

NO STATE
NIVERS



EDITOR & PUBLISHER

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



SUITE 1117 WORLD BUILDING. NEW YORK

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Vol. 57. No. 18

NEW YORK, SEPTEMBER 27, 1924

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

10c Per Copy

• • • Where the Rate Card Ends

A cautious announcement of a Merchandising Service

AN AGENCY representative is speaking to a News solicitor in the former's office: "What circulation have you got now?" "Over eight hundred thousand. The rates are based on 750,000." "That's fair enough. Now how about a little co-operation?" "How little do you want?" "Well, we have a questionnaire here to feel out the field. Only about thirty-seven questions. Calls on five hundred dealers will be about right, and it's very important that we get this dope by next Wednesday." "I see," says the News solicitor. "Then we'd like to have you send out a letter and a broadside to all the prospective dealers in New York, and let us have some men to make calls with our client's salesmen. Now we've also got a window trim that's a wow. You might put in a couple of thousand for us."

The News solicitor somehow conveys to the agency representative the fact that The News is not in a position to satisfy his requests. Often the agency representative protests that some other newspaper in New York has done or is willing to do the things he asks. Then the News solicitor must usually begin to sell him all over again the fact that our business is limited solely to furnishing white space at the lowest rate in the paper that has the largest daily circulation in America—and let it go at that.

IT IS a curious inconsistency that the advertiser, who has mainly been responsible for stopping the publisher from getting subscriptions by giving premiums, should insist that the publisher give all sorts of premiums to get advertising.

The A. B. C. report is a definite, inflexible statement that has greatly discouraged the ancient practice of getting readers by giving parlor clocks, dishes, magazine subscriptions, armchairs, library sets, oil paintings, real estate, trips to somewhere, fountain pens, admissions to the County Fair, life insurance, bicycles, chances to win a goat or a reputation.

But a rate card, although it is prepared in the four A form and reads plainly "per agate line" is sometimes assumed by advertisers to include copy and art service, plates, mats, mortgages on the front page, research, trad-

surveys, route lists, sales work, direct mail, window trimming, posters and counter displays, and free passes to a dog show.

All or any of these items are occasionally requested by the advertiser as "co-operation." And the mention of "merchandising service" on the part of the publisher is sometimes interpreted as an admission of altruism.

The News does not give such forms of "co-operation." We find it difficult enough to somehow run a newspaper without carrying on various side lines and perquisites. We limit our co-operation to getting out the best possible paper we can, to giving the most circulation at the lowest possible rate and to taking care of all advertisers impartially.

Some newspapers do give many of the extras mentioned above. Many advertisers forget that it is impossible to get something for nothing—even from a publisher. These extras are frequently covered by a rate that includes them as well as white space and circulation.

WE ARE now giving to some National advertisers a cautious, conservative and limited form of "merchandising service."

This service consists of the services of three men—two actively and one in an advisory capacity. One of these men has had several years' experience with merchandising and merchandising campaigns. He has written merchandising plans, and sometimes helped to carry them out. He knows something of this market. Out of his experiences he remembers chiefly the mistakes that were made, the precautions that were not taken, the oversights in the product, prices, selling methods, and advertising.

The second man, who is actively in charge of this work, has had a splendid education in economics and business practice, some selling experience, some merchandising experience and an exhaustive acquaintance with the New York City market, gained chiefly by making on foot a census of retail stores in all parts of the city over a period of five months. He knows something of market analysis, distribution and selling methods, and advertising.

The third man has been a specialty salesman and trade investigator.

There is no impressive field force. We believe that the only worthwhile merchandising service we can give is our knowledge, experience, and judgment, and not cheap foot work, mechanical motions, routine activities! We do not believe in duplicating the advertiser's own efforts in selling the market, nor in furnishing subsidiaries to a sales campaign.

We will not make hundreds of calls on retailers to get information on questionnaires that are often involved and darkly mysterious. If you want trade information on New York City and as an advertiser are entitled to it, we will try to supply it if we are able. State your problem fully and tell what you want to know. Don't send an



elaborate questionnaire and demand a certain quota of calls on the promise of hypothetical campaigns from dark horse advertisers.

We will not sell goods for anybody. We will not furnish or mail broadsides, form letters, or window posters, nor distribute, book orders or check up on window displays.

BUT to an advertiser who will expend what in our judgment is the proper amount of effort to achieve the end he has in mind in this market—and who will place with us an adequate contract for space in The News, we will try to do the following things:

- (1) Ascertain and advise on market conditions.
- (2) Help to plan or advise on selling campaigns.
- (3) Furnish comprehensive district maps that show the purchasing power, density and type of population.
- (4) Arrange introductions to jobbers, brokers, or make jobbing connections.
- (5) Loan route lists for the use of the advertiser's salesmen.
- (6) Address sales meetings and make sufficient calls with salesmen to show them how to merchandise the advertising.
- (7) Check up on sales work.

THUS FAR, what we call our Merchandising Service has been very successful. We believe it is worthwhile, and so do some of the advertisers who have experienced it. It does not increase our cost of doing business or compel us to charge a higher rate. We will maintain it if we can help the advertiser get more business in New York, avoid mistakes or expense; and if it will make more advertisers for The News. But we will not maintain it as a premium to be bought instead of the medium.

Requests for this sort of service from present or prospective advertisers in The News are invited.

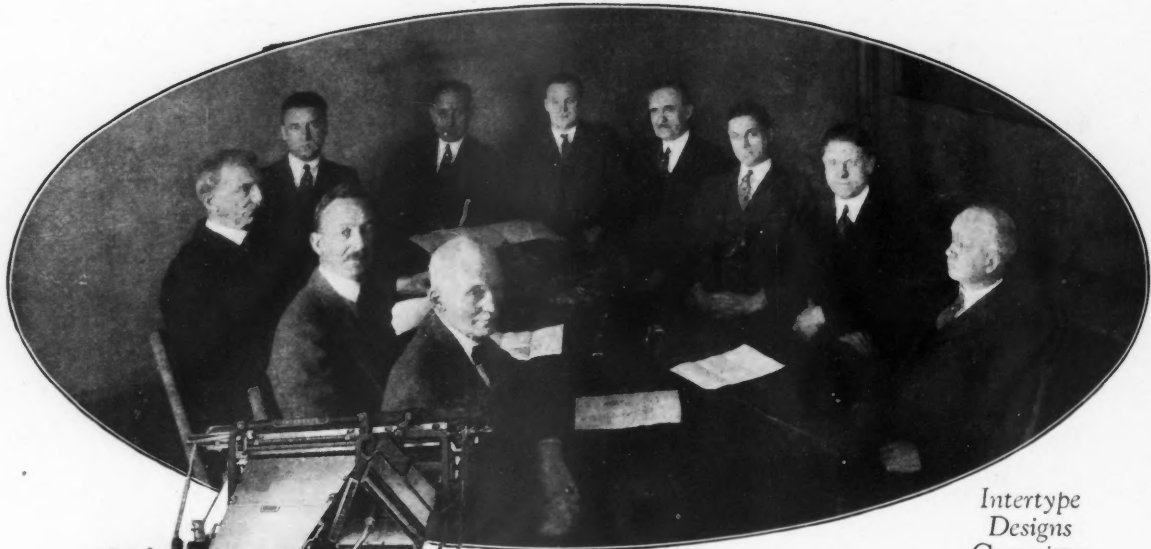
Have you read TELL IT TO SWEENEY? This series has been issued in folder form. Write for it!

THE NEWS
New York's Picture Newspaper

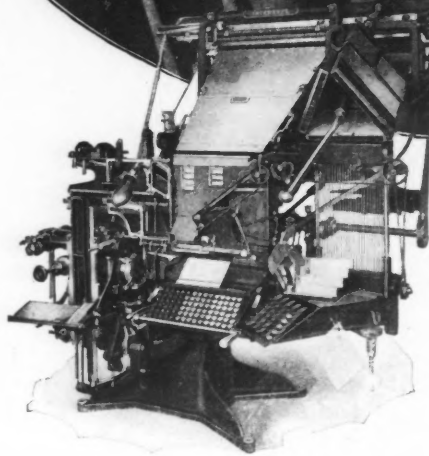
25 Park Place, New York
7 S. Dearborn St., Chicago



This Committee Serves YOU



*Intertype
Designs
Committee*



Unit Built

When you buy an Intertype you get a Standardized Basic Unit—plus such Standardized Equipment Units as will be most profitable to you. Other equipment units can be added later when needed. The picture shows the Basic Unit with Standardized Equipment C.s.m. No. 2—three main magazines and three side magazines.

If you are an Intertype user, or a possible future user, the Intertype Designs Committee serves you as Lookout and Guard.

As Lookout by constantly watching for new improvements which will make the Intertype more profitable to users. All suggestions from composing rooms, from "front offices," from Intertype employees, including designers in the Intertype Experimental Department, are laid before the Designs Committee. No valuable ideas are lost in the shuffle of routine or killed by personal prejudice or jealousy.

The Committee serves you as Guard by avoiding ill-advised changes which would not make the Intertype more profitable to users—and by standardizing all new features so that they can be applied to your outstanding Standardized Intertypes. Before new improvements are adopted as standard, practical tests are made under actual composing room conditions, often for a period of several months.

In the Intertype Designs Committee, composed of men with long experience in the design and construction of typesetting machines, in their operation and practical requirements, you have the reason why—
No Standardized Intertype has ever become Obsolete

Send for Intertype Literature

INTERTYPE

"The Better Machine"

An Office Makes A Poor Reading Room—

- ☐ The telephone starts ringing—or maybe someone is waiting to see you. Possibly an important conference is started to decide who will win the pennant—or it can happen that you are up to your neck in plain, hard work.
- ☐ Distractions crowd one upon another—and a business office is no place for a thorough reading of a newspaper.
- ☐ The newspaper that is read in the home is the only one that can get and hold the undivided attention of its readers.
- ☐ In Baltimore the Sunpapers are the home papers. Morning, evening and Sunday they carry your message straight to and through the doors of thousands of home-loving and home-living people.
- ☐ Hit-and-miss methods of creating circulation have no part in the growth of the Sunpapers. Their sales increase steadily and naturally—and the larger part of the growing demand is served and satisfied not by street-corner sales but by Carrier delivery into Baltimore's homes.

August Average Net Paid Circulation

Daily (M. & E.) . . . 241,570
 Sunday 176,873

Everything in Baltimore Revolves Around

JOHN B. WOODWARD
 Bowery Bank Bldg., New York

GUY S. OSBORN
 360 N. Michigan Ave., Chicago

THE
 MORNING



EVENING

SUN
 SUNDAY

Baltimoreans Don't Say "Newspaper;" They Say "SUNpaper"

538252

The story of Philadelphia

3rd in population in the U. S. A.

6,583 diversified factories.

43,339 retail stores.

5,007 wholesalers and jobbers.

500,000 separate dwellings.

Business is steadily improving.

Can you imagine a better reason for you to look to this attractive market?

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

Net paid circulation for six months ending March 31,
1924—

512,445 copies a day

The circulation of The Philadelphia Bulletin is one
of the largest in the United States.



NEW YORK—314 Park-Lexington Bldg. (46th St. & Park Ave.)

CHICAGO—Verree & Conklin, Inc., 28 East Jackson Blvd.

DETROIT—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Blvd.

SAN FRANCISCO—Harry J. Wittschen, Verree & Conklin, Inc., 681 Market St.

(Copyright 1924—Bulletin Company)



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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, SEPTEMBER 27, 1924

No. 18

Investment Bankers to Spend \$250,000 For Institutional Advertising

Cleveland Convention Approves Campaign, Which Will Start After Jan. 1, to Reach 6,000,000 Income Taxpayers—Committee Now Seeks Newspaper and Magazine Arguments.

By MARSHALL R. HALL

MAKE IT A NATIONAL DRIVE!

EDITOR & PUBLISHER respectfully refers to newspaper and advertising executives the facts published on this page concerning the action of the Investment Bankers Association of America, as an evidence of what can be done through united action and definite program to stimulate advertising service.

That every city of the United States has been contributing its quota to the enormous sink-hole of fraudulent investments has been known by editors and publishers for years. Many newspapers have fought it. But legitimate investment bankers, whose responsibility and liability is direct, have not until now been induced to make an organized attack on this monstrous, wasteful evil by the most direct means—advertising.

The association at Cleveland appropriated \$250,000 for the purpose. As newspapers reach *all* of the people the bankers desire to address and, as **EDITOR & PUBLISHER** pointed out to the bankers three weeks ago, an adequate newspaper campaign need cost no more than \$250,000, obviously the entire appropriation should be made for newspaper advertising. It will be a mistake to split it up with other media.

EDITOR & PUBLISHER now urges advertising managers to present all of the facts concerning the "bad investment" evil to local interests financially concerned in curbing local loss of capital through get-rich-quick enterprises, and campaign for local copy to supplement any national advertising that may be scheduled to newspapers through the Investment Bankers' Association of America.

Make it a local as well as a national drive! Put the underworld of banking, slicker dealers in fake stocks and bonds, out of commission! Save to your readers and your city huge contributions annually made to the cats and dogs of the securities market! Tell the thrifty citizen how to pick and choose safe and profitable investments! Every honorable banker, every civic enterprise, should support this drive with advertising! It is an obvious and long-neglected duty!

CLEVELAND, Sept. 24.—The investment Bankers' Association of America, assembled here at its 13th annual convention, yesterday adopted unanimously a proposal to carry to the public an educational campaign involving a quarter million dollars of advertising. The action came on the heels of an urgent plea by John W. Prentiss, retiring association president, made Monday, that this be done. Mr. Prentiss said the money so expended would be returned ten fold to the bond men, and that there was no way to estimate the value of the good will that would thus accrue.

It will be physically impossible for the advertising campaign to start before next January 1, because the publicity committee in whose hands the campaign will rest, will need the next 3 months to perfect plans, prepare copy, select the media to be used, and the more important, raise the quarter million dollars to be spent.

Whether newspapers or magazines will get the money so spent remains to be settled by the committee. While it was not officially stated in the convention, private information from high sources in the association, given **EDITOR & PUBLISHER** is to the effect that in all probability the committee will call on representatives of both the newspaper and national magazine field, to appear before it and advance whatever arguments they may have.

The committee will meet in the immediate future, at the call of the chair, probably in New York City. Probably at that time the newspaper and magazine advertising experts will be called in. One thing is certain, however, the business will not be split among two or more advertising agencies, your correspondent is able to state authoritatively. It will be placed solely in the hands of one national advertising house. From here, it appears that two New York agencies and one Philadelphia house and one Chicago concern have the edge on landing the business.

Robert K. Stevenson, Jr., of Stevenson, Perry, Stacy & Co., Chicago substituting for John W. MacGregor of Pittsburg, who is ill in Arizona, on Tuesday presented the publicity committee's recommendations and plans. Summarized, these are as follows:

Every salesman of any class of merchandise has 3 obstacles in the way of his success, namely the convincing of his prospect that (in this particular case) stocks or bonds are logical investments, that a reputable investment house is the place to buy them, and that a particular house can satisfy the requirements of a particular investor.

"Our task," says the report, "is a huge nation-wide merchandising problem that can be solved only through education. The really big and important thing we have to sell is not securities, but the integrity, the highly trained ability, the years of experience and the truly great service the investment banker puts into public business. Great as it is, it all sounds tame to the public beside the fever-

ish promises of great rewards offered by gambling and wildcat speculation."

That, in a nutshell, tells what the Investment Bankers Association has to overcome, and the advertising program will be aimed to educate the public into trusting in the I. B. A. members and patronizing them to the exclusion of fly-by-night promoters. The report says further:

"Your committee, therefore, has in the making a plan for reaching the 6,000,000 income tax payers of this country, their families and their friends, through an advertising campaign to cost for a year in the neighborhood \$250,000. The combined circulation of the media will be something like 11,000,000. It will reach millions of homes with a strong, interesting story of the I. B. A."

The committee expressed opposition to direct mail advertising in the following paragraph:

"Direct mail advertising is effective where the reader is already informed and interested, and wants to buy, and simply desires to know where. No large national businesses have been built on direct

mail advertising except the mail order houses. Moreover, to accomplish a national acceptance of the I. B. A. through direct mail advertising, the expense would be almost prohibitive, were the task to be done right."

The committee then summarized as follows:

"How will each individual member house gain? How will each salesman profit? Co-operative advertising action will sell more stocks and bonds to more people and will make stocks and bonds easier to sell. The individual house will find its present battle more than half won. What a happy situation to look forward to. Not competition with ignorance and prejudice, but competitive rivalry among ourselves to make life more interesting as the investment house business rises to higher possibilities and greater public service than we have ever dreamed of."

President Prentiss in urging the adoption of an advertising program Monday, when the convention opened, said in part:

"If the Investment Bankers Association of America is to continue its progress it is essential that the public possess a clear and more comprehensive understanding of the work performed by the members of the association; that the public realize that investment banking is a national activity extending far beyond the confines of the Wall Street of fiction; that the public have a keen and clear realization that investment banking exists only for the public's benefit, and only to the extent that the public does benefit directly and indirectly can investment banking prosper.

"And this brings me to the subject of advertising that economic force which so effectively brings before the public any story of fact and understanding quickly, vividly and honestly. As many of you know, there has been for several years a long and earnest discussion going on among members of your board as to whether or not the association should advertise. By this I do not intend to imply that the association would advertise either the name of a security or the name of one of its members. The type of advertising which the Board of Governors has been discussing is purely educational. It would mention the name of no house, it would mention the name of no security. It would simply advertise the functions, the aims, the ethics of the Investment Bankers Association of America.

"The matter finally came to a vote at the July meeting of the board and your publicity committee at this convention will make a complete report on the subject. I do not now intend to go into any of the details of that report, but, in order that you may be giving the matter some consideration I wish at this time to call your attention to the value of advertising.

"We all know that one of the quickest ways to get the attention of the public is by advertising. We have all seen great industries built up almost entirely through advertising. We represent a great industry. We have something to sell to the public. In order to sell successfully our goods to the public we must first sell ourselves—sell the honesty of our business—sell the economic necessity of our business and sell the idea to the public that if they are going to buy securities the first thing that they want to do is to go to an honest dealer in securities.

"Such a campaign is going to cost money. That money will have to come from the contributions of our various members. The treasury of the association has not got it and cannot provide it. I believe that every dollar contributed by any member of this Association toward the expenses of this proposed advertising campaign will return itself tenfold to that member. It will improve his standing in his own community. It will improve the standing of the association in the eyes of the public and it will save for the honest industry hundreds of millions of savings which are now heedlessly and needlessly lost."

AMON G. CARTER ELECTED PRESIDENT OF 10TH DISTRICT CLUBS

Publisher of Fort Worth Star-Telegram Honored at Galveston Meeting—Texas Centennial and Houston A. A. C. W. Convention Discussed

GALVESTON, Tex., Sept. 24.—The Associated Advertising Clubs of Texas closed a successful 4 day convention here today at the Hotel Galvez by electing Amon G. Carter, publisher of the *Fort Worth Star-Telegram*, president for the ensuing big international-convention year at Houston. Other officers chosen were: first vice-president, Garret B. Clark, Galveston; second vice-president, H. A. Randall of Sinton, Tex.; third vice-president, Paul Heisig, El Paso; secretary-treasurer, Will S. Wood, Fort Worth.



AMON G. CARTER

Resolutions passed supported internal action with respect to abolishment of war; code of ethics; loyal and unstinted support of Houston in plans for entertaining visiting thousands of advertising delegates who are expected for the A. A. C. W. convention beginning the week of May 10; establishment of a Texas Good Will Committee to bring about state of good will between Texas cities with a sub-committee to call attention to relations of good taste and to promote spirit of "all for one and one for all;" employment of a paid fee secretary and manager and the organization of a speaker's bureau of Texas clubs.

Lowry Martin, Corsicana, former manager of the State Dailies Association reported on the formation of a committee of 100 Texans elected by Senatorial districts to promote the Texas Centennial and World's Fair, of which Judge Sells is chairman and Lowry Martin, secretary. The committee of the whole is to meet in Austin Oct. 15, for the organization of a program calling for a \$50,000-000 budget for a fair to be held in Texas in the next 5 or 6 years, the idea having been endorsed by advertising clubs, Kiwanians, Rotary, Lions, commercial organizations, churches, universities, and colleges.

Dale C. Rogers of Houston, president of the 10th district clubs presided. Attendance was over 100. Carl Hunt, manager of the Associated Clubs made a stirring talk emphasizing the growth of the truth movement in the past dozen years which is now supported by a \$1,000,000 appropriation for the ensuing year. Hunt urged a real get-together of all Texas in an effort to sell the World Texas and Texans, and the establishment of double the present number of Texas ad clubs. Hunt told with sincere regret of Lou. Holland's indisposition and of his doctor's orders requiring complete rest and relaxation from cares and responsibility.

Other speakers were Monsignor Kirwin of Galveston, chaplain of the Houston On-to-London committee; James W. Brown, publisher of *EDITOR & PUBLISHER*, who discussed building advertising the profession; Gurney Lowe of Neosho, Mo., who told of the clubs' educational program urging that the larger clubs to play big brother to the smaller clubs; Carl Williams, editor of the *Oklahoma Farmer-Stockman* who gave a close-up intimate view of the farmer's buying power; T. M. Darlington of the *San Antonio Express* who discussed newspaper advertising urging good, honest, truthful copy with good, honest, truthful store management, reduction of retailers' prices, and proper store system. W. W. Pigue of the *Houston Post-Dispatch* also presented the course of newspapers, pointing to the fallacious

thinking of some advertisers that because they advertised in newspapers they had the right to suggest and try to dictate editorial policy. The subscriber was the only customer to whom the editor owed allegiance, he declared, and ridiculed the position ideas of some advertisers, stating that run of paper position was best.

R. H. Cornell of the *Houston Chronicle* introduced Mgr. Kirwin. He spoke of the great services rendered to organized advertising by Father Kirwin at the overseas convention.

Outdoor advertising was discussed by Bert Cheney, United Advertising Corporation, of Dallas, and Wm. Brockhousen, Sunset System, San Antonio. Direct by mail advertising was discussed by Hix Smith, Dallas, and E. C. Binkley, Sherman, the latter presenting sample composing that had produced large returns at small cost. J. B. Westover's theme was better stores, and Jack Dione of Houston, told some humorous stories of some so-called modern merchandising campaigns.

The meeting opened with sermons in churches on Sunday on the truth theme. The entertainment program included lunches and dinners by the Galveston Ad Club, Rotarians and Kiwanis, a treasure hunt on beach, and bathing. A mammoth pageant "Truth Triumphant" with 700 Galvestonians taking part was staged closing with a grand ball at the Galvez Hotel.

Fort Worth will be the next meeting place.

SEVEN AD GROUPS TO MEET IN CHICAGO

Concurrent Conventions Scheduled for Week of Oct. 13—Will Draw Notables of Profession—A. B. C. Banquet Climax

CHICAGO, Sept. 2.—The biggest week in the history of advertising in Chicago, or any other city in the west will be jammed into the six days beginning Oct. 13.

Seven different organizations have scheduled meeting during that time and it is expected that the most prominent men in the advertising and newspaper world will attend.

The National Industrial Advertising Association has announced its meeting and exhibit at the Edgewater Beach Hotel for Oct. 13, 14 and 15. The display of industrial advertising is expected to be the largest on record, as more than 200 panels are to be exhibited. Noted speakers have been scheduled to address the convention on industrial and advertising subjects.

The American Association of Advertising Agencies meeting is scheduled for Oct. 16, and 17, and a varied program is laid out for the session. The board meeting will be held on Oct. 15, while on the following day a luncheon will be held at the Hotel La Salle for the A. B. C. publishers, whose convention is another feature of the crowded week.

The latter organization will cap the week on Friday night, with a banquet at the Drake Hotel for the various organizations holding their sessions.

In addition to those already named, the Agricultural Publishers' Association will meet at the Hotel La Salle, Oct. 15 and 16, the Inland Daily Press Association will meet at the Morrison Hotel, Oct. 14 and 15; the National Advertising Commission of the Associated Advertising Clubs of the World will gather on Oct. 14 and 15, and the Commission in charge of Bureau advertising of the American Newspaper Publishers' Association will also convene at a date to be set later.

FORESHADOWED EVENTS

- Sept. 29-30—New Jersey Newspaper Institute, third annual session, Rutgers University, New Brunswick, N. J.
- Oct. 4-6—Pennsylvania State Press Assns., annual joint outing, to Delaware Water Gap and Pocomos.
- Oct. 7-8—National Publishers Assn., fifth annual meeting, Briarcliff Lodge, Briarcliff Manor, N. Y.
- Oct. 9-11—Illinois Press Assn., annual meeting, Champaign-Urbana, Ill.
- Oct. 13-16—Financial Advertisers Assn., convention, Richmond, Va.
- Oct. 13-14—National Industrial Advertisers' Assn., annual convention, Edgewater Beach Hotel, Chicago.
- Oct. 13-16—Audit Bureau of Circulations, meeting, Chicago.
- Oct. 14-15—Inland Daily Press Assn., annual convention, Chicago.
- Oct. 15-18—United Typothetae of America, annual meeting, Chicago.
- Oct. 16-17—American Association of Advertising Agencies, annual meeting, Drake Hotel, Chicago.

NEW NEWARK TABLOID A CLEAN PAPER

First Issue Lively Type and Picture Half-Fold Daily—Announces Editorial Platform—Initial Support Good

"It's all here and it's all true," was the slogan of *The Press*, the premier number of which was published at Newark, N. J., on Tuesday, being the country's ninth tabloid daily newspaper.

Joseph J. Fiske is president of the Press Publishing Co., Maynard E. Zepp, treasurer, and George D. Smith, secretary. The newspaper is under the editorship of Louis A. MacMahon, formerly assistant director of advertising and general promotion manager of the *Washington* (D. C.) *Times*. An "advisory board" of five, two still to be selected, was named.

The Press was priced at one cent delivered, and 2 cents on newsstands. It was announced that the Sunday issue would sell at 5 cents. Both the evening daily and Sunday will be delivered for 10 cents per week.

The first issue was in 32-page form, five columns wide, form depth 17 inches. The first page was given over to a display of news pictures, with two news banner-lines directing attention to stories on the inside. A double-truck of news-pictures was the big inside feature. Throughout the paper there was a liberal use of illustrations, but the paper ran more type and longer stories than is customarily used in the New York tabloids.

There was a distinct local flavor, but the Press indicated that it proposes to cover the general news field, liberally supply news-features and pure entertainment and a strong page of editorial comment, backed by a comprehensive editorial policy.

This tabloid, in its first issues, was clean, conservative, high-minded and soundly constructive. Its typography and general arrangement deserved comment as admirable. Its initial press work was poor, a mechanical difficulty which will doubtless be overcome as the press gets into action in its new location.

In addition to several excellently selected news-picture layouts, the editorial department made clever use of syndicate material, in considerable measure supplied by NEA Service. The title line and the trade-mark design, run in the title, remind newspapermen of those long used by the *Cleveland Press*.

The features in the initial number were not intended to "knock 'em dead," but were well selected, solid reading, without suggestiveness, impudence or sensa-

tional exaggeration. These features are of the class that make and hold friends worth having. Almost every class of readers were appealed to, but the respectable, home-loving, city-building, work-a-day American was the one most sought. There was not a "leg-picture," nor a highly spiced story in the first issue. There was not a wild or loose line of type. Amusement, local society, art and sports were well covered.

The editor displayed congratulatory messages from Cornelius Vanderbilt, Jr., Governor George S. Silzer, of New Jersey; former U. S. Senator J. S. Frelinghuysen and Postmaster General Harry S. New.

The "editorial platform" announced by The Press was as follows:

- "Elect Coolidge and Dawes.
- "Better transportation for Newark.
- "Development of Port Newark.
- "Lower State and local tax rate.
- "Adequate wages for all civil employees.
- "Elevation of citizenship through adequate schools.
- "City planning program.
- "A million population for Newark.
- "Modern rail terminals.
- "More playgrounds for children."

