, publisher of the



H. F. GUNNISON

New York Telegram and Mail, vice-chairman.

A resolution was passed paying tribute to the late H. H. Kolsaat, Chicago publisher.

MIAMI HERALD NEWS FEAT

Prints Pictures of New York Boat Passengers Before They Land

The *Miami (Fla.) Herald* performed an enterprising news feat Sunday, Nov. 23, when it printed pictures of passengers on the New York to Miami steamship Apache, and placed the newspapers in their hands two hours before the boat docked. The trip marked the first passage of Apache.

The feat was accomplished by sending George L. Bradley, assistant managing editor and also an expert photographer to New York to make the trip. On the voyage between New York and Charleston Mr. Bradley obtained photographs of practically every passenger on the boat. He also prepared personal mention of all of them. He left the Apache at Charleston, S. C., boarded a fast train, arrived in Miami on Saturday afternoon. His copy was put in type and about 25 separate halftones of the passengers were made in the Herald's plant. This spread appeared in the regular Sunday morning edition of the paper, covering four pages.

Copies of the Herald were then delivered to passengers aboard the Apache, off the Florida coast, two hours before the boat berthed at Miami. They received a newspaper containing their pictures and write-ups before they had completed the voyage.

Here's a Chance to Help Children

The Church Advertising Department is glad to pass on the suggestion of the Near East Relief that publishers make a special effort to link their paper with the popular interest in Golden Rule Sunday, December 7. Special page layouts, featuring this day, are available from several of the mat services.

Churches will be willing to take extra space to feature their part in this special day, and papers can thus help along this unique day and stimulate larger advertising by special treatment of some sort.

Your denominational leaders in your town have full information. Special electros are available from the Near East Relief, 151 Fifth Avenue, New York City.

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383 Madison Ave.



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Complete coverage with
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The Detroit News

Offers advertisers
unusual opportunities

The Pittsburgh Press

A Scripps-Howard Newspaper
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San Francisco—Cleveland—Cincinnati

RETAIL CENSUS PLAN IS PROGRESSING

A. N. A. Committee Formed to Tabulate U. S. Retail Outlets to Meet in Washington in December, Chairman Feiker States

Further progress on the plans for taking a retail census of the United States for the benefit of business and advertising men was reported this week by F. M. Feiker, vice-chairman of the committee in charge.

A meeting will be called in Washington late this year, he said, under the chairmanship of Owen D. Young to consider best methods to be employed in making a complete count of retail outlets.

Mr. Feiker first broached the plan for such a census before the convention of the Association of National Advertisers at Atlantic City last week. His announcement brought action from the convention floor, a committee being appointed to act with the general committee to promote the undertaking.

Considerable interest was expressed this week in the Market Survey now in the course of preparation by EDITOR & PUBLISHER for publication next month, which contains a record of retail outlets in more than 1000 American markets.

Mr. Feiker expressed the opinion it would aid considerably in the task of collecting statistics, congratulating EDITOR & PUBLISHER for its enterprise.

"Business men," Mr. Feiker said, "today are engaged in a great peace-time war, the fight against rising costs. This fight against rising costs for 40 years in American business has been carried out successfully in the field of manufacturing. Into this field the business man has gone, the scientist, the engineer, and the economist. The scientist has discovered new materials, better and cheaper ways of manufacturing, short-cuts in production expense.

"No parallel attack has been made on the costs of distribution until within the last five or six years, when business men individually and collectively have called upon the sales and advertising men to examine scientifically into the costs of distribution in order to find practical ways to reduce these costs. Trade associations have undertaken collectively problems of commercial research, analyses and markets, programs of collective advertising, and other methods of reducing the cost of marketing.

"The problem is much more complicated than the problem of production.

"There is much talk about the high costs of distribution. In a trade this may take the form of a wide inquiry into some debatable question, such as, 'Is the jobber essential?' or, 'Have we too many retailers?' when nine cases out of 10 the inquiry would not have been started if a few facts as to the number of jobbers and retailers the volume of sales they handle and other similar statistics were available."

PRESS LEAGUE PLANNED

Newspaper Committee to Investigate Other Organizations

Plans for organizing a nonpartisan press association in Indiana to consider problems of editors and managers were discussed recently in Indianapolis by a

New Haven Register

is New Haven's Dominant Paper

Circulation over 42,171 Average

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

New Haven Register

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

APPRECIATES SERVICE

Editor, The Editor & Publisher:
I want to congratulate you and Mr. Schuyler for the able way in which EDITOR & PUBLISHER has reported the Association of National Advertisers' Convention.

As past president of the Association I have appreciated the fine support which you have extended to the activities of our Association, and I know that under the administration of Mr. Sumner you will find the work of the A. N. A. going on in a constructive way for the betterment of advertising. I bespeak for his administration the same cordial interests which you have extended to mine.

Yours very truly,
P. L. THOMSON.

group of Indiana newspaper men. The organization would be in the nature of an auxiliary to the Inland Press Association, composed of newspaper editors in 15 middle western states.

A committee, headed by Rudolf Leeds, of Richmond, was appointed to investigate similar associations in other states and report at a later meeting. The meeting Tuesday was called by George D. Lindsay, editor of the *Marion Chronicle* and former president of the Indiana Republican Editorial Association.

NEWS VETERAN DIES

Charles Murray, 83, Had Long Service in Washington

Charles Theodore Murray, 83, one of the founders of the Gridiron Club, and widely known newspaper man, died at Winchester, Va., Nov. 20.

Born in Goshen, Ind., in 1843, Mr. Murray was educated at the University of Indiana. He served for three years in the Union army during the Civil War, being wounded at Stone River in December 1862.

He established the *South Bend* (Ind.) *Herald*, in 1874. Shortly afterwards he was shot through the right lung in a political quarrel during the Tilden-Hayes campaign and his obituary appeared the next morning in his own newspaper.

Mr. Murray was later Washington correspondent for the *St. Louis Globe-Democrat*, *Pittsburgh Dispatch*, *Philadelphia Times* and the *New York Herald*. In 1916 he claimed to hold the record for the greatest number of words sent over wires in a single day, being his report of the Guiteau trial, and a record for the amount of matter written by one person in a single issue of the *New York Herald*.

He was a syndicate writer for several years writing from New York, London, and Paris, and was also a fiction author. Some of his books are "Sub Rosa," "A Modern Gypsy" and "Mlle. Fouchette." For two terms he was secretary and treasurer of the Gridiron Club, Washington.

Utah, Southern and Eastern Idaho, Eastern Nevada and Western Wyoming—the territory served by

THE Salt Lake Tribune

No other section of the country offers the advertiser the opportunity of practically covering four states by using one newspaper.

FOREIGN REPRESENTATIVES

The S. C. Beckwith Special Agency

New York—Chicago—Detroit—St. Louis
—Kansas City—Atlanta.

PACIFIC COAST REPRESENTATIVE

M. C. Mogensen & Co., Inc.

Los Angeles—San Francisco—Seattle

TIPS TO AD MANAGERS

Elmer L. Allen, 15 East 26th street, New York. Reported to be placing account of the Hygienic Fibre Company, New York.

Anfenger-Jacobson Advertising Company, Odd Fellows Building, St. Louis. Handling account of the Lanenberg Mfg. Company, St. Louis, manufacturers of Front Rank warm air furnaces.

Brandt Advertising Company, 7 South Dearborn street, Chicago. Contracts are being sent out to newspapers generally on the La Mar Laboratories, Cleveland, O.

Brooke, Smith & French, Inc., 206 Eliot street, Detroit. Placing account of the Grays Motor Corporation, Detroit, manufacturers of automobiles.

Charles H. Fuller Company, 629 South Wabash avenue, Chicago. Data is being compiled in preparation for a newspaper campaign on the Don-Mac Electric Company (Protect-O-Tube), Chicago.

Frank M. Comrie Company, 310 North Michigan avenue, Chicago. Has secured the account of the Cooper-Carlton Hotel, Chicago.

Guenther Bradford Company, 7 South Dearborn street, Chicago. Newspapers in North Carolina are receiving orders on the George H. Mayr Company, Chicago.

Henri, Hurst & McDonald, 58 East Washington street, Chicago. Handling account of the Bradley Knitting Company, Delavan, Wis., manufacturers of sweaters, bathing suits, etc.

Hertz Hadley Company, 646 North Michigan avenue, Chicago. Copy on the Sealey Mattress Company, Sugarland, Tex., is being distributed to a list of newspapers in the metropolitan cities.

Hicks Advertising Agency, 52 Vanderbilt avenue, New York. Placing copy with medical magazines in behalf of Lister's Starchless Flour, manufactured by Lister Bros., New York.

Lake & Dunham Advertising Agency, Exchange Building, Memphis. Placing account of the Continental Piston Ring Company, Memphis.

Lord & Thomas, 400 North Michigan avenue, Chicago. Colorado papers are receiving orders on the Cellucotton Products Company, Chicago. MacGibbon & Watson, Easton Building, Oakland, Cal. Placing account of the Bass-Hueter Paint Company, San Francisco, manufacturers of paints and varnishes.

Potts-Turnbull Advertising Company, 6 North Michigan avenue, Chicago. Contracts and schedules are being sent out to newspapers

in scattered territory throughout the country on the Shotwell Manufacturing Company, Chicago, makers of the "Handy Andy Candy Bar."

Sehl Advertising Agency, 139 North Clark street, Chicago. Copy is being distributed to a general list of newspapers on the Calumet Baking Powder Company, Chicago.

Stack Advertising Agency, 29 East Madison street, Chicago. Orders are being sent out to a general list of newspapers on the Santa Fe Railway.

J. Walter Thompson Company, Inc., 14 East Jackson boulevard, Chicago. Several new towns are being added to the list of newspapers receiving copy on Aunt Jemima Mills, St. Joseph, Mo.

Kenneth Barnard Injured

Kenneth Barnard, manager of the Detroit Better Business Bureau, was injured in an accident in Detroit Nov. 22, sustaining a fracture of the left shoulder. He is confined in the Toledo Hospital. Mr. Barnard resigned recently as chairman of the National Vigilance Committee of the A. A. C. W. to become manager of the Detroit bureau.

"FIRST IN PUBLIC SERVICE"



The World and the Evening World have a combined circulation daily, of 750,000 for \$1.20 per agate line gross, subject to contract discounts. These two papers are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

The **Pullitzer Building, New York**
Mallers Bldg. Chicago **General Motors Bldg. Detroit**

WHY SOME TEXAS CAMPAIGNS FAIL?
Because
The BEAUMONT ENTERPRISE
AND
The BEAUMONT JOURNAL
were not on the list. Some Sales Managers think they can cover Texas with four papers. They can not.
Ask Beckwith—He Knows.

GRAVURE SECTIONS PRINTED
SPECIAL AND REGULAR EDITIONS, MAGAZINE INSERTS AND COMMERCIAL WORK.
Standard Gravure Corporation
LOUISVILLE, KY.

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

NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and New Rochelle and The Vicinity Towns
Are Covered Completely By
THE DAILY ARGUS
of
Mount Vernon
THE STANDARD STAR
of
New Rochelle
(Both Members of ABC)
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

ADVERTISING MUST FOLLOW BUYING HABITS

(Continued from page 9)

And so the advertising man is bound to look upon position in a light that has nothing in common with the people he hopes to sell.

I recently solicited a big executive of a nationally known trademarked hat. It isn't necessary for him to think or dress like the class he hopes to sell. But it is necessary for him to sense their living and buying habits. He must visualize the level of his human market and drop down to their understanding. His idea of good position was to be the only advertisement on the sporting page. Association of any other straw hat accounts on a page with him was an occasion for a mighty kick. The created interest in the other accounts did not parallel a similar grouping of his many outlets on business streets of the strongest competition.

I don't blame anybody for fighting for good position. Where your copy is placed and the number of people who see it, is the most vital factor in creating sales. As an advertising solicitor of more than 20 years experience I can only regard an advertisement as something to sell. If I depended upon my thrills and spontaneity for guidance to good position, you may depend upon it that my idea would not draw a prize for originality. My results, however, from my humble selling efforts have always been greatest in the face of competition. The man who wrote his firm and said—"There have been a dozen men ahead of me—it's no use, I'm coming home," failed to sense an interest created by the men who went ahead of him. No doubt he preferred the towns with few people; with stores on corners only, with no competition and extra innings for sleep.

Long experience makes it possible to learn a great deal of the production end of advertising. But you can't learn the consumer's viewpoint. You must get it by observation. The testimony of your mother or brother as to how they read advertising means nothing. The grocer or druggist can't fill out a questionnaire that means a thing. You can't get it from space buyers, contact men, copy men, research men, publishers or advertising solicitors.

TO conceive a subtle understanding of advertising responsiveness you must get it from yourself. To do this you must disassociate yourself from the atmosphere of the workshop and make a study of people.

May I suggest that you go with me to a representative American market like Philadelphia for human observation. We will avoid the Bellevue and instead visit the average small two-story home. Most Philadelphia homes have alleys in the rear. I suggest that we spend a morning listening to the sales people who cry out their copy in these alleys. You will hear a variety of advertising messages that I am sure you will not be able to understand. He may be an umbrella mender, an old clothes man, a fellow with top soil to sell, a huckster or one of a dozen more varieties. If we asked our hostess what each man is saying she will probably reply—"Oh, I don't know but I grow to understand them all through their distinctive tones."

This is evidence of subtle instinct bringing a sales message to a point of understanding. Like newspapers these traders in alleys key their copy to appeal to regular dwellers. And for that reason the stranger is always bound to have a viewpoint that doesn't truly size up the situation.

If the alley illustration is offensive we go down town to the stock exchange where an equally strong illustration of instinctive buying takes place. It is the regular buyer in each case that instinctively understands the sales message. I have mentioned these two illustrations to prove that buying instincts are common in all types of people.

Now let us take a hurried trip around Philadelphia and see how the various lines

of trade locate for shopping. From the stock exchange we will go down Chestnut street from Broad to 11th. We will notice John Wanamaker, Bonwit-Teller, Oppenheim-Collins, B. F. DeWees, Theresa Blum's, Mawson & DeMany and George Allen—the leading outlets for women's wear—all within a few hundred feet of each other; between 11th and 12th on the north side of the street there are nine piano stores. More pianos are sold in this block than are sold in all the other stores in Philadelphia; on Market street between 12th and 13th there are nine prominent shoe stores; at 12th and Filbert there are 68 dealers in sausage and scrapple, all under one roof in direct competition; on Broad street from Race to Columbia avenue, a distance of about a mile and a half, you will notice one automobile sales room after another.

Even the once-active brewers are grouped together at 30th street above Girard avenue; the produce dealers line both sides of the street at 2nd and Dock; antique furniture men on Pine between 8th and 10th; machinery and pulleys on Arch between 6th and 8th; insurance men on Walnut between 4th and 6th; bond brokers on Walnut street between Broad and 16th; no less than 50 film produce outlets on Vine street between Broad and 11th; shore dinner eats at 2d and Walnut; theatrical costumers at 9th and Race; in stallment houses around 6th and Market; radio dealers at 10th and Arch; meat packers at 32nd and Race. No less than a dozen men's clothing houses are within three blocks of William Penn. While on South street between 6th and 10th streets there are enough second hand clothing men to supply a regiment.

And so on and so on and so on, with every line of local merchant. Do you suppose these merchants could answer a question that would tell you why they naturally group together? They could not. And if they did try to answer you they would incline to the idea of exclusive position. Every piano dealer in piano row would gladly see his neighbor move away.

By necessity the local man must associate with his line. He doesn't know why; he simply is there. The reason is traceable to the instinctive buying public—the regular dweller who grows to know the huckster's yell, the stock broker's pandemonium and the variety of sales appeals. You don't have to go to Philadelphia. It is the same in New York, Chicago; Lancaster, Pa.; Waco, Tex., or any trading center in the world.

The value of sales association manifests itself in a newspaper that represents an outstanding success. If you have any doubt about it look over the various pages of such a newspaper and observe how closely it follows the natural tendency of the buyer to shop in the atmosphere of sales association.

The advertiser who says he cannot see how people read solid pages of advertising is like the stranger in the alley. In most cases he is a new advertiser. He is not taking into consideration the instinctive characteristics of the regular readers of a newspaper. The fact that these ad-

vertisers are appearing day after day in this crowded condition is the best reason in the world that they are regularly read and answered.

Good position has more to do with advertising association than anything else. An agency man once said to me, "This association idea is bunk. Why look at the *Saturday Evening Post*; it's the greatest medium in the world for advertising an automobile." Upon investigating a current issue of the magazine, it developed that 47 pages out of 105 were devoted to automobile advertising.

The difficulty in presenting the advantages of advertising association lies in the fact that advertising men are essentially thinkers and consequently reluctant to give way to an instinctive attitude.

Instinct is not definable. For that reason it makes no difference what you and I think about good or bad position, but we owe it to ourselves and clients to make observations beyond our own workshop. You might think that a good place to sell fruit from one of these flat carts such as we see along the streets would be on a live corner free from competition, yet on a certain section of Ninth Avenue, New York, where there are approximately two hundred of these carts selling practically the same kinds of fruit, I listened to the following conversation from a poor ignorant Italian: "I first goa here then goa there—goa everywhere but let me tella you I mova no more—from thisa place I sella the goods."

Instinct is not explainable and for that reason an understanding of position is not possible without a close study of people. Can you imagine anyone trying to explain the most beautiful example of instinct—motherhood? The thinker who attempts this is occasionally seen on our streets spreading the propaganda of "Birth Control." The religious thinker assumes the hopeless task of breaking down tradition sacred to millions since time immemorial. World diplomats and crowned heads have never succeeded in a peace plan due to the instinctive fighting tendencies of people which have never been a part of the Conference. The poli-

tician is Bolshevik who thinks and shouts his ideals independent of common tendencies.

This article is not to be construed as an argument for ignorance. The fact that advertising men are brainy and forceful is beyond dispute. I have merely tried to show that the place to use the brain is in the actual production of our work.

We can't control the buying habits of people. The idea is unthinkable and a loss of time. Thousands of dollars are wasted annually because of the confusion over good and bad position. Why not eliminate this phase of waste by a simple acceptance of the habits common to people?

SEATTLE WELL ADVERTISED

Chamber of Commerce Has Spent \$312,000 in Past Four Years

The Seattle Chamber of Commerce spent \$312,000 on national advertising—most of its newspaper advertising—during the past 4 years, a recent report states.

The Chamber's 1924 advertising appeared in 15 nationally circulated newspapers and 8 magazines, having a combined circulation of 8,000,000. In the 1924 publicity campaign \$15,400 from the Chamber's publicity fund was pooled with appropriations from Vancouver, Victoria, Bellingham and Tacoma for newspaper advertising in California. These 5 cities have voted to continue their advertising campaign in California newspapers during 1925.

Direct results from the national advertising campaign compiled by the Chamber of Commerce follow:

Tourists spent \$11,200,000 during the 4-year span.

The population of the city increased approximately 35,000 during the past year.

Tourists registering at the auto camp park increased from 3,400 in 1922 to 13,203 in 1924. Most of these tourists had read newspaper advertisements which persuaded them to include Seattle in their motor itineraries.



Hazel Deyo Batchelor's New Love Problem Serial

"SOLD"

Treats from a new angle the problem: Can money buy a woman's heart?

For Terms and Proofs Wire

LEDGER SYNDICATE

INDEPENDENCE SQUARE

PHILADELPHIA, PA.

FOR PROMPT SERVICE

TYPE · BORDERS · ORNAMENTS
BRASS RULE

Printers' Supplies · Presses · Paper Cutters

Hamilton Wood & Steel Equipment

including our

AMERICAN CUT-COST EQUIPMENT

Carried in Stock for Prompt Shipment

American Type Founders Company

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

A Stable Market

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

The Milwaukee JOURNAL FIRST—by Merit



OUR OWN WORLD OF LETTERS

By JAMES MELVIN LEE

A REVISED edition of "The Making of a Great Newspaper" has just been issued by the *New York Times*. The title explains the contents. For making the booklet so attractive considerable credit should be given to Louis Ruyl, who made the numerous drawings. The following interesting facts are taken from the booklet:

The annual cost of distribution of the *Times* by truck and railway is more than \$1,045,000. More than 2,200 employes are engaged in the production of the *Times*, in and outside of the *Times* Annex. The weekly payroll of the newspaper and its auxiliary publications exceeds \$100,000; the annual payroll exceeds \$5,000,000. The bill for telegraph and cables tolls amounts to more than \$300,000 a year—about \$1,000 a day. Thus, for the three main items of its cost—paper and ink, service and delivery—the *Times* pays more than \$12,000,000 a year. Including all expenditures the outlay is more than \$40,000 every day of the year—nearly \$1,800 an hour.

The booklet may be obtained upon application to the *New York Times*, Times Square, New York City.

IN the Clinical Notes of *The American Mercury* for November, the *New York Sun* was put upon the dissecting table for the benefit of the students in journalism. The operating literary surgeon issued the following bulletin:

Under William M. Laffan, indeed, the paper was probably even better than under Dana, for Laffan had no political ambitions, and was thus free to knock any head in sight. Moreover, he was a fellow of artistic tastes, and so lifted the *Sun* clearly above the general level of journalistic Philistinism.

JAMES M. CAIN, formerly head of the Department of Journalism at St. John's College, Annapolis, but now a member of the editorial staff of the *New York World*, contributes to *The American Mercury* for November an article that is right to the point on the subject "Politician: Female."

THROUGH the courtesy of Frank A. Munsey, *Sparks*—the employes' magazine of The R. H. Macy Company—is reprinting Munsey's own story of his fight for success in the publishing field. This biographical sketch is as interesting as anything Mr. Munsey has printed in any of his magazines.

CHARLES M. SHELDON, editor of *The Christian Herald*, describes in *The Atlantic Monthly* for November an unique experience in journalism. His contribution tells how for one week he tried to run the *Topeka Daily Capital*, as a Christian daily conducted as though the Man of Galilee were its editor.

The Rev. Mr. Sheldon, even after the lapse of a quarter of a century, is still bitter toward newspaper correspondents who covered the experiment for metropolitan dailies. These correspondents are still wondering if the Son of Mary would have given them the same treatment they experienced while covering the story.

In view of the large sale of the *Daily Capital* during this week—frankly ad-

mitted in the article—it is hard to see how these correspondents could have given any false impression that would have lasted about the experiment. The people had a chance to buy the paper and to see what the experiment was like for themselves.

I once attended a national newspaper conference held at the University of Kansas, Lawrence, Kan. The conference opened on Sunday with lay sermons in local pulpits preached by Kansas editors. Personally, I am inclined to believe that these editors did better in pulpits than Mr. Sheldon did in the editorial chair. But this may be a matter of opinion rather than facts. I do not, however, question the sincerity of the Reverend Mr. Sheldon, but he certainly took some assignment when he tried to run a modern daily as Christ would have conducted it.

EDWARD W. BOK, for many years editor of *The Ladies' Home Journal*, contributes to *The World's Work* for November "The Greatest Word in the English Language." Mr. Bok believes this word is service—certainly a great word for all newspaper publishers.

WILLIAM ALLEN WHITE of the *Emporia* (Kan.) *Gazette*, knows how to write. If you have any doubts about this matter glance over his "Woodrow Wilson" (Houghton Mifflin Company).

Mr. White thus indicates the contents of his volume in his introduction:

This book will try to tell the story, as simple as may be told, of a man, his time, and his task. His partisans have idealized his virtues and so have sought to create a superman—some sort of Heaven-sent Messiah to redeem a wicked world from iniquity. His enemies—alas, they have seen his weakness through the green and red glasses of envy and hate, and a fine old striped devil they have made of him.

For the newspaper man the most interesting pages of the volume will be found in those devoted to the way the correspondence of American Newspapers, and for other newspapers as well, were treated in Paris.

The publishers of the volume limit the number of words of direct quotation, so I will play it safe by simply mentioning this discussion of the closed door for publicity begins on page 395.

P. S. Appendix C. gives the correspondence on the Cox dinner episode.

To Honor Publisher Governor

Governor-Elect and Mrs. Theodore Christianson of Minnesota will be guests of honor at a dinner to be given by the Seventh District Editorial Association at Olivia, Minn., Dec. 5. Mr. Christianson, who is editor of the *Dawson* (Minn.) *Sentinel*, is president of the association.

Graves Resignation Rumored

Colonel John Temple Graves, veteran editor, lecturer and publicist, is to sever his connection with the *Hendersonville* (N. C.) *Daily Times*, according to a statement given by Morris Beale, for a time managing editor of the *Daily Times*, to Winston-Salem newspapers. Mr. Beale recently resigned from the *Times* and last week was in Winston-Salem for a conference with Tom P. Jimison, former member of the North Carolina Conference of the Methodist Episcopal Church, South, relative to the organization of a new newspaper for North Carolina. No announcement has been received as to the outcome of the conference. According to the report of Mr. Beale's Winston-Salem statement Colonel Graves is considering connecting with a Florida newspaper.

Lou Holland Resumes Duties

Lou Holland has completely recovered from the recent illness which prevented him from assuming his full duties as president of the Associated Advertising Clubs of the World, it was announced this week at A. A. C. W. headquarters, New York. He has again taken active charge of the association's administrative work, it was said.

Daily Files Libel Denied

The *Portland* (Ore.) *Telegram* has filed in court a denial of libel in the suit for \$100,000 recently brought against it by Judge W. N. Gatens, defeated candidate for mayor of Portland. The *Telegram* asserts that its attack on Gatens was not libelous and that the complaint did not state facts sufficient to constitute a cause of action.

Memorial Meeting for Bridgman

The Psi Upsilon Fraternity held a memorial meeting in honor of the late Herbert L. Bridgman business manager of the *Brooklyn Standard-Union*, at the Lotus Club, New York, Nov. 24. Mr. Bridgman had been president of the fraternity for 40 years.

BOOTH DAILIES ADD TO CAPITAL

\$6,000,000 Capitalization Raised to \$10,000,000 by Michigan Group

The Booth Publishing Company of Michigan, publisher of the *Grand Rapids Press*, *Flint Daily Journal*, *Saginaw News Courier*, *Kalamazoo Gazette*, *Jackson Citizen Patriot*, *Bay City Times-Tribune*, *Muskegon Chronicle*, and *Ann Arbor Times-News* filed amended articles of incorporation with the secretary of state at Lansing, Saturday Nov. 22, increasing the capitalization from \$6,000,000 to \$10,000,000. Home offices of the company are in the Dime Savings Bank Building, Detroit.

Several papers have been purchased by the Booths within the past few years and a number of new plants have been erected. One such plant is now contemplated to house the *Kalamazoo Gazette*. The *Flint Daily Journal* recently moved into a new, modern home.

A Security Market

with complete newspaper financial service.

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

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

Cover the Buffalo Market with the

BUFFALO EVENING NEWS

*Present average circulation 128,763
Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. Lytton Bldg.
New York, N. Y. Chicago, Ill.

THE TACOMA NEWS TRIBUNE

TACOMA

Population, 112,000 People

Local flour mills export over 1,500,000 barrels of flour each year; Tacoma Smelter largest in the West; 2 High Schools, 6 Intermediate Schools, 39 Grade Schools, College of Puget Sound, Annie Wright Seminary and 145 churches.

You can blanket the rich and prosperous territory of Tacoma and Southwest Washington through the columns of the *News Tribune*: A. B. C. Audited Circulation, 32,643.

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

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

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

Over—
200,000
CIRCULATION
in less than 3 years.
—because Detroiters want it.
DETROIT TIMES

THE PHILADELPHIA RECORD
Always Reliable
The Second largest morning daily Circulation in Philadelphia
and GROWING!

The Plain Dealer has the Largest Circulation of Any Cleveland Daily Newspaper
205,569
J. B. Woodward Woodward & Kelly
110 E. 42d St. Security Bldg.
New York Chicago

THE PASSAIC DAILY NEWS
Leads in Classified, Local and Foreign Advertising in one of New Jersey's Fastest Growing Cities
TRADING POPULATION 167,395
NEW JERSEY NEWSPAPERS, INC.
National Advertising Representatives
(New Jersey Newspapers Exclusively)
New York Chicago Philadelphia Newark

On and after September 6th, 1924
The New Orleans States
Will be represented in the East and West by the
JOHN M. BRANHAM COMPANY
New York Office—Canadian-Pacific Bldg.
Chicago Office—Mallers Bldg.
Also in Detroit, Atlanta, St. Louis, Kansas City and San Francisco

CIRCULATION

FOR ALL DISTRIBUTORS OF DAILY NEWSPAPERS

By J. OMANSKY

Victor Lattanner of the *Oakland* (Cal.) *Post Enquirer* called our attention forcibly to a misstatement made in this department in connection with the action taken by the A. B. C. convention regarding club raisers. We stated that all subscriptions obtained by club raisers were considered when the fact is that only their single orders were passed on.

We gladly make this correction and are grateful to Mr. Lattanner for calling our attention to the mistake.

E. A. Van Valkenberg recently retired as editor of the *Philadelphia North American* will, we are sure, be missed greatly by the circulation department. An editor who writes as vigorously, fearlessly, and clearly as he did makes and holds circulation when features and news departments often fail. Although it is 12 years since we read *North American* editorials regularly, many of them—two full columns long—still lodge in our memory.

If there were more such editorial writers the job of circulating newspapers would not be so difficult.

In building circulation it is easier to get new readers than it is to hold them. One reason why new readers quit is because they do not know where to find anything in what is to them a new paper. In order to overcome this we advise them where to look for the various departments and features. The letters acknowledging receipt of subscriptions contain a guide to our paper which together with the news summary and index on page one help new readers locate the things in which they are mostly interested.

Many metropolitan newspapers, we notice, are going back to printing such small town stuff as marriage licenses, court news, deaths reported, births recorded, etc. Such information belongs in every paper and is helpful in holding readers.

The expected boom in advertising is going to bring more money into newspaper offices but will it make more circulation? We're afraid not. When a paper has more than 24 or 30 pages it repels complete reading. By the time we leaf over 20 pages we are ready to quit and probably would if we were not in the newspaper business.

Large, bulky papers are costly to distribute, they slow up delivery, and readers swear at them. At what size papers become unprofitable to publish we do not know but we do believe that the unreasonably large papers are an imposition on the readers. For the sake of the future development of the newspaper business an effort should be made by publishers to limit the number of pages.

The *Baltimore Sun* prints the names of school children and others who visit the Sun plant under the caption, "Seeing the 'Sun'." That's a smart thing to do.

Evidently this paper has someone to guide visitors around the building and explain the workings of the departments. Most newspapers we know took upon callers as pests and shuttle them around from man to man until they finally either walk out or are taken in tow by the porter or office boy.

Since the circulation department is closest to the readers we believe that an office member of it should take care of all visitors. Invitations sent to all schools welcoming inspection tours by journalism, current events, civics, and other classes will gladly be accepted. If the students and teachers are tactfully and intelligently guided they will more than repay the courtesy in loyalty.

The composing room foreman can cooperate by giving each sightseer a line of type with his name for a souvenir and the editor can well afford to give the space required to print the names of the visitors just as the Sun does.

Keeping complete and accurate records is a tedious, irksome job; yet a necessary one. In common with most circulators we would much rather devote our time to promoting circulation for we get more of a kick out of doing it. But it is just as essential to know where each paper that comes off the press goes, what the losses are in waste, left-overs, returns, and how much is actually received for each thousands papers circulated.

Accurate records enable circulators to eliminate waste and increase the revenue so there will be more money to use in promotion.

The systems adopted by the A. B. C. are excellent and papers that are not members would do well to study the A. B. C. methods of keeping records.

Papers that offer prizes to carrier boys can get quick results and clean up miscellaneous prizes in stock by making a Christmas Surprise Offer now.

The circulators should describe the prizes without stating specifically what articles will be given for the two, three, or five subscriptions required. In this way the element of curiosity is injected into the offer and an opportunity is afforded for disposing of odd lots of prizes.

To please the boys most the prizes should be sent to them before Christmas.

A most significant article on newspaper circulation was printed in *EDITOR & PUBLISHER*, Nov. 15. The author, R. S. Kellogg, with the aid of an outline map of the United States, showed the percentage of papers circulated in proportion to population, the percentage of illiterates, and the urban inhabitants in each state. In New York State there is one paper

sold for every two persons and one paper for more than 28 persons in Mississippi.

Absolute deductions from such statistics obviously cannot be made but it does look as though the papers of the Empire State are near the saturation point and that the Mississippi papers have a long way to go. In several other states there is a paper sold for every two and three persons so that the problem of what to do for more business when almost all possible papers have been sold will soon be confronting many circulators.

With but few exceptions papers are so much alike that few persons find it necessary to buy more than one.

It seems to us, therefore, that in order to grow faster than the population papers will have to become more distinctive. Then people will find it worth while to buy several. And so the problem of standardization which many students of papers deplore will probably be solved when, to get more readers, editors will be forced to make their products individual.

We hope Mr. Kellogg will continue to use his analytical brain on the newspaper business and give us more analyses.

DAILY 106 YEARS OLD

Little Rock, Arkansas Gazette Celebrates Birthday

The *Little Rock Arkansas Gazette* celebrated the 106th anniversary of its founding on Nov. 20.

The oldest newspaper west of the Mississippi, and the first to be founded in Arkansas, the *Gazette* was established in 1819 by William E. Woodruff. It was a full decade before the Territory of Arkansas saw the founding of a second newspaper.

When in 1863, Little Rock fell into hands of the Federal army, the *Gazette* suspended publication, although the Northern forces in charge of the press printed various papers of their own. Publication as a daily was resumed in 1865 and has continued without interruption ever since. J. N. Heiskell is the present editor.

AMON G. CARTER HONORED

Names Enrolled First on Exchange Club's "Book of Golden Deeds"

Civic work of Amon G. Carter, president and publisher of the *Fort Worth* (Tex.) *Star-Telegram*, was commemorated in a testimonial dinner given him, Nov. 15, by 150 young business men of the city, members of the Exchange Club, inaugurating a custom of honoring each year some outstanding citizen of Fort Worth.



AMON G. CARTER

Carter was selected for the premier honor, because of his many activities. His name was inscribed first in the club's "Book of Golden Deeds."

Leaders in business, finance and club life spoke of the work of Mr. Carter and praised him for his numerous activities in behalf of the state and city.

Mr. Carter responded, giving the credit for whatever success he had attained to the co-operation of others and to the civic pride of Fort Worth.

35,434
Net paid (1923) Average.
An increase of
47% in 7 Years.

TRENTON (N.J.) TIMES

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

AUTOMOBILE FEATURES

Touring — Camping — Traffic — Gasoline — Upkeep — Roads — Legislation — Taxation — Insurance — Garaging — Used Car Buying and Selling and all the other

BIG SUBJECTS OF MOTORING COVERED IN A BIG WAY

The Ullman Feature Service
Woodward Bldg., Washington, D.C.

a woman
in the
jungle

Stories of exploration are always fascinating, even more so when the explorer is a charming woman. Here is the best series yet—

UNKNOWN TRIBES—UNCHARTED SEAS

By Lady Richmond Brown

Extraordinary adventures told with unusual skill.

10 Sunday articles
Immediate release

Readers' Syndicate, Inc.
799 Broadway New York City

again
ON THE
San Francisco Chronicle

Both in the methods we use and in the results we obtain, we please the publishers of great metropolitan dailies throughout the country. That is why we are constantly being invited to repeat our successes for the same papers, as we are now doing for The San Francisco Chronicle.

HOLLISTER
CIRCULATION ORGANIZATION
717-715 COM'L EXCHANGE BLDG.
LOS ANGELES, CAL.

The most
successful
of all
newspaper
consolidations.

THE NEW YORK HERALD
New York Tribune

Mr. Publisher
or
Business Manager

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

CLARENCE EYSTER
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Peoria Star Co.
Peoria, Ill.

WIRE NEWS

For Evening and Sunday Newspapers
International News Service
21 Spruce St., New York

WHAT OUR READERS SAY

Radio a Newspaper Ally

To EDITOR & PUBLISHER: It is the business of the modern newspaper to disseminate information to the public and in the disseminating process to be accurate and speedy.

It is also the duty of the modern newspaper to use those agencies which enable it to give the most accurate news reports and to give them the widest possible circulation with the greatest dispatch.

Radio broadcasting is termed the ally of journalism and not the agency which will supersede the newspaper or cause it to assume the second place in the dissemination of news. The newspaper with its ramifications will always be the primary source of news gathering and of news dissemination. Radio broadcasting has not the facilities nor the talent for this duty nor does it have the audience to which much newspaper material is welcome.

To clearly understand what part radio broadcasting plays in connection with journalism, let us analyze a parallel case—the effect of operatic phonograph records upon the attendance at operas.

Years ago, when it was first decided to reproduce operatic or other good music on phonograph records, it was thought, particularly by the impressarios that the public attendance at concerts would decrease and that receipts would fall off accordingly. It was their opinion that if the public could buy a record of the most famous artist in the world for one dollar, it would not attend the public appearance of that artist, with seats selling far above the price of the record.

This conclusion which at first seems reasonable, however, proved entirely wrong. The result of the sale of operatic phonograph records was primarily to increase interest in music. More people heard better music and thus more people learned to appreciate the artists. With more people interested in music, the concert had a larger field from which to draw its audiences and, consequently, enjoyed more patronage than it ever had before. The phonograph, instead of decreasing attendance increased it very materially.

To those who fear that the broadcasting of news reports will hurt the circulation of a newspaper, the above illustration applies. The wizard voices of the air are broadcasting each night programs which are stimulating the minds of the public and filling them with an intense desire to know and to understand the big questions of the day. So it becomes the duty of the newspapers to satisfy this stimulated curiosity. Radio greatly enlarging the field of the newspaper has given it increased obligations.

In a recent address commemorating the fourth anniversary of KDKA, the Westinghouse Company's pioneer broadcasting station at East Pittsburgh, Pa., A. E. Braum, president of the Pittsburgh Post-Sun Publishing Co., speaking from the

Pittsburgh Post Studio aptly summed up the radio-newspaper situation as follows: "From new demands and obligations imposed upon the newspapers, stimulated by radio broadcasting, American journalism must not flinch. It must regard its obligation to present the news and the problems of the day without fear or favor, but it also must have due regard for the millions of unseen friends who listen in to the radio messages nightly."

J. C. McQUISTON,
Program Director, Westinghouse Electric Stations KDKA, KYW, WBZ, and KFKX.

Ted Robinson Wrote One

Des Moines, Iowa,
Nov. 4, 1924.

To EDITOR & PUBLISHER: "The Copy Reader" verse published in your magazine Oct. 25, is not "the first in human history ever to have got a rise out of the copy desk." I haven't the first at hand, but Ted Robinson, column conductor, *Cleveland Plain Dealer*, can furnish it to you. It's mighty good and well worth reprinting in your columns. The theme of it is that the copy reader is entitled to an equal place on Parnassus with the poet. By all means, be sure to get it.

An erstwhile member of the craft.
JOS. A. HACHA.

Census of Ad Signs Taken

Manufacturers of signs and advertising novelties reported products valued at \$67,223,676, according to data collected at the biennial census of manufacturers just announced by the Department of Commerce in Washington, D. C. The value represents an increase of 26.2 per cent as compared with 1921, the last preceding census year.

1893 SERVICE 1924
as visualized by
BENJAMIN & KENTNOR CO.

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

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

BENJAMIN & KENTNOR CO.

Advertising Representatives of Newspapers

2 West 45th St. 900 Mallery Bldg.
New York Chicago

401 Van Nuys Bldg.
Los Angeles

Improved
Highways
Asset to Merchandising

Indiana is perhaps the best equipped of all states to meet all merchandising plans. Every National advertiser knows that an advertising campaign cannot bring in results from a territory that is not conducive to close co-operation between manufacturer and retailer. Indiana is the ideal territory in which to institute an advertising campaign.

Indiana's central location gives an advertising campaign a far reaching influence.

Indiana's unexcelled and unequalled transportation facilities bring your message and your product not only to all corners of the state but far beyond its boundaries.

Indiana's first place in the matter of improved highways is indicative of the fact that the people are bringing the world to its doors.

The 583,342 automobiles within the state show that the progressive Hoosiers can go after what they want. It is up to you, Mr. National Advertiser, to make them want what you have to offer. This can best be done, in fact, can be done, only through the medium of the following list of dailies, that so effectively reach and convey their message to all corners of the state.

	Circulation	Rate for 5,000 lines
†Decatur Democrat	(E) 3,106	.025
*Evansville Courier and Journal... (M) 27,839	} 39,069	.09
(E) 11,230		
*Evansville Courier and Journal	(S) 32,840	.08
*Fort Wayne Journal-Gazette	(M) 31,502	.07
*Fort Wayne Journal-Gazette	(S) 34,520	.07
*Fort Wayne News-Sentinel	(E) 41,938	.09
*Gary Evening Post-Tribune	(E) 14,196	.055
Hammond Times	(E) 15,436	.05
*Huntington Press	(M&S) 3,797	.025
*Indianapolis News	(E) 128,400	.25
*Lafayette Journal & Courier..... (M) 7,605	} 20,505	.06
(E) 12,900		
††La Porte Herald-Argus	(E) 6,000	.025
*Newcastle Courier	(E) 6,000	.025
*South Bend News-Times..... (M) 10,138	} 23,040	.06
(E) 12,902		
*South Bend News-Times	(S) 21,293	.06
†South Bend Tribune..... (S) 19,388	(E) 20,627	.06
*Terre Haute Tribune	(E&S) 22,830	.06

*A. B. C. Statement, Sept. 30, 1924.

†Government Statement, Sept. 30, 1924.

††Government Statement, April 1, 1924.

first!

~in circulation

~in lineage

~in reader interest

~in proved results

The Indianapolis
NEWS

"Them Was the Good Ol' Days!"

The Boys Responsible for Turning Out Snappy Front Pages Would Have Had No Kick on the Run of News if Leased Wire Reports Had Been Available in the Mythological Days.

By CHET JOHNSON

BULLETIN—SPARTA, Greece,—(LEAD WAR THREATS)—Incensed by the elopement of his wife, Queen Helen, with Paris, a former guest in their home, King Menelaus, of Sparta, is mobilizing his troops and war with Troy appears imminent. Intense excitement prevails here. A formal declaration of war is expected momentarily.

—705am—

(BULLETIN)—CRETE—(LEAD FLIGHT PLANS)—Daedalus, famous architect and sculptor and inventor of the axe, level, gimlet, wedge and combination can opener and potato peeler, and his son, Icarus, announced early today that everything was in readiness for their attempted flight, the first aviation effort in history.

—710am—

CORRECTION

EDITORS: In bulletin lead war threats make it read: "Incensed by RUMORS OF THE ELOPEMENT of his wife, Queen Helen, etc." as sent. The Mythological Press.

—713am—

ABOARD ADMIRAL JASON'S FLAGSHIP, THE ARGO — (LEAD GOLDEN FLEECE)—Nearing the end of its eventful voyage from Ioclus, the Argo was this morning within sight of the Island of Colchis, where Admiral Jason and his hardy crew hope to find the Golden Fleece. Upon the possession by Admiral Jason of the Fleece, hinges his claim to the throne of Ioclus, now ruled by his half-brother, Pelias.