The editorial salutation was a first-person address by The Press to the public as follows:

- "I am Volnme 1, Number 1, of The Press, Newark, New Jersey. Inviting myself into the home life of the Robert Treat City.
- "Anxious to be neighborly.
- "Shunning gossip, but able and willing to share the great responsibility of journalism and citizenship.
- "Americanism.
- "Complete, accurate, dependable.
- "Willing to entertain.
- "Anxious to serve.
- "Sure to be useful.
- "I want to meet your friends and have you meet mine—including Calvin Coolidge and Charles G. Dawes.
- "Pipe and all.
- "Show you my pictures of men, women and events.
- "Lend you them in a neighborly fashion.
- "You may read my mail.
- "Only telegrams from North America.
- "Also my cables and radiograms.
- "Nothing will be hidden.
- "Because my correspondence will be clean—from normal-minded men and women who know how to write what will interest you.
- "I'm going to tell you what His Royal Highness, the Prince of Wales, does on his ranch, and show you the pictures I get from there.
- "I'll keep you abreast of political affairs in this presidential year.
- "I'll let you read all about the latest developments in the new Irish situation. Tell you what the new fashions are like and let you know anything new in business.
- "That is a neighborly duty I owe you.
- "But most of my efforts are to be devoted to Newark and environs. Because, as neighbors, we want to know more about ourselves than we do about distant acquaintances.
- "You will find me in the churches, social circles, lodge rooms, civic organizations, sport realms, at the City Hall, down in Trenton, and, of course, on very intimate terms with Washington and the White House.
- "From the beginning you will notice that I have all the news from Newark's stores.
- "More than one million agate lines of paid advertising were contracted for by the merchants of Newark before I actually moved into my big red home in Treat place.
- "That's neighborliness.
- "Proof that I am welcome.
- "Certain indication that I am going to be a good neighbor.
- "And a permanent resident.
- "You'll like the way I am dressed. It's the real fashion nowadays. Cut from the same pattern used by Cornelius Vanderbilt out in Los Angeles and San Francisco—a style he is introducing into Detroit. Cut from the same one the Patersons used when they founded that wonderful success, The Daily News of New York City.
- "Copied also by Mr. Hearst in Boston and on Manhattan.
- "Followed by the Scripps-Howard publishers in Baltimore and Washington.
- "A good style, without wasting material, but every speck of the fabric simon-pure.
- "Thus do I come to life.
- "A tabloid in size.
- "Gigantic in treasure."

Under MacMahon in the editorial department are: Harry Stevens, city editor; at one time on the *Newark News*; Victor C. Olmsted, news editor, formerly on the *Philadelphia Public Ledger*; Bernard G. Kaufman, dramatic editor, formerly on the *London Telegraph*, and more recently on the *Montreal Star*; Joe Donovan, formerly *Newark Ledger*, and Sam Kopp, formerly *Newark Call*, sport editors; Ivan J. Barr, former columnist on the *Omaha Bee*, then later on Newark newspapers, columnist; Tom Cassidy, politics, formerly on the *Boston Advertiser*, more recently on Newark newspapers, and Miss Anna Guenther, society editor, who held this position for six years on the *Newark News*.

McMANUS GIVES A LESSON IN COMIC ART

Highest Paid Cartoonist in America Pauses From Daily Grind to Explain Subtleties of Profession—Tells of His Twenty-five Years as Newspaper Artist

By PHILIP SCHUYLER

PUFF! Plop!
The lemon pie hit square in the face.
Bang! Stars!
A rolling pin has done its duty.
Crashing glass, bumps, black eyes, kicks, falls, question marks, exclamation points and a mighty explosion.
"What is humor?" I mildly asked George MacManus, who is busy "Bringing Up Father" amid this daily devastating hurlyburly.

"By golly, I'm darned if I know—unless it's the good income you get for trying to be funny," McManus replied, putting one hand on a knee, the other under his chin, striving, perhaps, if unsuccessfully, to assume the pose of Rodin's "Thinker."
It was a difficult moment. The man who is making millions laugh could not name the reason.

But the brief silence answered for volumes of bunk. It presented an opportunity to look over the creator of Jiggs, Maggie, Dinty Moore, and the Newlyweds—the highest paid comic artist in the world, according to all accounts, doubtless true.

A comfortable, round, little man, I found him. Smiles came easily to the mouth from one corner of which a long cigar protruded. Brown eyes had a champagne sparkle in them it would be hard to dim.

A gray Prince of Wales felt hat was tilted back on his head. Above the ears one noticed sandy hair was graying. One wondered for a moment if he was becoming bald, but dismissed the thought immediately, because about this gentleman of 41, there is a youthfulness that portliness and thinning hair could never hide. This quality was epitomized in his upturned smudge of a nose; and its complete index was in those twinkling eyes.

That he is "one of the gang" is the simplest possible description of the likable George McManus, and possibly the real answer to his power of making millions laugh.

I had come for a lesson in comic art from the biggest authority I knew about. I changed tactics.

"Tell me how you do it," I suggested. "Play teacher for once, please."

"I'm very busy . . . very busy . . . conference with the editor, you know . . . important conference," began McManus.

He couldn't dangle with dignity long. The essential good nature in him prevailed. And, figuratively speaking, he walked up to the school room platform and proceeded with the interview, playing the roll of pedagogue.

"You should begin with a definition of humor," he insisted stubbornly. "Yet humor is hard to define." And he painstakingly italicized the verb and raised his eyebrow just a trifle in true teacher style.

"Stuff I don't like myself, I often get the most letters or praise about. I never know how a strip is going to take. Everyone sees an idea differently.

"No, you absolutely can't define humor," he added with finality. "People who laugh don't know why themselves."

But the rolling pin, the lemon pie, and black eyes, the student asked sorrowfully. "Aren't they really funny?"

"Oh," prefaced the scholarly reply, "there's bound to come a certain refinement in American comic art. Slapstick must eventually give way to something subtler. But slapstick is certainly what seems to appeal most at the present time."

McManus was real master now, defending his theories with vigor.

"If you are going to draw comics that sell you can't neglect slapstick today. The crowd likes old stuff. You must dress it up, however. Put new and dif-

McMANUSISMS:


"If you are going to draw comics that sell, you can't neglect slapstick."
* * *

"Take pains with every line you draw. The well-dressed joke wins success."
* * *

"Make your characters just as human as you can."
* * *

"Go with your drawings right into the homes of people. The little things of every day life, the commonplaces, are funniest."
* * *

"If you would succeed as a comic artist, get a job on a newspaper, no matter how small it is."



ferent clothes on it. Make it seem swell.
"Remember, first of all, there are a lot of people who pretend to be high-brows, who go to a modern so-called high-class show and laugh their heads off at old jokes dressed up. The same jokes may have been used 30 years ago in cheap burlesque, but the different costumes and the gorgeous settings make them funny all over again, and funnier than they ever were before."

Ergo, McManus might have said, there you have the first rule in comic art. Be careful with your drawings. Take pains with every line. The well-dressed joke wins success.

"Secondly," he continued, "make your characters just as human as you can. Of course you must exaggerate their personal appearance and the things they do. But to live they must have background."

"I think of Jiggs as a real person. I have even written his biography."

"He was born in Ireland, you know. He came to this country expecting to find gold on the streets of New York but found bricks and cobblestones instead. He was thrifty and succeeded. But you know the story."

"Thirdly, go with your drawing right into the homes of people. The little things of everyday life, the common places are the funniest."

"Fourth, continually strive for variety. Try to please every sort of person in every strip you do. And this is darned hard."

"Let me explain to you," he went on, and at last I was glad to see the phrase came exactly as though it were from a teacher's lips.

He produced the strip that was appearing in the *New York American* that day. It was not one of his best, perhaps, but it was typical.

Maggie had asked Jiggs to go to the butcher's and get her some meat. Jiggs protested. He wanted to go to the fight. This was in the first box.

"There, you see, is an every day occurrence, pictured in funny, and now well-known figures," McManus explained. "Wife asks hubby to do an errand for her. Hubby has something else on his mind. Almost every man on the street has been through the same experience so often that he has, if he's wise, passed the point of being angry about it, and thinks it's darned funny. This is the first tickler."

Next, Maggie is shown hurling the rolling pin, because Jiggs persists in refusing. There is certainly action well drawn in the picture. Jiggs lands out on the sidewalk the "sadder and wiser man."

"There's your necessary slapstick," McManus said. "I try to get in it as much rumble and crash as I can. Incidentally, I am told this goes very well in South America. In that country, the men are absolute masters of their women, and they think it's a huge joke, when Maggie stands up and sasses Jiggs back."

McManus' finger now indicated the next frame. Jiggs is at the butcher's shop. The balloons contain the words spoken by Jiggs, "Good Lord, Maggie forgot to tell me what kind of meat she wanted."

"There is a little subtler form of humor, for readers who are above slapstick," McManus suggested. "Poor Maggie, got so mad that she forgot what she was getting mad about."

"Really, though, I don't understand humor. I don't know why the people like it."

"In this business when you are appealing or trying to appeal to so many different kinds of people, you have to avoid everything that is really comical—such as liquor."

"The best and, what I think are the funniest ideas, you can't use."

"But now, to continue the game. You are a young would-be cartoonist, I am supposed to tell you what to do."

"Well, the best advice I could give you is to become connected with a newspaper. Perhaps you can't get a job as comic artist right away. All very well. I don't care what you do. Be an office boy. Carry copy in the editorial room. And on the side keep drawing all the time."

"Then you're right on the spot, when opportunity comes. You get to know the sort of stuff your editor likes."

"Art schools and correspondence schools are all good enough in their way, but it is being right on the spot that counts."

"Did your father draw," I asked, wondering if artistic ability is hereditary.

"Never commercially," McManus replied. "He just monkeyed around with it."

The elder McManus, however, I happened to know, had the same easy sense of humor that characterizes George of today. He was manager of the Grand

Opera House in St. Louis, Mo. Theodore Dreiser mentions him as a wit in the "Book About Myself."

"Yes, Dad was quite a wit," the son took up the story. "He used to have rubber books in his office at the opera house. Visitors would come in, hang up their coats, which would drop to the floor, as soon as they turned around."

"Dad would never crack a smile. The chumps would do their stuff time and again before they noticed the joke."

"Then, it was the custom for Beau Brummels of St. Louis to leave their cigars on a railing in the foyer. During the acts, Dad would put tobacco sauce on the tips."

"He wouldn't let me hang around the theatre. Of course I wanted to. After school I would come down with a bunch of kids."

"See here," Dad would say, "there's a fine park just a nice ride from here."

"He would give us some money and shoo us off to the park. It would take just long enough to keep us from playing around the opera house."

McManus first drew public attention to his work when he was 13 years old. He drew a picture of a youngster with a turned up nose and a generous sprinkling of freckles, while in the class room. His teacher demanded to see the drawing.

"I expected a whale of a licking from the school ma'am," said the cartoonist, "but apparently she felt my dad could give me a sounder thrashing, and so she sent this bit of art with a few others she found in my desk to my father."

"He was very quiet during supper, and I fancied the strap would get its workout just before bedtime. Instead he quietly asked:

"Did you do that?"
"I admitted it, and without a word, he went out of the house. The next morning my father told me to get on my hat and coat and go down to the *St. Louis Republic* to work. He had brought the freckled drawing to the editor, and it made a hit. I worked for a year at \$5 a week, and then was given a dollar raise. That was 24 years ago, and I've been drawing cartoons ever since."

"When I was 21, I came to New York, and drew comics for the *New York World*. You remember 'Panhandle Pete,' 'Let George Do It' and 20 other comics that I drew during that time and since. The others pass out of memory of the average reader of funny pages. They all ask: 'How did you strike the popular characters of Jiggs and Maggie?'"

"It was this way. Indelibly in my mind since childhood remains the picture of old Billy Barry, the best Irish comedian of his day. My dad was in the show business, and I used to see Barry in his play quite often. I remember every detail of that play. It is practically the same as 'The Auctioneer' of today with the change of the leading character. The character portrayed by Barry is the Jiggs of today, and his wife Maggie is the same leading actress in that play. They used to have a poker game every night at 9:15, and there were people in St. Louis who would flock into that house just to see the real poker that was played. It was one of those friendly games where the players carried bricks and axes for emergencies."

"It's the public which makes a comic successful. I tried out a dozen, until 'Bringing Up Father' struck the popular fancy. That was a few years ago when I joined the Hearst organization."

Up in the building that houses the King Features Syndicate, aspiring and perspiring cartoonists clamor almost daily for recognition.

And McManus, turning Rotarian, tells this, as the "one thought" he would "leave with them today."

"Get a job on a newspaper. No matter how small or inconspicuous it is."

"Be on the spot, when opportunity comes."

ST. LOUIS POST-DISPATCH FILES SUIT AGAINST HOUSTON NAMESAKE

Asks Injunction Prohibiting Use of Title by Texas Daily—
Claim Copyright Protection—Also Seeking Damages

ST. LOUIS, Mo., Sept. 24.—The hearing of the motion for a temporary injunction sought by the Pulitzer Publishing Company, a Missouri corporation, publisher of the *St. Louis Post-Dispatch*, to restrain the Houston Printing Company, a Texas corporation, from using *Post-Dispatch* as a name for its newspaper, probably will be held in Houston on Oct. 11. This will depend upon whether Federal Judge Ben C. Dawkins of the Houston division of the Southern District of Texas, who has been absent from home, returns by then.

The petition which seeks a perpetual injunction from a continuation of the use of *Post-Dispatch* or any similar words as a name for the Houston paper, also asks for an accounting of profits and for damages. Judson, Green & Henry, of St. Louis, attorneys for the Pulitzer Publishing Company, filed the petition at Houston on Sept. 15, and it is sworn to by A. G. Lincoln, secretary of the publishing company. The petition states that the Pulitzer Publishing Company has been publishing the *Post-Dispatch* since 1878, when the name was adopted as a trade mark and that it has "spent more than a million dollars in advertising its newspaper under the trade name of *Post-Dispatch* and in extending its circulation and distribution under said trade name throughout the United States and on August 1, 1924, its daily and Sunday editions circulated in every state of the Union and in all of the principal foreign countries of the world, the circulation of its daily paper exceeding 220,000 copies and of its Sunday paper exceeding 350,000 copies and that on Aug. 1, 1924, its Sunday paper had an average circulation of 24,100 in Texas, in Louisiana 2,000, Arkansas 12,000, Oklahoma 20,000, in city of Galveston, Tex., 1,521 copies, and in city of Houston 335 copies, and its daily paper had a smaller circulation throughout all of said states."

The petition states that "from 1878 until Aug. 1, 1924, the complainant was the only newspaper in the United States using this name or any similar name, and in consequence thereof, although the words *St. Louis* were sometimes printed on the paper in connection with the words *Post-Dispatch* to indicate the place of publication and the address of its publisher, these words formed no part of its trade name, and said newspaper was ordinarily handled by dealers called for and bought and sold by the name *Post-Dispatch* without the said prefix of 'St. Louis.'"

On March 15, 1924, the complainant filed application for registration of the trade mark of *Post-Dispatch*, without addition or inclusion of the words "St. Louis," or of any other words except those two, the petition states. This name was admitted to registration on July 10, 1924.

The petition relates that on or about Aug. 1, 1924, the Houston Printing Company acquired control of two newspapers published in Houston, Tex., known as the *Post* and the *Dispatch*, merging them into one "and fraudulently contriving and intending to reap the benefits of the reputation and good will complainant had established for its newspaper," established the name of the *Post-Dispatch* or *Houston Post-Dispatch*, and has wilfully persisted in publishing, circulating, and distributing its said newspaper under said name after having been notified in writing by complainant that it was unlawfully infringing complainant's said trademark and was unlawfully hindering and interfering with the sale of complainant's said newspaper, and was engaged in unfair competition."

It is related further that "while the defendant uses the word 'Houston' in connection with the words *Post-Dispatch* as the official name of its paper at the

top of each page, yet in its editorial columns and in its advertisements it refers to and mentions its newspaper merely as the *Post-Dispatch* without using the word 'Houston' in connection therewith and the newsdealers and agents who handle and sell said newspaper in Texas and adjoining states, most of whom also handle and sell complainants' newspaper,

owned by W. R. Hearst has been appointed director of advertising of the *St. Paul Dispatch-Pioneer* Press, succeeding A. J. McFaul, now assistant publisher of the *Chicago Herald & Examiner*.

Prior to becoming publisher of the Washington Herald Mr. Snodgrass was publisher of the *Milwaukee Wisconsin News and Telegram*. Before that he was connected with the *Cosmopolitan Magazine* in New York, and for years was New York manager for N. W. Ayer & Sons.

U. S. Postal Survey Completed

The Post Office Department has completed a survey to ascertain the cost of handling mail and a report on the results will go to Congress in December.

WILLIAMS APPOINTED S. N. P. A. MANAGER

Secretary to Senator Harris Will Fill Specially Created Position Oct. 1
—Former Editor of *Americus* (Ga.) *Times-Recorder*

Cranston Williams, of Greensboro, Ga., has been appointed to the position of manager of the Southern Newspaper Publishers' Association. He will make his headquarters in Chattanooga, Tenn., and will take up his new duties Oct. 1, working under Walter C. Johnson, secretary-treasurer of the S. N. P. A. He has been serving as secretary to United States Senator William J. Harris, of Georgia.



CRANSTON WILLIAMS

The office of manager is a new appointment created at the last annual meeting of the S. N. P. A. which provided for the selection of a manager to assist the secretary-treasurer, Walter C. Johnson, of Chattanooga, who has held this office for the past 8 years.

Chattanooga will remain the headquarters of the S. N. P. A. because of its splendid geographical location, being easy to reach from any part of the country.

Mr. Williams was educated in the public schools after which he attended Emory College. He was reared in a country printing office, and has done everything from setting type, job and press work, on up to filling the editor's chair. He was editor of the *Americus* (Ga.) *Daily Times-Recorder* from 1915 to his entry in the United States army during the world war. He entered the first officer's training camp and served through the war. In France he was commanding officer of the Machine Gun company, Fifty-Sixth Infantry, 7th division, resigning from the regular army in which he had enlisted early in the war. He attained the rank of captain.

Mr. Williams served as secretary to United States Senator William J. Harris, of Georgia, from the time of his return from France in 1919 to date, and was his campaign manager in 1924. He is a member of the National Press club, Washington, D. C., a Scottish Rite Mason, a Shriner, and a member of the Sigma Nu fraternity.

Speaking of Mr. Williams, John S. Cohen, president and editor of the *Atlanta Journal* says:

"If the field were scratched with a fine tooth comb I don't think a more worthy person could have been selected for the place. Captain Williams is a newspaper man of the first water, industrious to a degree, and a personality which will carry him and any organization which he represents over rough spots with the least amount of friction. He has been pronounced by close observers in Washington as the best private secretary at the capitol. I have been a private secretary to a cabinet officer myself. I know that it requires ability, tact and poise to a very great degree to get away with the job. That is the reason I gave it up after six months of service.

"I think the Southern Newspaper Publishers' association has been exceedingly fortunate in securing his services."

Cowan Directing Coolidge Caravan

John P. Cowan, former newspaper man and editor of *Pittsburgh First*, organ of the Pittsburgh Chamber of Commerce, is in charge of the "Coolidge-Dawes-Lincoln" tour that started from Plymouth, Vt., on Sept. 9. The caravan reached Pittsburgh Sept. 19 and newspaper friends of Mr. Cowan tendered him a warm welcome.

SIR GEORGE SUTTON REVIEWS RESULTS OF WEMBLEY A. A. C. W. MEET

By Herbert C. Ridout

(London Editor, EDITOR & PUBLISHER)

WHEN Sir George Sutton, chairman of the Amalgamated Press, Ltd., presided at the general meeting of the company on Aug. 26, he made an interesting reference to the Advertising Convention of 1924.

Sir George said: "You have all read of the great Advertising Convention held last month at Wembley. This firm, like many others, lent moral and financial support towards the bringing to London of many hundreds of prominent business and advertising men and women from all over the world to discuss the practice and value of advertising. The results abundantly justify the efforts made.

"Apart from the fellowship and good will which the convention stimulated, I believe that on the practical side it achieved much. It directed the attention of the entire business community to the mission of advertising: increasing production by the encouragement of demand. There is no doubt that the most important result of the convention will be an all-round increase in the volume of advertising. By that increase your company, in common with other publishing houses, will largely benefit."

frequently speak of both papers merely as the *Post-Dispatch*, and the readers who buy said papers or either of them, frequently ask merely for the *Post-Dispatch* so that this identity or similarity of name leads to confusion and it frequently happens that purchasers intending to buy copies of complainant's newspaper receive copies of the defendant's paper in the place thereof, and by reason of this unlawful conduct of defendant in circulating and selling its said newspaper the name reputation, circulation and sale of complainant's newspaper has been and will be greatly interfered with, diminished and decreased to its irreparable damage and injury."

The petition states that "the value of the said trademark involved herein is greatly in excess of \$5,000."

POST-DISPATCH HEARING OCT. 11

Injunction Suit in Court at Houston or Monroe, La.

Houston, Tex., Sept. 25.—Federal Judge Ben C. Dawkins, of the North Louisiana District who went to Brownsville, Tex., to hold court this week, has set Oct. 11, as the date for the hearing in the *St. Louis Post-Dispatch's* petition for temporary injunction against the *Houston Post-Dispatch*.

The hearing will be held in Houston if Judge Dawkins, acting in absence of Judge J. C. Hutcheson, has time to return then otherwise the hearing will be held in Monroe, La.

SNODGRASS SUCCEEDS McFAUL

New Advertising Director of St. Paul Dispatch-Pioneer Press

Rhey T. Snodgrass, former publisher of the *Washington* (D. C.) *Herald*,

WEIR ADDRESSES CIRCULATORS

International Circulation Chief at Inter-State Meeting

Robert S. Weir of the *Syracuse* (N. Y.) *Journal* was the principal speaker at the fall meeting of the Inter-State Circulation Managers Association, held Sept. 17 in Philadelphia. Weir is president of the International Circulation Managers' Association.

Other speakers were Royal W. Weiler, *Allentown* (Pa.) *Call*; Karl F. Hall, *Newark* (N. J.) *Star Eagle*; W. P. Wilson, *Washington* (Pa.) *Observer*; C. T. Buck, *Lancaster* (Pa.) *New Era*; N. S. Rounsley, *Harrisburg* (Pa.) *Telegraph*; and J. H. Miller Jr., *Pittsburgh* (Pa.) *Chronicle Telegraph*.

The association is made up of circulation managers on newspapers in Pennsylvania, New Jersey, Maryland, Delaware, District of Columbia, and West Virginia. A. C. Finley, *Atlantic City* (N. J.) *Gazette-Review*, is president and Henry C. Carpenter, *Lancaster* (Pa.) *Intelligencer-News Journal*, is secretary-treasurer.

Robert L. McLean, *Philadelphia Bulletin*, was chairman of the committee, which arranged details of the meeting. The next convention will be at Altoona, Pa., sometime next March.

A. N. P. A. to Move Uptown

The American Newspaper Publishers' Association plans to move, Nov. 1, from the World Building, 63 Park Row, New York, to new offices at 270 Madison avenue. The A. N. P. A. executive department will occupy offices on the 13th floor, while the Bureau of Advertising will be on the 18th.

REPORTING NATIONAL POLITICAL TRIANGLE

500 News Men Exclusively Engaged in Telling the People of the Remarkable Battle of Three Parties— New Methods Include Sectional Headquarters Where Big News May Break

ONE of the most remarkable political campaigns in American history is being reported in the columns of the nation's press.

Although the campaign was late this year in getting under way, at the present time interest is mounting to fever heat and the press has dived into the contest in earnest.

Nearly 500 newspaper men it is estimated, are making national politics their daily assignment, while more than 75 have been definitely assigned to cover the 3 principal candidates and their running mates.

In New York alone there are 30 newspaper men, covering the three party headquarters.

All over the country more money than ever before is being spent gathering news of the contest.

Unlike past partisan conflicts, none of the 3 major protagonists is content with one main national headquarters.

Whereas in other presidential years, Republicans, Democrats and in the days of Roosevelt, Progressives, maintained a principal directing office in one city, usually either New York or Chicago, with branches in other cities, this year Coolidge, Davis, and La Follette have no fixed headquarters.

There are 3 cities from which at any time any day important political statements may be issued and news emanate. They are New York, Chicago and Washington. All three cities have to be watched by the newspapers with equal care.

William M. Butler, Republican National Chairman, Clem Shaver, Democratic National Chairman, and Robert M. La Follette, Jr., who is handling his father's campaign, gravitate between New York, Chicago, and Washington.

On Monday of this week for instance, Butler and Shaver were in Chicago, and La Follette, Jr., was in Washington.

On the same day, Senator La Follette was in New York; Davis in New York; and Coolidge in Washington.

Coolidge, although he is staying close to the White House, while other candidates swing about the circuit, must be covered carefully for political breaks. The ordinary White House assignment is not considered adequate, and all press associations and leading newspapers, have arranged with special men to cover this source of political news.

Additional expense is contemplated by press associations in collecting and distributing election returns in November, because of the La Follette candidacy. With the exception of the Roosevelt Progressive campaign, news agencies have heretofore only collected the returns of the Democrat and Republican parties, paying scant attention to minor parties in the field.

Already press associations are completing arrangements to report these election returns. But today, chief newspaper interest centers in the vote-pulling tactics of the three major candidates.

And to answer the question how is the political campaign being reported now, the writer this week visited the New York headquarters of the three parties and talked with the newspaper men who are bearing the brunt of the great political story.

At all headquarters, EDITOR & PUBLISHER was informed by officials that the respective parties were entirely satisfied that newspapers of the country, while differing in their editorial support, were in the great majority of cases absolutely unbiased and fair in their news columns.

According to the modern custom, a large portion of present day political news passes through the publicity sieve before it is served up to the public through the newspapers.

George Barr Baker is chief of the Republican party's corps of press agents.

By PHILIP SCHUYLER

He has headquarters in New York and commutes to Washington and Chicago at frequent intervals. Robert W. Woolley, who was for many years on the staff of the *New York World*, is chairman of the Democratic national publicity committee with headquarters in Washington, while Dr. Ernest Gruening, representing La Follette, also operates mainly from the national capitol.

Each of these super press agents directs publicity men representing their parties in Chicago, New York, and Washington.

hesitate to ask any form of question which might develop a news story.

The importance of radio in the present campaign was one query.

"It is of extraordinary importance," was the Davis reply, "but it will never take the place of the newspapers."

"My speech at Omaha," he continued, "was broadcast by the powerful radio station at Hastings, Neb., and I was informed that this station has received postal cards from every state in the Union and Canada, stating that my address had been heard."

York, New Jersey, and Delaware. Offices at Washington and Chicago at present handle the remaining states. Plans are being made to establish other centers in Denver, San Francisco and Detroit.

John P. Donlon, at one time managing editor of the *New York Telegram*, is publicity director for this eastern division. He has two former newspaper men as assistants, Edward Chapman, formerly city editor of the *New York Commercial*, and Roy Crandall, formerly with the *Buffalo Courier*.

Miss Molly McEllen, known to most of the political writers of the country, takes all interviews between newspaper men and prominent Democratic leaders in short hand, to insure accuracy.

The publicity men dig up news from the various bureaus in operation at the headquarters, which are the bureau of organization, the women's department, the finance department, the labor department, the negro department, correspondence department, and the bureau of naturalized voters, where stories are translated for the foreign language press.

This "canned stuff" is sent out in mimeographed form to all newspapers in the eastern division and is also distributed in a special room set aside for the New York newspapers and press associations.

In addition to receiving this material, the newspaper men assigned to Democratic political news hold daily interviews with Thomas J. Spellacy, eastern divisional manager, and also the department and bureau heads. When Clem Shaver, national chairman, is in town, and other prominent politicians, they are also interviewed for news.

When newspaper men go out on speaking tours with Davis, they are assisted in many ways. Jack Nevin, who handles personal publicity for Davis, is there to help them, while William Donaldson, superintendent of the House press gallery, goes along to handle transportation, hotel accommodations, and the detail of advance speeches, in order that the news writers will have nothing but the candidate to worry about.

Leaving the Democrats and going to Republican headquarters at 2 West 46th street, one immediately notices a change from the club atmosphere to one of an efficient business organization. The two floors of the office building they occupy are petitioned off and neatly labeled. The press room is fully equipped with desks, telephones, and typewriters.

The New York office has a staff of 6 practical newspaper men who gather news from the various bureaus to be handed out to regular news writers assigned to cover Republican developments in the campaign. These bureaus are labeled as follows: Club Activities, Economic and Features, Woman's Bureau, Speaker's Bureau, Labor, General Headquarters, Caravan and Specials.