Preparations are now under way aboard the Argo to land an armed force.

—720am—

BULLETIN

SPARTA (ADD BULLETIN WAR THREATS)—At a meeting in the palace this morning, King Menelaus frankly announced discovery of proof of the elopement of Queen Helen and the handsome Trojan.

"This does not surprise me," he told his advisers, "My wife's interest in my guest was apparent from the day I brought him to the palace. The first time Queen Helen saw him, she cried: 'So this is Paris!' And from that moment I have been suspicious."

—726am—

BULLETIN

CRETE—(NEW LEAD FLIGHT)—After an hour spent in tuning up their wings, Daedalus and Icarus took off from the Crete field. Only a few spectators were on hand to cheer the intrepid aviators.

—731am—

MOUNT CAUCUSUS—(MAIL CORRESPONDENCE) — "How's your liver?" This facetious question brings no mirthful response from Prometheus, former prominent resident of Mount Olympus. Prometheus recently incurred the wrath of Jupiter by making clay models of men and bringing them to life by means of fire stolen from heaven. Jupiter ordered him chained to this mountain as punishment. Each day vultures swoop down and eat Prometheus' liver. And each night the liver grows again.

When passersby call to Prometheus: "How's your liver?" the usual response is: "Go to hell!"

—741am—

CORRECTION

EDITORS: In mail correspondence from Mount Caucasus, eliminate word "HELL" in last sentence and make it read: ".....usual response is: 'GO TO '"

The M. P.

—744am—

HESPERIDES,—(LEAD HERCULES)—Hercules, world's champion strong man, will today take up his eleventh celebrated job: obtaining the Golden Apples of the Hesperides. Anticipating Hercules' plans, Bosco, the sleepless dragon that guards the sacred fruit trees, awakened early today and took up his position directly beneath the famous apple trees.

—748am—

BULLETIN

SPARTA (LEAD ALL WAR)—The Trojan ambassador was handed his passports at 7:17 this morning.

—750am—

WEST CRETE—(ADD FLIGHT)—Daedalus and Icarus passed over this city, nine miles west of the start of their flight, at 7:19 a. m. They were flying at an altitude of about 2500 feet and making a speed estimated at 35 miles an hour.

—754am—

Bulletin

TROY—(FOLLOW SPARTA, WAR) — Queen Helen, of Sparta, and her lover

KILL IT

KILL IT

KILL IT

BULLETIN

TROY—(FOLLOW SPARTA, WAR)—Queen Helen and her platonic friend, Paris, arrived here today from Sparta. They read dispatches, telling of war preparations, calmly.

"Of course, I'm sorry," said the queen, "but I love Paris; even war shall never part us."

"There is something else back of all this war talk," said Paris. "Old Menelaus is merely using the friendship of Helen and me as an excuse. The real cause of this war dates back several years to the time I was appointed judge of the Mount Ida Bathing Beauty contest. Juno and Minerva were angered when I gave the first prize to Venus. They are the ones ribbing this whole thing."

—805am—

KILL KILL

EDITORS: In Troy bulletin just sent kill reference to Juno and Minerva, gods of Olympus. **DISRESPECTFUL TO GODS and VIOLATION OF ESPIONAGE ACT.**

—813am—

The M. P.

MOUNT OLYMPUS—(LEAD HANDICAP)—Pegasus, with Bellerophon up, is favored 9 to 1 in betting on the Pegasus-Chimaera handicap to be run at Epsom Ups today. Chimaera, a lion-headed two-year-old, will run unmounted.

—819am—

BULLETIN

MOUNT OLYMPUS—(WAR)—Mars left early this morning for Sparta to lend all possible assistance in the successful launching of the Trojan War.

—825am—

NIGHT NEWS SUMMARY

Bacchus announces he will vigorously oppose attempts to make world dry.

Double life of popular god was exposed when Psyche discovered that her mysterious night-time husband was Cupid, son of Venus.

Proserpine, beautiful daughter of Jupiter and Ceres, kidnapped by Pluto, Mayor of Hades for the last six terms.

Narcissus, known as "the world's prettiest man," starves to death while admiring own reflection in stream.

Perseus announces he will marry Andromeda, pretty girl who rescued him from sea monster recently.

—836am—

BULLETIN

CRETE—(NEW LEAD FLYERS)—A message from a fishing vessel states that Daedalus and Icarus were sighted 56 miles west of Crete at 8:31 this morning. They were flying slowly, the message stated, at an altitude of about 1,800 feet. Icarus appeared to be having trouble.

—842am—

BULLETIN

ISLAND OF COLCHIS—(LEAD ALL GOLDEN FLEECE)—King Aetes' famous Golden Fleece fell this morning into the hands of Admiral Jason and his band of adventurers. Contending that Juno aided the attacking force, King Aetes will appeal to Mount Olympus for return of the Fleece.

—846am—

EOS BULLETIN EOS EOS

EPSOM UPS (HANDICAP).

At the quarter: The Chimaera, by three lengths.

—848am—

CORRECTION

EDITORS: In Hercules bulletin sent at 748am make it read " . . . obtaining the famous Apples of the Hesperides. SAID BY MANY TO BE OF PURE GOLD, etc." not "GOLDEN APPLES" as sent.

The M. P.

—852am—

EOS BULLETIN EOS EOS

EPSOM UPS—(HANDICAP).

At the half: The Chimaera by half a length.

—854am—

BULLETIN

TROY—(NEW LEAD WAR)—Mars arrived here at 8:03 a. m., and at once went into conference with military leaders. Later, as he left the conference, Mars said to newspapermen: "Boys, take it from me, this is going to be one of the nicest little wars I've ever staged on such short notice."

—900am—

FLASH

HERCULES GETS THE APPLES.

—904am—

EOS BULLETIN EOS

EPSOM UPS—(HANDICAP).

At the three-quarters: The Chimaera by an eyebrow.

—905am—

FLASH

PEGASUS WINS.

—906am—

BULLETIN

EPSOM UPS—(LEAD ALL HANDICAPS)—Prince Bellerophon, on his winged and fleet-footed Pegasus, today won the Grand Handicap, overtaking the lion-headed Chimaera in the last quarter after a mad race through the skies. The Prince promptly killed the Chimaera.

—911am—

FLASH

ICARUS FALLS TO DEATH.

—912am—

BULLETIN

CRETE—(LEAD ALL FLIGHT)—Icarus, son of Daedalus, fell to his death in the sea 87 miles west of here this morning while he and his father were attempting the first air flight.

The tragedy occurred when Icarus' wings collapsed. The young flyer went into a nose dive and plunged 1,500 feet into the sea. Daedalus, after circling over the spot several times and seeing there was nothing he could do, continued on his flight to Sicily.

THIRTY

(NEXT WEEK—MOTHER GOOSE BY WIRE)

INTERTYPE

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

INTERTYPE CORPORATION

General Offices: 805 Terminal Building, Brooklyn, N. Y.

ALL IN THE DAY'S WORK

Drawn Exclusively for EDITOR & PUBLISHER

By C. D. BATCHELOR

Who Draws the Monkeys and Elephants in the Human Zoo



THE artist who draws the Ledger Syndicate's successful human interest cartoon, The Human Zoo, is an adept in the art of being interviewed.

What our representative got out of this humorous genius follows, verbatim:

"Is this a caricature of yourself, Mr. Batchelor?"

"Unfortunately, it is not a caricature."

"Have you anything to say about your past?"

"Yes, I have. But nothing that I can say at this late date can affect the result. I was born in the late eighties and am now approaching the roaring forties."

"Why be facetious? Why not say something of—well—importance?"

"Men rarely say the important thing for publication. The important things are usually said between the blue points and the demi-tasse, or under a full moon in the sun parlor."

"Have you any advice to those about to take up art work?"

"Only the advice of Mr. Punch to those about to marry, 'Don't.'"

"Were you ever poor?"

"Ever" is the word.

"I suppose, Mr. Batchelor, that your parents early discovered that they had an unusual child on their hands."

"Yes, but 150 other parents in Osage City, Kan., had the same experience that year."

"Now, Mr. Batchelor, (the reporter looks searchingly at the artist) where do you get your ideas?"

"Well, some of them, like Topsy, just grow; and some of them like the flivver, are built from the chassis up. Fortunately 'The Human Zoo,' admits of a wide range of subjects; but of course those on which there is not a general agreement are taboo."



C. D. BATCHELOR

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Editorials

DAILY SERVICE, TIMELY TOPICS
Reid Editorial Service, Harrisburg, Pa.

Fiction

"STORIES"
Lewis Wilson Appleton, Jr., 3048 East Wilmot St., Philadelphia, Pa.

WORLD'S FAMOUS AUTHORS
Selected selection, serials, novelettes, shorts. Service for Authors, 33 W. 42d St., N. Y.

General Features

A SMALL-TOWN-PAPER SYNDICATE
Unique—Inexpensive—Complete
Editor's Caricatures—Home Features—Daily Column—Comic Jingles—Other Specialties
Feature, 110 West 40th Street, New York
Write for Complete Catalog with Service Rates

Radio

CURRENT RADIO
Daily Service, reliable and timely, that makes radio fans regular newspaper readers. A complete department.
American Radio Relay League, Hartford, Conn.

Religious Features

A "DIFFERENT" SUNDAY SCHOOL LESSON
The Standard Religious Feature of American Newspaperdom. Twenty-five years of continuous publication. Non-Controversial, Readable, Timely.
The Ellis Service, Swarthmore, Pa.

Syndicate Features

Advertiser desires to get in touch with the producers of established syndicate features which have made good in a few newspapers, and might be sold to many by an experienced sales force. Commission basis only. Address: "SALESMAN," care EDITOR & PUBLISHER.

10% Increase in Wealth

IOWA, a section of the country that has always been richly endowed, has, within the past few months far exceeded her own expectations. Added to her great revenue from live stock and industrial pursuits, is a new wealth of

564 Million Dollars

This great increase in wealth is due to a phenomenal crop during 1924. The value of the crop far exceeded that of 1923, giving Iowa an almost unparalleled increase in buying power over last year.

The coming year promises, for the wise and wide-awake National Advertiser, a great harvest of results in Iowa. Millions of dollars are waiting, in Iowa, to be converted into every conceivable variety of necessity and luxury.

Make sure that your local dealer is adequately supplied with your product to meet the great demand that will be felt in this coming record breaking year. Then do your most intensive advertising in this territory where every family takes and reads a Daily Newspaper. The Iowan prefers his daily newspaper to any other form of publication—in fact it has become a vital and indispensable factor in his daily life.

These newspapers can give you quick contact with this huge market

	Circulation	Rate for 5,000 lines
*Burlington Gazette(E)	10,164	.04
*Cedar Rapids Gazette(E)	21,481	.07
*Davenport Democrat & Leader.....(E)	14,564	.06
*Davenport Democrat & Leader.....(S)	17,895	.06
†Davenport Times(E)	24,676	.07
*Iowa City Press-Citizen.....(E)	6,387	.035
*Mason City Globe Gazette(E)	12,622	.04
*Muscatine Journal(E)	7,762	.035
*Ottumwa Courier(E)	12,852	.05
*Waterloo Evening Courier.....(E)	17,071	.06

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

PUBLICITY SCORED BY COAST ADVERTISER

Standard Oil Man Attacks "Handouts" and Papers Which Accept Them at San Francisco Newspaper Executives' Meet

Publicity received a scathing denunciation from John J. Cuddy, advertising director, Standard Oil Company of California and president of the San Francisco Advertising Club, in an address before 75 enthusiastic newspaper executives from the Pacific Coast and Inter-mountain territories gathered in San Francisco, Nov. 20, at the second annual convention held under the auspices of the A.N.P.A. Bureau of Advertising.



T. L. EMORY

Cuddy deplored both the practice of issuing publicity by the advertiser and acceptance by the newspaper. He opened the eyes of newspaper men to what the big newspaper advertiser looks for in the selection of media.

There should be no link between the advertising and editorial departments according to Cuddy, who stated advertisers want clean newspapers with character and only that merchandising service which gives real information intelligently about possibilities of the market and the trade situation.

"The representative is the field glass of the advertiser", said Cuddy, stating that a publisher's representative is one of the most useful men in the entire field of advertising.

The program for meeting was prepared entirely by Thomas L. Emory, Pacific Coast manager of the Bureau of Advertising and who received a rousing vote of appreciation of his work. William J. Hoffman, advertising manager of the *Portland Oregonian* presided as chairman.

The meeting was featured by the presence of Friend Richardson, Governor of California, president of the California Press Association and publisher of the *Berkeley Gazette*, and George L. Baker, thrice elected mayor of Portland, who opened the meeting with the declaration that the sanity of the United States Press was proved conclusively by the last presidential election. Baker asked newspapermen for even closer co-operation to make the Pacific Coast one unit.

Ramsey Oppenheim, publisher of *Western Advertising* sketched the astonishing growth of coast newspapers and advertising, citing the jump from 30 advertising agencies with 450 clients in 1919 to 120 agencies with 1,950 clients in 1923. Oppenheim also stressed the importance of the bureau and publisher's representatives, and predicted huge increases in coast newspaper advertising.

Speed was the theme of an address by Doctor B. M. Rastall, manager of Californians, Inc., who hailed the newspaper as the modern university.

R. F. Haeglin, district sales manager of the Kellogg Sales Company, spoke on profitable cultivation of the Pacific Coast through newspaper advertising.

Following the adjournment for luncheon as guests of bureau, Thomas L. Emory opened a closed afternoon session with a searching analysis of advertising, citing specific examples of the Bureau's work. Emory prayed for increase in the future vision of newspaper publishers in dealing with their problems.

The remainder of the session was given over to a discussion from the floor covering merchandising service, shopping news, and local advertising problems. By unanimous vote San Francisco was chosen as the place of next year's convention, to be called in early October.

To Fete British Ambassador

The Association of Foreign Press Correspondents, New York, will give a luncheon in honor of the British Ambassador, Sir Esme Howard at the Lawyers Club, Dec. 9. P. W. Wilson, special correspondent for Great Britain, is president of the association, and Sydney J. Clark, of the *London Daily Telegraph* is secretary and treasurer.

MUST STUDY LINOTYPE

University of Washington Journalism Students Will Learn to Operate

The University of Washington School of Journalism will be the first journalism school in the United States to require all its graduates—men and women—to acquaint themselves with the linotype machine. A Model 14 is being installed, and familiarity with the machine will be one of the requisites for graduation, although no scholastic credit will be given for the course.

The course in linotype operation was necessitated by the increasing demands by publishers of country weeklies and small town dailies that their staff members know how to operate the machine. Printers' strikes and sudden resignations by

operators are more and more forcing publishers to require members of their staffs to know linotype operation.

Many graduates of the school have gone into the country field. Practically all of them have been forced to go into their shops and learn how to operate the machines, thereby spending time which would have been used more profitably in soliciting advertising, writing features stories which bring increased circulation.

"MA" FERGUSON INVITED

Texas Governor May Speak at A. A. C. W. Houston Convention

Mrs. M. A. Ferguson, Governor-elect of Texas, has been invited to address the international A. A. C. W. convention to be held at Houston, Tex., May 10 to 14.

The invitation to Mrs. Ferguson was tendered by Bernice Blackwood, executive secretary of the Advertising Specialty Association and chairman of the Federation of Women's Advertising Clubs of the World.

"You Haven't Seen Anything Until You've Seen Texas" has been tentatively chosen as the A. A. C. W. convention slogan.

ADVERTISING WON VOTES

Newspaper Campaign Helped Repeal Oregon Income Tax Law

Newspaper advertising is given credit for effecting the repeal of the Oregon state income tax in the recent election. C. C. Chapman, manager of the campaign for repeal, who singlehandedly directed all phases of the campaign, says it was one of the most remarkable demonstrations of the effectiveness of newspaper advertising he has ever seen.

Concerning the advertising campaign Mr. Chapman said it was the first time such a campaign had consisted mainly of newspaper advertising which frankly set forth all the facts of the case.

"My theory was that 'an informed public will vote right,' and upon that theory I expended nearly \$15,000 in newspaper advertising to get information before the public," Chapman stated. "The theory was amply vindicated by the returns, I believe that newspaper advertising is by far the most economical and efficacious method of reaching the public."

Mr. Chapman, a former advertising man, is publisher of the *Oregon Voter*, a political weekly.

SUPPLIES AND EQUIPMENT FOR NEWSPAPER MAKING

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.

Don't "Pig" Metal It Wastes Money

Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.



Eliminates the Metal Furnace

Printers Manufacturing Co.

709-719 Palace Bldg.,

Minneapolis

Minn.

We can increase your business—you will it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business builder for you.

BURRELLE

145 Lafayette St., N. Y. City
Established a Quarter of a Century

N. Y. DAILY NEWS

HALF-TONES

Best in the World

Made by

POWERS

NEW PROCESS

Web Presses for Sale:

Hoe 12-page web press; Hoe 16-page web press; Goss 16-page Junior straight line; Pettey 16 page with color; Hoe 20-page web press; Hoe 32-page right angle quad; Goss half-tone and color press for comics, etc.; Scott five-color press. All above presses with stereotype equipment. Campbell Multipress 8-page, from flat forms (no stereotyping). All good outfits and all but one at very low prices. For details address Baker Sales Company, 200 Fifth Avenue, New York City.

Cline-Westinghouse Double Motor-Drive with full automatic push button control.

USED BY THE

ST. LOUIS STAR

St. Louis, Mo.

We refer you to them for their opinion



MAIN OFFICE
Fisher Building
343 S. Dearborn St.
CHICAGO

EASTERN OFFICE
Marbridge Building
Broadway at 34th St.
NEW YORK

Stereotype Chases

Our Electric-Welded Steel Stereotype Chases are guaranteed for strength and accuracy.

Plain chases converted for Autoplate Casting or made larger or smaller. All kinds of chase alterations and repairs.

Write for prices.

American Steel Chase Co.

122 Centre St.
New York

The Quickest and Best Casting Unit

Hoe Stereotype Furnace with Hoe Equipoise Curved Casting Moulds and Pumps.

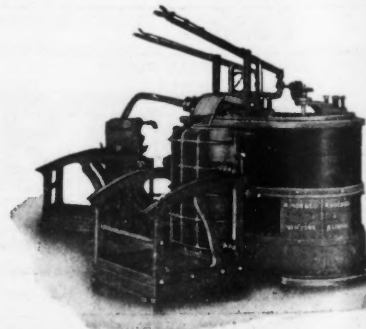
If it's a Hoe, It's the Best

R. HOE & CO.

504-520 GRAND STREET, NEW YORK CITY

7 South Dearborn Street
CHICAGO, ILL.

7 Water Street
BOSTON, MASS.



THE MARKET PLACE OF THE NEWSPAPER

3c per word per insertion, cash with order, for advertisements under the classification of "Situations Wanted."
18c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.
6c per word per insertion, cash with order, for advertisements under any other classification.
36c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

SITUATIONS WANTED

Advertising Man.
 Experienced solicitor, ad writer, familiar with preparing layouts, etc., desires position on daily newspaper in South. References. Address C-315, care Editor & Publisher.

Advertising Manager.
 First class display and classified man seeks change. Salary, sixty-five; now earning more. Box B-970, Editor & Publisher.

Business Manager.
 Now engaged, will consider offer from publisher desiring to turn over entire management of business; 20 years' actual experience in all departments. C-510, Editor & Publisher.

Circulation Manager,
 city, country, or both. Box B-992, Editor & Publisher.

Circulation Manager
 Having had experience on large Eastern and Western papers, wishes to make change. Best of reference furnished, now employed. C-507, Editor & Publisher.

Circulation Manager,
 Eleven years' experience on morning, afternoon, Sunday and combination papers, desires permanent traveling position. Well educated, pleasing personality, good salesman, age thirty. With present employer for past six years. Best of references from well known newspaper men. Address Box B-998, Editor & Publisher.

City Desk.
 Man of 27 who has been serving eighteen months as city editor of Virginia daily, city of 40,000 desires responsible place with newspaper in larger city. He is experienced in making assignments and in turning in clean, fast accurate copy. Salary requirements \$60 per week. Address Character, B-981 Editor & Publisher.

Deskman.
 Last three years in Boston. Rapid, accurate, dependable editorial assistant, aged 31; best references. Wants desk job on high-grade daily. Size of city immaterial. Available when needed. Alger S. Beane, P. O. Box 2364, Boston, Mass.

Desk Slave.
 Understands makeup, can write editorials, doesn't require lash to induce action, seeks middle west berth. Address C-513, Johnson, care Editor & Publisher.

Editor.
 Young married man with seven years' experience at news, telegraph, city desks, editorial and feature writer, paragrapher, reporter, backed by university education, travel and linguistic attainments, now on morning paper, seeks change to evening daily. Available January 1, possibly before. B-988 Editor & Publisher.

Editor.
 Young man, 30, desires position as reporter or editor on small paper. Eight years' experience. Send copies of paper. References. Box C-506, Editor & Publisher.

IS YOUR MECHANICAL DEPARTMENT CROWDED?

Have you any unused equipment taking up valuable space? There is no need for this machinery to become an obstacle to efficiency in your plant. A classified ad in EDITOR & PUBLISHER will sell it for you quickly and cheaply.

Situations Wanted

Editor, Reporter.
 Good Times Are Here! Have you a vacant seat in the Prosperity Special? Now the election is over newspaper man with 14 years' experience in general reporting and editing wishes position on evening daily. Can cover run from sports and police to churches, city hall, and conventions. Also help on desk. College graduate, varsity letter man. 32nd degree Mason. Married. Best references. Write to Box B-969, Editor & Publisher.

Editorial Writer,
 with foundation of wide news training, would like change from present association with large and highly reputable publishers. Executives. Competent to direct. Address Box B-973, Editor & Publisher.