The Republicans are well pleased with the breaks, which the newspapers are giving them. During the first week of September, the New York newspapers alone printed 18 full pages of favorable Republican news.

"The established publicity policy of the Republican Party in the present campaign is to see that every facility is offered both to Republican and to Democratic newspapers for whatever material they may desire in the form of reports of news events, statements by recognized leaders of the party, and special articles for feature display," Baker explained.

"The physical organization of the Bureau provides for headquarters at Chicago, Washington and New York, where staffs of competent newspaper men are prepared to furnish desired information, and where advance copies of speeches are prepared for newspaper and press association distribution.

SONGS OF THE CRAFT

(Copyright, 1924, by EDITOR & PUBLISHER)

By Henry Edward Warner

THE COLUMNIST

(To that vast aggregation of altruistic egoists of whom I have been variously with sundrily and frequent. May they all live long enough to forget that there was *The American Press Humorists* until railroad passes gave out! H. E. W.)

I

Luck's blessings on that man who wields a pen
To sprinkle chuckles down the paths of men,
To cheer the downcast, lighten leaden hours,
And as he goes to scatter verbal flowers.
As fits his mood, so bends he to his task,
Asking no fortune as the greedy ask,
Singing his song, and going sun to sun
His toil sufficient to the day it's done.

II

Laughter there is, and smiles there are to pay
His toll in full, as his unselfish way
He takes; . . . or ever loses that fine sense
That counts appreciation recompense.
And in the smiles, comes tightening of the throat
At some low minor, some more sombre note
Slipped from the mood that sounds the muffled tread
Of sympathy, by some white-covered bed.

III

Friend of the World! . . . Long may you live, to be
Comforter, strength, to weak humanity!
Long may your quips and jests make light the path
And fend the stings of sorrowings and wrath!
And when in deeper mood you strike the strings
That sound responsive chords of greater things,
May you sing true, and may your note be clear
To raise the weak, to dry the mourner's tear.

But the political writers are by no means content with publicity tissues merely, and the publicity men have arranged personal contact for them with the candidates themselves and prominent party leaders at the various divisional offices.

Because Davis was in New York again after his western tour making that city his headquarters before starting on another speaking trip to New England and to Baltimore Oct. 1, the writer happened first to go to the Democratic headquarters for the eastern division, which is housed in luxurious rooms on the two top floors of the Belmont Hotel.

When Davis is in New York, he meets newspaper men from afternoon and morning newspapers and press associations every day at 2:30.

The writer attended the press conference Monday. Fourteen newspaper men and one newspaper woman were present. Davis sat at ease behind a desk, smoking a cigar and answering questions asked him with little formality by press representatives.

There was none of that strained atmosphere of prominent men and interviewers trying to make each other feel at ease. Davis was fluent and direct in his answers. The news writers didn't

Radio, while proving a great help to politicians in the present campaign, has also had its restrictions on the more fiery speakers.

"It is as though your feet are nailed to the floor," is the Davis description of addressing a microphone as well as an immediate audience. "One has to speak slowly and in measured tones. And it is certainly shortening political speeches."

La Follette, according to newspaper men covering this candidate, experienced the same trouble when speaking recently at Madison Square Garden. As with Roosevelt, a favorite La Follette gesture is the energetic shaking of his pompadour and the waving of his clenched fist. Free use of this is curtailed when the speaker has to remember his radio public.

Nevertheless, all parties, according to New York leaders, plan to increase the use of radio during October. In that month, speakers from each party will be "on the air" at least twice a week.

After the Davis conference, which occupied 15 minutes, the writer completed inspection of the Democratic headquarters, which has the atmosphere of a large club.

This office collects and distributes Democratic news for the eastern division, the New England States, New

"Material for release in Chicago is made available also to the newspapers and press associations in both Washington and New York. Copy prepared at the New York headquarters is also available to newspaper representatives likewise at Washington and Chicago.

"A record of Republican copy published throughout the country reveals the fact that the Democratic papers are frequently giving to Republican news as much space as given by the Republican papers."

Since William M. Butler, chairman of the Republican National Committee, is in Chicago, Republican offices there are considered the party's official center. Clinton W. Gilbert, of the *New York Evening Post* describes Chicago headquarters as follows:

"The offices from which the campaign is conducted look to me more like the offices of a corporation than those of a political party. They spread more or less over three floors of a big office building. Signs on doors all around indicate subdivisions of the voters: 'Farmers,' 'Labor,' 'Women,' 'Colored Women,' 'Foreign-Language Press.' There are a dozen of others. It is vast and, if you may believe signs on doors, it is thorough.

"I don't see the familiar faces or names. Headquarters have always been informal and rather rural. They were always a social center; the social atmosphere predominated. Good fellows dropped in mostly to talk. First names were the rules. I wonder if any one calls Mr. Butler 'Bill'? One or two from Massachusetts, perhaps. I should say that virtually everybody about was a 'Mister' except the numberless stenogs. And the difference! You always felt as one national chairman hanged away at a rival that the two had a luncheon engagement a few minutes later and would lounge together and laugh together over the drinks. Boies Penrose and Bill Stone used to indulge in savage talk at each other's expense and then leave the Senate floor arm in arm. That was politics."

The La Follette organization differs from the others in that it is on a smaller scale. National headquarters are in Washington and there are about 10 regional offices in as many different important cities.

Officials expressed themselves as "entirely satisfied" with the space they are receiving in news columns of the newspapers.

Harold Kellock, at one time on the staff of the *New York Sun*, is in charge of the publicity in the New York regional office.

"Newspaper men find our news a little more dramatic than the others, and report it fully," he said. "When Senator La Follette spoke at Madison Square Garden, 100 newspaper men reported the occasion, some coming to New York from as far west as Chicago, and Minnesota.

"The backbone of our campaign is the labor press. Three hundred labor newspapers are supporting La Follette. A great majority of the organs that operate under the American Federation of Labor have given us their support, and have been turned literally into campaign documents. They are the most loyal and ardent supporters we have. Their circulation numbers between 8 and 10 million.

"We also have the hearty support of the Scripps-Howard newspapers.

"We are not spending one twentieth as much on publicity as the other two parties.

"In the eastern industrial territory, we have a volunteer advisory publicity committee, made up of editors of a number of labor papers. McAllister Coleman, former editor of the *Illinois Miner*, is chairman and Leslie H. Allen, editor of the *Liberal*, is secretary. Other members include Edward Levison, editor of the *New York Leader*, Louis G. Burdenz, editor of *Labor Age*, and A. G. Dill, business manager of the *Crisis*, a negro organ."

LaFollette makes Washington his headquarters, and when he is there he grants the press daily interviews.

Thus from the 3 major parties is the political news of each day carefully gathered and placed in newspaper columns, leaving the final choice to the voters themselves.

CANADIAN PRESS OPERATORS ACCEPT CONCILIATION OFFER

Appoint Representative to Confer With Wire Service—
Ordered to Resume Work by Chiefs—Livesay
Refuses to Recognize Union

ACCEPTANCE by striking operators of the Canadian Press management's offer to arbitrate, and an order from union headquarters telling the men to report back to work Monday, Sept. 22, while differences were being arbitrated, were the week's outstanding developments in the strike of Canadian Press telegraphers, which began Sept. 11, when 77 men left their keys.

The offer of the Minister of Labor at Ottawa to appoint a board of conciliation, refused by the men at the time they went on strike, was accepted Monday. E. Norman Smith of the *Ottawa Journal*, president of the Canadian Press, was appointed to represent that organization while the union named J. G. O'Donoghue K. C., to represent its interests.

"The company has always offered to arbitrate," said General Manager J. F. B. Livesay, "and so far as we are concerned this dispute has never been a question of wages. The men made exorbitant demands of a wage increase to which we replied by a notice of a small reduction which we think fair seeing that since the agreement was made 4 years ago the cost of living has tumbled. We offered to arbitrate the question of increase or decrease under the arbitration clause we contend was inserted in the agreement for that very purpose. Or we would first of all arbitrate the interpretation of that clause. The men refused, offering indeed to arbitrate only the existing wage or an increase, which from the company angle was absurd. Being then threatened with a strike, we applied as a public utility to the Minister of Labor for a board of conciliation which was then granted. The men struck in spite of this and in doing so placed themselves on a very insecure ground.

"It is necessary to bring this out," Mr. Livesay continued, "because the men have claimed they struck to avert a decreased wage on which the company insisted. Nothing could be further from the fact. In taking the strike vote they used these very words, 'Your committee strongly recommends immediate and drastic action to enforce our demands for an increase.' They thought they could tie up the news service completely and beat us in 24 hours. However, not a single newspaper in Canada has missed receiving a news service by telegraph, telephone or radio since the strike started. Somewhat reluctantly, because that means the permanent replacement of a large number of Morse men, the company has set about the task of installing automatic printers. Our first printer circuit, connecting Montreal, Ottawa and Toronto with New York and each other, is already working. Other circuit equipment has been ordered from the Morkrum company of Chicago, the very last word in automatic printer service.

"Realizing that they were misled by their union officials and recognizing that in the past they always have had a fair deal from the Canadian Press, some of our former telegraphers have voluntarily returned to work and are now being employed. It is regrettable, indeed, that we cannot find positions for all of the 77 men that went out, but blame for that must rest elsewhere.

"I have received a letter from J. Clark, the strikers' general chairman," went on Mr. Livesay. "When after notifying us that they were appointing their member to the board of conciliation, Mr. Clark went on as follows: 'This will be your official notification that all telegraphers in your employ are being instructed to return to work effective with all night shifts Monday, Sept. 22.' This strikes the management as a little naive; they went out on strike and by that act ceased to be employees of the company. It is an unfortunate fact that we cannot take them all back even if we so desired."

"I am replying to Mr. Clark," said Mr

Livesay, "by sending him a memorandum of the conditions under which alone we can take back to work such of our former employees as we can find positions for. They must agree to these conditions and they must come back individually. This memorandum is as follows: 'Before taking any former employees back to work the management of the Canadian Press must have the following clearly understood:

"The management has stated publicly that because the Commercial Telegraphers' Union of America broke its agreement with the Canadian Press by refusing to arbitrate and by then calling a strike in face of the appointment of a board of conciliation by the Minister of Labor at Ottawa, the company cannot further recognize this union. Modification of that decision and future recognition of the union must depend absolutely on whether the company can secure adequate protection against similar attempted paralysis of its functions."

"Owing to the strike, which was aimed to entirely tie up the news services of the Canadian Press, the company has found it necessary to start the reorganizations of its primary news circuits on an automatic printer basis, thus dispensing with the need of any considerable number of Morse telegraphers. It is impossible at the present time for the company to say how many men ultimately will be thus displaced. Any men taken into the service now must necessarily be on a temporary basis.

"The Commercial Telegraphers' Union of America, having by this breach of agreement cancelled its contract with the Canadian Press, the company cannot recognize any clauses of that agreement but the management undertakes to give the men equally as good treatment as they could receive under that agreement. The seniority list being thus automatically cancelled the company proposes to use its own discretion in the selection of such men for whom it can find immediate positions. These men who have already returned to work will head the seniority list.

"The company will pay the old scale of wages on the understanding that any changes in such scale arrived at by future negotiations shall be made retroactive to the date of re-employment. Accepting these conditions, such men as desire re-employment must file individual application by person or by wire with the chief traffic managers at Toronto and Winnipeg respectively.

"Procedure with the board of conciliation rests upon whether these preliminary conditions are accepted.

"Only Morse telegraphers will be included by the company in any new agreement, and any such agreement must contain a comprehensive clause providing for arbitration before strikes of any kind for any cause at any time and on renewals or modifications."

Veteran Celebrates 90th Birthday

Dudley S. Crandall, Wisconsin's oldest newspaper editor and telegrapher, has just celebrated his 90th birthday at Sylvan Lodge, Sturgeon Bay. He is in good health and hopes to arrive at his 100th anniversary. He was formerly editor of the *Sturgeon Bay Advocate*. His first newspaper writing was done at Campaign, Ill. He established the *Chicago Union Park Banner* and then became connected with the *Menominee* (Mich.) *Herald* and the *Sturgeon Bay* (Wis.) *Independent*.

Daily Occupies New Home

Keokuk (Ia.) *Gate City* this week occupied its new home on North Sixth street. The business office occupies the entire first floor, while the second floor houses the editorial and composing rooms.

FEMINIST TRIUMPH COMPLETE IN BALTIMORE

WE'VE often heard that a groom was unimportant at a wedding. But "Bully Batchelor" who writes society notes for the *Baltimore News*, ignored the nonentity entirely in the following society note in which the groom's name is not even mentioned:

"Westacre was the scene of Margaret Alvey's marriage at 6 P. M., near Darlington, Md. Mary Alvey, in orchid chiffon, was her sister's maid of honor, and powder blue and apricot chiffon were the motifs for the four bridesmaids—Sarah Johnston, Virginia Poor, Mary Duvall and Anne Mitchell of Hagerstown, Buchanan Shreve was best man, and William V. Elder, Jr., Barrington Hall, William T. Shackelford, Jr., and Professor Tabb were ushers."

LONDON MUSIC CRITIC ON N. Y. POST STAFF

Henry T. Finck, Who Resigns After 43 Years Service on Newspaper Succeeded by Ernest Newman for 1924-25 Season

Ernest Newman, of London, who is considered one of the foremost European music critics, will join the staff of the *New York Evening Post* as guest critic for the season of 1924-25.

He will arrive in New York Sept. 28, on the S. S. Cleveland, and will begin his duties on the *Evening Post* immediately, succeeding Henry T. Finck, who resigned this summer, after 43 years' service with that newspaper. Finck intends to live in Europe on the Riviera, resting and writing.

Mr. Newman is the second noted English critic to join the staff of an American newspaper, and the first to act as guest critic for an entire season. H. C. Colles of the *London Times*, acted in a similar capacity for the *New York Times* from October 1923 to January 1924.

Born at Liverpool in 1868, preparing for the Indian Civil Service and engaged in business for a time at Liverpool, Mr. Newman's enthusiasm for musical art led him to become a professor of music at the Midland Institute, Birmingham, in 1903.

He retained the post for two seasons, and then began to lay the solid foundation of his critical renown, as musical editor of the *Manchester Guardian* in 1905 and of the *Birmingham Post* in 1906. He remained with the latter organ until 1919, when he settled in London as critic of the *Sunday Times*, at the same time serving as critic for the *Guardian*.

He is the author of "Gluck and the Opera" (1895), "A Study of Wagner" (1899), "Musical Studies" (1905), "A Musical Motley" (1919), and biographies of Wagner, Elgar, Hugo Wolf, and Strauss. In addition to his original writings he has translated Weingartner's "Treatise on Conducting," Schweitzer's monumental classic on Bach and the texts of Wagner's operas.

Mr. Newman also contributed to "The Art of Music" (1914-17), and has edited "The New Library of Music" and fifty of the songs of Wolf. In 1920 he issued a volume on "The Piano-Player and its Music."

New Cable to Cuba

John L. Merrill, president of All America Cables, Inc., has announced that a new cable between New York and Cuba for "express service" will be laid and in operation by the end of the year. Since 1920 the company has added more than 5,000 miles of submarine cable to its system in North, Central and South America.



NEW AND AUTHENTIC HISTORY OF THE HERALD OF THE BENNETTS

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

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(Continued from Last Issue)

Record of the Herald During the Civil War

The Civil War gave Mr. Bennett the opportunity to reveal his splendid powers of organization and to manifest his wonderful foresight in covering every phase of the gigantic conflict. The first shot fired at Fort Sumter found him already prepared to promptly get the latest authentic information from the Southern States through his trained staff of correspondents, and during the early months of the war, the Herald gave to the public one well nigh unbroken chain of "beats" over its less enterprising contemporaries, who lacked a head like Bennett's to systematize the work of news gathering. Mr. Bennett never hesitated to pay the price to get the first news of battles, military movements and plans of campaign, and in 1863-4 had 63 reporters and correspondents in the field, besides many volunteer contributors, who knew that Bennett paid liberally for authentic news. A news "beat" over his competitors was more precious to him than gold as was well demonstrated on many occasions. He never questioned or examined the accounts of reporters who obtained news in advance of their rivals, and frequently paid contributors double rates for exclusive stories. Once he paid a correspondent \$25 for a news telegram of 3 words, for which a bill of one dollar had been rendered. On another occasion he ordered \$100 to be paid to a contributor for an article of 6 columns, which had already been contracted for at \$8 a column, adding by way of explanation to Mr. Hudson, "He may have something else as good." He never tolerated defeat in news gathering, and once refused to pay the expenses including an item of cost of a horse killed in battle, of a correspondent who was beaten a whole day by the World correspondent, remarking in his half humorous, half satirical manner, "A horse which couldn't beat the World wasn't worth paying for."

It cost him \$525,000 to gather the news of the 4 years of war, besides additional expenditures for maps, telegraphic reports, and direct information from the Southern States by "underground" channels. One of the most remarkable feats of the Herald was the compiling of the roster of the entire Confederate army and navy, obtained with the greatest difficulty during months of secret effort by trained representatives. The heads of the Federal Government and especially the officials of the War Department always scanned the Herald closely for advance information of the enemy's movements, and old Charley Farrell (later the city editor) once said: "Bennett knew more about what was going on than President Lincoln did!"

Naturally the circulation of the Herald expanded by leaps and bounds. The presses were kept running night and day, and the paper was eagerly read throughout the entire North, for its lists of killed and wounded were always the fullest and generally the first to appear.

On April 6, 1861, Mr. Bennett said:

"Civil war, like the sword of Damocles, hangs suspended over this country by a single hair. As we predicted, the anti-slavery radicals of our new Administration have gained the control of it, and the rebels and traitors of the seceded States are to be whipped into submission."

On April 12, on the same page with a picture of the Confederate flag and other illustrations, the Herald, under the editorial head of "The War Begun," referred sadly to the beginning of hostilities at Fort Sumter.

"Through the events of the last few days, the last blow has been given to the fabric of freedom, raised at such cost by the Fathers of the Republic. Civil war has put an end to a Confederacy which had existed for three-quarters of a century, and the Constitution of 1789 has been replaced by military governments. The time for argument has ceased, and the appeal that has been made to arms precludes the possibility of foretelling what may be the issue of the present melancholy crisis."

Denial that the Herald Was Threatened by a Mob

The news of the bombardment of Fort Sumter created intense excitement in New York. The Tribune in urging the crushing of the rebels, spoke of "traitors" at home, and reported that a mob had made a hostile demonstration against the Herald; that an attack on the office was planned on the night of Sunday, April 14, and that a police force was kept in reserve, ready to protect it if necessary.

The Herald characterized the reports as "false, mean and malicious." However the Tribune insisted on the truth of its story, saying that "The popular manifestation was so unmistakable that its effect upon the Herald was made strikingly manifest, for yesterday (the 17th) it went so far as to say: 'In regard to the display of the American flag, no one has asked us to do so. It was unnecessary to take that

trouble. The glorious flag of the Union is our flag, and long may it wave.' It was perhaps unfortunate (continued the Tribune) for the Herald, that when the people gathered and demanded the raising of the American flag, it was obliged to send out and purchase a supply, having a day or two before, in anticipation of a very different feeling among the people, provided itself with a set of Secession colors!"

The Herald indignantly denied the truth of the story, insisting that the crowd in front of its office was gathered there to read the war bulletins and buy the paper, not to try to sack the establishment. The Herald further said that the crowd "did not compel us to display the American flag from our windows; nor that Mr. Bennett, the proprietor of this journal was followed by a crowd and hooted in the street. As to the latter statement all that we need say in refutation is that Mr. Bennett is quite unaware of having been offered any such insult, and that in the street as well as out of it, he has been treated with perfect courtesy."

The Tribune continued its irritating attacks on the Herald, and nicknamed it "The Daily Tumbler," due to its alleged contradictory editorial policy, hinting at disloyalty, and presenting extracts in parallel columns from a Herald article in proof of its inconsistency.

On April 10, 1861, the Tribune entered on the twenty-first year of its existence, and Mr. Greeley, then in early manhood, was its sole editor and publisher, "but 20 years of incessant labor and care have since made their mark upon him, and he does not seek to conceal that he is older in feelings than in years."

At this time the Tribune claimed a circulation of "hardly less than 300,000, much larger than that of any newspaper."

The Draft Riots

The terrible Draft Riots in New York, beginning on July 13, 1863, and continuing for 5 days, were fully reported in the Herald. Fifty buildings were burned; negroes were mobbed and numbers hung or beaten to death, and it was estimated that 500 rioters were killed by the military forces called back from the seat of war to suppress the disorders at all costs. The Mayor of the city surrendered his authority to Governor Seymour, and the greatest alarm prevailed everywhere. The columns of the Herald, clogged with page accounts of the bloody fighting at the war front, forced the managers to place the stories of the riots on its editorial page, and comments were necessarily brief and disconnected.

Joe Howard's Hoaxing of the Newspapers

In May, 1864, occurred one of the remarkable incidents of the great war. It was the issuing by Joe Howard, one of the most erratic and brilliant journalists of the period, of a bogus proclamation, purporting to have been signed by President Lincoln in Washington, and appointing a day of fasting and prayer, and calling for the enlistment of 400,000 men! Copies of it were sent to all the newspapers, but only two, the World and the Journal of Commerce, were tricked into publishing it. Its appearance caused intense excitement, followed by popular indignation against the author of the hoax, when the "Proclamation" was denounced by the Government as a forgery.

The Federal authorities began an immediate investigation; suspended the publication of the World and Journal of Commerce for several days, while Joe Howard, then city editor of the *Brooklyn Eagle* to which paper he had gone from the Times shortly before, was promptly snatched from his desk and sent to Fort Lafayette, where he was held a prisoner for 14 weeks. Joe always insisted that he wrote the bogus document on the spur of the moment as a good joke, and told the writer once, that he had never ceased to regret his impulsive act. The Herald, however, at the time, thought differently, charging that Howard had been speculating in Wall Street, and deliberately issued the "Proclamation" in hope it would influence the market in his favor.

As the Herald said in regard to Howard's detection and arrest:

"Everywhere the most decided satisfaction was expressed, except by the Tribune. It couldn't believe that 'Howard of the Times' was the criminal. This is the first time the Tribune ever hesitated to believe anything bad. The cause of its incredulity was the fact that Howard is a prominent Republican of the Plymouth Church variety, and his father is a deacon in the church."

The real nature of the document was suspected by Mr. Bennett, and therefore it did not appear in the Herald.

In the 'eighties, Joe Howard became a valued member of the Herald staff, and Mr. James Gordon Bennett, 2nd, had him assigned to report many great events.

(To be continued next week)

U. S. CHAMBER'S RETAIL TRADE SURVEY PRESENTS INCOMPLETE PICTURE

Taking Average Retail Purchases from 12,000 Family Budgets, Its Total for Nation Runs 30 Per Cent Below Other Reliable Estimates of Business Volume

By ARTHUR ROBB

POPULATION'S Purchasing Power is the title of an extremely interesting pamphlet issued this week by the U. S. Chamber of Commerce, Domestic Distribution Division, at Washington, D. C. For the first time, so far as the writer knows, U. S. Census population figures are correlated with Bureau of Labor Statistics material, in an effort to show what the public buys and what price it pays. The idea is one of vital interest to advertisers, general and local, as well as to newspaper publishers and to all other business men.

Of chief moment is the purported showing of the total retail business transacted in 31 centres of distribution, including 34 cities. This money total was calculated by multiplying the 1920 trading area population by the average individual's budget expenditures for food, clothing, furniture and furnishings, fuel and light, and miscellaneous items. The approach is new, and the result is not all that might be expected.

The budget figure, which is the keystone of the structure, was found by the Bureau of Labor Statistics after surveys covering 12,000 workingmen's families in all parts of the country. With these 12,000 "cases," all drawn from substantially one group of the population, the Chamber of Commerce sets up a figure of \$207.62 as the average expenditure in 1923 of each individual of the 105,710,620 people that the Census man counted 4 years ago. The original statistics divided the average budget as follows:

- Food, \$97.58
- Clothing, \$48.03
- Furniture, \$18.15
- Fuel and Light, \$20.18
- Miscellaneous, \$22.94.

The average family surveyed consisted of 4.9 persons, the booklet sets forth, and the average retail purchases of this average family totalled last year \$1,027.34. That doesn't ring like heavy metal.

Then the Chamber's statisticians multiplied the 105,710,620 population figure by the individual budget and produced "total retail business" of 1923 as \$21,947,638,923. Other estimates of this figure, just as unofficial and no more scientifically compiled, place it from \$3,000,000 to \$9,000,000,000 higher—hardly a variation to be passed off with the wave of a hand. Of the several guesses, the Chamber's appears to be far too conservative.

Dr. Paul H. Nystrom, director of the Retail Research Association, estimated retail business for 1920 at \$35,000,000,000 and for 1922, at \$30,000,000,000. Dr. Nystrom had the positive basis of retail business figures compiled by the State of Pennsylvania for 1920, 1921, and 1922, as well as the figures used by the Chamber of Commerce, and he is to that degree more certain in his analysis. Assuming that his figures are more nearly correct than those of the Chamber, it can hardly be argued that 1923 business fell behind that of 1922 by more than \$8,000,000,000!

Further check against the Chamber's figures, which are intended as a sales guide to manufacturers and merchants, and are therefore intimately in contact with newspaper advertising affairs, was made by EDITOR & PUBLISHER. Comparison of the retail business of 6 cities with the money paid to newspapers in those cities for display advertising space verifies the statement that the Chamber's figures are so far out of line with the facts as to be worse than useless.

In the accompanying table are aligned against each city its trading area population, newspaper circulation, the Chamber's retail business figure, and the estimated amount spent in the newspapers for national and local display advertising, with the ratio of the latter figure to the

Chamber's estimated amount, as shown in the report.

In every city the indicated percentage ratio of advertising money to retail business volume is far higher than is known to be the case. In two cases the disparity from the fact is ridiculous.

The advertising revenue total was found by multiplying the known, not estimated, display lineage of the newspapers, by the average rate per agate line covering all daily papers of general circulation in each city. EDITOR & PUBLISHER of Feb. 23 and Sept. 13, 1924, carried the lineage figures. Agate line rates for 1923 appear in EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK for 1924. The rate chosen for calculating the city average is the lowest rate quoted by each newspaper for general contract advertising.

That will stand up. Research by EDITOR & PUBLISHER extending over the past five years has afforded numerous instances of the accuracy of this method for striking the average line rate, and this average is the only departure from known facts in the calculation for each of the cities, the advertising revenue figure can be considered far more reliable than the retail business total against which it is balanced.

Applied to the newspapers and the business volume of the cities listed, it shows that newspaper advertising revenue is apparently about 5 per cent of the gross retail sales. That is a state to be desired, but it is non-existent. If the bureau's figures were true, then the total 1923 newspaper income from display advertising would be well over \$1,000,000,000, applying the 5 per cent ratio universally. Add to that billion the estimated income from classified advertising, calculated in the same proportions, and the total advertising revenue of daily newspapers would mount to \$1,126,000,000—which is almost double the most optimistic estimate of 1923 volume.

Then, retailers generally spend from 2 to 3 per cent—seldom more—of their gross sales for advertising space. National advertisers of products in daily use, such as make up the Chamber's budget, rarely spend more than 3 per cent for advertising, and not all of that in newspapers. According to a convention discussion among members of the National Retail Drygoods Association in New York in 1922, their average 1918 expenditure for advertising was 2.35 per cent of gross sales; in 1919, it was 2.23; in 1920, it was 2.6 and in 1921, it was 2.4. No radical change has taken place in the intervening two years.

Again the Chamber's figures must include a great volume of business which is only indirectly dependent upon advertising and it would therefore be expected that its figure would show a smaller ratio to the known newspaper advertising revenue than the standard of large stores. But what is the fact?

Deducting from the 1923 newspaper advertising revenue—\$628,000,000—the classified advertising revenue of \$44,000,000, and dividing the remainder by the Chamber's \$21,947,638,923—the ratio is 2.7.

The conclusion is inescapable that the Chamber has taken far too narrow a base for its calculations and that 12,000 families of workingmen can not be taken as typical average American families with over-looking fields of great importance for the manufacturer and retail merchant.