Feature Writer.
 With all-around newspaper training desires connection. Background includes three years on The Springfield (Mass.) Republican. University trained and World war veteran. References and examples of work on request. Address Box B-986, care Editor & Publisher.

Mechanical Superintendent.
 Now employed, desires to make change. Qualified from 20 years' actual experience to supervise all departments. Will consider proposition of salary plus percentage of savings effected. C-509, Editor & Publisher.

Newspaper Man.
 Experienced, seeks position afternoon paper. Desires editorial writing or desk, but will consider reporting. C. C. Leach, 1328 Benton Ave., Springfield, Missouri.

Newspaper Man, 36,
 Thoroughly competent, aggressive and reliable, now in responsible position on morning paper, desires responsible desk connection on afternoon daily. Experience covers every position in news end. College man, habits good, with no failures in record. Detailed information and references gladly submitted. Address C-512, Editor & Publisher.

Paragrapher.
 Brown Thinks His Case Is Funny. Carl Brown, of the Atchison Daily Globe, thinks his case is funny. Brown thinks he is one of the world's greatest paragraphers, and yet nobody has ever offered him a job, and he admits it here and now. Brown's Snort Column in the Atchison Daily Globe is taking very well, or lot of people have been fibbing to Brown. Brown also writes the Atchison Globe Sights, widely quoted. He also daily writes countless pert little paragraphs for the news columns of The Globe. And yet nobody has ever offered him a job. Isn't that funny? Brown is hoping that somebody will read this advertisement, and investigate him and his work on The Atchison Globe, and offer him a proposition or tell him frankly why his work is so rotten nobody has ever offered him a job. Brown believes if some big newspaper or syndicate would adopt him, they could make something out of him. Address your letter to Carl Brown, Atchison Daily Globe, Atchison, Kansas.

HELP WANTED

Advertising Manager.
 Evening newspaper. Immediate territory of 200,000. Manufacturing city. Must be strong developer. Good copy writer. Street man. Give full details in reply. Address Box C-501, Editor & Publisher.

Advertising Solicitor.
 Daily newspaper of 20,000 circulation in Central Pennsylvania city. Is in need of solicitor competent to write copy, make lay-outs and develop new accounts. Good opportunity for young man who really likes newspaper work. Address Box B-999, care Editor & Publisher.

Advertising Solicitor.
 One of the largest and best known daily newspapers in the United States has opening for experienced advertising solicitor who has record of successful results in the last several years. This position is permanent with liberal salary, also opportunity for advancement. Applicant should give at least five references regarding character and ability, also forward photograph of himself. No need to answer this advertisement unless you can produce a large volume of new business. Box C-508, Editor & Publisher.

Afternoon And Night Desk Man.
 Close editor. Good head line writer. Hours noon to 10 p. m. Evening newspaper. City of 145,000. Must understand rewriting and news digest. No snap. First letter tells the story. Address Box C-503, Editor & Publisher.

Wanted.
 Ambitious young man with advertising selling experience and ability on a big mail order paper. Fine opportunity for a hustler. State age, experience, references and salary expected. Address, Box C-516, Editor & Publisher.

Help Wanted

Classified Advertising Man.
 Afternoon paper. City of 150,000. New owner. Street man. Hard soliciting. No theoretical schemes. Chance for man who wants trial and develop into salary as he produces. Address Box C-504, Editor & Publisher.

Circulation Manager.
 Evening newspaper. Small circulation now. New owner. City of 150,000. One who understands circulation promotion. Plenty of hard work. Tell full story in first letter. Address Box C-500, Editor & Publisher.

Circulation Manager.
 Two circulation managers with ambition to get ahead who have reached the limit of possible promotion in present location. Must be over 30 years of age with five years experience in hiring and training canvassers and be willing to locate permanently in large cities anywhere between Atlantic and Pacific. Further expansion of already large circulation organization creating several desirable positions with earning possibilities ranging from \$2,600 to \$5,000 per year. Answer with full particulars regarding last ten years experience and references as to personal habits and character. Ernest A. Scholz, Circulation Director, Butterick Publishing Company, Butterick Building, New York.

Day Desk Editor.
 Evening newspaper. Fully competent for both local and Associated Press news. Good head line writer. Plenty of hard work. City of 140,000. Give full record. Minimum salary expected. Address Box C-502, Editor & Publisher.

Salesman.
 Feature or other salesman now traveling wanted to sell newspaper features on a commission of 20 to 50 per cent of his gross sales. B-984, Editor & Publisher.

Staff Artist.
 Experienced in cartooning and layouts. Location Washington, D. C. Write confidential age, experience and salary expected. Box C-514, Editor & Publisher.

Wanted.
 Hustling young artist capable of producing drawings for display advertising of this company, doing cartoon work for company magazine and art work necessary for the conduct of publicity department. One acquainted with chalk plate process preferred. Include samples of drawing and expected wages in reply. Publicity Department, Monongahela West Penn Public Service Company, Fairmont, W. Va.

Woman Reporter.
 Experienced, to take charge of woman's page on evening daily in city of 125,000 near Philadelphia. Excellent opportunity for constructive work. Permanent. Write confidentially giving age, experience, references and salary to start. Box B-983 Editor & Publisher.

BUSINESS OPPORTUNITIES

In the South.
 First class weekly. Fine city, 7,000. Will bear closest investigation. Price reasonable. Address C-511, care Editor & Publisher.

For Sale.
 Daily newspaper in Ohio city of 15,000 population. Only paper in city. Address C-505, R. F. C. care Editor & Publisher.

New Paris Sunday Paper
Dimanche Illustré, of Paris, the Sunday edition of the illustrated paper *Excelsior*, is soon to have a rival, *L'Etoile*, which is slated to appear early in December. It is already being advertised in a novel way, men with star shaped boards parading the streets of Paris calling on Parisians not to forget to buy the new paper *L'Etoile* (Star) when it appears

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of

PURCHASE, CONSOLIDATION, SALE AND APPRAISAL
 of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON
 Times Bldg. New York

WE CONNECT THE WIRES

FOR \$12,500 CASH, balance deferred, you can buy a small city afternoon newspaper, now breaking even, inventory \$28,000, annual business \$35,000. Sale price is \$25,000. Owner is engaged in other business which demands his entire time. Mention our No. 319.

FERNALD'S EXCHANGE, INC.
 THIRD NAT'L. BLDG., SPRINGFIELD, MASS.

BOY PROMOTION STUNT PROVED IN TEST

K. T. Boardman, Santa Barbara (Cal.) Press, Suggests "Best Scheme" for Boosting Circulation on Small City Dailies

King T. Boardman, circulation manager of the *Santa Barbara* (Cal.) *Press*, claims to have developed the best "boy promotion scheme" for boosting circulation on small city dailies ever tried.

He outlines his scheme as follows: "First, have independent carriers. "Divide your routes into classes; first class, those with over 200 papers; second class, those with 150 to 200; third class, those with 100 to 150; and you can have a class for those under 100 if you want. "This will not require the smaller route to compete with the larger, and the larger will not be at a disadvantage with the smaller on account of having a larger list and consequently fewer people to call upon that do not take the paper. "Give \$25, first prize; \$15, second, and \$10 for the third in each class. For the largest average increase in the three months, give them credit for all subs that come through the office or any other way, this will encourage them; note that I say, average increase, not merely new subs. "To get the average, as you know, is to add the number of papers that the carrier has drawn for three months and divide by the number of days. "I have worked this twice a year on an evening paper with good success. During that time I never had to have a solicitor, and if I did they could not do anything as the boy had been there first and got a promise if not the subscription; I have worked the same on morning papers, but did not have as good results, which convinces me that the evening paper has the advantage with the boys, if it is a newspaper."

Louis A. Goldberg Dies

Louis A. Goldberg, manager of the Philadelphia office of the *New York Jewish Daily Forward*, died recently in a Philadelphia hospital. He first came to Philadelphia to take charge of the *Forward* office in 1914.

Killed in Plane Crash

George Walker, 43, a newspaper man of Jerseyville, Ill.; H. G. Tilley, 22, and Ole Hagen, 25, were killed recently when an advertising airplane in which they were riding crashed to the ground at Greenfield, Ill.

DOLLAR PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

BUSINESS TICKLER

BANKS will make Christmas Club disbursements Dec. 4-6. Payments, this year, it is indicated, will exceed those of past years by thousands of dollars.



H. L. Rawll, president of the Christmas Club, a corporation organized to centralize the printing and disbursement problems of the many thousands of banks throughout the country that have organized Christmas clubs, states that theyear was marked by a strong tendency toward scientific savings.

But now the money saved is to be spent on Christmas gifts.

Merchants of your city will want to get their share. A double truck, featuring your own local banks' disbursements of Christmas savings, paid for by co-operative efforts of small gift shops, might go well.

DURING this busy season, you don't worry much about filling the daily quota of space with advertising, because it almost fills itself. But now is a time you could well do a little advertising for yourself! Run a few ads telling people to give themselves a year's subscription to your paper for Christmas. Ask them to send your paper for a year to relatives or friends who have moved away! You can make a few dollars in subscriptions if you advertise!—R. John Gibler, St. Louis, Mo.

A great many newspapers, especially in the smaller cities, neglect the billiard parlors. A contract for one or a series of ads setting forth the pleasure found in a game of billiards could easily be obtained to be paid by five or more parlors, a sort of co-operative advertising affair. Try it. It will add to your advertising.—G. Smedal, Jr., Minneapolis, Minn.

At this time of the year when the winter schedule of parties and socials is beginning, the *Lowell* (Mass.) *Courier-Citizen* and *Evening Leader* secured a page of advertisements from hair-dressing parlors and beauty shops. An attractive 8 column streamer head was used, plus a box of copy pointing out to milady the benefits of having her hair shampooed every three weeks and marcelled weekly.—Arthur N. Stackpole, Lowell.

The advertising manager of an eastern Canadian newspaper arranged three pages of special advertising to be sold only to those business and professional and manufacturing firms or individuals that were in existence for 30 years or more. The

Give your Radio Readers "Listening in on the United States" by Robert D. Heinal Washington D.C. REG. U. S. PAT. OFFICE

idea was obtained by perusing the section in the paper devoted to condensed news of items that were published in the newspaper 30 years previously. It was found that sufficient advertising could be sold to fill the three special pages, for insertions, thrice consecutively.—W. McNulty, St. John, Can.

How about a "Wire your house" cam-

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

THERE ought to be a good cross word puzzle story in your town. What do various representative residents of your city think of the craze? Is it educational? Is it true that the vocabulary is really improved or are the unusual words merely obsolete, unnecessary and impracticable? How much money is spent for cross word puzzle books? How much time is used collectively in solving puzzles? Who are the prominent persons engaged in solving the puzzles in your newspaper? What methods do various persons use in working out their solutions? There are many angles from which a story could be built up.—H. M. H., Providence, R. I.

"Eighty and Active" is the standing two-column box head under which the *Louisville Times* runs a photograph and a brief sketch of men who are past four-score and still are active in business. The feature has proved popular and the *Times* has found nearly a score of them in the city of Louisville in the month it has been running the feature.—S. G. THOMPSON, *Louisville* (Ky.) *Times*.

With winter coming on a story on what winter sports will be available would be interesting to a large number of readers. Will there be outdoor ice skating rinks, slides, skiing, etc.? Your part department head and school authorities could give you the necessary information.—GEORGE SMEDAL, JR., Minneapolis.

With more automobiles in use than ever before in history and the season of slush, snow, ice and cold weather coming on rapidly, get your traffic chief to give you a story outlining "don'ts" and

paing? There are still innumerable dwellings not equipped for the use of electricity. The electrical contractors, house wiremen, supply houses, etc. as well as your local light company would be interested.—B. A. T.

Club women are a majority among the readers of the Women's Pages in most newspapers. Recently, I have been trying what is proving to be a good plan. Each week I look over the various programs of the clubs and choose one or two of the papers which have been read at these meetings and which I think might be the most interesting. These I publish in the Sunday edition. It gives the club women an opportunity of knowing what is being done in clubs other than their own; and incidentally, adds a feather to the cap of the one whose paper is published.—Lillian Blackstone, *Fort Wayne* (Ind.) *Journal-Gazette*.

many of whom will find a little scrap book of the clippings valuable when such information is desired.—Robert L. Beard, Fort Wayne, Ind.

Under a two column box head "Dusting Off the Records," the *Wabash* (Ind.) *Plain Dealer* is running a daily series of interesting stories taken from the county records as far back as 1835.—B. P. M., Fort Wayne, Ind.

A "swaps" column calls the attention of many readers to the classified advertising section of the *Portland Oregonian*. The "swaps" column is advertised on a news page. Here are two typical advertisements in the "swaps" column: "Will exchange graphonola for radio set." "Wanted, 12-gauge Winchester pump gun. Will trade tires."—MARGARET KRESSMANN, Eugene, Ore.

CHRISTMAS SHORT STORIES

Full Page Mats or Setting Copy
Melville Davison Post
Sophie Kerr
Katherine Holland Brown
Sylvia Chatfield Bates

Wire Quick

These stories are part of the Metropolitan Weekly Short Fiction Services, but are available separately.

Metropolitan Newspaper Service

Maximilian Elser, Jr., Genl. Mgr.
150 NASSAU ST., NEW YORK CITY

Thomas W. Briggs Company
Memphis, - Tenn.
Originators of the Permanent Weekly Business Review Page
Look us up in Dun or Bradstreet's

NEA The World's Greatest Newspaper Feature Service
Supplying a complete and exclusive daily illustrated feature service to newspapers throughout the United States and in foreign countries.
Write for samples and rates
NEA SERVICE INC. 1200 W. 3RD STREET, CLEVELAND, OHIO

All-Star Features
Comics Magazine Pages Editorials Special Articles Fiction
Send now for THE GREEN CATALOG of KING FEATURES SYNDICATE, INC.
M. Koenigsberg, President
NEW YORK CITY

BY UNITED PRESS
AROUND THE WORLD AROUND THE CLOCK
UNITED PRESS ASSOCIATIONS
World Building New York

RECTOR'S RENOWNED RECIPES
by GEORGE RECTOR
son of the famous restaurateur
These are the dishes that made "Rector's" illustrious on two continents.
The Chicken Sauté invented to celebrate the premiere of "Peter Pan."
The Lobster Cocktail prepared specially for the Infanta Eulalie of Spain.
Write for Samples.
THE McCLURE NEWSPAPER SYNDICATE
373 Fourth Ave., New York City

The First Thanksgiving Was Celebrated in NEW ENGLAND

The people that first settled the territory now known as New England, felt that they had much to be thankful for, and decided to set aside a day each year for the purpose of Thanksgiving. The three hundred and third Thanksgiving has just been celebrated in New England, where the people found that they had more than ever to be thankful for.

New England is enjoying a greater prosperity than ever before. Her industrial pursuits are pouring in great revenue. This can be more clearly shown by the following latest figures:

Total Income	\$1,908,134,000
Total Wealth	24,407,466,000
Per Capita Wealth	3,306
Building and Loan Assets.....	262,466,578
Manufacturing Capital	5,758,137,000
Bank Deposits	4,720,927,000

Where there is so much wealth there is a proportionate buying power that is well worth going after by National Advertisers. The Daily Newspapers listed herewith reach all classes of New Englanders.

MASSACHUSETTS—Population, 3,852,356

	Circulation	2,500 lines	10,000 lines
*Attleboro Sun	(E) 5,628	.0275	.0175
*Boston Globe	(M&E) 274,892	.50	.50
*Boston Globe	(S) 322,030	.55	.55
*Boston Post	(M) 371,124	.60	.60
*Boston Post	(S) 351,527	.55	.55
*Fall River Herald.....	(E) 15,553	.05	.05
*Fitchburg Sentinel	(E) 11,383	.055	.045
*Haverhill Gazette	(E) 15,400	.055	.04
*Lynn Item	(E) 16,345	.06	.04

†† Lowell Courier-Citizen and Evening Leader	(M&E) 21,270	.06	.06
*New Bedford Standard Mercury	(M&E) 33,883	.10	.10
*New Bedford Sunday Standard	(S) 26,944	.10	.10
*North Adams Transcript... (E)	9,491	.04	.035
†Pittsfield Eagle	(E) 17,138	.04	.035
*Salem News	(E) 20,784	.08	.07
*Taunton Gazette	(E) 8,479	.04	.03
*Worcester Telegram-Gazette	(M&E) 86,049	.24	.21
*Worcester Sunday Telegram (S)	49,849	.18	.15

MAINE—Population, 768,014

† Bangor Daily Commercial .. (E)	14,750	.055	.05
*Portland Press Herald .. (M&S)	31,738(A)	.09	.08
*Portland Express	(E) 27,251	.10	.07
*Portland Telegram	(S) 29,992	.10	.07
(Sunday Edition Express)			
† Waterville Sentinel	(M) 6,134	.035	.025

NEW HAMPSHIRE—Population, 443,623

*Concord Monitor-Patriot... (E)	5,104	.0375	.025
†Keene Sentinel	(E) 3,609	.03	.034
*Manchester Union Leader	(M&E) 27,364	.09	.07

RHODE ISLAND—Population, 604,397

† Newport Daily News..... (E)	6,249	.0336	.0296
† Pawtucket Times	(E) 25,555	.07	.07
† Providence Bulletin	(E) 64,524	.17	(B) .23
*Providence Journal	(M) 36,886	.10	(B) .23
*Providence Journal	(S) 61,575	.15	.15
*Providence News	(E) 26,845	.07	.07
† Providence Tribune	(E) 23,603	.10	.09
*Westerly Sun	(E&S) 4,618	.025	.025
† Woonsocket Call	(E) 18,666	.05	.05

VERMONT—Population, 352,428

*Barre Times	(E) 6,944	.03	.025
† Bennington Banner	(E) 3,067	.0125	.0125
*Burlington Free Press..... (M)	12,983	.05	.05
*Rutland Herald	(M) 10,765	.04	.04
*** St. Johnsbury Caledonian-Record	(E) 4,024	.0214	.015

CONNECTICUT—Population, 1,380,631

*Bridgeport Post-Telegram	(E&M) 45,795	.15	.15
*Bridgeport Post	(S) 20,017	.10	.10
*Hartford Conrant	(M) 37,649	.08	.08
*** Hartford Conrant	(S) 50,247	.11	.11
† Hartford Times	(E) 48,875	.12	.12
*Meriden Record	(M) 7,348	.045	.03
*Middletown Press	(E) 8,050	.0325	.025
*New Haven Register..... (E&S)	42,171	.12	.11
*New London Day	(E) 12,079	.06	.045
†† Norwich Bulletin	(M) 12,494	.07	.05
*Norwalk Hour	(E) 5,842	.04	.04
† South Norwalk Sentinel... (E)	4,280	.025	.025
*Stamford Advocate	(E) 9,305	.05	.04
*Waterbury Republican American	(M&E) 22,836	.08	.08
*Waterbury Republican	(S) 15,043	.08	.08

*** A. B. C. Statement, April 1, 1924.
 †† Government Statement, April 1, 1924.
 † Government Statement, Sept. 30, 1924.
 * A. B. C. Statement, Sept. 30, 1924.
 (A) Circulation daily edition only.
 (B) Combination rate Daily Journal and Eve. Bulletin.

The New York Telegram and EVENING MAIL

Concentrated High Class Circulation

210400

219,488 people of means—potential purchasers of your products—buy The Telegram-Mail daily. Approximately 98% are within the New York trading district or 50-mile radius from City Hall.

210400

A B C Figures for October 1, 1924

The New York Telegram and EVENING MAIL

DAN A. CARROLL
Eastern Representative
110 East 42nd Street, New York City

PUBLICATION OFFICE
75 Day Street, New York City

JOHN E. LUTE
Western Representative
Tower Building, Chicago, Ill.

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EDITOR & PUBLISHER



The Oldest Publishers' and Advertisers' Journal in America
1884 1924

Copyright 1924 by the EDITOR & PUBLISHER Company

Revised Space-Buyers' Chart and Market Survey CITY OF LONDON, ENGLAND

Including New Survey of Edinburgh, Scotland

Second Section

NEW YORK, SATURDAY, NOVEMBER 29, 1924

Pages I to XVI

LONDON—CITY OF INCALCULABLE WEALTH

A Word and Figure Study of the British Metropolis—City of Wonders and Magnet of the World's Best
—An Unbounded Market for Products of Sound Value

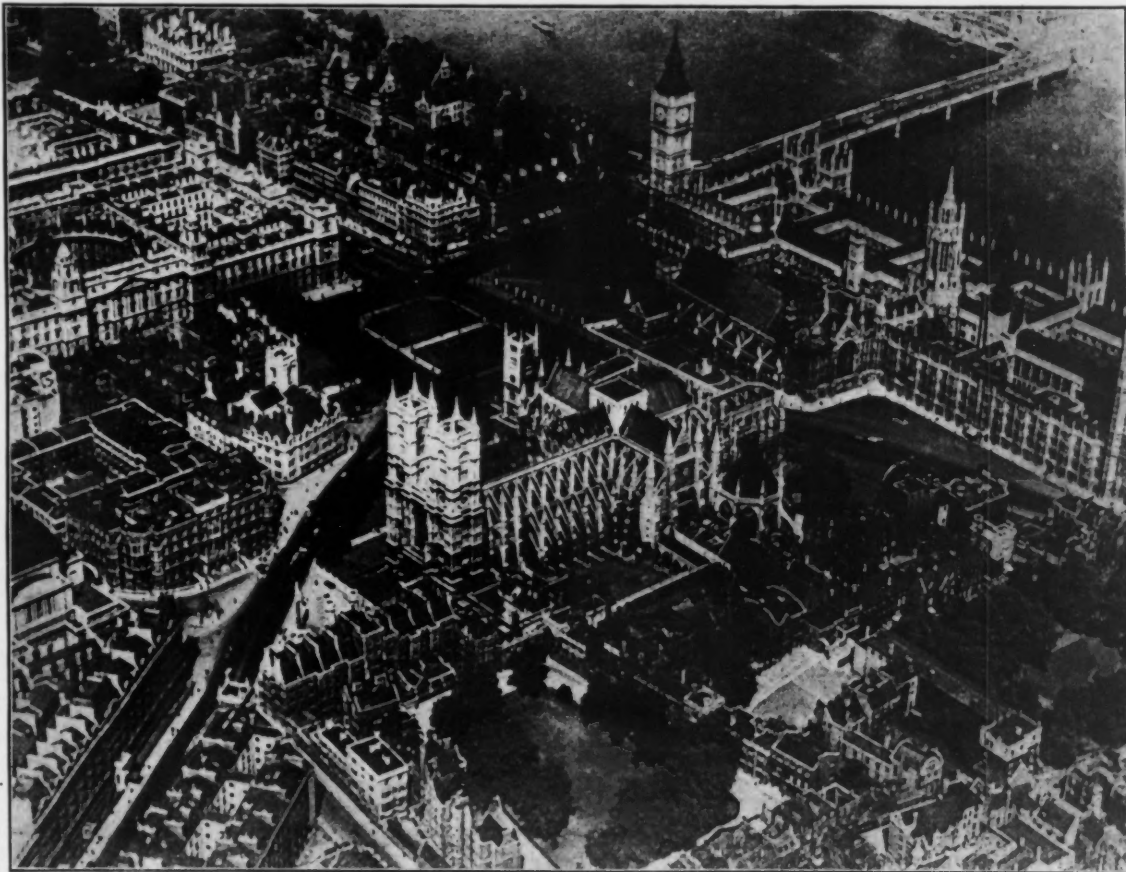
By HERBERT C. RIDOUT
(London Editor, EDITOR & PUBLISHER)

LONDON — city of wonders! Lodestone of the world. And for the manufacturer of sound products a market of vast and specific potentialities—a market in itself, and yet one from which a successful merchandising campaign radiates irresistibly to every corner of the British Isles; for to achieve success in London is to achieve fame throughout Great Britain.

London has exercised the power of its magic in the creation of the great British Empire Exhibition at Wembley. This mammoth exposition had, up to the end of September, attracted more than 15,000,000 visitors from all parts of the world—an attendance that has transcended any previous exhibition records.

But London has a lure of its own that flashes and fascinates all the year round. From whatever section of the globe a visitor comes, sooner or later in the years to come he is drawn back under its spell for a further experience of its witchery. It matters not upon what pretext that first visit is made. It may be on pleasure bent—a desire to inspect its architectural beauties, its archaeological treasures—a financial deal—a business transaction—a domestic occurrence. Back, always back, comes the visitor to London. It is not merely the "call of the city" as is heard by the "hayseed" hundreds of miles up-country. London has a call all its own that sounds above all the other siren voices of the world.

Everything gravitates to London in the season. The British Metropolis is the standard, the crucible of the world's productions, whether they be the work of man's brain or hands, or the produce of



Remarkable bird's-eye view of the center of the world's metropolis.

a bountiful Nature. When the best of anything has been tried and proved, then it is good enough for London.

For London differs from every other capital city of the world. The heart of the British Empire, it is the symbol of an ideal for millions of globe-scattered subjects of George the Fifth. It is more. It contains within its borders the headquarters of the financial, commercial and artistic interests of that Empire—a repository of wealth, science and art, without parallel. Its place in the world is such that no business enterprise in any quarter of the globe can be said to have attained high success without adequate representation in the City of London.

Perhaps to Americans the most con-

vincing feature about London's commercial importance is the fact that so many American houses—financiers, manufacturers and producers—are centered upon that city as a point for the exercise of their European or British developments. The British market, radiating from London, is a veritable treasure island for American manufacturers and the best of their products occupy a high esteem with the British consumer. Their advertising activities are self-evident, the newspaper and periodical publications affording much evidence, and the retail shops still more, of the reliance placed by the British public upon office appliances, domestic appliances, fountain pens, canned meats, fruits, dentifrices, vege-

£6,406,656 (1923) and a population of 13,709; the Administrative County of London (excluding the City) covers an area of 74,172 acres with a rateable value of £42,820,041 and a population of 4,470,814.

The richest of the London areas is that of Westminster, created the City of Westminster, by the Royal Charter in 1900. It includes within its borders some of the finest buildings in London, among them the Houses of Parliament, Westminster Abbey, the Westminster (Roman Catholic) Cathedral, the Law Courts, Buckingham Palace, St. James' Palace and the principal Government buildings—the Admiralty, War Office, Treasury, Home, Foreign and India Offices, etc. It

tables, safety razors, automobiles and accessories, fish, breakfast foods, toilet preparations and musical instruments, candies and drugs—to name a few of the products originating in America that have become household words in Britain.

For the British public exhibits no reluctance to adopt American productions that in themselves contribute to their convenience, comfort or efficiency; innate is an admiration for American enterprise that in merchandising often means a victory.

London is actually an area of more than 400 square miles, comprising an inner ring of 117 square miles that embodies the one square mile of the City of London, the City of Westminster, and 27 Metropolitan Boroughs, known as the County of London. The outer ring contains county boroughs and urban districts with a population of seven millions.

The City of London proper is but an area of 678 acres with a rateable value of

also includes the fashionable residential districts of Mayfair and Belgravia. It has a rateable value of £8,110,655 for an area of 2,503 acres and a population of 141,578.

The length of streets in the City and Administrative County of London in 1919-20 were:

City of London	48 miles
County of London	2,169 miles

Total2,217 miles

The cost of maintenance, borne by the Metropolitan Borough Councils and the City Corporation, in the same year, including repairs, repairing, cleaning and watering was:

City of London.....	£227,354	0.	0.
County of London.....	£3,084,129	0.	0.

£3,311,483 0. 0.

An enumeration of the vehicular traffic (horse and motor vehicles) passing certain points in London between 8 a. m. and 8 p. m. on a fine day in July, 1923, showed the following results:

	Horse	Total, all kinds
Hyde Park Automobiles		
Corner	45,579	3,896
Trafalgar Square	35,324	2,677
Piccadilly Circus	34,537	3,246
Marble Arch	29,585	2,215

London has no skyscrapers, its buildings being rarely higher than ten floors. But what the architecture lacks in height it possesses in beauty and dignity, many fine buildings of historic interest in particular, being dotted throughout the city and West-end. The finest modern business thoroughfare is probably Kingsway, a wide road linking up Holborn and the Strand with a circular sweep; Aldwych, Kingsway is now completed, and forms one of the finest avenues in the world. Bush House, on the lines of the famous Brooklyn edifice, and as its name suggests, the home of the Bush Terminal Company, stands on the Aldwych site facing the whole length of Kingsway. A fine avenue, broad and spacious, is the Victoria embankment, running along the River Thames from Blackfriars to Westminster, from which a fine vista of the river, with such buildings as St. Paul's Cathedral, the Houses of Parliament and the County Hall (the seat of the London County Council) standing out against the skyline. The residential thoroughfares of highest rentals and estate values are Park Lane (running on the east side of Hyde Park) and Berkeley Square, with the intermediate streets. The West-end is the home of London society; the East-end the poorer districts.

The Parks and open spaces of London are popular places of resort the larger parks of the Administrative County covering a total of some 1,672 acres. Regents Park is the largest of them all (472 acres) and houses the Zoological Gardens and the Botanic Gardens. But Hyde Park and Kensington Gardens (separated only by a railed fence) cover a large area (630 acres) and are the fashionable parades of society—the Hyde Park "church parade" and Rotten Row being the Sunday rendezvous of many smart London folk.

St. James's Park is small but has a semi-official character, running as it does between Whitehall with its Government buildings, and Buckingham Palace. The Green Park is another small park adjoining St. James's Park and these four parks are so placed that it is possible to walk across London from Westminster, through St. James's and Green Parks, cross the thoroughfare at Piccadilly and through Hyde Park and Kensington Gardens either to High Street Kensington, or Notting Hill Gate—a leafy stroll of some four miles. There are numerous other parks, Battersea Park (200 acres) in South London, Victoria Park (217 acres) in North London, Finsbury Park (115 acres) and 142 further open spaces, where boating, sports, music and in some cases dancing, are favorite summer pursuits. The largest central open space is Trafalgar Square, famous for its Nelson Monument, its statues and its playing fountains.

Twelve art galleries and 22 museums contribute to the art and historic interest

of London. The Royal Academy (Piccadilly) is an annual summer exhibition of pictures and sculpture by living artists and a winter exhibition of old masters and deceased British artists. The National Gallery and National Portrait Gallery, both in Trafalgar Square, are the national repositories of old masters and historical portraits respectively, the Tate Gallery (Westminster) being the modern British section of the former. In 1921, there were 569,181 free admissions registered at the National Gallery, including 9,963 students. The Guildhall Art Gallery, in the City, with its adjunct the Guildhall Art Gallery, are maintained by the City Corporation and relate to historic London treasures. There are numerous other smaller art galleries, the latter being in the Bond street and Leicester Square neighborhoods.

The museums are headed by the British Museum, with priceless collections of ancient sculpture, print, eastern, early British and mediaeval antiquities, Mss., etc. The British Museum shares with the Victoria and Albert Museum the highest standard of popularity; in 1921 the attendances at the British Museum were 1,096,333. Other institutions of this kind are the Natural History Museum at South Kensington; Victoria and Albert Museum (with departments covering every branch of industrial and decorative art), 1921 attendance, 1,154,704; Science Museum (with collections of scientific apparatus, machinery, naval models and engines, and scientific library; Imperial War Museum (an exhibition record of the Great War); London Museum (St. James's) devoted to London antiquities; and the Imperial Institute, South Kensington, where are housed collections representing the produce of every part of the British Empire, a technical department with laboratories for conduct of research and investigations, and information bureau and library for furnishing reports upon matters appertaining to the institute's work.

Among the public buildings, St. Paul's Cathedral and Westminster Abbey stand out as historic examples of pure architecture; the Guild Hall, the home of the City Corporation, where great City functions take place, the Houses of Parliament, with "Big Ben"—the giant clock tower, the chimes from which can be heard for many miles on clear days; the Monument at London Bridge, (Commemorating the Great Fire of London in 1666); the Law Courts, in the Strand; the Tower of London, built in the 10th Century, and the unwilling home of many famous personages who offended the powers that were. The Tower is now a popular show place housing the Crown Jewels and staffed by the picturesque "Beefeaters."

Music, drama, vaudeville, and motion pictures are well served in London and though the vaudeville (once a large feature of amusement) is now only represented by three or four central music-halls and suburban houses, its revival on a wider scale is in progress. Music finds a home at the Royal Albert Hall (seating capacity 9,000) and the Queen's Hall, at both of which Saturday and Sunday concerts are a feature from September to March, while in the latter Promenade Concerts are a nightly attraction, from September to December. The Royal Opera House and the "Old Vic" represent international Grand Opera and Grand Opera in English respectively. The latter playing Shakespeare from October to May in addition. Smaller concert and recital halls are regularly filled throughout the season, having their location in Bond street and Wigmore street. The National Sunday League promotes secular concerts in several London and Suburban theatres each Sunday.

There are 43 theatres in the entertainment section of London, all, with one or two exceptions, situated in the area between Piccadilly Circus, New Oxford street and the Strand. Of these about a dozen are invariably retained for the legitimate drama and comedies, the remainder being devoted either to musical plays or reviews, reverting occasionally to "straight" plays.

Motion pictures (severally described as kinemas, picture theatres, cinemas, etc.) exercise a vast hold upon the London

public, the largest in the central area being the Stoll Picture Theatre in Kingsway (originally built as the London opera house by Oscar Hammerstein). There are no empty motion-picture houses in London, except in certain districts on Sundays, and 75 per cent of the programs shown are made up of American films.

Trade exhibitions in London attract large public attendances, the greatest being perhaps the Motor Exhibition, annually held at Olympia, Kensington. Industrial exhibitions in the interests of brewing, building, shipping, electrical trades, grocery, tailors, furniture, boots and shoes, dairy produce, cattle, drugs and surgical appliances, confectionery,

1,629 medical practitioners and 1,600,089 persons entitled to medical service under this scheme in 1922.

The Police Force of London includes 1,162 officers and men in the City Police and 19,255 in the Metropolitan Police, figures relating to 1922. The London Fire Brigade has a staff of 2,117 officers and men, with 63 land stations, 3 floating stations, a river repairing depot, 1,662 street fire alarms, 60 miles of hose and 205 automobile engines and other vehicles. In 1922 the Brigade made 112,769 journeys and its appliances covered 253,292 miles.

The lighting services of London are gas and electricity. In 1922 there were 1,99,818 private consumers of gas

The surface tramways are represented by the following figures for 1922:

	Track Mileage	Cars in Use	Total Car Mileage	Passengers Carried	Passengers Receipts
London County Council.....	155.20	1,421	59,532,087	688,151,316	£ 5,085,065
Tramways					
Other electric tramways.....	210.81	28,368,132	321,296,824	2,628,485

*Passenger receipts (only) of L. E. R. Group Tramways are 1918 figures.

The underground Electric Railways show the following returns for 1920:

	Total Train Mileage	Passengers Carried
L. E. R. Group Railways:		
Central London Rly.....	9,437,850	44,658,174
City & So. London.....	5,584,848	24,817,469
Metropolitan District.....	25,236,422	126,846,973
London Electric Rly.....	29,034,034	128,922,477

The London General Omnibus Co. shows the following returns for 1920:

	Total Car Mileage	Passengers Carried	Passengers Receipts
London General Omnibus Co. (and embracing the Metropolitan, South Metropolitan, Gearless, British Automobile, and Thos. Tilling, Ltd.).....	128,613,336	1,092,890,974	£7,448,076

etc., are held each year either at Olympia, the Royal Agricultural Hall, or the Royal Horticultural Hall, serving the purpose of introducing new season, goods, improvements in production or registering developments. A public exhibition that enjoys great popularity is the "Ideal Home Exhibition," usually held at Olympia in May each year.

Sport is a distant feature of London life—the masses devoting themselves to cricket, tennis and boating in the summer, and football in winter—if not as players, then as spectators—the cricket clubs and football teams attracting many thousands of paid admission visitors in their respective seasons.

Free public libraries are to be found in every Metropolitan borough, the printed matters there includes daily newspapers, weekly periodicals, and magazines, trade papers, works of reference, and a library of scientific and other books and fiction. Lambeth and Wandsworth each has eight such libraries within its precincts, their issue of books to borrowers totalling 769,068 and 1,178,462 respectively during 1922-3.

Under the National Health Insurance Acts, employed persons are compulsorily insured against illness under a scheme of contributions collected each week by the State jointly from employes and employers. In the County of London there were

throughout the Metropolitan area. The electric lighting undertakings reported a total of 371,784 consumers for the year 1921-22.

Mail order shopping is on the increase, a feature of the London stores being the deposit system of trading. One retail store despatched 6,000,000 parcels during 1920, a second store 3,000,000 parcels in the same year.

The General Post Office in 1923 despatched from London 42,618,000 parcels and received in London for distribution 23,681,000 parcels. There are 992 post offices open in London, and the value of postal orders issued and cashed in 1923 amounted to £19,335,224. and £50,028,206. respectively.

The number of current London licenses for motor cars and motorcycles, privately owned (and not including commercial vehicles) at March 1, 1924, was 345,959 with 72,424 automobile hackney carriages. This, however, does not accurately represent the number of automobiles in use as under the quarterly license system many owners do not renew for the winter months; thus at August 31, 1923, the London number of private vehicle licenses stood at 383,525. Motor taxation in Great Britain produced in 1923 the sum of £12,757,632, representing 1,141,400 automobiles.

Buyers of Newspaper Space

To do business accurately, intelligently, economically, you must have at your elbow the two indispensable books of reference which are exclusively furnished to the regular subscribers of EDITOR & PUBLISHER:

The International Year Book

listing newspapers, circulation and rate data, executive personnel, and the thousand and one facts which come into the experience of every advertising and newspaper man. Editor & Publisher International Year Book for 1925, is now in course of preparation.

Editor & Publisher Space Buyers' Guide

the first compilation of retail outlets in the cities and towns where daily newspapers are published in the United States and Canada. An invaluable reference book for Sales Executives in every department of trade and all advertising men. This huge work is now in press.

Editor & Publisher

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EDITOR & PUBLISHER
 ~ SPACE BUYERS CHART ~

Survey in Eleven Parts—Part I
LONDON, ENGLAND

Population

	1901.	1911.	1921.
Administrative County of London (including the City of London).....	4,536,267	4,521,685	4,484,523
City of London	26,923	19,657	13,709
Outer Ring	2,045,135	2,729,673	2,995,678
Greater London	6,581,401	7,251,358	7,480,201

Detailed Census figures 1911-1921 (June 19-20) attached, taken from Government Return.

This extreme diminishes with a progression outwards until in the areas farthest from the centre, particularly in the South East and South West directions, the densities become less than 30 per acre, the lowest being Woolwich, Lewisham and Greenwich with densities of 16, 24 and 26 respectively.

Both Shoreditch and Bethnal Green are contiguous to the City of London, the residents being of the lower classes.

GREATER LONDON, POPULATION, 1911-1921

DISTRICT	Area in Statute Acres (Land and Inland Water)	Population		Increase (+) or Decrease (-) Per Cent in the Intercensal Period 1911-21
		1911	1921	
GREATER LONDON	443,449		7,480,201	+ 3.2
Administrative County of London and City of London	74,850	4,521,685	4,484,523	+ 0.8
Battersea, Met. B.	2,163	167,743	167,739	- 0.0
Bermansdy, Met. B.	1,503	125,903	119,452	- 5.1
Bethnal Green, Met. B.	760	128,183	117,238	- 8.5
Camberwell, Met. B.	4,480	261,328	267,198	+ 2.2
Chelsea, Met. B.	660	66,385	63,697	- 4.0
Deptford, Met. B.	1,564	109,496	112,534	+ 2.8
Finsbury, Met. B.	587	87,923	78,995	- 13.6
Fulham, Met. B.	1,706	153,284	157,938	+ 3.0
Greenwich, Met. B.	3,859	95,968	160,450	+ 4.7
Hackney, Met. B.	3,287	222,533	222,142	- 0.2
Hammersmith, Met. B.	2,267	121,521	130,295	+ 7.2
Hampstead, Met. B.	2,265	85,495	86,153	+ 0.8
Holborn, Met. B.	405	49,357	43,192	- 12.5
Islington, Met. B.	3,092	327,403	530,737	+ 1.0
Kensington, Met. B.	2,290	172,317	175,859	+ 2.1
Lambeth, Met. B.	4,083	298,058	302,868	+ 1.6
Lewisham, Met. B.	7,915	160,834	174,194	+ 8.3
London, City of	678	19,657	13,706	- 30.3
Paddington, Met. B.	1,357	142,551	144,261	+ 1.2
Poplar, Met. B.	2,311	162,442	162,578	+ 0.1
St. Marylebone, Met. B.	1,473	118,160	104,173	- 11.8
St. Pancras, Met. B.	2,694	218,387	211,366	- 3.2
Shoreditch, Met. B.	658	111,390	104,248	- 6.4
Southwark, Met. B.	1,131	191,907	184,404	- 3.9
Streney, Met. B.	1,767	279,804	249,657	- 10.8
Stoke Newington, Met. B.	863	50,655	52,172	+ 3.0
Wandsworth, Met. B.	9,107	311,360	328,307	+ 5.4
Westminster, City of; Met. B.	2,503	166,261	141,578	- 11.7
Woolwich, Met. B.	8,282	121,376	140,389	+ 15.7

Met. B. means Metropolitan Borough.

The 1921 Census of England, Scotland and Wales, taken on June 19th, 1921, shows that in the Administrative County of London and the immediately surrounding areas conveniently designated the "Outer Ring" (which together comprise what is usually known as Greater London, and coincide with the total area covered by the City of London and Metropolitan Police Districts), 7,480,201 persons were enumerated, representing about one quarter of the population of all urban areas, about one-fifth of the total population of England and Wales, and almost double that of the whole of Scotland.

In the Administrative County of London alone, a decrease in population is recorded, representing a numerical loss of 37,162 persons, or between two and three times the corresponding loss which occurred in 1901-1911. Having regard to the total numbers, this decrease is inconsiderable and signifies little else than that, in the process of decentralization of the resident population which must usually accompany the development of an important commercial or industrial centre and which has been gradually taking place during several decades in the London area, the County boundary for the past 20 years has been just inside the line within which the normal increase and the outward movement, due to decentralization, approximately neutralize one another.

It is of interest to examine briefly the densities of the various Boroughs as measured in terms of resident population per acre. With the exception of the City itself, with its resident population of only 20 per acre, the density is greatest in the central Boroughs, being at a maximum of 163 per acre in Southwark, 158 per acre in Shoreditch and 154 in Bethnal Green.

"The Daily Chronicle" Six months daily net sale

A Plain Statement of Cause and Effect

ON March 17th last, "The Daily Chronicle" made what was, perhaps, the most dramatic change ever made in the make-up of a great daily newspaper—a change that was welcomed alike by readers and advertisers.

To the reader it offered amongst other features, a 7-column page instead of a 6-column; a serial story; and a whole page of pictures. To the advertiser it offered Front Page positions, and other special opportunities, including an entirely new advertising position opposite the main news page.

We have pleasure in giving "The Daily Chronicle" Net Daily Sales for the six months ending June 30th, 1924.