The inference that newspaper competitors might draw from the pamphlet, apparently bearing the approval of a national business organization, is that the newspapers are levying too heavy a publicity tax on business. It isn't true, but it is an argument that newspaper advertising men will have to answer often so long as the U. S. Chamber of Commerce

booklet continues in circulation. Its appeal is not primarily to the advertisers, local and general, who have well-established businesses, with reliable private channels of sales information. It is to the smaller manufacturer and merchant taking his first steps toward contact with the public that this information will seem a heaven-sent boon.

And while the Chamber of Commerce

deserves commendation for its enterprise in opening new regions of market information, it also merits rebuke for putting out under its name as authentic information conclusions which are based on palpably inadequate grounds. The idea is excellent, but the scheme is faulty and the document is worse than useless as an addition to the reliable market information already available.

NEWSPAPER FIGURES PROVE ABSURDITY OF THIS SALES ESTIMATE

City	Trading Area Population	Newspaper Circulation	C. of C. Estimated Volume of Retail Business, 1923	Editor & Publisher Estimated Display Newspaper Advtg., 1923	Ratio of Advertising to Estimated Sales
Baltimore	814,395	M 177,894 E 276,990 S 283,882	\$142,613,309	\$7,808,087	5.4
Birmingham, Ala.	290,884	M 30,930 E 99,097 S 132,405	49,978,129	2,507,399	5.0
Boston	1,801,320	M 704,381 E 710,830 S 1,314,895	364,287,332	18,969,677	5.1
Buffalo	623,865	M 102,236 E 251,162 S 270,269	136,311,964	5,436,350	4.0
Chicago	3,201,301	M 922,037 E 994,724 S 1,980,671	639,965,479	36,590,585	5.7
Cleveland	951,579	M 212,494 E 353,680 S 433,244	213,007,397	11,407,500	5.3
Denver	289,465	M 29,892 E 180,284 S 265,433	53,236,196	2,926,877	5.5
Detroit	1,081,057	M 153,798 E 470,373 S 502,254	264,659,526	16,238,600	6.1
New Orleans	419,679	M 79,085 E 112,839 S 283,329	60,341,320	3,105,601	5.1
New York	8,034,349	M 1,999,031 E 1,636,000 S 3,293,000	1,824,584,193	60,216,670	3.3
Philadelphia	2,428,728	M 618,567 E 732,742 S 976,975	523,524,948	23,866,843	4.5
Portland, Me.	69,272	M 31,115 E 27,792 S 28,245	15,173,666	1,005,932	6.7
Portland, Ore.	329,246	M 93,726 E 179,315 S 244,416	69,309,796	3,950,091	5.7
St. Louis	1,014,457	M 217,525 E 359,443 S 635,998	204,381,277	10,728,928	5.2
Scranton, Pa.	347,793	M 28,492 E 41,060 S 37,805	61,531,022	1,989,028	3.2
Seattle	373,324	M 72,074 E 169,380 S 239,708	91,247,569	4,450,925	4.8

Paper Men Due from London

Eric V. Bowater of the Bowater Paper Company, will arrive in New York from London October 3 on the *Aquitania*. Accompanying Mr. Bowater is Stanley Cousins who is managing director of the Imperial & Empire Paper Mills.

A Unique Drama Feature

On the dramatic page of the *New York Evening Post* a new feature appeared Wednesday. Under the caption, "Turnabout—Being Fair Play, the Actors Have Here a Weekly Chance to Answer the Critics," brief criticisms are printed from the pens of actors of Broadway successes.

THE PASSAIC DAILY NEWS

Leads in Classified, Local and Foreign Advertising in New Jersey's Fastest Growing City TRADING POPULATION 167,395

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

The Pittsburgh Press

A Scripps-Howard Newspaper Daily and Sunday

Has the Largest

CIRCULATION IN PITTSBURGH MEMBER A. B. C.

Foreign Advertising Representatives ALLIED NEWSPAPERS, INC. New York Office—52 Vanderbilt Ave. Chicago Office—5 North Wabash Ave. San Francisco—Cleveland—Cincinnati

In New Orleans it's THE ITEM



W W J

The Detroit News

Radio Broadcasting Station
Was the First to Send Regular
Programs Daily in America

**The News Is Detroit's First
Medium in Radio Advertising**

In August, 1920, The Detroit News began to broadcast a regular daily concert through its radio station WWJ. This was the first regular program broadcast in America and marked the beginning of a new epoch in radio transmission.

Naturally this pioneer venture of The Detroit News led all radio amateurs and enthusiasts to look upon it as their leader in this great field of communication. Since 1920, The News has sent broadcast daily programs, entertaining as well as educational—crop conditions as well as symphony concerts, menus for the housewife as well as dance music.

The Detroit News has therefore become the accepted radio medium of Michigan. Its leadership in this field is at present being enhanced

by a prize radio set building contest in which The News, co-operating with the Radio Dealers of Michigan, offers hundreds of dollars in cash and radio material to amateur builders. The awards will be announced at the great Radio Show to be held under the auspices of The Detroit News, November 12th to 16th.

In view of the leadership of The News in all fields of radio endeavor, it is no wonder that it published during the first 8 months of 1924 the great volume of 166,446 lines of radio advertising, nearly 3 times that of the second paper and 7 times that of the third.

This is the opportune moment for radio advertising in the Detroit field, and The Detroit News is the one medium that will bring you reader interest plus thorough coverage. In Detroit The News alone covers the field.

The Detroit News

Greatest Circulation Weekday or Sunday in Michigan

BRITISH RADIO BROADCAST SCHEME AVOIDS TROUBLES COMMON HERE

Combination Under Government Eye, With Post Office Taxing
"B. C. L.'s," Provides Fund for Paying Artists—
No Politics or Advertising Allowed

MAKE radio broadcasting pay a direct profit, by charging every receiving set owner from \$2.50 to \$3.75 for an operating license!
Prohibit advertising by radio broadcast!

Prevent controversial political discussion, insidious propaganda of all sorts, and rule out harmful vulgarities!
Liberal pay for excellent performances!

Government control of radio broadcast service!

Thus, in brief, have the English people solved the radio commercial riddle which is daily becoming more baffling in America.

During the week Herbert N. Casson, writing for the *New York Evening Post*, contributed an illuminating article on the English broadcast system, which is typical of the relatively slow-moving, but thoroughly analytical British mind. Mr. Casson's description is so immediately relevant to radio questions that have been raised in behalf of newspapers and advertisers by EDITOR & PUBLISHER in recent weeks as to merit reproduction in full, as follows:

"It is generally believed by the English people that England is the first country to solve the problem of how broadcasting is to be paid for and how there may be unified control without monopoly.

"England had a late start in the development of the radio business. There was nothing at all done until 1920. Then the Marconi Company gave a few demonstrations. The first singer was Melba and the first speaker was Alexander Graham Bell.

"More than three years were lost by the interference of the British Post Office, which claims a monopoly of all wire or wireless communication.

"The British Post Office is the most powerful bureaucracy in Great Britain. It is very jealous and obstructive.

"Already, it has bagged the telegraph, the telephone and the express business. It has fought against messenger service. It has made itself the chief savings bank in Britain and one of the chief tax collectors.

"So, when the Marconi Company started the first station in 1920 the Post Office inspectors pounced down upon it as though it were a den of counterfeiters or smugglers.

"There was a wrangle until November 15, 1922, when a compromise was arranged. The Post Office was recognized as the great Overlord of the Air, but it withdrew from the practical development of broadcasting.

"There was a temporary arrangement, which has recently been worked out into a practical plan. This new plan has now

been working for several months and will probably become permanent.

At first there were nineteen private firms that demanded licenses from the Post Office. This was too many. The number was cut down to six, of which the two largest were the Marconi Company and the General Electric.

"This English General Electric, by the way, has no connection with the American firm of the same name. It is an English firm founded by Hugo Hirst. It employs 10,000.

"The six companies were allowed to form a combine, on the condition they must never become a monopoly.

"They must admit any other firm to membership, on condition that it can provide a regular service, pay a deposit of \$250 and a yearly royalty to the Post Office of \$250 a station.

"The name of this new combine is the British Broadcasting Company. It is known as the B. B. C. It has solved the problem of establishing unified control without monopoly.

"It is a monopoly as far as foreigners are concerned, as it is pledged to use none but British materials. But it stands ready to admit any new firm to membership.

Every owner of a listening-in set has now to pay from \$2.50 to \$3.75 for a license; and 75 per cent of the money goes to the B. B. C. The money is collected by the Post Office in the same way as it collects other fees and taxes. That is the English solution of the problem of putting broadcasting on a paying basis.

"The Post Office is also bound to prevent any competition or interference. During the week it prosecuted a man for illegal transmission. The man was fined \$20. He was the first offender.

"The B. B. C. has \$500,000 of private capital, upon which it is allowed to make 7½ per cent. It has a board of eight directors, with Lord Gainford as chairman.

"Its charter expires in 1926. But it has already nearly 1,000,000 licenses and there are 1,600 dealers in radio equipment. It has been so efficient that the Post Office will be compelled to grant it a longer lease of life.

"It has built fifteen stations and has four others under construction. The cost per station has been \$40,000. A station has 1500 watts of power and serves crystal sets at thirty miles range, with single valve forty miles and two valves 150 miles. And a new high power station is now being built in London, with fifteen times the power of an ordinary station.

"As to the cost of sets in England, a crystal set is \$6.50. A single tube set is \$26 and a two-tube set is \$48. And the

UNSOLVED PROBLEM HERE

Radio broadcast in the United States is today a news and advertising medium.

EDITOR & PUBLISHER in recent issues has made these facts clear to the newspaper and advertising world.

What do organized newspaper men propose to do about it, if anything?

You see here what the English Government has done.

EDITOR & PUBLISHER will appreciate communications on the subject of radio as a newspaper "rival" or newspaper "auxiliary."

grasping Post Office demands royalty on every set that is sold.

"The B. B. C. gives a program that lasts six hours a day. It gives nothing in the morning except on Easter and Christmas, and it gives nothing after 12 P. M., unless something is being transmitted from the United States.

"It gives 6,000 concerts a year and pays its artists and speakers about \$10,000 a week. It prohibits all advertising and most politics. It would like to put a ban on politics altogether, but the after-dinner speakers are too quick for the censor.

"The news is not given until after 7 o'clock to conform to the wishes of the daily press. There is a children's hour every afternoon and stories are told by various 'uncles' and 'aunts.'

"Passages from grand opera are given, but not from dramas. The theatre managers of England are not friendly toward broadcasting and refuse to help it along. They regard it as a dangerous competitor, enabling people to stay at home and be entertained.

"There is a rigid censorship. Nothing is allowed that any one might regard as vulgar or offensive. Not more than 1500 words are allowed in any talk or paper, for fear that the big miscellaneous audience might be bored.

"On special occasions, loud speakers are placed in public squares; and the whole nation, very nearly, may listen to an important speech. The King's speech, for instance, when he opened the Wembley Exhibition, was heard in all parts of Great Britain.

"There are 43,000,000 persons here on this little island, and few of them are more than 700 miles apart. Consequently, there is an ideal opportunity for the development of broadcasting.

"Already, one family out of every nine has a wireless set; and it is quite possible that this number may be doubled in the B. B. C. expires. Then will come the inevitable struggle against nationalization."

Convincing Editorial

JACKSON HEIGHTS, L. I.
August 30, 1924.

To EDITOR & PUBLISHER: I wish every paper in this country would re-publish your editorial "The Delicet," in this week's EDITOR & PUBLISHER. It's most convincing!

ALBERT S. HARLEY.

MORNING PAPERS
THE

GET ACTION
SAME DAY

INSURING THE MARKET

Without Paying a Premium

RADIO manufacturers can get absolute coverage in Cincinnati and vicinity with one paper: The Cincinnati Enquirer.

For in this market "The Radio Section" of The Enquirer, published every Sunday, reaches practically every home—and does reach every radio fan.

If space in this section is properly utilized, you can be assured that this market will give you results.

—No increase in rates for space in Radio Magazine Section.

I. A. KLEIN
Chicago
New York

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

The
**CINCINNATI
ENQUIRER**
One of the World's Greatest Newspapers

A Challenge—



We do not use contest schemes, and the publisher is not required to make investment in premiums or prizes.

Write or Wire in Detail, which Will Place You Under No Obligation.

TO THOSE WHO SAY
"It Can't Be Done"

We have scores of successes to prove that we can and do build newspaper circulations substantially and permanently through the simplest, most dignified, business-like plan ever presented to the newspaper fraternity. We'd like to show this evidence to the skeptical.

In some of the territories we have open there is a second or third newspaper we can put in first place at an insignificant cost—does THAT interest YOU? We serve only one paper in a territory, but we serve that one seriously and successfully.

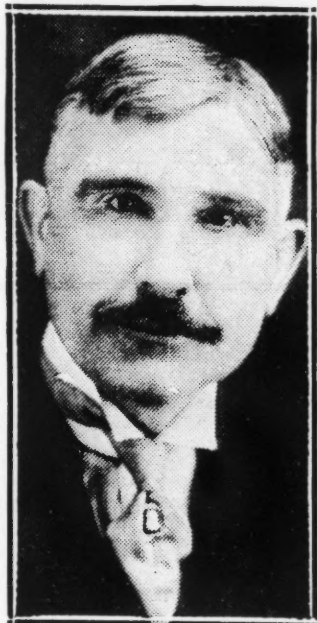
HICKEY-MITCHELL CO.

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

Why the Indianapolis News Is Indiana's Leading Newspaper

By E. A. WOELZ

Circulation Department



E. A. WOELZ

THE essay at the right won first prize in a News' employees contest for the best answer to the question "Why is The Indianapolis News Indiana's leading newspaper?" When Mr. Woelz joined The News circulation department in 1878 the total circulation was 10,278. The latest publisher's statement to the A. B. C. is 131,818 for the three months' period ending March 31, 1924.

The INDIANAPOLIS NEWS

The Great Hoosier Daily

THE personnel of The News has been a factor in making it Indiana's leading newspaper. The two outstanding personalities, John H. Holliday, its founder, and Delavan Smith, whose newspaper genius and liberal expenditures developed "The Great Hoosier Daily" into Indiana's leading newspaper, left their indelible impression everywhere. They laid the foundation, planned the superstructure and, with a working force unparalleled in talent, fidelity and loyalty, helped create, maintain and perpetuate their traditions. The News has always been clean and wholesome in tone.

It leads because it is unequalled in editorials, touching topics of current events. They serve the reader as a fount of information and are an influence for "Better Thinking and Thinking Better."

The News leads because politically it is independent, not neutral, however. Temperate in expression, determined in its fight for what it conceives to be right, whether on the "winning or losing side," is of no consequence. It is magnanimous in defeat and just as certain to uphold the acts of its opponent in a just cause as that of the one it advocated. This attitude of The News is a contributing factor and has won thousands of its readers to respect, if not wholly in accord with its opinions.

Its editorial page is not "cluttered" with frivolous articles—it is the meat and solid substance, concentrated, valuable, to the discriminating readers. A feature of this page, "Scraps," was started with its first issue. "Case and Comment" and "Questions and Answers" are especially interesting.

The News leads because no newspaper serves its readers with a larger or more diversified selection of educational and entertaining reading matter and illustrations.

The News is first of all a newspaper. It serves no special class, its first mission is to print the news and happenings in the field it serves. It covers the worth-while news of its state, and county with one of the most intensively organized state staffs of local correspondents of any newspaper in America. In fact, it gives authentic news from every important news center of the world.

The News has very little syndicate matter. Its "articles" are largely special and exclusive. The News leads because it devotes more space to religious news than most newspapers. It prints the news of all denominations. "Case and Comment" is widely read and is commented on and even used as a text or reference by pastors in their pulpits. W. J. Bryan's Sunday school lesson is a regular feature of Saturday's News.

The News leads because it is intensely human and full of good humor judiciously used. It is essentially a home paper. It entertains with Abe Martin and "Short Furrows," Wm. Herschell's poems, Kuhn's cartoons, "The Philosopher," "every day stories" and "daily stories of life," by its own staff, and "Uncle Wiggily," "Mutt and Jeff," "You Know Me, Al," Brigg's cartoons, "Ma and Pa," "Andrew and Imogene," of national fame.

The News leads because it appeals to the business man. Its market reports, news of the financial and business world, are many hours ahead of morning papers and invaluable to the readers.

It leads in sport news with intimate gossip of all sports and exclusive daily letters by Grantland Rice, Walter Camp, John B. Foster and W. F. Fox, Jr., "Pigskin" and "Bamboo." They cover them all.

It leads in news of the theater, movies and covers the field in social and suburban news.

The News leads because typographically it is conceded to be a model of perfection.

The News leads because it is the paper with the service. Its circulation department is one of the best in the United States and a model from which other newspapers copy. The News reaches and serves every nook and corner of the city and county and territory contiguous to the city.

It leads in advertising, the best proof that it leads in all other things. It is a great advertising medium because it is a great newspaper. Its advertising is as strictly censored as its news columns. The reader can confidently rely on the truth in advertising, published in The News, and local and national advertisers can testify that subscribers of The News do read and respond to advertising announcements in the great newspaper.

The editorial and advertising departments disclaim responsibility for Mr. Woelz' ideas and his wording of them, but they concur heartily with his sincere appreciation of the principles and policies of the institution of which he is part.

How to Increase Your Newspaper

Include in your budget the carefully-chosen new features which are outlined on these pages. Each is suggested for an especial appeal it will make to your readers. All of them will meet the approval of the general public. They are "habit-forming" features, gaining and keeping new readers.

HERE ARE THE FEATURES THAT WILL

Comic Strips

THE POTTERS (daily) by J. P. McEVOY—Inspired by the tremendously successful stage comedy of the same name. This is one of the most humorous of all day-to-day family life cartoons.

SAMSON and DELIA (daily) by H. C. WITWER—All the genuine comedy of boxing—laugh-spreading lampoons by the witty author of many popular stories of sportdom. Rapidly-growing as a circulation success.

DUMB DORA (daily) by "CHIC" YOUNG—Justifying its subtitle "Not so Dumb as She Looks," this is submitted as the wittiest of all modern girl comics with a most lively and likable chief character.

Satire and Humor

THE POTTERS (Sunday half page) by J. P. McEVOY—Written in playlet form, and illustrated, this is established already as the big humorous feature in leading newspapers all over the country.

THE RUBYIAT OF A COLLEGE MAN (weekly) by H. C. WITWER—Readers in all walks of life will enjoy Witwer's up-to-date satire on the romantic and rollicking rah-rah boy. A release timed to the opening of the colleges.

The above features have been picked as *big circulation winners* by editorial and art directors famous for their many great successes in the field of features syndication.

KING FEATURES

M. KOENIGSBERG, President

241 WEST 10th

Wpaper's Circulation This Fall

The features described here are representative of the long list which can be supplied your paper by King Features Syndicate. They are recommended to you for the driving force they put into your circulation. You can arrange to get them in budget form.

WILL BRING YOU MORE READERS

Inspirational Articles

LISTEN, WORLD! (daily and Sunday) by **ELSIE ROBINSON** — The latest and most conspicuous hit in the popular editorial world. Elsie blasts stupidity with a common sense force that makes her articles far more interesting than most news. An outstanding feature on the *New York Evening Journal's* outstanding editorial page—the editorial page with the greatest afternoon circulation in America.

OVER LIFE'S HURDLES (daily) by **LOUIS E. BISCH, M.D.**—Here is applied psychology in the form of pithy articles helpful to readers in every day life—as inspirational as they are interesting.

Cross-Word Puzzles

Solving these puzzles has become the craze of the nation. This organization offers you a copyrighted series, pronounced by puzzle experts to be the very best brain ticklers of their kind. Every newspaper in the United States should have a cross-word puzzle among its features. Through this syndicate you can secure the very finest of the modern cross-word amusements.

To be interested and puzzled, is, for some reason, pleasing to the human brain. Take advantage of this desire common to all readers. A puzzle every other day, with tips and solutions the other three days of the week.

In adding to, or changing, your budget for 1924-1925 it will pay you to use first of all the features listed above. For proofs and terms write or wire to

SYNDICATE, Inc.

STh STREET

NEW YORK CITY

NEWSPAPER MAKERS AT WORK

LUCILE BRIAN GILMORE



"Rewrites" his favorite job—ROBERT M. LEE

IN that "golden age" of newspaperdom when newspapers were possessed of the personality and the spirit of their editors—the names like Joseph Medill, Horace Greeley, Henry Watterson, and Charles Dana filled the air, a mother in a small town in Iowa was choosing a career for her son. Those names—as they still are today—were most impressive and thus she decided that her son should also become a newspaper man of eminence.

The son was Robert M. Lee, and the town was Esterville. Today "Bob" Lee is city editor of the *Chicago Tribune*, and reputed to be one of the most distinguished newspaper writers in the country. Incidentally the town is still Esterville—named for the first white child born after an Indian massacre—and the print shop where Robert M. Lee first acquired his knowledge of the printing and news game is still intact.

When he was only 5 years old Bob

Lee handled a printer's stick like the veteran for whom he then worked and who was still in the old print shop when Lee visited Esterville a short time ago.

Young Robert naturally just "grew" into his first newspaper experience on the small weekly his home town boasted, but when ambition hit later he cast his fortunes in bigger fields and became a reporter for the *Davenport (Ia.) Times*. He changed again to the *Des Moines Register*, and later wrote for a newspaper in Milwaukee. In 1906, he took the first step that definitely determined his career when he came to the *Chicago Tribune* as a reporter. Edward S. Beck was his "chief." He still is today, but then it was as city editor, while today it is as managing editor.

Lee stayed with the *Tribune* for only a year. It seemed he was tired of city restraints and the unnatural inhibitions of civilization and consequently with two

other reporters, Robert E. Pinkerton and Walter H. Haight, he went to the Canadian woods. In the northwest forests the three men lived for a year, filling their souls with the spirit of the untrammelled outdoors. Mr. Lee says they managed to provide for their living during that year, though many times supplies were unbelievably low.

The men finally returned to Chicago and never were three souls happier, it seems. Pinkerton, by the way, is now a successful short story writer while Haight, Mr. Lee says, made himself a hero in his home town of Racine, Wis., by going to war, and being injured in several big battles.

In 1915 Mr. Lee returned to the *Tribune* as a rewrite man, and has been with that paper since. He spent three years on the rewrite desk, 18 months as an editorial writer, and has been city editor since 1919.

Mr. Lee's contributions to journalism includes a number of great stories. Perhaps his most remarkable effort was his eye-witness account last year of the wreck of the *Twentieth Century* on which he was returning to Chicago. This story was accorded a leading position in the volume called "Best News Stories of 1923."

He covered the Ku Klux Klan stories in Mer Rouge, La., covered both major political conventions this year, and also wrote the high spots in the famous recent Leopold and Loeb trial in Chicago.

His friends will tell you that he has

always had an intensive desire to write. He is a hard worker, a calm analytical thinker. He is a student—not only of history, philosophy, and science—but a student of the style and expression of the rewrite man. Originality and individuality—a tendency away from the hackneyed phrase of the rewrite desk is his aim and what Robert M. Lee is constantly teaching and obtaining from his staff. He has an office with "private" marked on the door but it constitutes no barrier between his workers and himself. He is ever in the city room, circulating among "the folks of the *Tribune* family."

The story goes that Bob Lee takes great pride in developing his men, that he directs their reading and suggests certain lines that would be for their education, and that any number of men and women on the staff of the *Tribune* have been developed into specialists in certain lines through his direction.

One of the star police reporters of the *Tribune* was formerly a driver in the circulation department. Through Bob Lee's coaching and directing, his study and reading, the reporter is now a valuable man on the editorial staff.

On the *Tribune* they will tell you that wherever Bob Lee has been assigned to the duty on the paper he has accepted the job and filled it creditably. They will tell you too, that while in his heart he would rather do rewrite than most any other work, he is especially happy in being city editor, for in that job he can push other folks farther ahead in his beloved newspaper work.

The Ludlow is three times as fast

Says Salem (Mass.) Evening News

"THE Ludlow System displaced all of our foundry type and cases because we had a desire to make our paper an all-slug one. We also wanted to get rid of always having a large amount of space taken up with undistributed foundry type and to eliminate the time wasted in distributing it.

"It was pretty hard at first to see how it is possible to save time setting stuff up the Ludlow way when you take into consideration that you set single matrices in a stick, cast your line and immediately distribute the matrices before you begin another line. But, as an actual fact, it is three times as fast as the old way.

"As soon as the slug line leaves the machine you begin to save time and money by the difference in handling slugs instead of single type. We have never been able to estimate the amount of money saved, but it must be very large. As soon as it is through in the forms it is simply shoved into boxes for remelting. Not having any foundry type to lift from the forms to galleys for distribution, we are always ready for new business.

"Were it not for the Ludlow, we would have had to seek another location long ago and we would have had to employ a much larger force of men. The Ludlow affords a great advantage in always providing new sharp faces. To make a long story short, we do not see how it would be possible to get along without the Ludlow."

Ludlow Typograph Co.

2032 Clybourn Avenue
CHICAGO

San Francisco
Hearst Bldg.

New York
World Bldg.

"LIFTING THE BUSHEL— THAT HID THE LIGHT"

Five years ago we started the idea of solving a publishers checking proof problem — and experienced the usual struggles and reverses to keep going — but

We didn't — wouldn't give up — we had absolute faith in our proposition and ability to "make good."

Now for the first time we are ready to advertise our accomplishments in a series of "ads" that will tell you our story.

And every newspaper publisher will, or should be, interested — because we have a definite and absolute solution that is valuable.

The Advertising CHECKING BUREAU Inc.

538 So. Clark St.
CHICAGO



15-19 East 26th St.
NEW YORK

LUDLOW QUALITY COMPOSITION

Record Week in Advertising

for

The New York Times

659,192 Lines of High Class Advertising

A greater volume of advertising was printed in The New York Times in the week September 14 to 20 than in any previous seven day period. No exceptional or temporary circumstances served to increase the volume of advertising. It was a record week—under normal conditions.

	Columns	Agate Lines
Sunday, September 14	825	244,200
Monday, September 15	246	72,816
Tuesday, September 16	256	75,776
Wednesday, September 17	268	79,328
Thursday, September 18	257	76,072
Friday, September 19	242	71,632
Saturday, September 20	133	39,368
	<hr/> 2,227	<hr/> 659,192

The New York Times declines all objectionable or misleading advertising.

In eight months of this year, The Times published 16,473,712 agate lines of advertising, a gain of 564,708 lines over the corresponding period of 1923, and an excess of 5,589,240 lines over the second New York newspaper.

The daily circulation of The New York Times exceeds 360,000 copies and the Sunday circulation approximates 600,000 copies—a larger circulation of high quality than any other newspaper in the world.

ABUSING

Newsprint is the cheapest fabric made, and the frailest. It is only three one-thousandths of an inch thick. And it is run through the press at the speed of a motor car.

What chance has newsprint in a press dressed with plates that are crooked, or plates that are so badly cast and shaved that they vary in thickness by many times the thickness of the newsprint itself?

Are not true printing plates, which are so uniformly shaped and accurately made that they put no unnatural strain upon the sheet in the press, an absolute essential of successful newspaper production?

If plates are not true in curvature, they cannot print well.

If they are inaccurate in thickness—or are sprung in the making—they will break sheets in the press, injure press blankets, and print poorly.

WOOD NEWSPAPER MINN
501 Fifth Avenue

NEWSPRINT

Mis-shapen printing plates are not the fault of those who make them, but of the apparatus in which they are made. The most expert stereotyper cannot turn out true plates with hand apparatus.

Even with the best hand box and plate finisher made, plates will be untrue in curvature, inaccurate in thickness, and out of shape. Such plates are the cause of newsprint waste, press delays, and poorly printed paper.

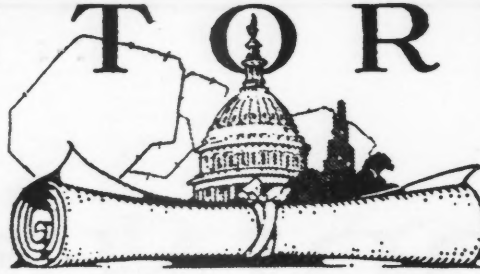
THE PONY AUTOPLATE MACHINE makes plates which are accurate in curvature and thickness, and it does not spring them. It enables a press to do its work comfortably, without unnecessary delay, or paper waste.

It saves time and money in three departments,—the foundry, the press room, and the delivery room.