In addition to showing the most rapid and consistent progress of any newspaper in the country, these figures bear eloquent testimony to the increasing hold which the Bigger and Better "Daily Chronicle" is having upon the responsible reader—the class of reader that really matters so far as the advertiser is concerned, and the class to which he will wish to appeal.

Chartered Accountants' Certificate.

London, 8th August, 1924.

We have examined the books of "The Daily Chronicle" and certify that, after deducting all unsold, voucher, complimentary and free copies whatsoever, the average net daily sale thereof for each of the undernoted periods was as follows:—

January 1 to March 15, 1924.....	811,439
*March 17 to March 31, 1924.....	830,830
April 1 to April 30, 1924.....	872,186
May 1 to May 31, 1924.....	922,772
June 1 to June 30, 1924.....	950,508

*Date of first issue of enlarged and improved "Daily Chronicle."

(Signed) DAVIES, DUNN & CO., Chartered Accountants,
 32 Old Jewry, London, E.C.

The Daily Chronicle

Horace Imber, Advertisement Director
 Salisbury Square, London, E.C.4



EDITOR & PUBLISHER
SPACE BUYERS CHART



Survey in Eleven Parts—Part 2
LONDON, ENGLAND

Population—(Continued)

SEXES.—One of the direct legacies of the War demonstrated by the Census returns of 1921 is the increased preponderance of females over males, the excess (over the whole of England and Wales) amounting to 1,720,802 as compared with 1,179,276 in 1911. In both cases, of course, the male population excludes the members of the Army, Navy and Air Force and the Mercantile Marine, who were out of the country on the census night.

The preponderance corresponds to a ratio of 1,095 females to 1,000 males— or 1,101 to 1,000 in England and 1,010 to 1,000 in Wales.

	Population				Variation in Intercensal Period (Persons)	
	1911		1921		De-crease	Per Cent 1911 to 1921
	Males	Females	Males	Females		
LONDON (including the City of London)...	2,126,341	2,395,344	2,071,579	2,412,944	37,162	— 0.8

Comparison with the population of other large cities in the United Kingdom:

	1901	1911	1921
London (City and Administrative County)....	4,536,267	4,521,685	4,484,523
Glasgow	784,496	784,496	1,034,069
Birmingham	759,063	840,202	919,438
Liverpool	711,276	753,353	803,118
Manchester	644,961	714,385	730,551
Sheffield	411,188	460,183	490,724
Leeds	436,072	454,155	458,320

Location

London is located on both banks of the River Thames at the head of the estuary and about fifty miles from the sea.

The Administrative County of London (including the City of London), covers an area of over 117 square miles, extending from Highgate and Hampstead on the north to Sydenham on the south, and from Woolwich on the east to Hammersmith and Putney on the west, all inclusive.

Greater London (which includes the Administrative County and City of London) covers an area of over 690 square miles, extending from Watford

and Cheshunt on the north to Epsom on the south, and Hampton and Harrow on the west to Romford and Erith on the east.

London is the terminus of nine great railway systems, formerly known as the London & North Western Ry., Midland Ry., Great Northern Ry., Great Western Ry., South Western Ry., London, Brighton & South Coast Ry., Great Central Ry., Great Eastern Ry., South Eastern & Chatham Ry., as well as several subsidiary lines under the control of the above. These railroad systems have now been merged into four groups, viz.: London, Midland & Scottish (which embraces the L. N. W. Ry., & Midland systems); London and North Eastern Ry. (which embraces the Great Northern, Great Central and Great Eastern systems); the Southern Railway (which embraces the South Western, London, Brighton & South Coast, and South Eastern & Chatham); and the Great Western. All the original terminals are employed, but the pooling of interests has resulted in closer-knit if less competitive services. Of these railroads, four serve the middle and north of England and two of them through to Scotland, three serve the south and west county and two communicate with Wales and Ireland, one runs through the east coast counties and serves Continental ports and one the southeastern counties and other Continental ports. The railway system covers the whole of England, Scotland and Wales and connects with the Irish railways.

Within the Metropolitan district is an efficient underground electric railway system, combining the Metropolitan Railway, the District Railway, the City and South London Ry., the Central London Ry., the Piccadilly and Hammersmith Ry., the Baker Street and Waterloo, the G. N. and City Ry., and the Waterloo and City Ry., all of which intercommunicate and provide not only rapid communication between every point in London itself but link up suburban districts as far apart as Watford, Uxbridge, East Ham, Richmond and Wimbledon.

Every district is linked up with an admirable service of electric trams and motor omnibuses, the former, from points north of the line represented by Bank—Shepherds Bush radiating east to Stratford, north to Waltham Cross and Enfield, and west to Hounslow and Hampton Court, and south from the River Thames in each direction, Croydon, Wimbledon and Greenwich.

**“Must Include
—The Times”**

An American View

From “Anglo-American Trade,” the organ of the American Chamber of Commerce in London.

“IN the ‘quality’ class The Times stands pre-eminent. A significant fact in this respect is that The Times alone in this class publishes its daily net sales, which now stand at 190,000 copies. This figure should be multiplied by four to give the approximate total of daily readers.

“The Times carries more advertisements than any other great paper. In an advertising comparison recently published by the Newspaper World, The Times headed the list of the leading British newspapers with 23,816 square inches of space occupied by advertisements in one complete week in July.

“It follows that all forms of appeal made by American advertisers to the British public must include in their advertising programmes The Times, which takes first place in this group of British newspapers.”



The Times

**GREAT BRITAIN'S LEADING
JOURNAL SINCE 1785**

The Times stands out as the greatest power in British advertising—the one medium you *must* use to reach the cultured and monied classes of Britain.

That home advertisers know it is evidenced by the fact that The Times carries more advertisements than any other daily paper published in this country.

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Printing House Square

London, E. C. 4



EDITOR & PUBLISHER

SPACE BUYERS CHART



Survey in Eleven Parts—Part 3

LONDON, ENGLAND

Banks

The Bankers Clearing House includes 101 Banks and Branches in the Town Clearing (as against 52 in 1910) and 480 Banks and Branch Banks in the Metropolitan Clearing (as against 310 in 1917).

1920 was a record year of the Bankers' Clearing House:

	1923	1922	
Grand Total	£36,627,592,000	£37,161,461,000	Decrease £533,869,000
Town Clearing Total	32,270,373,000	32,780,635,000	Decrease 510,262,000
Metropolitan Clearing Total	1,546,565,000	1,574,661,000	Decrease 28,096,000
Country Cheque Clearing Total	2,810,654,000	2,806,165,000	Increase 4,489,000

The Town Clearing represents the transactions of the banks of the City of London. The Metropolitan Clearing, on the authority of the Chairman of the Bankers Clearing House, may be regarded as an index to the retail trade of the Metropolis, and similarly, the County Clearing may be taken as a reflex of the general trade of the country.

The resources of the ten great London Banks at June, 1924, are:

Bank of Liverpool & Martins Brnk. Ltd.	£69,776,000
Barclay's Bank, Ltd.	327,607,000
Coutts & Co.	18,187,000
Glyn, Mills & Co.	34,090,000
Lloyds Bank, Ltd.	375,030,000
Midland Bank, Ltd.	414,121,000
National Provincial Bank, Ltd.	281,491,000
National Bank, Ltd.	45,557,000
Westminster Bank, Ltd.	298,172,000
Williams Deacon's Bank, Ltd.	37,917,000
	£1,901,942,000

The average daily clearings of the Bankers Clearing House are:

1900	£29,186,200	1922	£121,840,800
1910	47,904,800	1923	119,308,100

The Trustee Savings Banks have funds deposited with the Government amounting in November, 1919, to about £86,788,517, and over £25,396,700 in Government Stock, held for 2,220,780 depositors.

Churches

(County of London and Metropolitan area, 1924)

Cathedrals, Church of England	2
Abbeys, " " "	1
Royal Chapels, " " "	2
Parish Churches, " " "	622
Baptists	85
Baptists (Seventh Day)	1
Brethren	19
Cathedral (Catholic)	1
Parish (Catholic)	73
Catholic Apostolic	7
Christian Science	5
Church of Scotland	3
Churches of Christ	2
Congregational	83
Dutch Reformed	1
French Protestant	2
Greek Orthodox	1
Jews	56
Lutheran	10
Moravian	2
New Jerusalem Church	5
Presbyterian Church of England	26
Primitive Methodists	20
Russian Orthodox	1
Salvation Army Halls	26
Society of Friends	10
Swiss Protestant	1
Unitarian	15
United Methodist Church	21
Welsh Calvinist	7
Wesleyan Methodists	80
Other denominations	63

City Classed as

Capital city of the British Empire, and the greatest financial and industrial centre of the British Isles and the Greatest Port.

The industries of London, and the concentrated character of its population, render it the most important single market in the United Kingdom

and Ireland. This is shown by the widespread character of its shopping districts, its number and variety of newspaper and periodical publications.

In addition to its resident population, more people pass through London as visitors than through any other city in the world.



"PUNCH"



"The Foremost Humorous Journal of the World"

"THERE is no medium to equal 'PUNCH' for creating sales in high-class trade at home and in the Dominions. I can vouch for this by the experience and reports of the highest class of British advertisers in many trades."

WM. S. CRAWFORD,
Governing Director, W. S. Crawford, Ltd.,
Advertising Service Agents, London, Eng.

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MARION JEAN LYON

Advertisement Manager, "PUNCH"

10 Bouverie Street
London, E. C. 4, Eng.



EDITOR & PUBLISHER

SPACE BUYERS CHART



Survey in Eleven Parts—Part 4

LONDON, ENGLAND

The Port of London

The Port of London consists of the Docks, which are situated between Tower Bridge and Tilbury, 26 miles seawards, and the River Thames from Teddington to Warden Point, a distance of 68½ miles, and the whole of this area is under the jurisdiction, control and management of the Port of London Authority. This Body, constituted for the purpose by Parliament, in 1908, is composed of a Chairman, a Vice-Chairman, Ten Members appointed by certain Public Departments, Seventeen Members elected by Payors of Dues and other port interests and one elected by the Wharfingers of the Port.

The Authority has carried out an extensive programme of improvements involving an expenditure of over £10,000,000 and further developments are in progress which will easily ensure the continued supremacy of London as the first port in the Empire carrying, as it does today, about one-third of the entire trade of the United Kingdom.

The docks serving the port with their respective acreage are:

St. Katharine's Dock.....	23 acres
London Docks (Eastern Dock and Shadwell Basin)	102 acres
Surrey Commercial Docks.....	380 acres
West India Docks.....	241 acres
Millwall Docks	231 acres (the principal grain docks)
East India Docks.....	68 acres (Cape and American traffic)
Royal Victoria Dock.....	276 acres
Tilbury Docks	634 acres
Royal Albert and King George V Docks	826 acres

The total area of the Dock Estate is 3,288½ acres, of which 731 acres are water.

While no industry specially predominates in the traffic passing through the Port of London, the allocation of the docks to various forms of imports shows that the goods received include marine shells, spices, tea, marble, ivory, rubber, wine, wool, tinned goods, timber grain, Canadian produce, rum, sugar, frozen meat, tobacco.

Industries located on the banks of the port include manufacturing interests

concerned in provisions, margarine, soap, candles, matches, tanneries, iron-works, cables, oil storage, paper mills and glass.

17 bridges span the Thames, between the mouth and Kew Bridge, and 5 tunnels. Tower Bridge is the nearest to the mouth.

Nine trunk lines radiate from London to all over the Kingdom.

In 1921 the total tonnage entering at and clearing from the Port of London is, compared with other British ports, as follows:

		Total Vessels	Total Tonnage
Port of London, Entered.....	Foreign	9,900	13,488,259
	Coastwise	8,090	3,880,856
Port of London, Cleared.....	Foreign	8,460	11,114,792
	Coastwise	9,708	5,605,876
Liverpool, Entered	Foreign	3,465	9,821,773
	Coastwise	8,358	2,465,418
Liverpool, Cleared	Foreign	3,233	9,169,690
	Coastwise	8,877	3,066,430
Southampton, Entered	Foreign	2,189	4,480,469
	Coastwise	8,129	1,062,302
Southampton, Cleared	Foreign	2,214	4,446,778
	Coastwise	8,050	986,733
Cardiff, Entered	Foreign	2,731	3,925,463
	Coastwise	6,228	3,025,060
Cardiff, Cleared	Foreign	3,661	5,557,478
	Coastwise	5,436	1,393,274
Newcastle, Entered	Foreign	3,541	3,891,602
	Coastwise	4,157	2,978,601
Newcastle, Cleared	Foreign	4,095	4,808,481
	Coastwise	4,654	2,215,293
Hull, Entered	Foreign	4,275	3,506,772
	Coastwise	1,715	533,580
Hull, Cleared	Foreign	3,939	3,063,846
	Coastwise	1,623	843,634
Plymouth, Entered	Foreign	1,052	2,974,915
	Coastwise	1,380	475,213
Plymouth, Cleared	Foreign	997	2,923,226
	Coastwise	1,410	512,924

The value of the Domestic Exports passing through the Port of London in 1922 was:

Produce of United Kingdom.....	£129,445,941
Foreign Exports	61,409,461
Total	£190,855,402



PAUL E. DERRICK

Managing Director of the Paul E. Derrick Advertising Agency, Ltd., is an American born, who has had 30 years of experience as an Advertising Agent in Great Britain. This experience is applied through the medium of an organization wherein every man holds down his job because he is the one man in Great Britain best able to hold it down. Exactly how that organization functions as a business-building machine is explained in the Derrick Booklet. It will be mailed on request.

Policy, Plumstones and Paradox

SOME OF THE DERRICK CLIENTS

Among those who have been with Derrick's throughout their advertising history are the proprietors of:

- Quaker Oats 30 years
- Johnnie Walker..... 16 years
- Tootal Guaranteed Cotton Fabrics
- Dexter Weatherproofs.. 14 years
- Homepride Self-Raising Flour
- Ross's Ginger Ale..... 14 years
- Oneida Community Plate
- Bols Gin & Liqueurs.. 10 years

More recently the full Derrick Service has been co-opted by Messrs.:

- Bass, Ratcliff & Gretton, Ltd. (Brewers).
- W. & A. Bates, Ltd. (Clyde & Motor Cycle Tyres).
- Blundell, Spence & Co., Ltd. (Paint & Varnish).
- Alex. Cairns & Sons, Ltd. ("Goldfish" Marmalade).
- Cockburn & Co., Ltd. (Manufacturing Chemists).
- Crosse & Blackwell, Ltd. (Food Products).
- Cuddehoy Packing Co. ("Old Dutch" Cleanser).
- Cutler, Palmer & Co. (Wine Merchants, India and the East).
- Evans Sons Lescher & Webb, Ltd. (Montserrat Lime Juice).
- Evans' Pastilles, Liverpool (Virus). Pro-phy-lac-tic Brush Co. (Pro-phy-lac-tic Tooth Brush).
- Fox Bros. & Co., Ltd. (Puttees and Woollen Fabrics).

Money, say the economists, does not begin to exist until it is spent. Paradox, perhaps, yet equally true is the fact that you don't begin to make use of statistics until you have finished with them.

There's something hypnotic about figures. One feels kind of, shall we say, Olympic to be able to tell the other fellow off-hand that the population of Newcastle, England, is 1,743,199. In fact, once the statistics virus gets going, it almost sounds like heresy to hear that the two-hundredth one is probably being born while you are talking about it.

Statistics need interpretation. When it comes to a show-down, that man runs a risk of getting left who hitches his wagon to an adding machine. European plebiscites notwithstanding, plain counting of heads is of about as much use as trying to dam the Hudson by piling plum-stones.

PAUL E. DERRICK ADRT

110 SAINT MARTINS LANE (Trar S

Telephone: Gerrard 8900. Telegrams: "Pauldrick, Westrand, London." Cables: "Pauldrick, London." Codes: Western Union and Bentley's.

This Agency offers its full service to American Advertisers



EDITOR & PUBLISHER

SPACE BUYERS CHART



Survey in Eleven Parts—Part 5

LONDON, ENGLAND

Port of London—(Continued)

Value of Imports through the Port in 1922 was £373,478,370.
The total Trade of the Port of London and other large ports of the country in 1921 was:

	Imports	Exports (British and Irish)	Exports (Foreign and Colonial)
London	£415,076,058	£131,339,165	£60,441,663
Liverpool	241,370,065	262,669,432	23,973,337
Manchester	51,872,821	33,592,546	1,050,068
Hull	60,459,205	29,248,260	2,215,370
Glasgow	33,238,007	60,528,473	935,209
Southampton	30,633,879	27,887,605	8,291,818
Bristol	36,231,628	4,608,309	488,335

Schools

ELEMENTARY	Number	Pupils
Elementary	968	741,684
<i>Special</i>		
For blind and partially blind children.....	18	1,132
For deaf and partially deaf children.....	10	796
For mentally defective children.....	87	7,996
For physically defective children.....	41	3,995
Open air schools and day sanatoria.....	7	914
<i>Industrial</i>	8	537
HIGHER		
Secondary schools (aided and maintained)....	135	47,791
Day Technical School for Boys	9	1,236
Domestic Economy Schools.....	3	81
Junior Day Technical School (Girls)	6	757
Art Day Schools.....	9	4,303
Other Technical Trade and Art Schools (day and evening)	21	5,358

Evening Institutes maintained by the Council for teaching commercial, junior commercial, junior technical, technical women's subjects, literary and other miscellaneous subjects.....

.....	202	119,207
<i>Polytechnics</i>	Aided by 10	32,749
<i>Technical Institutes, etc.</i>	the Council 17	9,464
<i>Imperial College of Science and Technology</i>	1	371
<i>Royal College of Science</i>	1	341

Colleges

London University College, King's College, King's College for Women, East London College, Royal Holloway College, Bedford College for Women (Regent's Park), Birkbeck College, Westfield (Hampstead) College, London Day Training College, School of Oriental Studies, Imperial College of Science and English, Royal College of Science and School of Mines, City and Guilds English College, Southeastern Agricultural College, London School of Economics and Political Science, Theological Colleges at Hampstead; Regents Park: King's College; Richmond, Highbury.

Drama and Music

Royal Academy of Dramatic Art, Royal Academy of Music, Royal College of Music, Guildhall School of Music, Incorporated London Academy of Music, London College of Music, Tonic-Solfa College, Trinity College of Music, Royal College of Organists, Victoria College of Music.

Medical Schools

St. Bartholomew's Hospital College, London Hospital College, Guy's Hospital, St. Thomas's Hospital, St. George's Hospital Medical School, Middlesex Hospital, St. Mary's Hospital, Charing Cross Hospital Medical School, Westminster Hospital, University College Hospital, King's College Hospital, Lister Institute, London (Royal Free Hospital) School of Medicine for Women, London School of Tropical Medicine, Royal Army Medical College, Royal Dental Hospital, Naval Medical School, West London Post-Graduate College, London School of Clinical Medicine, University College Hospital Dental School.

Selling the Britisher via Derricks'

Getting down to basics, the British Market for an American Manufacturer is not the number of people in Great Britain, but the potential power of some of that number to absorb his product at a profitable price. To find that number—and to reach them—statistics is merely a place to jump off from. Maps, figures, research—these are only the foundation upon which to erect. Knowledge of British habits of thought, knowledge of British likes and dislikes, knowledge of British prejudices, aspirations, *personality* and the thousand differentiations between my lord and his chauffeur into which all these things resolve, must be applied before there can be any satisfactory outcome.

Such knowledge Derrick's bring to any marketing problem submitted to them. That this knowledge is constructively applied is made manifest in the list of the Derrick Clients and the term of years over which Derrick's have served some of them.

SOME MORE DERRICK CLIENTS

- Freeman, Hardy & Willis, Ltd. (Manufacturers owning 500 Retail Shoe Stores).
- J. S. Fry & Sons, Ltd. (Fry's Pure, Soluble Breakfast Cocoa).
- Goochs, Ltd. (Retail Attire).
- Grierson, Oldham & Co., Ltd. ("Big Tree" Wines).
- Horlick's Malted Milk Co.
- James Keiller & Son, Ltd. (Dundee "White Pot" Marmalade).
- Kraft-MacLaren Cheese Co., Ltd. (Kraft Cheese).
- E. Lazenby & Son, Ltd. ("Chef" Sauce, etc.).
- Lincoln Bennett & Co., Ltd. (Hats).
- London Brick Co. & Forlors, Ltd. (Fletton Bricks).
- McIntock & Sons, Ltd. (Down Quilts).
- The National Building & Engineering Brick Federation.
- The Pepsodent Company (Dentifrice).
- The Sherry Shippers Association.
- James Shoolbred & Co., Ltd. (Drapery, Provisions, Furnishings).
- Short & Mason, Ltd. (Instrument Makers).
- Thrupp & Maberly, Ltd. (Coach Builders).
- Tobacco Products Corporation, Ltd. (Melachrimo Cigarettes).

THE DERRICK SERVICES



Broadly, the Derrick Service Organization divides into Four Departments.

Merchandising Counsel & Market Research which analyses the market, suggests the policy and visualizes the campaign.

Press Advertising Service which includes the Copy, Art and Process Engraving, Estimating and Contracting Services.

Outdoor Publicity Service, which includes Bill Posting, Street-car, Bus, Tube and Railway Advertising, and Painted and Electric Signs, etc.

Printing Service which includes Copy-writing, Designing, Layout and Art Work, and handles Catalogues, Booklets, Folders, House Organs, Showcards, Posters, Enamel Plates—everything that can be printed.

Derrick's are equipped to render these Services throughout the British Empire.

ADVERTISING AGENCY, Ltd.

(Trade Sq.) LONDON, W.C.2, ENGLAND

Member of the Association of British Advertising Agents and Audit Bureau: Sustaining Member A. A. C. of W.

full Advertising Service either directly through American Agencies



EDITOR & PUBLISHER

SPACE BUYERS CHART



Survey in Eleven Parts—Part 6

LONDON, ENGLAND

Principal Industries

These are the latest figures available, the statistics of Principal Industries based upon the census of 1921 not having been completed for publication:

	Average Number of Employees		
	Men	Women	
Agricultural (Farms, woods and gardens).....	7,766	168	
Mines and Quarries.....	3,373	235	
Machinery, etc.:			
Iron and steel manufacture.....	609		
Iron Founders.....	2,451		
Blacksmiths.....	8,120		
Erectors and Fitters.....	10,865		
Unclassified Workmen.....	23,355		
Electrical Apparatus.....	17,466		
Tools, dies, arms, etc.....	2,815		
Ships and boats.....	6,589		
Vehicles (including automobiles and cycles).....	3,235		
Jewelry (including precious metals, watches, instruments and games).....	19,223		
Housebuilding (including builders, carpenters, masons, painters, laborers, etc.).....	24,142		
Wood (including furniture, fittings, decorations, etc.).....	126,980		
Bricks (including cement, pottery and glass).....	59,329		
Chemicals and drugs.....	5,956		
Chemicals (including oil, grease, resin, etc.).....	13,587		
Skins and Leather.....	7,679		
Saddlery and Harness.....	19,160		
Hair and Feathers.....	2,373		
	7,830		
Paper, Books and Stationery:			
Paperboxes and Stationery..... (largely women)	20,557		
Printing and Lithography.....	46,888		
Bookbinding.....	13,580		
Publishing, Book Selling and Newspaper Selling.....	16,524		
Unclassified.....	4,282		
Textile manufacturing (including canvas sails and bleaching).....	14,251		
Dress (including tailoring, millinery, shirtmaking, etc.).....	70,237		
Tobacco manufacture.....	153,551		
	8,462		

It is regrettable that the available statistics for Great Britain are in no sense comparable with those of the United States. This difficulty precludes our being able to furnish any reliable data concerning the value of products of various industries centred in London, or even to state (otherwise than

the above employment figures suggest), the industries in their order of precedence. No official statistics of that kind or form are obtainable, and without them it is not possible to make comparisons on a firm basis or, indeed, to adequately suggest the vital and immense part London plays in industry and commerce.

Theatres

Places of public entertainment operate under one or more of four licenses, viz., (1) Stage Plays, (2) Music and Dancing, (3) Music Only, (4) Cinematograph. The term "theatre" means a place licensed for stage plays in which the public performance of stage plays regularly takes place. "Music Hall" or "Theatre of Varieties" means a place licensed for music and dancing in which entertainments of a variety character are regularly given.

The latter are usually licensed also for stage plays and generally for cinematograph exhibitions.

Motion Picture	Open Air	M. P. & Vaul.	Vueville	Burlesque	Production	Concerts	Music and Dancing
426	35	...	48	8	645

Grand Opera is given at the Royal Opera House in Covent Garden, W. C., and Grand Opera in English at the Royal Victoria Hall (The "Old Vic"), Waterloo Road, S. E. 1.

Trade exhibitions and carnivals are held in special buildings, of which the largest is Olympia, Kensington; others being the Royal Agricultural Hall, Islington; the Holland Park Rink, Shepherds Bush; Central Hall, Westminster; and the Royal Horticultural Hall, Westminster.

Acknowledgements

The facts and figures tabulated in all parts of EDITOR & PUBLISHER'S Space Buyers Chart of London (England) was secured from the following sources: The Right Hon. Lord Riddell; London Statistics, 1919; Census Reports, 1911, and Preliminary Census Reports, 1921; Port of London Authority and the Docks and Harbor Boards of Liverpool, Glasgow, Manchester, Cardiff, Bristol, Hull; Bankers' Clearing House; London Electric Railways (Underground Group); Metropolitan Railway; London County Council (Tramways Dept.); the Postmaster General; and official publications.

1,759,881

Daily Mail

LONDON, ENGLAND

NET SALES IN 1924

London, 7th July, 1924

We certify that the average net daily sale of "The Daily Mail" after deducting all unsold and free copies whatsoever for the six months ended 30th June, 1924, was as follows:—

January	-	-	-	1,720,157	April	-	-	-	1,730,125
February	-	-	-	1,723,669	May	-	-	-	1,742,806
March	-	-	-	1,722,151	June	-	-	-	1,759,881

(Signed) LEVER, HONEYMAN & CO.,
Chartered Accountants

(Signed) E. LAYTON BENNETT, SONS & CO.,
Chartered Accountants

London Office:—Carmelite House, London, England.
New York Office:—280 Broadway, New York City, N. Y.

EDITOR & PUBLISHER

SPACE BUYERS CHART

Survey in Eleven Parts—Part 7

LONDON, ENGLAND

Suburban and Farm Residents

DISTRICT	Area in Statute Areas Land and Inland Water	POPULATION		
		1911	Increase (+) or Decrease (-) per cent in the inter-censal period 1911-21	1911-21
OUTER RING	368,599	2,729,673	2,995,678	+ 9.7
SURREY: Urban Districts.				
BARNES	2,519	30,377	34,299	+ 12.9
BEDDINGTON AND WALLINGTON	3,040	14,322	16,308	+ 13.9
CARSHALTON	2,926	11,634	14,021	+ 20.5
COULSDON AND PURLEY	8,572	18,872	21,491	+ 13.9
CRAYDON, C.B.	9,012	169,551	190,684	+ 12.5
EAST AND WEST MOLESEY	1,517	6,492	7,280	+ 12.1
EPSOM	4,423	19,156	18,804	- 1.8
ESHER AND DITTONS (part of)	3,885	9,909	11,426	+ 15.3
HAM	1,869	1,435	1,510	+ 5.2
KINGSTON ON THAMES, M.B.	1,131	37,975	37,479	+ 4.0
MERTON AND MORDEN	3,237	14,140	17,332	+ 24.0
MITCHAM	2,935	29,606	35,119	+ 18.6
RICHMOND, M.B.	2,491	33,221	35,639	+ 7.3
SURBITON	3,049	17,717	19,547	+ 10.3
SUTTON	1,835	21,270	21,063	- 1.0
THE MALDEN AND COOMBE	3,221	12,137	14,495	+ 19.4
WIMBLEDON, M.B.	3,221	54,966	61,418	+ 11.7
SURREY: Rural Districts.				
EPSOM (part of)	14,857	19,092	22,072	+ 15.6
GODSTONE (part of)	6,359	4,494	4,705	+ 4.7
KENT: Urban Districts.				
BECKENHAM	3,889	31,692	33,345	+ 5.2
BEXLEY	4,942	15,895	21,457	+ 35.0
BROMLEY, M.B.	4,697	33,646	35,052	+ 4.2
CHISLEHURST	2,791	8,666	8,981	+ 3.6
CRAYFORD	2,455	6,234	11,926	+ 91.3
FRITH	3,859	27,750	31,558	+ 13.7
PENGE	770	22,330	26,284	+ 17.7
SIDCUP	2,043	8,493	8,939	+ 5.3
KENT: Rural District.				
BROMLEY (part of)	17,835	17,621	20,749	+ 17.8
MIDDLESEX: Urban Districts.				
ADTON	2,305	57,497	61,299	+ 6.6
BRENTFORD	1,091	16,496	17,032	+ 3.2
CHISWICK	1,250	38,772	40,938	+ 5.6
EALING, M.B.	2,946	61,222	67,755	+ 10.7
EDMONTON	3,894	64,797	66,807	+ 3.1
ENFIELD	12,602	56,338	60,738	+ 7.8
PELTHAM	1,790	5,135	6,326	+ 23.2
FINCHLEY	3,384	39,419	46,716	+ 18.5
FRIERN BARNET	1,304	14,924	17,375	+ 16.4
GREENFORD	3,042	1,064	1,461	+ 37.3
HAMPTON	2,045	9,220	10,675	+ 15.8
HAMPTON WICK	1,306	2,417	3,265	+ 35.1
HANWELL	1,066	19,129	20,481	+ 7.1
HARROW ON THE HILL	2,028	17,074	19,469	+ 14.0
HAYES	3,311	4,261	6,303	+ 47.9
HENDON	8,382	38,806	56,013	+ 44.3

DISTRICT	Area in Statute Areas Land and Inland Water	POPULATION		
		1911	Increase (+) or Decrease (-) per cent in the inter-censal period 1911-21	1911-21
MIDDLESEX: Urban Districts—Continued.				
HESTON AND ISLEWORTH	6,851	43,313	46,664	+ 7.7
HORNSEY, M.B.	2,875	84,592	87,659	+ 3.6
KINGSBURY	1,829	821	1,856	+ 126.1
RUISLIP NORTHWOOD	6,585	6,217	9,112	+ 46.6
SOUTHALL NORWOOD	2,575	26,323	30,287	+ 15.1
SOUTHGATE	3,596	33,612	39,122	+ 16.4
STAINES	1,907	6,755	7,326	+ 8.5
SUNBURY ON THAMES	2,658	4,607	5,350	+ 16.1
TEDDINGTON	1,214	17,847	21,213	+ 18.9
TOTTENHAM	3,014	137,418	146,711	+ 6.8
TWICKENHAM	2,421	29,367	34,790	+ 18.5
UXBRIDGE	868	10,374	12,919	+ 24.5
WEALDSTONE	1,061	11,923	13,433	+ 12.7
WEMBLEY	4,564	10,696	16,187	+ 51.3
WILLESDEN	4,385	154,214	165,674	+ 7.4
WOOD GREEN	1,626	49,369	50,707	+ 2.7
YIEWSLEY	894	4,315	4,843	+ 12.2
MIDDLESEX: Rural Districts.				
HENDON	11,319	14,160	17,656	+ 24.7
SOUTH MIMMS	6,104	2,805	3,134	+ 11.7
STAINES	17,975	21,926	25,063	+ 14.3
UXBRIDGE	12,625	9,240	10,643	+ 15.2
HERTFORDSHIRE: Urban Districts.				
BARNET	3,114	11,335	11,772	+ 3.9
BUSHY	3,081	6,978	8,088	+ 15.9
CHESHUNT	8,479	12,954	13,628	+ 5.2
EAST BARNET VALLEY	2,644	12,381	13,514	+ 9.2
WATFORD (part of)	138	2,633	2,615	- 0.7
HERTFORDSHIRE: Rural Districts.				
BARNET	9,216	4,074	4,495	+ 10.3
HATFIELD (part of)	3,305	656	694	+ 5.8
WATFORD (part of)	6,114	3,894	4,349	+ 11.7
ESSEX: Urban Districts.				
BARKING TOWN	3,805	31,317	35,523	+ 13.4
BUCKHURST HILL	873	4,886	5,008	+ 2.5
CHINGFORD	2,808	8,184	9,482	+ 15.9
EAST HAM, C.B.	3,324	133,487	143,246	+ 7.3
ILFORD	8,496	78,188	85,194	+ 9.0
LEYTON	2,594	124,735	128,430	+ 3.0
LOUGHTON	3,961	5,433	5,749	+ 5.8
WALTHAM HOLY CROSS	11,017	6,795	6,847	+ 0.8
WALTHAMSTOW	4,343	124,580	129,395	+ 3.9
WANSTEAD	1,679	13,830	15,298	+ 10.6
WEST HAM, C.B.	4,683	289,030	300,860	+ 4.1
WOODFORD	2,161	18,496	21,236	+ 14.8
ESSEX: Rural Districts.				
EPFING (part of)	4,136	2,742	2,943	+ 7.3
ROMFORD (part of)	6,556	7,907	9,127	+ 15.4

C.B. means County Borough.

The Evening News

London, 7th July, 1924

We certify that the average net daily sale of "The Evening News" after deducting all unsold and free copies whatsoever for the six months ended 30th June, 1924, was as follows:—

January	-	-	-	645,497	April	-	-	-	784,220
February	-	-	-	642,439	May	-	-	-	820,669
March	-	-	-	721,556	June	-	-	-	870,981

LONDON, ENGLAND
 London Office:
 Carmelite House, London, England
 New York Office:
 280 Broadway, New York City, N. Y.

(Signed) LEVER, HONEYMAN & CO.,
 Chartered Accountants.
 (Signed) E. LAYTON BENNETT, SONS & CO.,
 Chartered Accountants.

Weekly Dispatch

London, 7th July, 1924

We certify that the average net weekly sale of "The Weekly Dispatch" after deducting all unsold and free copies whatsoever for the six months ended 30th June, 1924, was as follows:—

January	-	-	-	722,206	April	-	-	-	729,822
February	-	-	-	713,049	May	-	-	-	726,245
March	-	-	-	724,199	June	-	-	-	740,980

LONDON, ENGLAND
 London Office:
 Carmelite House, London, England
 New York Office:
 280 Broadway, New York City, N. Y.

(Signed) LEVER, HONEYMAN & CO.,
 Chartered Accountants.
 (Signed) E. LAYTON BENNETT, SONS & CO.,
 Chartered Accountants.



EDITOR & PUBLISHER

SPACE BUYERS CHART



Survey in Eleven Parts—Part 8

LONDON, ENGLAND

Residential Features and Building Facts

The City of London proper is mainly devoted to offices, shops and warehouses, but there is a small proportion of apartment houses and dwellings, mostly of a working-class character.

Adjacent to the City are the districts of Shoreditch, Hackney, Bethnal Green, Poplar, Stepney, Islington and Finsbury. Because of their proximity there is a very heavy manufacturing element in these localities, many apartment houses and a few private residences.

The following table will show the number of dwellings and classification of same:

	A	B	C	D	E	F
City of London.....	523	282	58	271	1,288	2,784
Battersea.....	28,017	3,275	1,250	140	68	24,321
Bermondsey.....	13,104	4,496	382	221	87	14,967
Bethnal Green.....	10,975	6,445	322	220	74	13,649
Camberwell.....	32,387	5,123	551	274	103	36,559
Chelsea.....	6,115	1,503	276	82	41	7,499
Deptford.....	14,768	1,966	75	121	40	16,102
Finsbury.....	5,574	5,727	206	225	232	7,630
Fulham.....	17,324	3,199	716	82	53	19,895
Greenwich.....	12,963	1,518	235	140	44	14,722
Hackney.....	27,437	4,021	519	201	76	31,090
Hammersmith.....	13,368	2,574	932	116	67	16,121
Hampstead.....	10,062	881	467	53	29	11,976
Holborn.....	1,690	1,696	625	194	364	3,754
Islington.....	31,484	10,592	407	324	129	36,778
Kensington.....	15,912	4,501	675	265	152	21,399
Lambeth.....	34,305	6,192	907	398	160	39,634
Lewisham.....	25,463	855	828	98	44	28,723
Paddington.....	13,104	3,535	373	165	98	16,686
Poplar.....	18,466	4,747	89	305	131	21,107
St. Marylebone.....	7,850	3,731	643	233	125	11,987
St. Pancras.....	17,822	8,875	326	344	130	22,246
Shoreditch.....	9,470	6,494	110	246	96	11,535
Southwark.....	14,497	7,712	715	306	194	18,310
Stepney.....	23,299	14,548	531	589	247	29,172
Stoke Newington.....	6,591	690	57	34	19	7,471
Wandsworth.....	41,901	2,567	2,171	168	119	48,432
Westminster.....	11,522	2,893	1,146	518	695	17,540
Woolwich.....	19,131	1,000	207	169	52	21,176

- A. Ordinary Dwelling Houses.
- B. Tenements with more than two occupants per room.
- C. Blocks of Flats.
- D. Hotels, Inns and Publichouses.
- E. Offices, Warehouses, etc.
- F. Total Number of all Sorts of Buildings.

The foregoing figures afford an accurate indication of the character and purchasing powers of the residents in the City of London and the 28 Metropolitan Boroughs, when taken in connection with populations of those districts for the same year, 1911, given on another page.

For example, the number of buildings of all kinds in Shoreditch is 11,535, of which 9,470 are ordinary dwelling houses; but of these latter there are no less than 6,494 tenements with more than two occupants per room, a striking suggestion of the congested nature of the district and of the class of resident. In the other extreme comes Westminster with 17,540 buildings of all kinds, 11,522 dwelling houses, but only 2,893 tenements with more than two occupants per room. Taken with the population of Westminster for 1911, these bear out the statement that this borough is one of high-class character.

In the City of London is reflected another phase. With 2,784 buildings of all kinds, there are but 523 ordinary dwelling houses and of these 282 are tenements with more than two occupants per room; but there are 1,288 buildings used as offices, warehouses, etc., this confirming the commercial aspect of that district.

These figures, it should be noted, are based on the Census Returns of 1911; but may be taken as fairly representative of conditions in 1921. This is because the war automatically suspended all building operations, and after the cessation of the war, financial and other conditions were so stringent that the suspension has continued almost to this time, with the result that there has been comparatively little change or movement in building or character of residential districts.

There is now in evidence a recovery of building activities and in the suburbs and Greater London many schemes are in progress which already show material changes in these conditions and will largely increase the residential facilities of outlying suburbs in the course of the next few years.

Wholesalers

	Total
Grocers—Wholesale.....	111
Meats—Importers and Salesmen.....	188
Fruits (Fruit Merchants).....	155
Dry Goods (Drapers—Wholesale).....	31
Druggists—Wholesale.....	316
Confectionery.....	189
Clothing—Wholesale and Manufacturing.....	364
Tobacco (Tobacco Merchants—Wholesale).....	123
Hardware (Ironmongers—Wholesale).....	184
Jewelers.....	338
Millinery.....	212
Stationery (Wholesale and Manufacturing).....	712
Hats and Shoes.....	315
Cloaks and Suits (Mantle and Cloak Warehouses).....	130
Motor Car Accessories—Wholesale.....	57

ONE PENNY

ONE PENNY

THE DAILY GRAPHIC

(Founded 1890)

THE "Daily Graphic" was The Pioneer of British Illustrated Dailies. It is a paper of culture and refinement whose readers have faith in its opinions and confidence in its advertisements, appealing specially to busy men and women of the middle and upper classes.

THE "Daily Graphic" prints all the news worth reading and all the pictures worth seeing. Its regular features include: *Fashions for Women* by Lady Angela Forbes; "*Wonderful London Yesterday*," the most brilliant gossip page in contemporary journalism; *Music* by Ernest Newman; *Books* by S. P. Mais and James Agate; *Cartoons* by "Matt" and Jack Walker; *Poll, Jack & Valentine* for the children, etc., etc., etc.

THE "Daily Graphic" is preeminently the paper for the Home as it appeals to every member of the household. It is the only national daily that wields the strong influence of pictured news among the better class multitude. To advertise in the "Daily Graphic" is to be "at home" to those who spend most.

ADVERTISEMENT RATES

Ordinary Position.....	£100 per page
Special Position.....	£125 per page
and pro rata for smaller spaces.	
In Colour.....	£150 per page

Robert Thorpeberry, Advertisement Manager, Graphic Building, Tallis Street, London, Eng. Telegrams, "D-graph, Fleet, London." Telephone, City 2130.



EDITOR & PUBLISHER
 ~ SPACE BUYERS CHART ~



Survey in Eleven Parts—Part 9
LONDON, ENGLAND

Special Information

The population of London, 1921 census, represents about one quarter of the population of all urban areas and about one-fifth of the total population of England and Wales.

The density of the population of London may be gauged from the comparison of its figures (7,480,281) with those of the whole of Scotland = (4,882,288).

The County of London embraces the whole of the Metropolitan Parliamentary Divisions, 28 Metropolitan Boroughs and the City of London. The area comprised within London is 74,850 statute acres, of which 678 acres are in the City of London.

The City is the financial and business section of London, having within its borders the head offices of the greatest English banks, financial and insurance companies, and merchants. It has a Rateable Value of £6,406,656.

The Assessable Value of the County of London in 1923-24 was £49,318,115.

During the past decade there has been a vast development in department store organization in London, and shopping facilities unknown twenty years ago are now enjoyed by residents throughout the whole of London and a fifteen mile radius. Deliveries made by two representative London stores in 1923 show the extent of their operations:

	No. of Parcels
(A) Deliveries per own vans.....	4,500,000
Mail Order Deliveries	1,250,000
(B) Deliveries per own vans.....	2,000,000
By Local Delivery Services.....	250,000
Mail Order Deliveries	500,000

In the case of one great London store, the total sales in 1923 were 100 per cent more than in 1922.

The increase in motor-car usage, though not perhaps at the same proportion to population as in the U. S. A. is very high, London contributing in motor taxation at the rate of approximately one-sixth of the entire country (excluding Ireland).

Motor-cars registered in London at November 30, 1923, as represented by taxation figures were as follows:

	Number	Total Taxation
Motor-cars, motor-cycles (privately owned, including commercial vehicles)	198,979	£1,962,818

The General Post Office of London is the largest post office in the United Kingdom. The London postal area does not coincide with any local government area, being fixed from time to time with regard to convenience for post office services. Nor do the eight postal districts into which the area is divided coincide with any local government divisions. The total area of the London postal district is about 234 square miles.

The following figures illustrate the activities of the General Post Office in the London area; they relate to the year 1923.