MINERY CORPORATION

New York City

EDITORIAL



THE GREAT UNPREPAREDNESS

IN a little community of the middle west the prettiest woman, wife of an honorable working man and mother of four, and the town's meekest and most pretentious man, the village clergyman, plotted and executed a double murder, freeing themselves of marriage bonds so they might wed. The minister procured poison and the woman put it in her husband's soup. The murderous lovers conducted the funeral. The monstrous hypocrite, in the 'cloth, preached a sermon full of groans and hallelujah, while the depraved widow sniffed behind her handkerchief. Then they murdered the preacher's wife, and planned to take up Christian duties in another community.

Why do newspapers publish such stuff? It is one of the commonest questions asked of newspaper men by more or less sincere and more or less intelligent citizens.

The answer is: To prepare you for life by making you acquainted with its realities and its dangers. It is well for you, particularly if you are a trusting and sheltered soul, to know that such a thing is possible as fiendish murder by one who assumes the highest virtues. This need not make you cynical. All virtuous pretention is not a mere blind for depravity. But you should know of the exceptions and act accordingly. The publication of every-day human experience, whether the news be foul or fair, charts a safe course of conduct for sensible people. The realities are what serve us, not fairy stories, theories or opinions. Publicity is, of course, a crime deterrent. The printed word to many guilty minds is much more to be feared than prison bars. On that ground alone crime news is justified. But the greater fact is that people want to know, have a right to know, are only safe and able to act when they do know the facts of life as they actually exist.

Among squeamish people, or those who have not analyzed the social psychology of newspapers, a determined effort continues to curb the publication of crime. Many such objections are, in our opinion, insincere. For instance, a type of citizen wants to know all about crime himself, confident of his mental and moral ability to withstand the shocks, but would take it away from women and children. It is the unsophisticated woman and child who most need to read the truth of the world.

Fake crime news, underworld characters dressed up as respectable people, crime made alluring and heroic, images that lure the weak and unsuspecting, are vicious elements of some newspapers and should be wiped out. But the naked truth, whatever it may be, must be told by all honest newspapers if society is to progress and individuals be prepared to walk in safety. Ignorance is the great unpreparedness.

Get the answer to: "Why?"

PROSPEROUS AND HAPPY

INOTED general prosperity and happiness among them," said Capt. Donald B. MacMillan of Eskimos tribes he had visited on the north shore of Greenland. He told of their astonishing skill in wresting a living from the wilderness of ice and snow, hard rock and tempestuous sea. Every igloo is a triumph of strong men and women over elements so bitter and relentless that it is difficult to reconcile them with human existence. Every day's food supply means a fight won. The Eskimo provides well for his wives and children. He treats his fellow man with honorable consideration. Northern Greenland's population is increasing.

It is a far cry from the icy mountains of that picture to the cradle of luxury in which we are rocked by Nature, so indulgent that her bounty is beyond exaggeration. Would an explorer from Greenland find us satisfied—happy—with our prosperity? Or would he report back to his people: "I noted considerable discontent among them. Many complained of lack of opportunity. There was an under-tone of distrust and much open whining. Few admitted happiness."

The MacMillan story, brought to us this week through the enterprise of the North American Newspaper Alliance, must have made millions think in abstract terms.

PROVERBS

Chapter XVIII—4

The words of a man's mouth are as deep waters, and the wellspring of wisdom as a flowing brook.

AUTOMOBILES AND PROGRESS

MORE than fifteen million motor vehicles are in use in this country, 4,086,997 having been produced last year, according to new statistics revealed by the National Automobile Chamber of Commerce.

There is a thrill of national pride in the single fact that of all the motor vehicles in the whole round world 88 per cent are owned and used by the American people. It is almost unbelievable that there are more motor-propelled vehicles in use in this country than telephones. There is one for every seven persons. In California every third person owns a car.

The average price of new cars is \$811. The wholesale value of all the new cars and trucks produced last year, with replacement parts and tires, is \$2,252,396,257. The motorists' federal, state and local tax bills in 1923 exceeded \$470,000,000. Nearly 5,000,000 trucks and cars are owned on farms. Some 3,000,000 persons are employed in the automotive industry. A million motor vehicles are scrapped annually. The traffic has brought into use 430,000 miles of surfaced highways.

In such terms do Americans speak of their wealth. Such figures seem to indicate a state of development approaching maximum possibility, but imaginative men know that even now the mere edge has been touched. This is typical of the American people. It should make optimists of us all. Every man and woman owns or wants a car. Those who have cars want better ones. There isn't any end to the increasing and intensifying demands for the purchasable elements of comfort and economy. The flying machine is the only threat against a doubled or tripled automobile industry.

In this true American psychology lies the secret of not only the incalculable possibilities of higher development of the newspaper business, but of one of its ruling charms. Ceaseless innovation! Endless striving upward! Off with the old and on with the new! To keep abreast the swiftly flowing tide of human requirement, the newspaper profession calls for creative men—men of ideas and superior faith.

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EDITOR & PUBLISHER

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

Washington: Sam Bell, 26 Jackson Place.
St. Louis: Roy M. Edmonds, 1332 Syndicate Trust Building.

Chicago: L. B. Gilmore, 30 North Dearborn Street.
London Editor: Herbert C. Ridout; Special Commissioner, H. Rea Fitch, Hastings House, 10 Norfolk Street, Strand, W. C. 2.

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Tokyo: John R. Morris, Japan Advertiser.
Toronto: W. A. Craick, 60 Lymstone Avenue, Lawrence Park.

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

REACHING THE LIMIT

BOBBED hair styles, of course, played hoh with the hair-net business. The girls do not need to tie down clipped tresses. Hence, from the viewpoint of the hair-net man it is important that style be reversed. How does he go about it?

One hair-net manufacturer has employed a leading advertising agency who, in turn, has employed an "experienced newspaper woman," not to write advertisements, but press agent material. One such "hand-out" has just been relayed to EDITOR & PUBLISHER by an indignant newspaper publisher.

Under the letter-head of the agency is a form letter, addressed to the advertising managers of newspapers, asking "co-operation in seeing that the enclosed feature story receives the attention of your managing editor." Hair-dressing styles are changing, the letter says, and naively asserts: "It is news. . . . This story does not contain a single word of free advertising." Then follows the brazen suggestion that the story be signed as the opinions of "any of your feature writers."

In most newspaper offices such letters are merely lugged in by the postman and out by the janitor, but some business executives and their editors are intimidated by the letter-head and, through mental juggling, justify publishing in free space such specimens of commercial copy.

It is our opinion that such yielding only wins the scorn of the agency whose good will and patronage the newspaper publisher is willing to court at the expense of his readers. When the hair-net manufacturer has a paid schedule written it will include newspapers that stand high in the esteem of local publics. Such newspapers do not fake their readers with opinions of hair-net manufacturers, disguised under the names of regular feature writers.

It seems to EDITOR & PUBLISHER that the press agent activities of some of the largest advertising agencies has gone to the everlasting limit of newspaper publishers' silent endurance.

"Admit nothing; claim everything" is a success standard in the lower regions of business, but it only warns the intelligent man of danger.

A DRASTIC RULE

THE following notice, addressed to the members of the staff of Cincinnati Times-Star, has been posted by Ed. Steinborn, the city editor: "No employe of the News Department of the Times-Star will be permitted to do Press Agent work of any sort."

That means business, and summarily tosses on the scrap heap, so far as one newspaper is concerned, one of the subtly disorganizing and wasteful practices in American journalism. Anything that EDITOR & PUBLISHER would say on the anomaly of a member of a newspaper staff trying to be simultaneously loyal to his newspaper and an outside employer interested in promoting himself or his business through newspapers, would be trite and obvious to the readers of this publication.

Still, it takes courage to definitely act, as the city editor of Times-Star has done. One thinks of the possible economic consequences to individuals, and is not without sympathetic understanding of cases of ambitious men who are earnestly trying to increase their earnings by extra work while, at the same time, attempting loyally to serve their papers. There are many soft and reasonable arguments in favor of the practice, from the viewpoint of the individual. Doubtless some men might be able to show that the work they do for an outside interest does not in any way infringe upon the interest of the newspaper employer. But the experienced man knows that press agency and loyal newspaper service do not mix, that the principle is wholly wrong, that inevitably harm will be done, and finally it will be concluded that a full-time job that does not support a man, compensating him according to his right to live and prosper, is not worth having.

The right sort of man on the Times-Star will not lose, but ultimately gain by this drastic order.

"Good sportsmanship and sympathy" are, as the Prince of Wales remarked as he departed, admirable characteristics.

PERSONALS

FRANK B. NOYES, publisher of the *Washington Evening Star*, will return from his summer home in Winter Harbor, Me., about Sept. 29.

Louis T. Golding, publisher of the *St. Joseph (Mo.) News-Press*, was a visitor in New York this week on business.

H. L. Rogers of the *Chicago Daily News* was a visitor in New York this week.

W. J. Conners, publisher of the *Buffalo Courier and Enquirer*, was a recent caller at the White House. In company with T. V. O'Connor, chairman of the United States Shipping Board, he conferred with the President on matters relating to the American merchant marine.

O. K. Shimansky, president-editor of the *Cleveland Times and Commercial*, spent the week of Sept. 22, in New York on business.

Herbert Pulitzer, after brief visit in this country, returned to France Sept. 20, on the *Homeric*.

William F. Metten, publisher of the *Wilmington (Del.) Evening*, has returned from a business tour of the West.

Charles Sturgeon, for years editor and publisher of the *Eddyville (Ia.) Tribune*, is motoring on the Pacific coast. He and Mrs. Sturgeon will spend the coming winter at San Diego.

Henry R. Helsby and Helen Capron Helsby, former publishers of the *Mechanicville (N.Y.) Hudson Valley Daily Times*, have arrived home after spending 3 months in Europe.

Major Lew B. Brown, publisher and owner of the *St. Petersburg (Fla.) Independent*, and Mrs. Brown are spending a vacation in the Thousand Islands and New York.

Frank B. Shutts, publisher of the *Miami (Fla.) Herald*, with Mrs. Shutts, spent several days in New York this week.

C. F. Crandall, president of the British United Press and of the Dominion News Bureau, Montreal, is now in London on business. He expects to return in 3 weeks.

IN THE EDITORIAL ROOMS

WALTER M. HARRISON, managing editor of the *Oklahoma City Daily Oklahoman* and the *Oklahoma City Times*, has been appointed director of finance for the Democratic National Committee for the state of Oklahoma.

Lawrence Gilman, musical editor of the *New York Herald Tribune*, returned to New York last week from a trip abroad.

Jack Bethea, city editor of the *Birmingham Post*, has resigned.

J. F. Schureman, former editor of the *Geneseo (Ill.) News* and later publisher of the *Lacon (Ill.) Journal*, who retired two years ago because of failing health, has returned to the newspaper field with the *Wyoming (Ill.) Post-Herald*.

Rex E. Saffer, city editor of the *Orlando (Fla.) Sentinel*, has resigned to become secretary of the Haines City, Fla., Chamber of Commerce.

H. M. Hafford, re-write man on the staff of the *Philadelphia Evening Bulletin*, has joined the re-write staff of the *Providence Journal and Bulletin*.

George W. Greene, formerly editor of the *New London (Wis.) Press* and formerly with the *New Bedford Standard* and *Milwaukee Journal*, has purchased the *Wauson (Wis.) Leader* from W. A. Sanborn, Sr. Victor F. Zierke, graduate of the University of Wisconsin course in journalism, succeeds Greene as editor of the *Press*.

Norvelle W. Sharpe, II, former sports editor of the *Atlantic City (N. J.) Gazette-Review*, has succeeded Francis J. Hartnett as city editor. Ellis Evans, former boxing editor, takes over the sports desk.

T. M. Vesey, feature writer and sub-

stitute desk man, *Cleveland Times and Commercial*, returned Sept. 22 from a week's vacation, spent in Newark, N. J., and New York.

Fred Pitts, assistant to the managing editor of the *Buffalo Evening News*, is passing his vacation with friends in Yonkers.

Edward P. Hartnett, assistant city editor of the *Buffalo Evening News*, is confined to his home by illness.

Fred Turner, day city editor of the *Buffalo Courier*, is home after a vacation at Rice Lake, Ont.

H. Allen Smith, formerly city hall reporter of the *Huntington (Ind.) Press*, and Frank Raeger, formerly police reporter of the *Louisville (Ky.) Post*, have been added to the staff of the new *Jeffersonville (Ind.) Evening Bulletin*.

Miss Peggy Wells has resumed work as feature writer of the *St. Paul Daily News* after a month's leave of absence in New York.

Harry Tucker, city hall reporter for the *Richmond (Va.) Times-Dispatch*, is spending the last week of his vacation in New York.

Joe Brandt, Oklahoma University '20, and Rhodes scholar, has returned from England and is now city editor of the *Ponca City (Okla.) Daily News*.

William Hense, dramatic editor of the *Cleveland Waeclter Und Anzeiger*, has completed translating Omar Khayyam into the German.

Rosalie Keber has succeeded Ruth Austin as society editor of the *Salem (Ore.) Capital Journal*.

Rosalind Shelley, editor of the *Cleveland Press* woman's page, will leave for Europe on Oct. 1, in company with her husband, for a four months' tour. During her absence, Allene Sumner, feature writer, will edit her page.

Douglas Welch, son of Charles B. Welch, editor and general manager of the *Tacoma News Tribune* has been assigned to the court house beat.

Mrs. Martha Candler, of Westport, Conn., has joined the staff of the *Bridgeport (Conn.) Sunday Post* as feature writer.

Leslie C. Morehouse, city editor of the *South Bend (Ind.) Tribune*, is seriously ill in a local hospital.

Thomas J. Coleman, reporter with the *Bridgeport (Conn.) Post*, has entered the hospital for veterans at New Haven. Coleman was gassed overseas in the war.

Frank E. Nolan, sporting editor of the *Bridgeport (Conn.) Standard, Post* and recently the *Star*, has become city editor of the *Star* with the advancement of Joseph H. Masterson to managing editor.

John Simpson for a number of years reporter on the *Frederick (Md.) Post* has resigned to enter Princeton.

Robert I. Snajdr, feature writer for the *Cleveland Plain Dealer* has left for Pasadena, Cal., on vacation.

Elmer Jackson, sports writer for the *Hagerstown, (Md.) Daily Mail* has resigned and returned to St. John's College, Annapolis to resume his studies.

Walter S. Ball, editor of the *Providence Sunday Journal* has returned from vacation.

Walker S. Buell, chief of the *Cleveland Plain Dealer* Washington bureau, spent a part of last week in Cleveland looking over the political situation.

W. A. "Doc" Huggins, sports editor, *St. Petersburg (Fla.) Independent*, has resigned to enter the real estate business. Al Burger of the city staff succeeds him.

Miss Sara Ross is now telegraph editor of the *St. Petersburg (Fla.) Independent*.

Archie R. Dunlap, associate editor of the *St. Petersburg (Fla.) Independent*, has returned from a six weeks' trip abroad.

WITH THE SPECIALS

STORY, BROOKS & FINLEY, INC., has been appointed national representative of the *Toledo Times*.

Blanchard Nichols & Coleman have added the *American Legion Weekly* to their list.

CLIMBING

JOSEPH L. JONES was this week promoted from assistant foreign editor of the United Press Associations to foreign editor. In this capacity he will work under the direction of J. H. Furry, recently appointed vice-president in charge of U. P. foreign services.



JOSEPH L. JONES

Coincident with his promotion, Jones was married Sept. 24, in Kansas City, Mo., to Miss Helen Sullivan. Mr. and Mrs. Jones will live in New York.

A graduate from the School of Journalism, Columbia University, Class of 1921, Jones has been in the United Press service 4 years. He first served on the United Press staff in the Chicago bureau. Most of the time he has spent in the press association's foreign department.

Last winter he covered the United States fleet maneuvers for U. P., visiting the West Indies, Porto Rico, Cuba and the Panama Canal Zone.

HOLDING NEW POSTS

R. M. Bushfield, from *Fort Worth Record* to *San Antonio Light* copy desk.

John A. Hurley, from *Westport (Conn.) Standard* to telegraph editor, *Bridgeport (Conn.) Telegram*.

Stanley Day, from reporter, *Montreal Star*, to staff, *Montreal Sun*.

F. Rowse, from shipping editor, *Montreal Daily Star*, to city editor, *Montreal Sun*.

Harry Seward, from reporter, *Buffalo Commercial*, to city editor, *Dunkirk (N. Y.) Evening Observer*.

MARRIED

WILLIAM F. MIXON, publisher of the *Woodland (Col.) Mail*, to Mrs. Edna Garvin in San Jose, Sept. 12.

Miss Ruth Austin, for 2 years society editor of the *Salem (Ore.) Capital Journal*, to Jay C. Allen of Seattle, who formerly worked as reporter on the *Eugene (Ore.) Register* and the *Portland Oregonian*. Mr. and Mrs. Allen will sail for Paris immediately, where Mr. Allen will continue his studies in fine arts.

Guy Harris, White City, Kan., who

recently acquired the *Downson (Ia.) Review*, to Miss Edna Mae Masnar, Downson, Sept. 12, in Keosauqua, Ia.

George H. Siegle, of the *Muscatine (Ia.) Tribune* repertorial staff, to Miss Margaret Wilson, Sept. 11, in Muscatine.

Miss Doris W. Booth, daughter of George E. Booth, formerly publisher of the *Worcester (Mass.) Evening Gazette*, to Edwin C. Butler, of Worcester.

L. E. Tatom, of the linotype room of the *Birmingham News* to Mrs. H. E. Huggins, who has charge of the mat room for the same paper, Sept. 1.

Arthur E. Clark, of the editorial staff of the *Los Angeles Examiner*, to Miss Eleanor Faunce, of LeRoy, N. Y.

Wilfred A. Lawrence, assistant city editor, *Montreal Star*, to Miss Doreen Carson, Sept. 4.

Harry Stringer, sports writer on the *Washington Post* to Miss Marguerite Koibos of Washington in New York.

IN THE BUSINESS OFFICE

MISS K. K. KEPPEL, formerly secretary to W. E. Douglas, classified advertising manager of the *Baltimore News*, has been appointed assistant classified manager, succeeding Herbert W. Klink, who resigned to become classified manager on the *Washington Post*.

C. G. Abbey has resigned as advertising manager of the *Ashabula (O.) Star-Beacon* and purchased a half interest in an electrical store in that city. Mr. Abbey started in the newspaper work on the *San Francisco Bulletin* about 20 years ago. For 9 years he was advertising manager of the *Sandusky Star-Journal*, later working on Michigan and Illinois papers.

H. S. Cosden, formerly with the *Atlanta Georgian*, has joined the *Birmingham News*, where he is handling the rotogravure advertising.

Sidney Griffin has been given charge of suburban advertising for the *Birmingham News*.

Roger H. Clark, advertising manager of the *Norwich (N. Y.) Daily Sun*, and the *Chenango Telegraph*, semi-weekly, has resigned to join the *Titusville (Pa.) Herald*.

William A. Walsh, of Providence, formerly on the classified advertising staff of the *Providence News*, will leave for India on Oct. 1, to take charge of a station of the Standard Oil Company.

Charles E. Crockett, secretary-treasurer of the *South Bend (Ind.) Tribune*, and G. A. Maurer, manager of the Tribune's office in Mishawaka, Ind., have returned from a fishing trip in northern Michigan.

Miss Ann Davis, of the society section, *Tacoma News Tribune*, is now in the advertising department.

One of the best things that can be said about the Haskin Information Service is that it is used and praised by school teachers in every state in the Union.

ASSOCIATION CHIEFS

CHARLES S. HAND, political editor of the *New York American*, who has just been elected president of the Inner Circle, has been prominent in New York newspaper circles for the past 13 years.

The Inner Circle is composed of New York political reporters and correspondents, and Hand's election as its president makes him the recognized leader of this class of writers in Manhattan. The society came into existence after the famous old Amen Corner Association ceased to function.

Hand started newspaper work in Paterson, N. J., where his father, now dead, was editor of a newspaper. Then he himself ran a newspaper in Passaic, N. J., for a time.

Before coming to New York, Hand free-lanced in Washington for a while. He came to New York in 1911, becoming a member of the *New York World* staff, with the title of chief political writer, succeeding Louis Seibold in that capacity.

For the *World*, Hand covered all national conventions and important political events, including the country-wide campaign tours of Roosevelt, Taft, Hughes, and Wilson. At Washington he also handled many semi or quasi-political stories, such as tariff exposures, Ku Klux Klan revelations and the like.

His story on Gov. Alfred Smith's nomination at Syracuse 2 years ago was referred to in the *World Almanac* for 1923 as follows:

"It was so brilliant a narrative it has already become a classic of reporting—a classic even of the *World*, known as it is for the consistent excellence of its writing and editing."

For a number of years Hand was the *World's* Albany staff correspondent and there was president of the New York Legislative Correspondents' Association.

In 1914, when the *World* War broke out, Hand was in England and covered the opening of hostilities for his newspaper. He returned to this country on the first vessel that brought American refugees from Germany.

On the *American*, which he joined only recently, Hand is now specializing on national politics, writing from New York and Washington.

PRESS ASSOCIATION NOTES

COUNT KABAYAMI, one of the directors of the Kokusai News Agency, of Tokyo, is visiting in New York on business.

Arthur S. Thompson, secretary to the general manager of the Associated Press, returned to New York this week from a vacation spent in Washington and at his home in Pelham Manor, N. Y.

Otis Peabody Swift, cable editor of the *United News*, broadcast from station WEA, New York, Saturday, telling of adventures in Iceland and off Greenland, during the world flight, which he covered for the *United Press* and *United News*.

C. W. Carter, of the Cleveland office, *International News Service*, will be back Sept. 29, from a week's vacation, spent at his home in Jamestown, N. Y.

L. A. Huston formerly of the London staff of the *International News Service*, who has been assigned temporarily to the Washington Bureau sails shortly to represent the service in Tokio. Lloyd Lehrbas formerly Peking representative of the I. N. S. will come to Washington to cover the State, War and Navy Departments.

L. Frank Mallen of the New York City News Bureau who spent his vacation traveling with the 5th Regiment, U. S. Marines as publicity manager has returned to New York.



CHARLES S. HAND

ASSOCIATIONS

VIRGINIA PRESS ASSOCIATION'S executive committee recently appointed by President Paul Scarborough consists of the following new members: Col. S. L. Slover, *Norfolk Ledger-Dispatch*; Col. H. L. Opie, *Staunton News-Leader*; J. A. Whitman, *Wytheville Southwest Enterprise*; J. Barrye Wall, *Farmville Herald*. L. E. Pugh, of the *Newport News Daily Press*, is a hold-over member. James C. Latimer, secretary, is continuing the fight for the 1925 convention of the National Editorial Association.

Illinois Press Association will hold its annual meeting at Champaign-Urbana, Ill., Oct. 9, 10, 11. It is expected to be the largest meeting in the history of the association. John H. Harrison, of the *Danville (Ill.) Commercial-News*, is president.

Richmond (Va.) Advertising Club recently named George W. Rogers representative of the B. W. Wilson Paper Company, president to succeed R. Taylor Coleman, who resigned to enter the Harvard Graduate School of Business. Miss Rosa B. Hexler, advertising writer for Miller & Rhoads, was named vice-president.

Association of Newspaper Advertising Executives will choose the 1925 convention city at a dinner meeting of the officers, directors and committee members to be held at the Union League Club, Chicago, at 6 o'clock Oct. 16. Frank T. Carroll, advertising manager of the *Indianapolis News*, and president of the association, has announced.

League of Advertising Women, New York, gave a luncheon Sept. 24, in honor of Mrs. Ethel M. Wood, of London, prominent advertising agency executive and vice-president and director of the second oldest agency in England. Minna Hall Simmons is president of the League.

Agricultural Publishers' Association will hold its annual convention in Chicago on Oct. 15 and 16 at the La Salle Hotel. According to Victor F. Hayden, executive secretary of the Association, no definite business has been planned for discussion, but two directors will be elected. The meetings will be presided over by Marco Morrow, general manager of the *Topeka Capital*, who is head of the organization.

Business Editors of Chicago will open their fall program with a dinner at the Great Northern Hotel, Tuesday evening, Sept. 30.

Advertising Council of the Chicago Association of Commerce held a miniature "London convention of advertisers" at the La Salle Hotel, Thursday, Sept. 25.

ON THE MECHANICAL SIDE

WILLIAM B. READ, for five years in charge of the *Norwalk (Conn.) Hour* pressroom has resigned. He has been succeeded by I. C. Wagner, of the *Worcester (Mass.) Telegram*.

CHANGES OF OWNERSHIP

W. T. COWGILL has sold the *Freedom (Okla.) Cimarron Call*, to John D. Hinton, formerly of *Curtis, Okla.*

Stanton (Tex.) Reporter has been purchased by A. C. Robertson of *Loraine*.

D. A. Jackson, who established the *Fredericksburg (Ia.) News*, 35 years ago has sold his plant to F. A. Carney, of *Dows City, Ia.*

EVENING HERALD

Los Angeles, Calif.

Gained 7,249 Daily Average Circulation. Sworn Government Statement. Six Months Ending March 31, 1923, 168,300 Daily. Six Months Ending March 31, 1924, 175,549 Daily. Increase in Daily Average Circulation, 7,249.

IT COVERS THE FIELD COMPLETELY

REPRESENTATIVES:

H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

FOLKS WORTH KNOWING

ALBERT B. CARGILL, for the past 2 years general manager of the *Milwaukee Sentinel*, will become assistant publisher of the *Omaha Daily News*, Oct. 1.

Starting as a reporter, Cargill has seen about 20 years service with the *Sentinel*. He was promoted first to circulation manager, and then served a number of years as advertising manager. Although always giving his best to his immediate newspaper work, Cargill has also given considerable energy to outside activities. He has served on important committees of the National Association of Newspaper Executives and in 1922 was a member of the joint program committee of the Associated Advertising Clubs of the World. At one time he served as secretary of the Milwaukee Health Department.

Cargill was a member of the original reportorial staff of the *Milwaukee Free Press*, which was absorbed by the *Milwaukee Daily News* and the *Milwaukee Evening Wisconsin* to become the *Milwaukee Wisconsin News*, owned by William Randolph Hearst.



A. B. CARGILL

FLASHES

The reason why a lot of men are backsliders is because they failed to embrace their opportunities.—*Illinois State Journal*.

Militarists are using their worst argument when they point to Jack Dempsey's continual training as an argument for preparedness. He fights for a living.—*New York World*.

The most successful bathing suit censor is the mosquito.—*New York American*.

If the Prince is really anxious to get away from the mob, he might try a Democrat rally in Vermont.—*Detroit News*.

In the path of pleasure you not only pay as you enter, but pay as you go.—*Los Angeles Times*.

In difficulty of entrance for a rich man, the kingdom of heaven and the eye of a needle have nothing on the gallows and the electric chair.—*Boston Transcript*.

In New York a man is accused of starting 100 fires, so perhaps he is a janitor crazy with the heat.—*Columbia (S. C.) Record*.

The champ optimist of the universe is the relative who sent a Sing Sing letter a travelling bag for a birthday present.—*New York American*.

Rhode Island A Live Radio Market

Providence, the distributing center of Rhode Island, has four broadcasting stations operating regularly each day furnishing programs of instruction and entertainment. One of these stations broadcasts to people of this section all events of national importance; also special New York programs each week.

Eleven wholesale and 157 retail radio dealers serve this productive territory. These dealers know the value of advertising in *The Providence Journal* and *The Evening Bulletin*, and are glad to co-operate with national advertisers who use these newspapers.

The Providence Journal and *The Evening Bulletin* publish complete up-to-the-minute programs daily and the *Providence Sunday Journal* carries a regular radio section. With their complete coverage and responsive reader influence they enable advertisers to cover Rhode Island at a minimum cost.

Providence Journal Company

Providence, Rhode Island

Representatives

C. H. EDDY COMPANY

NEW YORK

CHICAGO

R. J. BIDWELL COMPANY

San Francisco

Los Angeles

BOSTON

GERMANS CONTROL ZR-3 FLIGHT NEWS

Zeppelin Officials Silent Regarding Radio Bulletins to U. S. During Trip—May Sell Exclusive Rights Here

The trans-Atlantic flight of the Zeppelin-built airship ZR-3, awarded to the United States as Germany's only war reparation to this country, threatens to present greater difficulties in reporting than have been encountered in any event of equal news importance in recent years. There are indications that the hour-by-hour news of the trip from Friedrichshafen to Lakehurst, N. J., scheduled to begin next week, may be bottled up by the Germans and distributed only to American newspapers and press services that have been fortunate enough to make satisfactory financial arrangements with the Zeppelin company.

The situation has been revealed by the failure of the Navy Department to receive definite assurances that American officers aboard the craft will be able to bulletin the Navy Department twice daily reports of the progress of the flight. Formal request has been made to the Zeppelin Company that Capt. George W. Steel, senior American observer, be granted that privilege, but no reply has been received.

It is known that arrangements already have been made by Dr. Hugo Eckner, the Zeppelin company's officer who will command the ship during the flight to furnish exclusive reports in Germany, but whether he or the German syndicate with whom he is dealing have sold exclusive rights to publication in the United States is not known in Washington.

The Navy Department is more or less helpless. The ship does not become the property of the Navy until it is delivered at Lakehurst. The flight crew is composed entirely of Zeppelin experts and only 3 American officers are certain to be aboard. The Navy had hoped to have a larger number but the Zeppelin company officials insisted that the size of the German crew necessary for the flight would only leave room for 3 observers. With Captain Steel will be Lieut. Commander S. M. Kraus of the Navy air service and Maj. Frank Kennedy of the Army air service. Commander J. H. Klein of the Navy is in Germany on leave and at his own expense in the hope that he can be taken aboard at the last minute.

Because of the limited number of Americans aboard, officers of the Navy Bureau of Aeronautics decided that the most feasible plan of distributing the news would be through the Department at Washington on the basis of reports radioed twice daily by Captain Steel. Those reports would be made public in Washington upon receipt. The Navy's plan was designed to give the widest publicity to the flight and the American officers aboard have been issued orders forbidding them to write or sell any exclusive articles on the flight until at least 48 hours after the arrival at Lakehurst, so that no favoritism can be charged or no advantage given to any newspaper or news gathering agency.

In view of the failure to hear from Germany the Navy now plans to give press representatives opportunity to interview the American officers aboard the ZR-3 the instant the ship arrives at Lakehurst. Instructions will be given to those officers to tell the whole story.

TRISTATE EDITORS MEET

Elect Mrs. Marie Weeks President at Sioux City, Ia.

About 450 members of the Tristate Editorial Association of Iowa, Nebraska and South Dakota, attended the fifth annual Convention held at Sioux City, Ia., Sept. 18, 19, and 20. Most of the time was spent at the Iowa Interstate Fair and sight-seeing in the city.

Mrs. Marie Weeks, editor of the *Norfolk (Neb.) Press*, was elected president for the coming year. C. E. Johnson of

Danbury, Ia., was elected vice-president, James Beardsley of Kingsley, Ia., secretary, and Deloss Hall of Tyndall, S. D., treasurer.

The editors were entertained Thursday evening at a dinner-dance at the Hotel Martin as guests of the Sioux City Associated Retailers Association.

The address of welcome was given by Mayor W. S. Gillman in behalf of the city and W. E. F. Lusk, former association president. Elmo Schott Watson, editor of the *Publishers' Auxiliary* of Chicago spoke on the "Newspaper of Today" at Friday's session.

Saturday was spent in the election of officers and routine business.

SCHOLARSHIPS FOR NEWS MEN

Two English Writers Will Be Given Year's Study in U. S.

By HERBERT C. RIDOUT
London Editor, EDITOR AND PUBLISHER

LONDON, Sept. 15.—Great interest has been created by the announcement that the English Speaking Union in London and America has decided to put into operation a scheme recently suggested for granting scholarships to English journalists. Two, which will be known as the "Walter Page Scholarships in Journalism" in memory of the American Ambassador of that name

will be offered each year and will comprise a year's visit to America.

A committee has been formed in America as a sub-committee to the English speaking Union, and will be responsible for collecting the necessary funds.

It is thought possible that the first two journalists will be enabled to visit America in January next. The regime for these successful candidates, who will be interviewed and selected by a committee in London, has not yet been decided upon, but it is possible that they will be affiliated with an American newspaper for perhaps 3 months. They will travel for a certain part of the time, and might possibly spend a term at one of the American universities.



At Long Beach California

The Long Beach Press-Tribune
The Pasadena Star-News

are to be printed by presses of the same type used by the Chicago Tribune and ordered for the Detroit Free Press and Milwaukee Journal as well as other leading newspapers.

A BATTERY of six Goss High Speed Low Construction Press Units and two pairs of folders for The Long Beach Press-Tribune! A duplicate installation for The Pasadena Star-News! The alert and progressive publisher of these two important California papers selected this latest and finest Goss equipment after a careful survey of all the printing press industry has to offer. Comparison will convince you, too, that Goss leads more than ever in the production of modern, high speed presses that are unmatched for daily dependability and yearly economy. Literature gladly mailed.

THE GOSS PRINTING PRESS COMPANY, CHICAGO
The Goss Printing Press Co. of England, Ltd., London



H. L. BRIDGMAN DIES IN 80TH YEAR

**Business Manager of Brooklyn Standard
Union Stricken at Sea—Had Long
Career in Journalism and
Exploration**

Herbert L. Bridgman, business manager of the *Brooklyn Standard Union*, died at sea with the training ship *Newport*, Sept. 24, it was learned Friday morning. He was taking his annual cruise with cadets of the U. S. Marines, reporting the event for his newspaper.



H. L. BRIDGMAN

Mr. Bridgman, who had achieved equal fame in exploration and newspaper work, was born eighty years ago, at Amherst, Mass., and had been a newspaper man since 1864. Many vacations from his Brooklyn newspaper desk were spent in Northern icefields and in other little-visited parts of the world. He was 50 years old when he sailed with the Peary Auxiliary Expedition in 1894. Three years later he was assistant to Prof. Libbey in scaling Mesa Encantada, N. M., and in 1899 and 1901 he was commander of the Peary Auxiliary vessels *Diana* and *Erik*. He was a member of practically every important geographical and exploration society in the world and held a number of distinguished foreign decorations.

He served two terms about ten years ago as president of the American Newspaper Publishers Association, and for many years had been chairman of the Publishers Association of New York City, an office he held at the time of his death.

His newspaper career started on the *Springfield Republican*, under Samuel Bowles. He was reporter, city editor, and telegraph editor. When he left the *Republican* to come to New York, he was equipped as few men have been, in training and experience. He was a Washington correspondent for some years before entering the business department, then for ten years he was advertising manager of *Leslie's Weekly*. His long service with the *Standard Union* has been as publisher and business manager.

Mr. Bridgman was vice-president of the Press Congress of the World and very active in its affairs.

Obituary

ALBERT O. HESS, 28, assistant to the advertising manager of the *Underwood Typewriter Company*, died Sept. 22, at Spring Lake, N. J.

JOHN GULLY COLE, 48, member of the advertising firm of Gardner & Co., New York, died in New York, Sept. 21.

Ahead on its Merits

Circulation and lineage increasing by leaps and bounds—news satisfaction—advertising results. These merit the growth of newspapers. It's the answer for the continued great growth of

**The Mt. Vernon, N. Y.
Daily Argus**
AND
**The New Rochelle, N. Y.
Standard Star**

Write for information, how to cover this rich field.

WESTCHESTER NEWSPAPERS, Inc.
T. Harold Forbes New Rochelle

FRANK E. WATKINS, editor of the *Watkins (N. Y.) Express*, died at Watkins, Sept. 21. He was an election commissioner of Steuben county and for 15 years secretary of the Democratic committee of that county.

RUDOLPH KLEM, sports writer on the *Brooklyn Eagle*, died at Liberty, N. Y., Sept. 20.

EDWARD A. SULLIVAN, literary critic on the *Bridgeport (Conn.) Post*, and for several years staff reporter of the *Providence Journal*, died at Bridgeport on Sept. 6.

JAMES Y. MCPHEAKE, 56, managing director of the National Magazine Company, Ltd., publishers of *Nash's Magazine*, and *British Good Housekeeping*, William Randolph Hearst properties, is dead in London. He was formerly editor of the *Dublin Evening Mail* and had been in charge of the National Company since 1912.

HOUGHTON W. COLJART, aged 41 years, manager of the advertising and art service departments of the *Penton Publishing Company*, Cleveland, O., died Sept. 18, after a long illness. He was chairman of the committee which wrote the "Handbook of Business Advertising" for Associated Business Papers, Inc.

CHARLES F. W. ARCHER, widely known New England newspaper man, died recently at Salem, Mass. He worked at various times on the *Worcester Gazette*, *Boston Journal*, *Boston Herald*, and *State House News Service*.

EDWARD ANTHONY SULLIVAN, 32, editor of the *Bridgeport (Conn.) Sunday Post* died recently in Bridgeport from injuries received in the World War. He was one time city editor of the *Fall River Times*, and later dramatic critic on the *New Bedford Standard*. He had also been dramatic critic and literary editor of the *Providence Journal*.

FRANK E. JONES, 63, telegraph editor of the *Providence (R. I.) Tribune* for the last 18 years and president of the Pen and Pencil Club of Providence, died Sept. 24.

The Cathedral Towns of England

LINCOLN

Lincoln is an antique city whose history goes back to early British days. There are considerable ruins of the Castle built by the Norman Conqueror, the oldest Roman Arch in the Country, picturesque gateways of the 14th and 15th Century and many other interesting relics of mediæval times.

The outstanding feature at Lincoln however is the Cathedral, standing on a prominent ridge and raising its great bulk high above the town. Without and within its admirers claim that no other Cathedral in England excels it. It contains building in every architectural style known in England—Norman, Early English, Decorated, Perpendicular and even Renaissance in Wrens Work on the North Side of its cloisters.

On the London & North Eastern Railway

Apply for free booklet describing ALL YOU OUGHT TO SEE IN BRITAIN

H. J. KETCHAM

General Agent
LONDON & NORTH EASTERN RAILWAY
311 Fifth Avenue (at Thirty-Second St.),
New York

PAPER PRICES TOPIC AT N. J. PRESS MEET

**Labor Conditions, Ethics, Agriculture,
and A. A. C. W. Convention Also
to Be Featured at News-
paper Institute**

Newsprint prices will feature discussions before the third annual New Jersey Newspaper Institute to be held Sept. 29 and 30, at Rutgers University, New Brunswick, N. J., under the auspices of the New Jersey Press Association. R. E. Lent of the *Passaic News*, is association president.

Future paper quotations, the 1925 contract, new newsprint mills and imported paper will be taken up for consideration.

Labor conditions on New Jersey newspapers will also be discussed. Dr. Walter T. Marvin, acting president of Rutgers, will deliver the address of welcome. Other speakers on the program include:

James Wright Brown, publisher of *EDITOR & PUBLISHER*, on "The London Advertising Convention"; M. V. Atwood, managing editor of the *Utica (N. Y.) Observer-Dispatch*, "The Ethics of Journalism—Is it Bunk?"; Prof. H. J. Baker, New Jersey State College of Agriculture, "The Public Press and Agriculture"; Mayor William W. Campbell, of Schenectady, N. Y., "Co-operation of Public Officials and the Press"; Basil Smith, "Classified Advertising"; Prof. C. P. Cooper, School of Journalism, Columbia University, "Recent Criticisms of Professional Journalism"; and Louis Wiley,

business manager, *New York Times*, "The Newspaper as a Public Trust."

Round table discussions on various subjects will be led by W. B. Bryant, *Paterson (N. J.) Press Guardian*; F. A. Robertson, *Washington (N. J.) Star*; Fred W. Clift, *Summit Herald and Record*; and Edmund H. Carpenter, *Gloucester County Democrat*.

Prizes are offered for the best front page, best editorial page, best department of country correspondence, and the best page or department of agricultural news.

Exhibits will be discussed by Mr. Atwood, and by H. Frank Smith of *EDITOR & PUBLISHER*.

PULP EXPORTS DROP

August Newsprint Movement Also Below 1923 Figures

Canada's exports of newsprint during August amounted to 94,486 tons valued at \$7,020,384, as compared with \$104,568 tons valued at \$7,936,505 in August, 1923. For 8 months ended August exports were 804,904 tons valued at \$60,548,801, against 748,292 tons valued at \$56,407,776.

There has been decided falling off in exports of pulp. For August exports were 63,554 tons valued at \$3,243,414, against 91,557 tons valued at \$4,628,130 in August, 1923. Figures for eight months are: 1924, 470,851 tons valued at \$25,266,231; 1923, 571,715 tons valued at \$31,063,497.

Exports of pulpwood for 8 months totaled 894,072 cords valued at \$10,083,428, decline in quantity of 153,295 cords but increase in value of \$164,813.

Newspapers Help Their Community

Here and there over the country churches have initiated plans for large space to urge everyone in town to go to some church. Ordinarily, however, the initiation of such an advertising campaign, to be successful, must come from a newspaper. Churches aren't accustomed to the purchasing of large space to urge attendance.

Merchants and other users of space, however, who know the advantages of church attendance can frequently be sold a series of pages as a group.

The Church Advertising Department has proofs of ads for such use. They have been used widely over the country. The price for use is nominal.

For free set of 52 ads for inspection, address Herbert H. Smith, 723 Witherspoon Bldg., Philadelphia, Pa.

CHURCH ADVERTISING DEPARTMENT

A. A. C. W.

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

Associated Advertising
383 Madison Ave.



Clubs of the World
New York City

WHAT'S WHAT IN THE FEATURE FIELD

RAYMOND G. CARROLL is now writing a series of articles on the League of Nations from Geneva under the caption "Peacemakers At Geneva" for the *New York Evening Post* and the Ledger Syndicate, Philadelphia. Before going to Geneva, Carroll wrote a daily series from Paris entitled "Paris Day by Day." In this country he formerly wrote a daily New York letter for the same newspaper syndicate.

Miss F. Edith O'Dell, editor-in-chief of the McClure Newspaper Syndicate, New York, will return from her summer vacation, Sept. 29.

Edward N. Dolbey, Jr., formerly sales manager for the eastern division of the National Newspaper Service, has joined the staff of the Bell Syndicate, Inc., New York. Dolbey has had newspaper experience in both the editorial and business departments. He was for a long time associated with the *Philadelphia Inquirer*, *Camden (N. J.) Daily Courier*, *Philadelphia L'Opinion*, as national advertising representative, and has been for the past year with the National Newspaper Service.

Leo. S. Levy, managing editor of the *Oakland Tribune*, is writing a daily humorous article under the caption "S No Use" for the McClure Newspaper Syndicate, New York.

Joseph Brainin, manager of the Seven Arts Feature Syndicate, New York, is now organizing a new syndicate to be known as the Federal Feature Syndicate, which will be ready for operation about

Jan. 1, 1925. His present organization handles features on political and artistic topics.

Richard Selden Harvey, lawyer, is author of "A Day in Court," a new daily service being offered by the McClure Newspaper Syndicate, New York. Each day a recent decision of the Supreme Court is taken up, the case briefly told in narrative form, and the decision explained.

V. V. McNitt, president of the McNaught Syndicate, Inc., has returned to his New York office from his summer home at Palmer, Mass.

George W. H. Britt, formerly in charge of the Chicago office of the N. E. A. has been transferred to the New York office of the syndicate. R. J. Gibbons of the Cleveland branch has been sent to Chicago to replace Mr. Britt.

Walter Vodges, editor of the Newspaper Feature Service Sunday magazines, has returned to New York, after a summer vacation spent in California.

Pat Sullivan, creator of "Felix the Cat," presented members of the British International Polo team with wooden doll figures of his famous cartoon character. "Felix" is the mascot of John Bull's poloists.

"Jimmy" Murphy, who draws "Toots and Casper," and Russ Westover, responsible for "Tillie the Toiler," are en route East to their studios on Broadway from a stay in California.

ADVERTISING AGENCY AFFAIRS

FOUR prominent New York advertising men were elected to the board of governors of the American Association of Advertising Agencies, at a meeting of the New York Council, Sept. 18. They are:

William J. Boardman, George Batten Company, Inc.; Robert Tinsman, Federal Advertising Agency, Inc.; M. P. Gould, M. P. Gould Company; and Merrill B. Sands, the Erickson Company, Inc.

They will all serve 2-year terms. The following continue in office as members of the board for the year 1924-1925:

Stewart L. Mims, J. Walter Thompson Company; Wendell P. Colton, Wendell P. Colton Company; and John H. Hawley, Hawley Advertising Company, Inc.

The A. A. A. will hold its eighth annual meeting at the Drake Hotel, Chicago, Oct. 16 and 17. The regular quarterly session of the executive board will be held at the same place Oct. 15. On Friday, Oct. 17, A. A. A. members will join the Audit Bureau of Circulations in their annual banquet.

JOHN M. HANDLEY, an advertising man in the Chicago offices of Lord & Thomas, was notified last week by Comm. Leopoldo Zunini, consul-general for the Italian government, that he has been awarded the order of the Chevalier of the Crown of Italy.

Several years ago Mr. Handley organized the Italy-America society of Chicago and has been engaged in encouraging cultural relations between the two countries. He was active in inter-allied war work. For 18 years he lived in Italy and is on intimate terms with members of the Italian nobility, government officials and literary men.

Official presentation of the new decoration will be made in behalf of King Emanuel by Consul-General Zunini at a dinner next month in Mr. Handley's honor.

THE COURSE IN ADVERTISING technique, under the direction of Frank Le Roy Blanchard, advertising manager

of the Henry L. Doherty Company, opens its twentieth year, Oct. 21, at the Twenty-third street Y. M. C. A., New York.

Among those who will be associated with Mr. Blanchard in this year's course are John Lee Mahin of the Federal Advertising Agency, Paul T. Cherington, director of research, J. Walter Thompson Company; Ben Nash, advertising agent and counsel; John D. MacPherson, sales manager, commercial department, *Brooklyn Daily Eagle*; P. L. Thomson, advertising manager Western Electric Company; W. H. Beatty, Newell Emmett Company; Ralph R. Mulligan, special newspaper representative; Earle Pearson, educational director, A. A. C. W.; M. C. Robbins, publisher, *Gas Age Record*; Charles F. Alward, William T. Mullally Company; and Robert Tinsman, president, Federal Advertising Agency. Basil H. Pillard is associate instructor.

HARRY MULVEY has joined the Ruthrauff & Ryan Advertising Agency, New York, as copy writer.

LEF R. DOUBLE, formerly of the Carl Art Advertising Agency, has joined the Sverson-Kelly Advertising Agency, Spokane, Wash., as manager of the department of sales and service.

F. M. ALLEN has joined the staff of the Tuttle Advertising Agency, Greensboro, N. C.

A NEW ADVERTISING business has been incorporated in Chicago under the name of Bailey & Walker.

JOHN H. McMAHON, formerly on the reportorial staff of the *Buffalo Express*, has opened an advertising agency with Cecil Edward Cutting under the latter's name.

THE MARTIN Advertising Company, New York, is directing a campaign to advertise Coney Island as an all-year resort.

NEWFOUNDLAND POWER & PAPER COMPANY, Ltd.

Newsprint

For the last six months of 1925 we can offer you the finest quality Newsprint with exceptional transportation facilities.

THE BOWATER PAPER COMPANY, Inc.
342 Madison Ave.
New York City

Sole Distributors

Four Celebrated Political Correspondents to Tell

THE TRUTH ABOUT THE CAMPAIGN

CLINTON W. GILBERT at Chicago will cover the Great Headquarters of all parties.

LOUIS SEIBOLD will tour the doubtful states wherein the election will be lost and won—Massachusetts, Connecticut, Rhode Island, New York, New Jersey, Ohio, Indiana.

ROBERT BARRY will tour the border states between the North and South—Maryland, West Virginia, Kentucky, Tennessee, Missouri, Kansas, Nebraska and Oklahoma.

COL. GEO. NOX McCAIN will tour the "La Follette States"—Wisconsin, Minnesota, North Dakota, South Dakota, Montana.

Each will contribute about 1,000 words, six days a week, SEIBOLD, BARRY and McCAIN supplying mail letters except when reporting sudden developments. GILBERT will file by wire 'about noon.

For Terms 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

NEWSPAPER SPACE BROUGHT RESULTS FOR BOSTON EDISON COMPANY

Ad Campaign Sold Everything From Electric Store Signs to Kitchen Lighting—Courtesy and Good Will Copy Also Used

EDITOR & PUBLISHER herewith presents the second of a series of nine articles dealing with public utilities and advertising prepared, in response to many requests, by the Bureau of Advertising of the American Newspaper Publishers Association. The purpose is to help public utility companies build business through newspaper advertising. The articles are built upon facts rather than theories.

RECENT newspaper campaigns of the Edison Light Company of Boston, one of the leading power companies in the East, are interesting not only from the standpoint of results accomplished but because of the many and varied purposes for which the advertising was employed.

A few years ago some of the subjects which this company has covered in its advertising, would have been considered somewhat remote in the field of public utility sales and service effort.

For example, the Boston electric advertising series has included copy in the following classification:

Electric Store Signs, Broadcasting Station WTAT, The Edison Shop, Electric Trucks, House Wiring (Real Estate), Old House Wiring (Suburban), Window Lighting, Suburban Store Lighting, Office Lighting, Modern Methods Kitchen, Courtesy and Good Will, Industrial Lighting, Institutional.

Boston Edison officials say the results of all these campaigns have been most satisfactory.

On a six-months' campaign on electric store signs copy of three, four, six and eight inches, the Edison records show 125 new electric signs were erected.

A series of advertisements on electric trucks had as a purpose the stimulation of interest in electric vehicles and the indirect building of the Edison battery charging business. The copy featured the names of local firms using electrically operated trucks in their work, and ran throughout the past winter in a selected list of papers. The results fully covered expectations.

Important campaigns on house wiring were run under a co-operative arrangement with electrical contractors. Copy, "built" into a house-frame border, was addressed to potential customers living in or owning old unwired houses and ran on real estate pages regularly and on other pages during the building season. The suburban wiring series, addressed principally to people owning their own homes, appeared in a list of city and suburban newspapers. The house wiring estimates furnished on request to householders were indicative of the success of this campaign.

Window lighting, a subject which has

Daylight your kitchen

It is with a light like this! For less than one cent you can have in your kitchen a clear, white light that will brighten every inch and corner—every inch of your eyes. Wherever your light is, your work will be done with ease and pleasure. The Edison Daylight will be a light with you. Don't let a gloomy kitchen tax your eyes and your disposition any longer. See the Edison Daylight will brighten your day.



Get an Edison Daylight in your kitchen and you will have a clear, white light that will brighten every inch and corner—every inch of your eyes. Wherever your light is, your work will be done with ease and pleasure. The Edison Daylight will be a light with you. Don't let a gloomy kitchen tax your eyes and your disposition any longer. See the Edison Daylight will brighten your day.

You risk nothing, why let another day go by without at least trying Kitchen Daylight



A piece of copy from the "Daylight Kitchen" series, with the appeal to comfort and convenience, which produced splendid results.

been touched but lightly by power companies, was the theme of a recent series. The company says that an inquiry from one prominent store in Boston was received the morning the first advertisement in this series appeared. The campaign, which was brief and only ran in a limited number of papers, resulted in the re-lighting of seventy-three windows.

first

IN CENTRAL OHIO

COLUMBUS

IN CIRCULATION & ADVERTISING

94,150

Sworn government statement for the 6 mos. ending March 31, 1924.

Advertising Leadership

The Dispatch leads all other Ohio newspapers in advertising (first 6 mos. 1924), exceeding the next largest (Cleveland) paper by 1,246,092 lines. For the first 8 months the Dispatch exceeded the other Columbus Newspapers combined by 2,262,232 lines.

DISPATCH . . . 13,659,283 lines
SEC. PAPER . . . 6,634,578 lines
THIRD PAPER. 4,762,473 lines

284 exclusive national advertisers first 6 mo. 1924

215 exclusive local display advertisers first 6 mo. 1924

MAKE CENTRAL OHIO YOUR TEST MARKET

The Columbus Dispatch
OHIO'S GREATEST HOME DAILY

Personal calls by salesmen and some direct-mail advertising supplemented the newspaper work on suburban store lighting. In one city in the Edison district, twenty-six stores were equipped with new installations during the campaign; in another, seventeen and in another twenty-two.

A brief campaign on office lighting which was not correctly timed, according to statements by Edison agents, resulted in fourteen offices being equipped with new installations.

The "Daylight Kitchen" series, which has been run in all Boston newspapers, advertises the "kitchen daylight unit" at a cost of \$7.50. As a result of the drive 4,500 of these lighting units have been sold at a value of \$33,800.

Copy that has appeared for the Edison Shop, the retail appliance department of Boston Edison, has been effective, company executives say. In addition to the regular advertising of standard articles, such as vacuum cleaners and washing machines, copy is run to clean out a remaining lot of merchandise, and is generally successful in doing so. This sort of advertising is said to pay very well with a coupon, whether the coupon calls for a free demonstration in the home, or whether money is to be enclosed with it for the purchase of the advertised article.

Courtesy and good will copy appears frequently in both city and suburban newspapers. It consists of a message of goodwill or an interesting fact about the company. Frequent comments are heard from people who have noticed the almost daily appearance of these short, cheerful messages.

Station WTAT, Edison Light of Boston, whenever the broadcasting program contains some notable feature, uses a small announcement of from three to six inches in the Boston newspapers.

Sherman Joins N. Y. Tribune

Stuart P. Sherman, formerly professor and head of the English department of the University of Illinois, this week commenced his new duties as literary editor of the *New York Herald Tribune*. He was appointed to the position last May. As associate editor, Sherman is to have Mrs. Carl Van Doren, formerly literary editor of the *Nation*.

Albertan Issues Classified Broadside

The *Calgary Albertan* recently issued a single sheet broadside promoting the Albertan's classified advertising department. Pictures and brief biographies of members of the classified staff were included.

TRADE LINOTYPE MARK

MIXED FACES

Continuously Composed
Continuously Distributed
on
Multiple Distribution
LINOTYPES
MERGENTHALER LINOTYPE CO.
Brooklyn, N. Y.

This advertisement composed entirely on the LINOTYPE in the Bodoni Series

Classified Advertising

"A Good Sign to Go By"
—in promoting classified advertising. Nearly one hundred and fifty newspapers think so.

THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising
Consultants
Otis Building Philadelphia

U. OF VERMONT RAISING \$1,000,000 FUND THROUGH PAID SPACE

Free Publicity Banned in Drive for College Endowment—\$500,000 Raised from Students, Alumni, and Friends

By HAMMOND EDWARD FRANKLIN

"WANTED: One million dollars." That was the amount urgently required by the University of Vermont. Like many another institution, the university had grown rapidly but its means of support had not grown accordingly. Tuition rates could not be jumped, since most of the 1,100 students have to work their way through in whole or in part. The alumni body was not large nor super-wealthy.

The university "studied its potential market." It worked out a "sales plan." It had an advertising agency issue contracts for paid space in every daily newspaper in its state. Instead of thrusting bales of "free publicity" on unwilling editorial desks, the university used attractive and skilful copy with ample white space "at regular rates." It followed down live "leads" with personal salesmanship. And already its million-dollar Endowment Fund is becoming a fact.

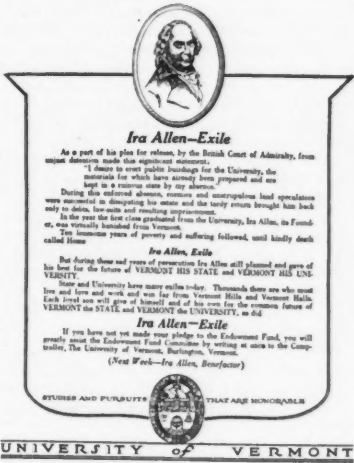
The active alumni body of 5,691, in addition, were reached through the *Vermont Alumni Weekly*, edited by John O. Baxendale, alumni secretary and treasurer of the National Association of Alumni Secretaries, together with direct-mail work and four solicitors in the field. About 90 per cent tackled have subscribed.

The university felt it should sell the people of its own state on its work. Its College of Medicine, for instance, is a Class A institution and for some time has been the only medical college in northern New England. Its Department of Agriculture has played an important part in improving farming methods in what is notably a farming state. It was decided that, instead of trying to reach the people of the state through "free publicity," it would be wisdom to buy space in all the daily newspapers of the state to make the Vermont public more fully appreciate the work of the university and to encourage subscriptions.