Post Offices open.....	992
Telegrams despatched	21,427,500
Parcels received for distribution.....	23,681,000
Parcels despatched	42,618,000
Number of Postal and Money Orders issued.....	19,394,366
Value of Postal and Money Orders issued.....	£19,335,224
Number of Postal and Money Orders cashed.....	43,312,221
Value of Postal and Money Orders cashed.....	£50,028,206

The telephone service of Great Britain is controlled by the General Post Office. The use of the telephone is less common than in the U. S., a telephone being the exception rather than the rule in private houses. The following are telephone service statistics for 1922-23, covering an area of 735 square miles:

Length of wire (miles).....	1,396,272
Exchange stations	358,213
Private stations	18,789
Originating calls	348,600,000
Incoming calls	362,750,000

for Advertising in

**GREAT BRITAIN, IRISH FREE STATE,
 AUSTRALIA, NEW ZEALAND,
 SOUTH AFRICA, CANADA, INDIA,
 and on the CONTINENT of EUROPE,**

consult

C. MITCHELL & CO. LTD.

—Advertising—

BRITISH, BRITISH DOMINIONS OVERSEAS, EUROPEAN
 MITCHELL HOUSE, SNOW HILL, LONDON, E.C.1

In all of these markets the House of Mitchell is fully qualified to give expert advertising service based on long and varied experience, first hand knowledge of local conditions as well as an unrivalled acquaintance with the advertising value of the Press of the various Countries.

On the Continent of Europe banking accounts are maintained in each Country, and payment of accounts is accepted in the currency of the country concerned.

Many of the World's International Advertisers have entrusted us with their publicity arrangements. Reference to any of them gladly given on request.

Correspondence invited.

THE NEWSPAPER PRESS DIRECTORY

Seventy-ninth Annual Issue. \$1.50 post free, "The Standard Work of Reference with respect to the Press."—TIMES.

Editors & Publishers, C. Mitchell & Co., Ltd.,
 Snow Hill, London, E.C.1.



EDITOR & PUBLISHER

SPACE BUYERS CHART



Survey in Eleven Parts—Part 10

LONDON, ENGLAND

Food Supplies

The following figures relating to food supplies and their values, brought into London from overseas, are from the Government Blue Books. The total imports of all kinds brought into London represent in value 34 per cent, for 1920, and 38 per cent, for 1921, of the total imports of the United Kingdom.

	1920		1922	
	Quantities Cwts.	Value £	Quantities Cwts.	Value £
Butter	649,336	9,330,115	1,781,101	21,257,519
Cheese	1,719,471	12,685,804	1,921,005	12,038,526
Cocoa (raw)	587,674	3,869,392	229,956	718,704
Cocoa (preparations)	169,350	2,614,529	105,623	1,370,910
Coffee	608,812	3,838,406	446,566	1,894,194
Corn, grain, etc.	22,456,016	29,677,942	18,963,325	17,169,853
Rice, rice meal	1,849,818	4,064,664	5,254,869	4,896,503
Wheatmeal and flour	4,412,300	7,416,168	4,773,601	5,405,349
Eggs (gt. hundreds)	1,403,981	4,285,636	1,918,931	4,133,384
FRUIT—				
Currants	518,371	2,089,168	485,940	1,579,919
Raisins	303,344	1,629,128	389,039	1,982,847
Apples	1,155,739	2,354,305	1,155,253	2,291,923
Lemons, limes and citrons	241,045	377,070	401,328	550,840
Nuts	582,975	2,626,474	687,181	2,129,817
Oranges	1,418,326	2,788,292	1,698,732	2,518,828
Plums and prunes (including dried apricots, etc.)	275,019	1,387,477	224,564	803,972
Margarine	55,688	340,347	116,715	595,359
MEAT—				
Beef (fresh and frozen)	5,136,917	23,405,155	7,020,277	24,585,002
Mutton (fresh and frozen)	3,688,165	15,536,060	5,146,206	21,711,268
Bacon	997,350	8,813,026	792,904	6,273,287
Hams	105,664	962,544	166,267	1,229,117
Pork	236,446	1,742,105	201,375	1,166,717
Rabbits	373,091	1,106,193	187,509	419,000
Poultry and game		423,715		149,679
Miscellaneous		661,656		2,684,110
Milk (condensed—unsweetened)	219,265	4,587,157	436,445	2,305,409
Milk (condensed—sweetened)	791,219	1,604,842	401,822	4,565,331
Oleo Margarine	11,124	1,190,949	13,638	789,318
Sugar (refined)	763,201	2,633,836	2,034,040	3,163,903
Sugar (unrefined)	10,582,888	28,696,077	7,776,265	10,392,461
Tea (lbs.)	376,375,817	23,485,455	413,040,665	21,351,949
VEGETABLES—				
Onions (bushels)	1,472,727	599,082	2,088,629	660,536
Potatoes	1,149,997	870,683	590,629	421,305
Tomatoes	364,412	864,991	639,940	1,304,570
Vegetables (canned or bottled)	275,470	663,397	230,940	436,341

The following figures indicate the movement of certain phases of London food supplies:

	1921	1922
Quantity of fish passing through Billingsgate Market (tons)...	195,996	187,954
Quantity of food produce (meat, poultry and provisions) passing through the London Central Markets:		
Beef and veal (tons)	220,768	251,921
Mutton and lamb (tons)	143,844	142,038
Pork (tons)	31,968	39,283
Poultry and game (tons)	13,647	16,453
Rabbits (tons)	3,984	4,730
Butter, cheese and margarine (tons)	3,436	3,916
Eggs (tons)	4,350	4,455
Supplies of live stock at the Metropolitan Meat Markets (number):		
Cattle	82,859	74,305
Sheep	156,123	128,480
Calves and pigs	29,731	28,907

Trading Area

For the purpose of obtaining accurate information in regard to the trading areas of London, the London Editor of EDITOR & PUBLISHER secured the co-operation of the advertising managers of three of the largest department stores in Central London, and upon the information supplied, a daily and weekly zone was drawn. A very careful check was placed upon all reports. This formed the basis of the map shown on pages IV and V of this Survey. The two areas shown on the map represent the daily trading zone and the weekly trading zone. The daily zone is the territory from which retail establishments throughout the City and Central London receive their daily support. The weekly zone is the territory from which buyers are accustomed to travel to the city, for business and pleasure, at least once a week, and over which the great stores maintain a delivery service of at least once a week.

It is suggested that the map on pages IV and V should be taken in conjunction with an ordinary map of the London district for comparison of distances, etc.

Monthly Magazines

- LONDON MAGAZINE
- MY MAGAZINE
- PREMIER MAGAZINE
- THE MERRY MAGAZINE

Monthly Fashion Papers

- FASHIONS FOR ALL
- CHILDREN'S DRESS
- HOME FASHIONS
- MABS FASHIONS

Fortnightly Magazines

- RED MAGAZINE
- YELLOW MAGAZINE
- VIOLET MAGAZINE
- DETECTIVE MAGAZINE
- MERRY MAGAZINE

Weekly Periodicals

- ANSWERS
- ALL SPORTS
- FAMILY JOURNAL
- HOME CHAT
- HOME COMPANION
- HORNERS STORIES
- PICTORIAL MAGAZINE
- POPULAR WIRELESS
- SUNDAY COMPANION
- WOMAN'S PICTORIAL
- WOMAN'S WEEKLY
- WOMAN'S WORLD

and other weekly publications too numerous to be listed here.

"A.P." Papers Cover Britain

THOSE publications of the Amalgamated Press which are open to the advertiser achieve a combined net sale of between 5,000,000 and 6,000,000 copies per issue. They cover the British Isles to their remotest corners and appeal to every class and section of the public. They constitute the greatest self-contained publicity machine in this or any other country.

All enquiries should be addressed to
THE ADVERTISEMENT MANAGER

The
AMALGAMATED PRESS
Ltd.

THE FLEETWAY HOUSE, FARRINGDON ST., LONDON, E. C. 4.

EDITOR & PUBLISHER

SPACE BUYERS CHART

Retail Outlet for Advertised Products

American Designation	British Designation	
Automobiles	Motor Cars Agencies and Dealers	312
	Motor Cars Accessories and Motorcycles	465
	Motor Tires, Mfg. and Dealers	365
Bakers	Bakers	1,672
Cloaks and Suits	Mantle and Cloak	421
Clothiers	Men's and Boys' Clothiers	595
Confectioners	Confectioners	4,241
Delicatessen Stores	Ham and Tongue Dealers	173
Dressmakers	Dressmakers	1,768
Druggists	Chemists and Druggists	1,576
Dry Goods	Drapers	2,636
Department Stores		22
Electrical Stores	Electricians	601
Fruit Stores	Fruiterers (Fruit and Vegetables)	1,950
Florists	Florists	331
Furniture Stores	House Furnishers	511
Furriers	Furriers	266
Garages	Motor Garages	520
Grocers	Grocers and Tea Dealers	7,320
Hardware	Ironmongers	750
Hats and Caps	Hatters	242
Jewelry	Jewelry	848
Ladies' Tailors	Ladies' Tailors	1,275
Meat Markets	Butchers	1,871
Men's Furnishings	Men's Outfitters, Hosiers and Glovers	1,258
Milliners	Milliners	1,258
Opticians	Opticians	280
Photographers	Photographers	644
Piano Stores	Piano Makers and Dealers	374
Restaurants	Coffee House, Dining and Refreshment Rooms	5,395
Shoe Dealers	Boot and Shoe Dealers	6,440
Sporting Goods	Athletic Outfitters	63

Survey in Eleven Parts—Part 11 LONDON, ENGLAND

American Designation	British Designation	
Stationers	Stationers	2,320
Cigar Stores	Tobacconists	5,969
Beer and Spirit Stores	Beer Houses	1,776
	Public Houses	5,492

Retail Sections

London is the largest centre of the wholesale and retail trades in the United Kingdom, and is remarkable for the immense number of small one-shop businesses as compared with the larger stores of American cities. Further, each district has well-defined local shopping areas, and, in addition, Central London is characterized by the number of thoroughfares that have become identified with certain trades in which the principal houses engaged are to be found.

- Fleet Street—Newspapers, etc.
- Great Portland St. and Longacre—Automobiles.
- Oxford St. and High St., Kensington—Dry Goods and Notions.
- Curtain Road, E. C.—Furniture, wholesale.
- Tottenham Court Rd.—Furniture, retail.
- City Road and Clerkenwell—Gramophones and Records.
- Hatton Garden—Diamond Merchants.
- Bethnal Green—Books and Shoes.
- Charing Cross Road—Second-hand Booksellers.

The important shopping streets of the City are Cheapside and Bishopsgate; of the West End, Holborn and Oxford Street to the Marble Arch, Regent Street from Oxford Circus to Piccadilly Circus, Piccadilly to Old Bond Street and the Strand from Charing Cross to Wellington Street. Bond Street (Old and New) is the Fifth Avenue of London. Further west, the Edgware Road, for about a mile, and after another mile residential break, the shopping centre for North West London at Kilburn and Brondesbury. In the extreme west, Hammersmith Broadway, Eastward from the City, the shopping centers are Shoreditch, Mile End Road, Ilford and Stratford. Northward from the City are Islington, Highbury, Holloway, Finsbury Park, Kentish Town, and Wood Green. In the south, beyond the river, are the Elephant and Castle, Kensington, Deptford, Clapham and Brixton. In every case, the shopping is concentrated upon a common centre, usually distinguished by one or more dry goods stores situated upon a main traffic artery.

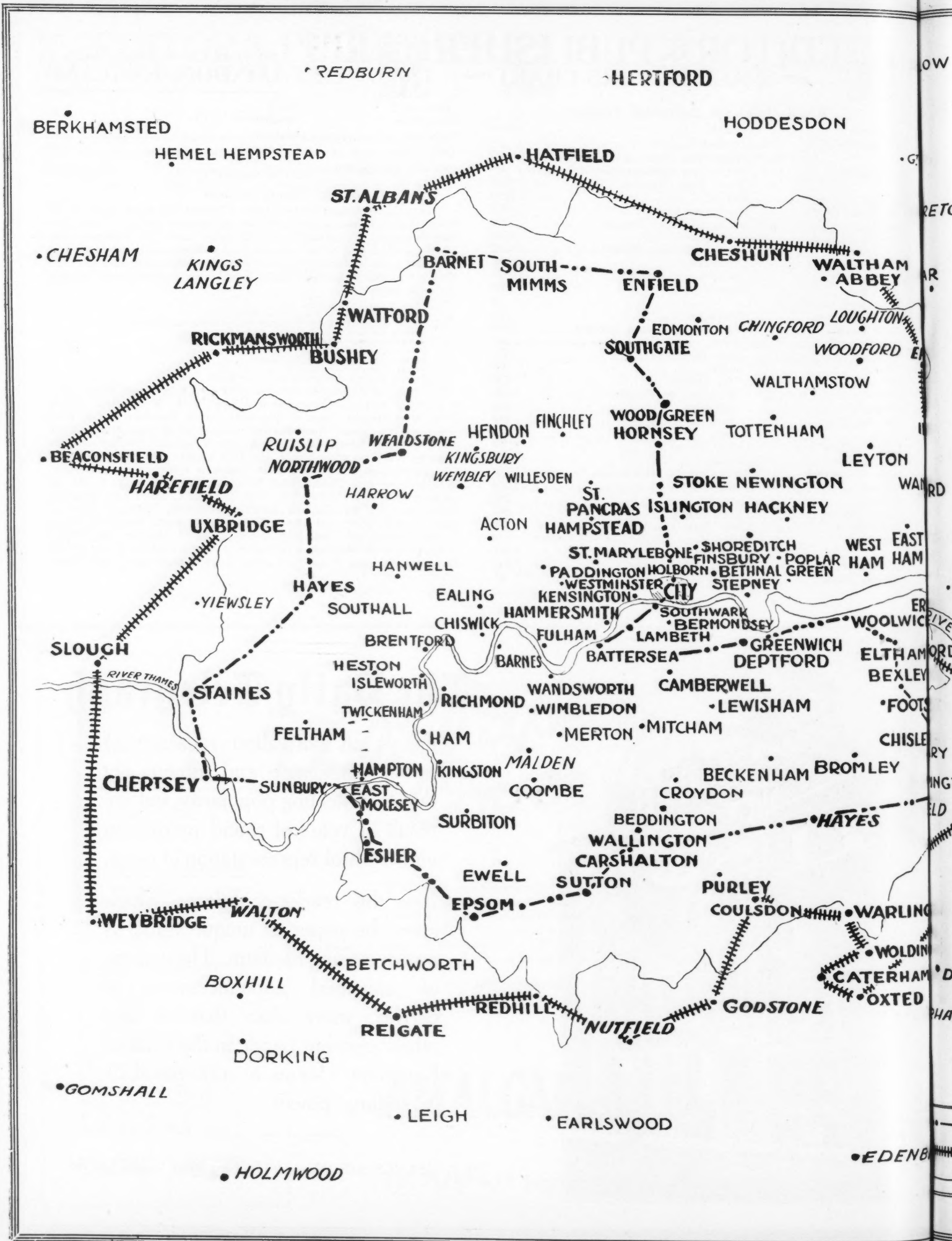


The Daily Telegraph

enjoys an unrivalled measure of public confidence and esteem, not due to a fleeting popularity, but the result of years of sound journalism and truthful representation of news.

It is this reader-confidence which gives the paper its unique value as an advertising medium. The volume of classified announcements it carries—more than that of any other morning paper in the United Kingdom—forms a sure proof of its pulling power.

H. G. REEVES, Advt. Manager, 138, Fleet Street, London, England



TRADING AREAS of LONDON, ENGLAND

IN outlining the trading areas of London, great care and study was necessary before deciding upon the boundary lines.

Taking as a foundation the extreme radius of Greater London, it was necessary to investigate the transportation facilities, the residential character of the various localities, the distributing facilities of the larger London stores and many other details before arriving at the trading areas indicated on the accompanying map.

It will be noticed for example that between the City and Barking on the east, on the north bank of the Thames, there is no indication of a daily trading area. That is because the districts are not of a residential population availing themselves of central London stores to any degree such as is the case with other parts of London. These districts, however, are served by a parcels delivery system conducted by a firm of carriers, Carter, Paterson & Co., Ltd., who collect from central districts and deliver to the consignees the following day. Similar facilities are provided by the London "tube" services, and both means of delivery are employed to reach the districts extending beyond the heavier line shown on the map.

The accompanying map affords the space buyer and national advertiser an opportunity to compare the areas, distances, and other details with any standard map of this territory. The larger and more important towns and districts are shown in larger and heavier type.

The daily trading area indicated by a double-dot-and-dash line is the territory from which the retailers of central London secure the bulk of their support.

The heavier line indicates the approximate boundaries from which the London retail centers attract a once-a-week business. Traveling facilities are such that people living in this second area are able and inclined to make a weekly trip for shopping and business purposes.

This area, too, practically coincides with that throughout which the larger retail stores and wholesale houses maintain a once-a-week delivery system by their own motor vans, in addition to excellent carrying facilities afforded by the suburban systems of the main line railways having their termini in London.

Inside the daily trading area is a smaller district, bounded by the points represented by the City, Westminster, Kensington, Fulham, Hammersmith, Willesden, Hampstead and Paddington, served by some of the retail stores with twice daily deliveries.

It is quite impossible on a map of this size to indicate a third outer area as indicating a periodical trading zone, since such a map would include a fifty or seventy mile radius, while a fourth or seasonal shopping zone would necessitate a map showing the entire British Empire and many other points of the compass in which retail trade is done from the Metropolis. The map has, therefore, been restricted to an area that may be considered the vital territory upon which an advertising campaign based upon London would concentrate, though most of London daily newspapers and all of the Sunday newspapers and periodicals circulate within a radius of from fifty to three hundred miles of London.

NEWSPAPERS PUBLISHED IN LONDON, ENGLAND

(In Alphabetical Sequence.)

Dailies					
Christian Science Monitor (London Edition)	2d.	Daily News	1d.	Jewish Evening News	1d.
Daily Chronicle	1d.	Daily Sketch	1d.	Jewish Express	1d.
Daily Express	1d.	Daily Telegraph	2d.	Jewish Times	1½d.
Daily Graphic	1d.	Evening News	1d.	Morning Advertiser	2d.
Daily Herald	2d.	Evening Standard	1d.	Sporting Life	2d.
Daily Mail	1d.	Financial News	2d.	Sportsman	2d.
Daily Mirror	1d.	Financial Times	2d.	Star	1d.
		Financier	1d.	Times	3d.
				Westminster Gazette	1d.
Sunday Papers					
Illustrated Sunday Herald	2d.	People	2d.	Sunday Pictorial	2d.
Sunday News	2d.	Referee	2d.	Sunday Times	2d.
News of the World	2d.	Reynolds's Newspaper	2d.	Weekly Despatch	2d.
Observer	2d.	Sunday Express	2d.		
Weekly Newspapers					
City Press	2d.	Jewish Chronicle	4d.	Sporting Times	3d.
Clarion	2d.	Overseas Mail	1d.	Times Weekly Edition	6d.
National Weeklies					
Answers	2d.	John Bull	2d.	Sketch	1/-
Bystander	1/-	John o' London's Weekly	2d.	The Sphere	1/-
Graphic	1/-	London Mail	2d.	The Tatler	1/-
Ideas	2d.	Passing Show	2d.	Tit-Bits	2d.
Illustrated London News	1/-	Pearson's Weekly	2d.	Truth	2d.
Illustrated Sporting and Dramatic News	1/-	Punch	6d.	T. P.'s & Cassell's Weekly	2d.
		Radio Times	2d.	World's Pictorial News	2d.

--- Daily Trading Area.
 Weekly Trading Area.
 Greater London.

OW
 RETON
 WRITTLE
 BLACKMORE
 DODDINGHURST
 BRENTWOOD
 HORNCHURCH
 DAGENHAM
 RAINHAM
 RIVER THAMES
 GRAVESEND
 COBHAM
 EYNSFORD
 SHOREHAM
 OTFORD
 DUNTON GREEN
 SEVENOAKS



EDITOR & PUBLISHER
 ~ SPACE BUYERS CHART ~



EDINBURGH, SCOTLAND

City Classed as Capital of Scotland

Population
 1911 Census 320,318
 1921 Census 420,281

Banks
 Savings 2 Deposits ..£9,134,000
 National ... 8 Deposits £247,226,905

Schools
 Secondary and Technical ...170 Pupils... 69,718
 Colleges 6 Students.. 9,217
 University 1 Students.. 4,101

Theatres
 Legitimate, 3; moving pictures, 27;
 music halls, 1; miscellaneous (dance and other entertainments), 5.

Location
 Situated on the southern shore of the Firth of Forth, East of Scotland.

Principal Industries
 Printing, brewing, and the manufacture of rubber goods, distilling, baking and biscuit making, engineering.

Special Information
 Edinburgh, as the capital city of Scotland, is the leading centre of business thought as well as social activities. It has a famous University and Medical Schools—it is a centre of education, literature, and art. It is the seat of the Law Courts of Scotland. It is a highly popular tourist and holiday resort. Its natural beauty and handsome buildings, its historical and literary associations, the ancient Palace of Holyrood, attract many thousands of visitors every year.

Churches
 Presbyterian, 150; Episcopalian, 25; Roman Catholic, 7; Baptists, 11; other denominations, 30.

Wholesale Houses
 Groceries45 Shoes 9
 Meats 8 Dry Goods 6
 Fruits21 Hardware 6

Trading Area (Radius in which Edinburgh houses deliver by Motor)
 Town of Dundee on North, 45 miles distant; Galashiels on South, 33 miles distant; Glasgow on West, 48 miles distant; N. Berwick on East, 22 miles distant.

Newspapers
 Evening—Dispatch, News. Morning—Scotsman.

Retail Tradesmen's Shops

Motor Garages.... 90	Druggists 110	Furniture 75	Ladies' Tailors ... 50	Music 41
Bakers 123	Drapers 160	Furriers 25	Men's Wear 75	Restaurants 40
Cigar Stores..... 180	Department Stores 12	Grocers 160	Merchant Tailors . 55	Shoe Dealers 160
Clothiers 250	Electrical 75	do. licensed 260	Milliners 80	Sporting Goods ... 40
Confectioners 250	Florists 44	Hardware 40	Opticians 35	Stationers 140
Dress makers 86	Fruiterers 150	Jewelry 100	Photographers 50	



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