Ira Allen, founder of the University, had been a romantic and dynamic figure of early American days. He had overcome numerous obstacles. His personality had been many-sided. It was decided to infuse his spirit into the paid advertising campaign. The result was a series of 15 advertisements, each 10 inches on 3 columns.

At the top of each advertisement was a picture of Ira Allen. At the bottom appeared the signature of the university, with a seal, and the slogan, "Studies and pursuits that are honorable." The copy was set in a shield border which remained the same for each succeeding piece of copy.

How Ira Allen raised money to support a regiment to oppose Burgoyne when the Council of Safety was without funds, how he helped make possible victory at Yorktown in 1781 by keeping one-third of the British forces idle and many other historic facts were brought out in the copy, which was written by F. W. Kehoe, assistant comptroller and registrar. The copy, in short, showed Ira Allen in such roles as financier, diplomatist, builder,



maker of history, strategist, founder, philanthropist, etc., and in each case tied up with the current needs of the university and the opportunity for Vermonters and modern "exiles" from Vermont to assist.

Reprints on cardboard were mailed regularly to a special list of 500 names as well as to prominent Allens, whose names are in "Who's Who." Some of the newspapers furnished a total of 8,000 names of out-of-state subscribers who logically might be interested.

"The response to this work has been very pleasing," Guy W. Bailey, president of the University of Vermont, stated. "We have had many fine letters from present and former Vermonters. Apparently our advertising touched a responsive chord of loyalty and state pride. We not only succeeded in placing our institution favorably before the people of our own state, but through our newspaper campaign have been able to reach many now far away, but who continue to read the home-town papers.

"We maintain a student loan fund, now about \$65,000, from which we advance cash to needy students at 4 per cent while the student is in school and 6 per cent after he has finished until he can pay the amount back. The interest from the loan fund counts toward the endowment. Friends, incidentally, have contributed from a \$1 to a \$1,000 to this fund."

The General Education Foundation contributed \$250,000 contingent upon \$750,000 additional being raised by the university. At the time this is written,

considerably more than \$500,000 of the balance had been pledged and the officials were confident that in a short time the full million dollar fund would be a reality—thanks to the aid of Ira Allen, Exile, and first-class paid newspaper advertising.

WALKER WINS PRESBREY CUP

Turns in Low Net Score at Advertising Golf Tourney

The Presbrey Golf Cup, offered by Frank Presbrey, vice-president of the Advertising Club of New York, was won September 16 by H. L. Walker of the Walker Engraving Company, playing over the Englewood, N. J. Country Club course in the Advertising Club Golf Associations' final tournament of the season. Walkers score was 68 net, deducting a handicap of 18 from his afternoon card of 86. Sixty-five New York advertising men participated.

The best score of the day was turned in by Gilbert C. Tompkins, of Stanford-Briggs, Inc., with 84.

M. C. Robbins, publisher of *Advertising and Selling Fortnightly*, and G. H. Gunst, of the E. Katz Agency, were second and third low net in the afternoon, with 71 and 75 respectively. The morning qualifying round at 9 holes was led by F. C. Gephart, with a net 35.

At a dinner in the club house following the tourney the present officers of the Advertising Club Golf Association were re-elected for the coming year. They are President, John I. Wheaton, Advertising Novelties; vice-president, Wesley Ferrin, American Business Builders, Inc.; and secretary, Montague Lee, Montague Lee Company, Inc.

Huntoon Joins Morrison Agency

John W. Huntoon, for several years financial advertising solicitor for the *Cleveland Plain Dealer*, *Finance & Industry* and the *Cleveland Times*, has joined the staff of Francis R. Morison & Co., advertising agency of Cleveland.

Store Takes 14-Page Ad

Newspaper advertising was used liberally in Worcester, Mass., during the recent observance of New England Week. The C. T. Sherer Company department store used an entire 14-page section in the *Worcester Telegram* to advertise its New England-made goods. It was said to have been the largest single department store advertisement ever placed in a New England newspaper.

New Model Linotype Demonstration

From Sept. 29 to Oct. 4, a new model Linotype will be demonstrated at the United States Hotel, Room 30, Boston, which to quote from the invitation, "embodies certain new features of construction which make it of unusual interest to the trade at large." Boston printers have been invited to inspect the new model.

Textile Prices Current

a daily feature giving your readers and merchants a complete table of current textile prices.

This feature is corrected daily by night press toll wire and can be easily handled in your composing room.

Textile Prices Current

will make an instantaneous hit with your readers and more so if your paper circulates where there are textile mills. Ready at 6 p. m. daily, f. o. b. night press toll wire, New York. Wire or write for rates and samples for your city.

INTERSTATE
COMMERCIAL NEWS SERVICE
38 Park Row, New York

"C.O.D."—"F.O.B."—"N.Y."

Many a newspaper pads its "advertising records" with all sorts of trade space. They never would get a line of such advertising if they sold for cash only.

It seems fair—but how about the cash advertiser who comes into competition with the trade advertiser? What does he get?

Well, he gets a piece of the neck.

When we say that "business is good" with the BROOKLYN STANDARD UNION we are talking about money, not about cigar coupons.

Poor Bob's Almanac

A Security Market

with complete newspaper financial service.

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

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

Cover the Buffalo Market with the

BUFFALO EVENING NEWS

*Present average circulation 126,763
Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. Lytton Bldg.
New York, N. Y. Chicago, Ill.

Leader in Rotogravure Advertising

The New York Times in eight months of this year published 581,232 agate lines of rotogravure advertising, a gain of 93,634 lines over the corresponding period of last year and 232,594 lines more than the next New York newspaper featuring this class of advertising.

Los Angeles Times

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

World Leader in Advertising for Three Consecutive Years

A 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

Unexcelled as a Food Medium.

4 to 6 food pages every Thursday.

TRENTON (N.J.) TIMES

KELLY-SMITH CO.

National Representatives

Marbridge Bldg. Lytton Bldg.
New York Chicago

WILL BANISH "PUFFS" FROM HIS PAGE, SAYS ACTOR TURNED DRAMA CRITIC

Irving Pichel With a Record as Player and Producer, Says it Isn't Reviewer's Business to Be Kind, But to Make Readers Talk

By TRUMAN HANDY

"THE average newspaper's drama page is a necessary evil tolerated because of the money it brings in, yet lacking sufficient independence to stand on its own merits as printed news."



IRVING PICHEL

both of the theatrical producer and the newspaper writer.

He is in a peculiar position,—the only drama editor in the country, if records are accurate, who is at the same time a real actor and director-in-chief of an active theatre and who went to his critic's chair as such.

Of late, on the other hand, it has become rather common for theatre reviewers to forsake their journalistic prides, haunts and prejudices and turn either to acting—such as it may be—on stage producing.

To wit: A late critic of the *New York Times* now confronts the public with: "Mr. Adolph Klauber Presents,"—a producer; Kenneth MacGowan, late of the *Globe* of Gotham, has become director of the *W. K. Provincetown Players*; Starke Young, recently made dramatic critic of the *New York Times*, produced "The Failures" with considerable success for the Theatre Guild; John Corbin, also of the *Times*, has tried his ingenuity at producing various Shakespearian revivals, and Robert C. Benchley, of *Life*, Alexander Woolcott, of the *New York Sun* and Heywood Brown, of the *New York World*, each of whom has been tempted to don grease paint and mingle with the rest of the actors in New York revues during the past year or so.

But, although the stage has coaxed these worthy denizens away from their inkpots and elipsheets, and more or less metamorphosed them into momentary mimes, there is only one instance where a thoroughbred actor has bloomed into a professional editor.

And that example is Irving Pichel. At 33 years of age he not only conducts and acts in the Community Playhouse, at Berkeley, Cal., but can number among his other accomplishments the fact that he is not only a former stage director for the Shuberts but also an erstwhile co-worker of Margaret Anglin and Richard Ordynski.

His little theatre in Berkeley, which is the site of the University of California, is reputed the highest-brow dramatic institution in the West.

Alternating with the productions there, Pichel has made a notable success with the production of classic drama in the enormous, open-air Greek Theatre sponsored by the University of California. "Henry IV," "Merry Wives of Windsor," "Twelfth Night," "Romeo and Juliet," "Midsummer Night's Dream," "Richard II," are notable among his Shakespeare, and he has played also to thousands in the giant amphitheater in both Sophocles "Oedipus Rex" and Sem Benelli's "The Jest."

As an actor, Pichel's name is as well known about San Francisco as is Sidney Blackmer's in New York. And so, when he succeeded a former critic on the *News* a few months hence, there was an audible ripple of apprehension as to just what he would do with his daily column

—as to how an actor would write. "I had certain convictions about the theatre-going public," he said. "I felt that I wanted to present a reasonable, accurate guide to amusements—a bulletin which would tell my readers where they could most profitably spend their money for amusements."

"Gradually, after I have offered this information, I insinuate standards of judgment, because I want readers to know the basis on which I form my conclusions."

"The theatre press-agent of today thinks he has the undisputed right to dominate the critic. He maintains a sort of competition with his fellows in trying to sell you ideas. There was a time when it was believed that in order to draw crowds to an entertainment they had to be made to believe that nothing else existed in the world quite like this particular spectacle. This applied particularly to circuses. Each one was 'the greatest show on earth,' and unless you saw it you missed something that would never come your way again."

When Pichel was a student at Harvard some years ago, he wrote reviews now and then for the *Boston Transcript*. The work piqued his interest. He became associated with a stock company at the old Castle Square Theatre in Boston and acted and directed. All the while he kept wanting to write more, for the stage and the newspaper.

After finishing at Harvard, he continued with the Castle Square Company and finally left to join an aggregation of English actors headed by Gertrude Kingston. Forsaking this, he became director of the dramatic department of the St. Paul, Minn., Institute, and from there went into an association with James K. Hackett during production of "Macbeth" and "Hamlet," where he met Richard Ordynski.

With Ordynski he produced "Caliban" at the New York Stadium, later becoming assistant to Joseph Urban and, finally, when Ordynski went to Los Angeles to establish a definite Little Theatre, Pichel accompanied him as co-director.

In 1917 he returned to Harvard to produce "Caliban" and was obtained as director of the Artists' Guild Theatre, of St. Louis. It was from this post that he went to the Shuberts' organization in New York as stage director and, after a lengthy season, found himself in San Francisco establishing a theatre of his own.

His own productions are marked by a peculiar knowledge of journalistic news value. He does not produce a summery play during the winter season, nor a murky Russian tragedy when he ex-

pects to play to an audience of "the younger set" as is generally the case of a matinee in a college town.

And, from his observation of diverse audiences as an actor he has had ample opportunity to study the public psychology.

"A reviewer musn't take himself too seriously," he remarked. "So many of them do. It is his function to put words into his readers' mouths, to let his own wider judgment of a play give them some basis of discussion of the work when they talk about it to their friends."

"It isn't the business of a reviewer to be kind. He should be fair. He can't be fair if he plays to the box-office, and, with the average run of plays below par in quality, his job is frequently a tough one."

And what he said next makes him almost an iconoclast in the reviewing fraternity today:

"I am going to gradually cut all theatre publicity off my page. Oftentimes now I give the most sensational advertiser the smallest stick if his copy hasn't value as dramatic news. Eventually my own page will be only a fact report, a bulletin, with a certain set standard."

"There can be no absolutely-rigid tenet to adhere to at once throughout the country as a whole, as the drama editor's work depends largely upon the condition of his city theatrically."

"What new thing can you write about a three-year-old New York show that is played by a road company?"

The answer explains the cut-and-driedness of many drama pages,—a dullness that is necessarily due in no way to a lack of sparkle in the reviewer himself but that lies in a dearth of material to write about.

And, to illustrate this point Pichel will tell you the story of how he tried to get a berth writing reviews when he first arrived in the West.

"I went to Mr. Fremont Older of the *San Francisco Call*," he said, "and told him I knew the theatre and could write prolifically about it."

"But Mr. Older, when he had heard me, only looked at me and shook his head."

"And is there anyone who wants to read it?" he asked.

"Perhaps he was right when he said that the 'ads' would tell them the story. And that is why the drama page is like a five-and-ten-cent store; because you find a bigger bargain at each successive counter."

"And, because the newspaper is often more interested in getting revenue from its amusement advertising than in presenting readable facts, editors have got used to accepting any sort of copy from press-agents, which is like winking at a necessary evil."

"Is there anything I won't do?" he echoed to my question. "Rather. I'll never press-agent any of my own productions nor use my paper's space to exploit myself as an actor."

PUBLIC STANDARDS IN KEEPING OF PRESS

Frederick Peaker, Relected President of British Institute of Journalists, Discusses Professional Status of Newspaper Men

By HERBERT C. RIDOUT

(London Editor, EDITOR & PUBLISHER)

LONDON, Sept. 14.—Frederick Peaker was elected president of the Institute of Journalists for the 3rd year at the 40th annual conference opened at Margate, Thanet.

In his presidential address he congratulated the members on the progress of the institute, and on the growing membership. The institute did not put in the forefront of its program the material welfare of the journalist, but it was concerned about its status, he said. Once that was secured, his material welfare would follow. But they were determined not to have their organized life degraded to the level of industrial trade unionism of a very crude kind.

The standard of public life was really in their keeping, he said. The real journalist cared more for the public welfare than for his own, and no man ought to be in journalism if it were nothing but a trade to him. In the long run a high standard of professionalism in the best sense among journalists would secure better pay than all the trade unionism in the world. Sir Henry Slesser, Solicitor-General in the Labor Government, had expressed the view that journalism ought to be a profession. The Institute of Journalists was in thorough accord with that sentiment.

If journalism were a real profession, with professional standards, there would be no need for legislation. Journalism demanded a high standard of education, of specialized knowledge and of professional technique. No occupation could be more satisfying to the man who felt he had a mission in life beyond earning a living.

Mr. Peaker said he did not like the modern tendency for newspapers to get into few hands. The number of newspaper readers was increasing; the number of journalists was decreasing. But its mere effect on the welfare of any one class was not the really important thing. The public interest was best served by the clash of many opinions rather than by the imposition of one opinion through many channels. He was all against dictatorship, whether it was the dictatorship of the proletariat or of the multiple newspaper owner. That tendency to dictatorship was increasing. The commercialization of press production was, perhaps, inevitable, but let them see to it that opinion was not commercialized.

Some of the best literary work of our time, Mr. Peaker added, was being put into newspapers. He did not agree that the best journalists were all dead.

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Daily Features

RADIO, MOTOR, NEWS-MAPS, PORTRAITS, Fashions, Tricks, Puzzles, Smiles, Nozzle. The International Syndicate, BALTIMORE.

Daily Serial

MURDER ON THE LIMITED
Lewis Wilson Appleton, Jr.,
2048 East Wilmot St., Philadelphia, Pa.

Fiction

"STORIES"
Lewis Wilson Appleton, Jr.,
2048 East Wilmot St., Philadelphia, Pa.

WORLD'S FAMOUS AUTHORS
Unexcelled selection, serials, novelettes, shorts.
Service for Authors, 33 W. 42d St., N. Y.

General Features

A SMALL-TOWN-PAPER SYNDICATE
Unique—Inexpensive—Complete
Decker's Caricatures—Home Features—Daily Column—Comic Jingles—Other Specialties
Tri Feature, 110 West 40th Street, New York
Write for Complete Catalog with Service Rates

Radio

RADIO NEWS AND FEATURES
Two columns weekly by Carl H. Butman
Washington Radio News Service,
Room 201, 1422 F St., Washington, D. C.

CURRENT RADIO

Daily Service, reliable and timely, that makes radio fans regular newspaper readers. A complete department.
American Radio Relay League, Hartford, Conn.

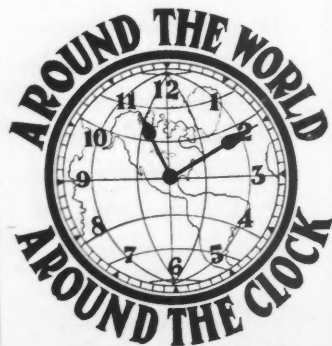
Religious Features

A "DIFFERENT" SUNDAY SCHOOL LESSON
The Standard Religious Feature of American Newspapers. Twenty-five years of continuous publication. Non-Controversial, Readable, Timely.
The Elia Service, Swarthmore, Pa.

Weekly Pages

CAMERA NEWS, FASHION, FEATURE, CHILDREN'S Pages—also House Plans, Handicrafts at Home, Radio and Motor features.
The International Syndicate, BALTIMORE.
A WEEKLY COLUMN OF QUIPS AND JESTS
Timely and real life matter. Write for rates.
Rosen Associates, 7131 Manse St., Forest Hills, New York.

BY UNITED PRESS



UNITED PRESS ASSOCIATIONS
World Building New York

PUBLISHERS URGED TO RENEW FIGHT ON POSTAL PAY INCREASE

Bound to Be Followed by Further Rise in Second Class Rates if Re-enacted, Pearson Declares—Asks Editorial Disapproval

By SAM BELL

(Washington Correspondent, EDITOR & PUBLISHER)

WASHINGTON, D. C.—Newspaper and trade publication interests affiliated with the American Publishers' Conference have warning from A. C. Pearson, national chairman of the organization, that congressional re-enactment of the postal pay increase bill is bound to be followed by a further increase in second class rates. The pay advance, authorized by Congress in the closing hours of the last session of Congress, failed to become a law as the result of President Coolidge's veto of the measure.

Mr. Pearson's warning sent out to the membership of the Publishers' Conference this week comes after he had spent several days in Washington investigating the situation. He is convinced that the agitation for the omnibus pay increase again is under way and will result in the re-introduction of the bill at the December session, with an excellent chance of enactment.

Once the proposed increase is granted, Mr. Pearson contends, the publishers' fight for reductions in the war-time rates on second class matter, still in operation, will have failed and the industry will face another advance which will tax the publishing business annually an additional \$5,000,000 at least. His advice to the publishers, backed by figures on salaries in the postal service compared with corresponding jobs in private business, is as follows:

"Decline to give any editorial approval to an omnibus raise in postal salaries, as this method is entirely illogical and a considerable part of the increase will be assigned to you.

"Make known to your Congressmen and Senators and to the Postmaster General your feeling that the publications are entitled to a reduction in the big war-time increase for second class postage, and that they will certainly fight any attempt under any form to raise the second-class rate."

Unless the publishers themselves do something, Mr. Pearson warns in conclusion, they will be without cause for complaint if they find themselves "burdened with a very much increased postage price."

In his statement of the situation, Mr. Pearson informs the publishers that the legislative agents of postal employees' organizations have announced their intentions to win the editorial support of representative newspapers. Their appeal, he says, will be based upon sentiment and not upon fact as comparative salary figures show.

"It is possible," argues Mr. Pearson, "to adjust inequities in postal pay to meet increased living costs in a few of the large industrial centers without imposing heavy assessments on newspapers and other patrons of the Post Office Department. Those in charge of the postal workers' campaign demand blanket increases ranging from \$200 to \$400 for more than 350,000 employees.

"A study made of salaries paid em-

ployees in newspaper offices throughout the country, which brings the subject directly to the door of the newspaper manager and editor, is worthy of consideration here. A comparison of these salaries with those now paid to postal employees shows quite clearly that the government salaries are considerably higher than those paid by the average newspaper. For comparative purposes it was necessary to confine the research to the business office. For instance, the maximum salary paid a stenographer in a Cleveland newspaper office is \$1,303 per year, as against \$1,400 paid by the Post Office Department to an untrained boy, fresh from school and engaged as a postal clerk. The minimum salary paid filing clerks in Philadelphia newspaper offices is \$938, with a maximum salary of \$1,303.

"The average salary paid to those employed in clerical positions on newspapers in ten representative cities is lower than similar jobs in the postal service by \$500 a year. Another significant fact that should not be overlooked is that the postal employees have received 3 increases in salary in the past 4 years. They are the highest paid workers in the government service, receiving at the present time salaries greater than those paid to employees doing similar work in other departments of the government."

SPECIALTY AD MEN MEET

Henry J. Allen, Former Kansas Governor, Honor Guest at Chicago

"Chicago is the greatest advertising city in the world" were the words of greeting that William R. Dawes, president of the Chicago Chamber of Commerce gave to the assembled members of the Advertising Specialty Association at the opening session of their convention at the Hotel Sherman, Chicago, Sept. 22. Mr. Dawes was introduced by U. Rae Colson of Paris, Ill., president of the advertising association.

Three hundred members were in attendance during the 4 days of the meeting, which was the twenty-first annual gathering, and according to the officers of the organization, the largest and most successful in their experience.

Henry J. Allen, former governor of

First eight months of 1924

Carried more Food advertising than any other paper in the City.

NEW YORK EVENING JOURNAL

New Haven Register

is New Haven's Dominant Paper

Circulation over 40,000 Average

Bought every night by More New Haven people than buy any other TWO New Haven papers COMBINED.

New Haven Register

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

Kansas, was the guest of honor at the annual banquet on the Wednesday evening. K. K. Bell, general manager of the Calumet Baking Powder Company, Chicago, delivered an address on "Made to Measure Advertising," and Darby A. Day, manager of the Mutual Life Insurance Company, New York, spoke on "Today Versus Inspiration of Tomorrow Applied to Sales Organizations."

Montreal Editor Accused

John H. Roberts, editor of the *Montreal Sun* and of the *Arc*, with Leslie M. Roberts and Alphonse Moisan, also associated with the *Sun*, appeared in Arraignment Court Sept. 24, on a charge of conspiring to obtain by fraud and deceit the sum of \$325. A second complaint was entered to the effect that the 3 accused had obtained that sum, through fraud and deceit, from the Mount Royal Hotel Company, Ltd. Personal bail for each was fixed at \$500 and preliminary enquiry was set for Oct. 1.

Typhotetae Plans Complete

Four thousand men and women workers in graphic arts are expected to attend the thirty-eighth annual convention of the United Typothetae of America, to be held in Chicago beginning Oct. 13, and to continue for a week. Delegates are expected to be in attendance from every state, Great Britain, Germany, France, Sweden, Denmark, Italy, Mexico, other Latin-American republics, and Hawaii. Sessions will be held at the Edgewater Beach hotel twice daily.

Edward Insley Dead

Edward Insley, 58, assistant managing editor of the *Los Angeles Examiner*, and at one time part owner of the *Sacramento Union*, died at Covina, Cal., Sept. 20. Insley began his newspaper career at 19 on the *Chicago Tribune*. Later he became correspondent for New York papers. He had lived in California for the last 20 years.

RADIO CONCERT FOR EDITORS

Memphis Commercial Appeal Dedicates Program to Newspaper Men

A radio program dedicated to the editors and publishers of America was broadcast Sept. 24, by the *Memphis (Tenn.) Commercial Appeal*, station WMC. The program, which consisted of an organ recital from the Scottish Rite Cathedral, was arranged by Sam L. Kahn, city editor, and put on the air at 11 o'clock at night.

The recital opened with the "Poet and Peasant" overture, which was followed by selections from "The Chocolate Soldier," "The Grand American Fantasia," a medley of southern airs; was dedicated to the *Atlanta Journal*.

A trio of popular numbers was followed by Chopin's Funeral March, which in turn was succeeded by "Parade of the Wooden Soldiers," and "I've Lived All My Life For You," the last named written by a Memphis composer. Dixie concluded the evening.

"FIRST IN PUBLIC SERVICE"

The World

MORNING EDITION

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 Evening World

Pulitzer Building, New York
Mallers Bldg. General Motors Bldg.
Chicago 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.

The most successful of all newspaper consolidations.

THE NEW YORK HERALD New York Tribune

THE TACOMA NEWS TRIBUNE

Total Lineage 4,285,568 Agate Lines

Display 2,552,900 Agate Lines
National 779,002 Agate Lines
Classified 953,666 Agate Lines
Audited Circulation A. B. C. 32,643

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

ADVERTISING REPRESENTATIVES

David J. Randall Ford, Parsons Co. 341 Fifth Ave. 360 N. Michigan Ave. New York City Chicago, Illinois

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

Every month, every year, The Cleveland PLAIN DEALER carries MORE National Advertising than both Cleveland evening newspapers COMBINED.

The Plain Dealer

ONE Medium—ONE Cost ALONE Will sell it!

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

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

MOST NEWS

The largest morning daily circulation in Pittsburgh

The Pittsburgh Post MORNING AND SUNDAY

Daily Circulation118,000
Sunday Circulation175,000

Member A. B. C.



OUR OWN WORLD OF LETTERS

By JAMES MELVIN LEE

ERNEST GRUENING has always practiced what he preached in the matter of newspaper ethics. He has stood solidly for his principles even when such action meant resignation from the staff. Consequently, his article "Can Journalism be a Profession?" in the *Century Magazine* for September deserves that thoughtful reading which EDITOR & PUBLISHER requested in a recent editorial.

While Mr. Gruening was preparing this article I had lunch with him at the Newspaper Club of New York City. At other times we have talked over newspaper tendencies in his own editorial office. Our relations have always been friendly in spite of a wide difference of opinion on various phases of journalism. Now for the article.

I have always resented the implication that the standard of ethics for business is necessarily lower than that for a profession. Modern interpretation makes business the oldest of the arts and the youngest of the sciences. The Man of Galilee insisted that he must be about, not his Father's profession, but his Father's business. Even those who split hairs in differentiating business from profession have never shown that the editorial column needs a higher standard of ethics than the display space for the advertiser.

But to come to more specific matters Mr. Gruening says:

Clearly, where a maximum of advertising can be obtained with a minimum of circulation, and even that maintained by methods utterly unrelated to journalistic excellence, what incentive is there to the business management to attempt to improve its news and editorial columns?

But the matter is not so clear. Advertising today is being placed for good business reasons. It may at times justly be given to the newspaper with the minimum circulation because that medium may have the largest number of responsive subscribers. When I was on *Leslie's Weekly* it then had a circulation of 400,000. I asked an automobile advertiser why he used *Harper's Weekly* with 40,000 circulation in preference to *Leslie's*. His reply was illuminating, "Because we have found that regardless of inquiries we make more sales from an advertisement in *Harper's* than from one in *Leslie's*." Advertising used to be checked on inquiries received, but today it is measured by sales made.

The "methods utterly unrelated to journalistic excellence" mentioned by Mr. Gruening refer to the use of premiums—hot water bottles, fountain pens, silver services and what not—to maintain circulation. A few years ago, in preparation of an address at the University of Kansas, I sent a questionnaire to a large number of advertisers in which I asked "What do you want to know about a newspaper before you use its columns?" I was surprised at the frequency of this reply, "Methods used to obtain circulation." Advertisers are not only asking "How much have you got?" but also "How did you get it?" Responsive circulation comes from journalistic excellence in spite of what Mr. Gruening says.

No answer to the question asked by Mr. Gruening is complete which does not see the situation from the viewpoint of all the principles involved in the transaction. Especially important is the viewpoint of the purchaser. I wish I had preserved a letter that Harrison Gray Otis of the *Los Angeles Times* once wrote me. In it he insisted that I impress upon students that a man gets up on a cold winter morning, goes downstairs in his pajamas, opens his front door, and snatches in his morning paper—not to find what the editor has to say, but to learn what has happened the day before.

The newspaper subscriber takes the medicine prescribed by the doctor, bitter as it may be; follows the instruction of his lawyer when he personally would prefer to follow some other course; but he does not ask the editor to do all his thinking about men and matters of moment. Years ago readers may have bought the *New York Tribune* to find out what Horace Greeley had to say, but no such condition obtains today. Newspapers have changed from organs of views to organs of news. This fact must be squarely faced in any discussion such as that given by Mr. Gruening in the *Century*.

The owner of a general store can do something more than merely market goods in his community. He may realize that he is responsible for the appearance and attractiveness of the homes in his community. In the matter of house furnishings he may seek to keep in stock those things which have artistic beauty as well as utility value. On store time he may give his employees instruction in interior decoration so that shoppers may purchase furnishings that have a harmony of design and a color scheme that will be restful to the eye. I am painting no fanciful picture, for a merchant in his store can have just as high a view of his calling as any editor in his chair. The sales talk of the merchant and the editorial comment of the newspaper may be on the same plane of service to the community.

Again the editorial writer who has a message for the people can still find an outlet for his wares even though the newspaper columns may seem closed to him. E. W. Howe wrote some great editorials for the *Atchison Globe*, but he wielded a still greater influence today when, taking his editorials from the *Globe*, he put them in that little periodical which he publishes once a month. What E. W. Howe has done others can do. Mr. Gruening seems to have little difficulty in finding a medium for expression even though he is no longer connected with a newspaper. His case illustrates the very point that I am trying to make in this comment.

Freedom of religious worship is one thing in theory and quite another in practice. Most of us will fare better if, instead of starting a new religious denomination, we select that church whose articles of creed contain the greatest number of things with which we are in sympathy. Minor articles to which we are opposed may be overlooked because of the larger principles of the creed. In the same way, the editorial writer will usually accomplish more if, instead of trying to start some organ of his own, he will affiliate himself with a newspaper which stands for the big things he wants to advocate. For most people life is a matter of some sort of adjustment along the line indicated.

Much truth exists in what Mr. Gruening says about the hardships experienced by the newspaper man who is thrown out of a job through a change in management. But such things happen elsewhere. From my own newspaper experience I could point to similar cases in the clergy where a new bishop presided at a conference in the church, and in education where the university had a new president, and in medicine where a hospital had a new board of trustees.

In the comments made I have had no intention of entering into any debate with Mr. Gruening. I have, however, tried to call attention to some things which ought to be considered. If space permitted I should like to take up several other points, especially the assertion that "any intelligent person can learn the technical elements of reporting, copyreading, head-writing, and 'make-up' in a fortnight."

If that assertion be true the experienced newspaper man need not worry about his job. If he is thrown out of employment he can start a correspondence course in journalism and enroll any number of students through his guarantee to teach "all the technical elements of reporting copy reading, head-writing, and 'make-up' in two weeks." On this point, as on many others, Mr. Gruening and I disagree.

IF I had a standing head "Books Received" I should list this week "Principles of Merchandising" by Melvin Thomas Copeland, Ph.D., Professor of Marketing, Director of Bureau of Business Research, Harvard Graduate School of Business (A. W. Shaw Company).

THE advertising of the Rogers Peet Company, not only in the theatrical programs but also in the daily press, has attracted much attention. The advertising department of that concern has gone through the old store scrap books and collected some representative ads to show the early development of its advertising into its present form. These ads, with chats about the same, have been published in a pamphlet so attractive in appearance that it escapes the wastebasket.

Daily Starts New Home

Ground has been broken for the new 4-story home of the *Pasadena (Cal.) Star-News* on the building site at East Colorado street and Oakland avenue.

ONE out of every THREE Homes in Milwaukee receive

THE MILWAUKEE LEADER

"Unawed by Influence and Unbribed by Gain."

Advertising Representatives

FRALICK & BATES
Chicago, New York, Atlanta, Los Angeles

A Thought for National Advertisers

The Sun is read and relied upon by the more intelligent and prosperous of all classes in the world's richest community.

The advertising censorship of The Sun is such that meritorious announcements find congenial contact in its columns.

The Sun

New York City

Average net paid circulation exceeding 250,000

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

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

OF the entire population of the state of Utah, 263,340 people, or 53 per cent, live within a 44 mile radius of Salt Lake City.

The Deseret News

HE Deseret News delivers daily to this territory 18,887 papers, or a paper to every 2.9 families.

Foreign Representatives

CONE, HUNTON & WOODMAN
New York Chicago Detroit
Kansas City St. Louis Atlanta

Pacific Coast Representatives

CONGER & JOHNSTON
Los Angeles San Francisco

first!

—in circulation
—in lineage
—in reader interest
—in proved results

The Indianapolis NEWS

Over—
200,000
CIRCULATION

in less than 3 years.
—because Detroiters want it.

DETROIT TIMES

WHAT THEY ARE SAYING

SOMETHING TO REMEMBER

REMEMBER this newspaper advertising rightly done, will increase your volume and that means less expense. Newspaper advertising will increase your turn-over, and that means profit. Newspaper advertising, backed by intelligent merchandising will frequently turn dull seasons into good ones.—Thomas H. Moore, Associate Director, Bureau of Advertising, A. N. P. A.

ENGLISH HOSPITALITY

BEFORE the war we used to hear a great deal about French courtesy, but the English people now challenge other countries in this domain of national comity. * * * The English could not possibly be more affable, hospitable or uniformly polite. * * * From the practical view of the advertising and publishing business, one easily notes that the British papers and magazines are copying American methods and are improving in brightness and in artistry as a consequence. * * * No country on earth needs prohibition as much as Great Britain. The public house is worse than the old American saloon.—Homer J. Buckley, President of the Advertising Council, Chicago.

LOWER POSTAL RATES NEEDED

IT is surely obvious that nothing is more desirable than that the people of each country should read the newspapers of the other, and thus be placed in a position enabling them to understand the movements in the respective nations, and to appreciate their sentiments. Nothing, indeed, could conceivably lead to better and more intimate relations than such an interchange of newspaper reading, and it is surprising that up to the present the Governments of both countries have apparently failed to recognize this fact. It is, I think high time that an agreement were come to between the two countries, for a reduction in the postage rates on newspapers, which are now really prohibitive so far as the average reader is concerned. It is almost incredible when one reflects on the negligible number of Britons and Americans who are in the existing circumstances able to read each other's newspapers.—Louis Wiley.

BANK ADVERTISING

IN some respects the United States is far in advance of its English friends in the advertising field. In others, there is much we can learn to our advantage. Perhaps in no branch of business is there so great a contrast in methods as in the financial field. The English banks have traditionally opposed advertising, choosing to regard their business more as a profession and applying to it the ethical standards of other professions in regard to publicity. American bankers generally, particularly in recent years, have, on the contrary, chosen to regard banking as a business, to be properly promoted by publicity and sales methods applied successfully to other businesses. As a result, we have gone far in the development of both good-will and selling advertising for financial institutions on our side of the water whereas there has been little change in English methods since banks first became established business factors.—Francis H. Sisson, Chairman, Publicity Committee, American Bankers Association.

PUBLICITY DOESN'T INCREASE CRIME

DOUBTLESS newspapers do print too much crime news. So does the Bible, in the opinion of some, and that man Bill Shakespeare, who wrote those fearful tragedies called Hamlet and Macbeth—well, he is dead, so we will not criticize him too severely. Then there was another well known Englishman, Charles Dickens, who wrote such terrible things as Oliver Twist, telling fearful stories of vile criminals. Maybe we could have his works burned or expurgated. Then that fellow called Sir Walter Scott told many bloody tales that some people say are classics, and our own Edgar Allan Poe had regular nightmares of crime reporting, and he was worse than the newspapers, because he based very little of his stuff on actual happenings. That's one thing about the newspapers—they do tell just what is going on throughout the world, whether good or bad. It is unfortunate that bad things do happen, but publicity doesn't increase them.—Marcellus E. Foster in *Houston Chronicle*.

NEWSPAPER FAIRNESS

ONE ideal which we always wish to keep in mind upstairs is that of trying to be fair. We have, of course, to stand by the policies of the paper. We have to oppose public men from time to time and express ourselves as strongly as we can against measures which we disapprove, and we do not hesitate to use the ordinary weapons of debate, employing sarcasm and ridicule if the occasion warrants. But we desire to be fair to the other side, and do not want, as Lincoln said, to 'put a thorn in the bosom' of any man. One of the features of the editorial page which I prize very highly is letters sent in from the outside. We have not as much space for these as we should like. But we do like to get the views and opinions of our readers, although they may be quite contradictory to those of the paper. * * * The old idea was to shut out everything that did not agree with the policy of the paper. The reading public likes to feel that a newspaper is not confined to expressing the judgments of its editors, but wishes to open a forum for all kinds of opinion and political views.—Rollo Ogden, Editor New York Times.

RESPECT FOR REPORTERS

THE old fond theory, still surviving in many a newspaper office, that it is somehow discreditible for a reporter to show any sign of education and culture, that he is most competent and laudable when his intellectual baggage most closely approaches that of a police lieutenant or a district leader—this theory will fall before the competition of novices who have been adequately trained, and have more in their heads than their mere training. Journalism, compared to the other trades of educated men, is surely not unattractive, even today. It is more amusing than the army or the cloth, and it offers a better living at the start than either medicine or the law. There is a career in it for the young man of original mind and forceful personality—a career leading to great power and even to a sort of wealth. In point of fact, it has always attracted such young men, else it would be in an even lower state than it is now. It would attract a great many more of them if public opinion within the craft were more favorable to them—if they were less harassed by the commands of superiors of no dignity, and the dislike of fellows of no sense. Every time two of them are drawn in they draw another. The problem is to keep them. That is the central problem of journalism in the United States today.—Editorial in *The American Mercury*.

**An Unexcelled Agricultural State
and Among the First in
Manufactures**

Illinois

outranks all other states in combined value of manufactured products and value of all farm property.

Illinois is a state where farm and factory seem to struggle constantly to outdo each other in the production of wealth.

Prosperous, industrious and progressive, Illinois is one of the richest markets for nationally advertised goods.

Everything from mowing machines to motor cars and furs, to fireless cookers is sought by the people of this great wealth producing territory.

Many manufacturers are using these daily newspapers advantageously in popularizing their products in this territory.

These dailies reach the homes of the people who buy. They cooperate with merchants in their cities. They produce for the local merchant and will do the same for national manufacturers if given the opportunity.

Every Successful Advertising Campaign in Illinois depends upon these Newspapers

	Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
***Aurora Beacon-News(E)	16,982	.06	.06
†††Chicago Herald & Examiner.....(M)	335,747	.55	.55
†††Chicago Herald & Examiner.....(S)	1,050,949	1.10	1.10
†††Chicago Daily Journal(E)	120,449	.26	.24
***La Salle Tribune(E)	3,162	.025	.025
***Moline Dispatch(E)	10,569	.045	.045
***Peoria Star—(E) 29,102(S)	21,733	.075	.06
***Rock Island Argus(E)	10,513	.045	.045
***Sterling Gazette(E)	5,921	.04	.04

***A. B. C. Statement, April 1, 1924.

†††Government Statement, April 1, 1924.

DOLLAR PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

BUSINESS TICKLER



SEASONABLE weather!

That helps some.

The cloak and suit business in New York is reported good, buyers from all parts scrambling for goods. A cold winter is predicted. Business is reported as being infinitely better than general expectations.

Hustle! Write letters and make calls! Advertise your wares and spread the word. Fall of 1924 is a first rate business Fall, all cyclone cellar hounds to the contrary notwithstanding.

THE best boosters for automobiles in the world are the dealers that handle "Four-wheel Brake" cars. Have your advertising man draw up a full page ad setting out the following facts, which are true, "That over 52 per cent of American built cars are equipped with 4-wheel brakes or about to announce them. That 43 of the present 80 cars have the 4-wheel brake. That they are the one feature of safety," and at the bottom of the page run the names of the dealers with 4-wheel brake cars and the make they handle. I have worked this on 3 papers and added a full page to dull weeks of business at the top rate. It can be done easily. As this goes out I have added another page with the "Balloon Tires" as the lead.—HIL F. BEST, San Luis Obispo (Cal.) *Herald-Telegram*.

In almost any section of your city there are three or four milk wagons covering every street. These wagons are, of course, operated by different companies, and are, therefore, in competition with each other. It should be possible, then, to divide the city up into different sections according to their geographical locations or according to the ways in which they are designated by folks and you could then run a page one week devoted to one section and on which would appear the ads of all the milk companies going to that section and another page another week devoted to the milk companies serving it and so on. As a general thing milk companies do not like to advertise, but this plan would make them.—FRANK H. WILLIAMS, Santa Ana, Cal.

More advertising from the bakers in this cool weather! Hot baked foods sell great. People are glad to buy rolls, biscuits and warm them up for dinner. Go after the bakers in your town for extra advertising at this time. Show them a layout with an illustration. They'll gladly tell you to run several ads.—R. JOHN GIBLER, 2100 Pine St., St. Louis, Mo.

"What I saw and heard about town" is the caption a local paper uses in establishing a full page ad. The make-up

WIRE NEWS

For Evening and Sunday Newspapers
International News Service
21 Spruce St., New York

consisting of a little bit of gossip about a little bit of everything. These little stories in the form of advertisements may contain the very news your local people are looking for.—W. J. ARNDT.

Look alive! Football season is an ideal time to link up many clever pages of advertising. One progressive paper ran a page before every game under the caption, "Beat (name of visiting team), (name of local team)." Everybody stands ready to boost their home athletic teams, and are disappointed when they lose. It ought to be easy to induce merchants to encourage their home teams by backing them up in this manner.—GEORGE C. MARCLEY, Ogdensburg (N. Y.) *Republican-Journal*.

A large furniture store has been publishing a series of advertisements featuring furniture it has sold to well-known people and illustrating the copy by actual photographs of the suites in the customers' homes. Occasionally a sketch of the interior of the home is used as a background for the illustration. Advertisements of this character establish prestige for the merchandise and create a desire in others to possess equally fine home furnishings.—H. H. HUDSON, Cleveland *Press*.

An article which could be followed up with some advertising copy from jewelers would be one relating what effect temperature has upon watches. Temperatures above 90 and below 30 thins or thickens the fish oil used to lubricate the fine pieces, causing a corresponding loss or gain in time. A cleaning of the watch occasionally is necessary to keep the time changes to a minimum, with the coming of colder weather, it would be well for jewelers to inform watch owners of the need for overhauling their tickers.—A. C. REGEL, Eau Claire, Wis.

At this time of the year it would be appropriate and timely to get up a page of ads of concerns handling heaters for automobiles. People who are content with open cars in the warm months of the year always feel the need of having heat in the car in the late fall and winter months, so such advertisements would have a wide appeal and get good responses.—FRANK H. WILLIAMS, Santa Ana, Cal.

The writer has a hunch that it would be a paying proposition for newspaper advertising solicitors to play up the "Dress Well and Succeed" idea in soliciting ads from the local retail men's

clothing. With the advent of fall the "Dress Well and Succeed" campaign endorsed by the National Association of Retail Clothiers last spring, is being run more and more in newspaper advertising. Hat stores and men's clothing stores are using it, and, yes, even the laundries. There is a big idea behind the slogan, and now is the time for ad men to secure copy from it.—A. W. ROE, New Orleans, La.

A mid-western newspaper believes it has solved its "return" problem by setting a maximum for each dealer and sub-station on which returns are taken. Any number over that amount are ordered at the dealers own risk. The plan has worked out very nicely, the dealers operating on a more conservative basis, yet watching sales so as to be able to handle all of the regular customers.—B. A. T.

Scenario School Cited for Fraud

The United States Post Office Department has recommended the issuance of a fraud order against the Bristol Photoplay Studios, of New York City, charging them with using the mails to defraud. The advertisement of this organization carried in photoplay and moving picture magazines, and other journals, have for many years held out amazing offers both for ideas and complete scenarios. It was claimed by the organization that some who were writing for them were receiving as high as \$200,000 a year. Applicants desiring to submit manuscripts were required to send along a service fee, which was to be returned if the scenario was not accepted.

Spokane Ad Man Honored

Frank Zeorlin, manager of Spokane Ad Club, has been presented with a medal of the republic of France in appreciation of the service he rendered in arranging a trip to Paris of a number of newspaper men and advertising men attending the London advertising convention this summer.

Our Features:

Irvin S. Cobb
Samuel G. Blythe
R. L. Goldberg
Roe Fulkerson
Don Herold
Ed Hughes
O. O. McIntyre
Penrod and Sam
Nellie Revelle
Will Rogers
H. J. Tuthill
Albert Payson Terhune
and others

The McNaught Syndicate, Inc.
Times Building, New York

let your readers laugh with WEBER and FIELDS

These internationally famous comedians are now delighting the reading public with their weekly feature—"Humorous Comments on Timely Topics." Brand new topics treated in the good old style which no one else has been able to duplicate. A tremendous drawing card for your paper.

Write or wire for copy

Readers' Syndicate, Inc.

799 Broadway New York City

THERE is only one newspaper that is representative of the entire Dallas territory, and that is *The News*

The Dallas Morning News
Supreme in Texas

News Writers at Legion Meet

Correspondents who covered the recent convention of the American Legion in St. Paul included Morrow Krum, *Chicago Tribune*; H. L. Pollard, *Chicago Herald and Examiner*; Eugene E. Morgan, *Chicago Daily News*; Robert D. Mark, *Memphis (Tenn.) News Scimitar*; George Noble, *Boston Globe*; E. A. Moreno, *Houston (Tex.) Post Dispatch*; L. C. Francis, *Oakland (Cal.) Advance*; G. E. Purl, *Dallas (Tex.) News*; C. O. Powers, *Ames (Iowa) Tribune*.

N. Y. Men On Up-State Assignment

New York City newspaper men covering the Democratic and Republican state conventions at Syracuse and Rochester respectively this week included: (Rochester) Alfred Pierce, *Sun*; George D. Morris, *Telegram and Mail*; B. Berman, *Evening Graphic*; A. Leonard Smith, *Evening Post*; (Syracuse) George Van Slyke, *Sun*; James L. Durkin, *Telegram and Mail*; J. Cohn, *Evening Graphic*; Hans Adamson, *Evening Post*.

FEATURE FILLER PAGES

"Edited and Illustrated to Perfection"

—MAKE-UP—

7 or 8 Columns—20" or 21"

THE WORLD COLOR PTG. CO.

R. S. Grable, Pres.

Est. 1906 St. Louis, Mo.

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 COML EXCHANGE BLDG.
LOS ANGELES, CAL.

Mr. Publisher or Business Manager

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

CLARENCE EYSTER
Sec'y-Treas., I. C. M. A.

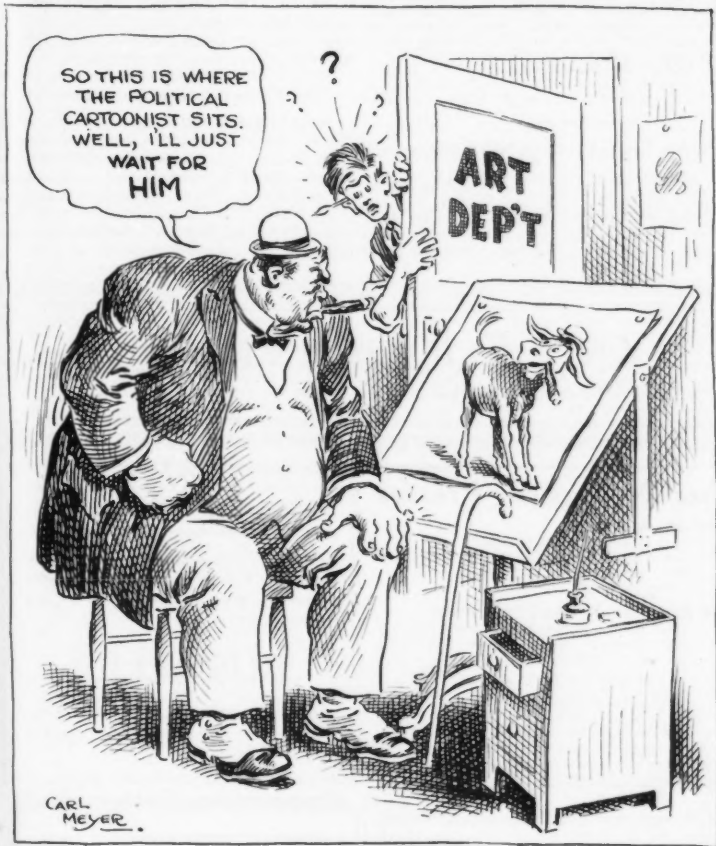
Peoria Star Co.
Peoria, Ill.

ALL IN THE DAY'S WORK

Drawn Exclusively for EDITOR & PUBLISHER

By CARL MEYER

A Cartoonist's Life Is a Nervous Existence



CARL MEYER

CARL MEYER, cartoonist for the *New York Evening Journal* began newspaper work rushing copy in the art department of the *New York Herald*. During the year he spent in this work, he studied drawing on the side.

The outcome of this study was a job on the old *New York Press* as illustrator.

"The pay jumped with the jump," Meyer says, "and so did the editor when he saw the first picture and I jumped out."

"Spent the next year studying art and the 'Sidewalks of New York'—then went with the American Press Association as an illustrator.

"From there, I drifted into the animated cartoon game and worked up to the managership of the Gaumont Film Company cartoon department when the war broke out.

"Joined the navy and received orders to take charge of art work of the *Newport Recruit*, which I did until mustered out in 1919.

"Spent the next six months leaning against 'Help Wanted' columns—then went to Bray studios where Max Fleischer after a quick glance at the holes in my elbows and knees offered me \$20.00 per week.

"I grabbed this in desperation but at the first opportunity jumped to the International to animate 'Tad's' Indoor Sports for the screen."

In 1922, Meyer joined the *New York Evening Journal*, doing sport cartoons. He is now drawing political cartoons for the Brooklyn section of the *Journal*.



CARL MEYER

\$100,000 LIBEL SUIT FILED

Washington Herald's Bergdoll Stories Basis for Hotel Man's Action

Owen D. Sherley, proprietor of the Vivian Hotel, Hagerstown, Md., has filed suit for \$100,000 in the Washington courts against the *Washington Herald*, alleging libel.

The suit is the outcome of a series of stories carried by the *Herald* during the alleged discovery of "Bergdoll gold" in the mountains near Brownsville, Washington county, Maryland, at which time, Sherley claims, the *Herald* used statements attributed to him which he declares he never gave and which, he claims, damaged him. Sherley is the proprietor of the hotel at which Grover Cleveland Bergdoll stayed in Hagerstown under an assumed name while officers were searching for him.

Cairo Bulletin Resumes Publication

The *Cairo (Ill.) Bulletin*, for more than 56 years one of the leading dailies in southern Illinois, which suspended recently resumed publication Sunday, September 21, with Thomas W. Williams as editor and Clyde Sullivan business manager.

Texas Publisher Dies

Charles W. Kent, 52, president and business manager of the Enterprise Publishing Company, publishers of the *Waxahachie (Tex.) Daily Light and Weekly Enterprise*, died at his home in Waxahachie recently. He had been in the newspaper business at Waxahachie for 30 years.

Radio Writers' Banquet

About 150 Eastern radio writers and editors, comprising Radio Writers League, held their first banquet here this week. There were no speeches.

Among the 2785 Industrial Establishments

in

West Virginia

Are Found the

- Largest stogie factory in the world;
- Largest axe factory in the world;
- Largest sheet glass factory in the world;
- Largest sanitary pottery in the U. S.

For its size, West Virginia is the richest area of natural resources in the world. It has power from the mines and waterways and transportation by river and rail.

This state is utilizing its own resources and sending its mineral and forest products to other states and furnishing them with power at the same time.

West Virginia workers are paid good wages and, for the most part, have steady work.

West Virginia has the largest number of home owners per capita of any state in the Union.

Here is an ideal field for advertisers. For a little money spent, you will be a BIG advertiser in this state.

Familiarity with the local papers listed below will bring conviction that they are the media to use, to advertise successfully in West Virginia.

	Circulation	Rate for 5,000 lines		Circulation	Rate for 5,000 lines
Bluefield			Martinsburg		
***Telegraph (M)	11,073	.05	***Journal (E)	4,542	.03
Telegraph (S)	14,259	.06			
Charleston			Morgantown		
***Gazette (M)	20,057	.06	Pcst (E)	5,065	.025
***Gazette (S)	24,932	.07			
Clarksburg			Parkersburg		
***Telegram (E)	9,479	.04	***News (M)	7,185	.025
***Telegram (S)	11,797	.045	***News (S)	8,759	.025
Huntington			***Sentinel (E)	7,641	.03
***Advertiser (E)	11,176	.04			
***Herald-Dispatch (M)	13,750	.04			
***Herald-Dispatch (S)	13,637	.04			

***A. B. C. Statement, April 1, 1924.

**PUBLISHERS TO REPEAT
"BOOST IOWA" DRIVE**

Vote Second Year Appropriation of \$20,000 to Advertise State at Des Moines Meet—23 Dailies Represented

DES MOINES, Ia., Sept. 22.—The first year of Iowa publishers' "Boost Iowa" campaign has been so successful and so full of promise of even greater results that the group of newspapers which launched the movement last week at a meeting in Des Moines, voted unanimously to continue the campaign as in the past year, raising another \$20,000 fund for the purpose, Robert R. O'Brien of the *Council Bluffs Nonpareil*, who headed the committee, is again chairman and the same members will serve. Thirty-two papers supported the plan, and twenty-three publishers at the meeting voiced their approval so heartily that it is certain that the entire group will be enrolled in the new lineup.

Exploitation of Iowa as a market for national advertised merchandise and as an asset in promoting prosperity of the state was purpose of the campaign and has proved out excellently. The general committee includes Lafayette Young, Jr., *Des Moines Capital*; Harry T. Watts, *Des Moines Register and Tribune*; J. F. D. Aue, *Burlington Hawk-Eye*; Eugene Kelly, *Sioux City Tribune*; Frank D. Throop, *Davenport Democrat*; and George Thayer, *Marshalltown Times-Republican*.

Present at the session were: J. F. D. Aue, *Burlington Hawk-Eye*, president of the Daily Publishers Association; Frank D. Throop, *Davenport Democrat*; John E. Stewart, *Des Moines Capital*; Lafayette Young, Jr., *Des Moines Capital*; B. Ridley, *Des Moines Capital*; Anton Jepperson, *Mason City Globe-Gazette*; W. T. Armbruster, *Oelwein Daily Register*; J. V. Stonebraker, *Webster City Daily Freeman-Journal*; J. L. Powers, Jr., *Ames Tribune*; Gardner Cowles, *Des Moines Register and Tribune*; G. W. Whitehead, *Newton News*; Harry T. Watts, *Des Moines Register and Tribune*; W. S. Merryman, *Fort Dodge Messenger*; T. W. LeQuatte, W. P. Round and W. C. Taylor, *Potts-Turnbull Company*; E. G. Carey, *Waterloo Evening Courier*; F. J. McLaughlin, *Dubuque Telegraph-Herald*; J. M. Beck, *Centerville Iowegian and Citizen*; Orville Elder, *Washington Journal*; W. J. Schaeffe, *Dubuque Times-Journal*; Phil Hoffman, *Oskaloosa Herald*; R. R. O'Brien, *Council Bluffs Nonpareil*; J. Rhodes, *Newton News*; E. A. Chappell, *Iowa City Press-Citizen*; Will Muse, *Mason City Globe-Gazette*; L. R. Fairall, *Fairall & Battenfield Agency*, Des Moines; George F. Thayer, *Marshalltown Times-Republican* and Sam Carroll, *Keokuk Gate City*.

AD-TIPS

Alexander Advertising Agency, 327 S. La Salle street, Chicago. Distributing copy to a general list of newspapers on the Mantle Lamp Company.

N. W. Ayer, 308 Chestnut street, Philadelphia. Schedules are being issued to a general list of newspapers on Kellogg Food Company (All Bran).

George Batten Company, Inc., 383 Madison avenue, New York. Placing account of the McCallum Hosiery Company, Northampton, Mass., manufacturers of silk hosiery.

Bauerlein, Inc., Hibernia Bank Building, New Orleans. Placing copy in selected cities for account of Norman Mayer & Company of New Orleans and Gallup, Incorporated, of New Orleans, Louisiana and Houston, Texas.

Blackette Sample-McFarland, Inc., 38 E. Washington street, Chicago. Contracts on the Kleero (Van Ess Laboratories), are going out to a general list of newspapers.

California Olive Association, Higgins Build-

For Sale
One Double Steam Table and steam generator, Duplex. First-class condition. Bargain. Address Box B-789, Editor & Publisher.

MAILING LISTS

National Newspaper Reading Service compiles mailing lists of births, deaths, engagements or marriages from original press clippings. Four Terrace, Buffalo, N. Y.

ing, Los Angeles. Will undertake an advertising campaign in behalf of California ripe olives in the spring of 1925.

Cramer Krasselt Company, 354 Milwaukee street, Milwaukee. A number of the smaller eastern cities are receiving contracts on the A. B. Stove Company, Battle Creek, Michigan.

George L. Dyer Company, 76 W. Monroe street, Chicago. New England and Ohio papers are to receive special copy on Pettijohn's.

Erwin, Wasey & Company, 844 Rush street, Chicago. Special copy on Quaker Macaroni is being issued to Iowa papers.

Paul A. Florian, Jr., Peoples Gas Building, Chicago. Now handling account of Albert Pick & Company, Chicago, manufacturers of hotel, restaurant and institutional supplies.

Green, Fulton, Cunningham Company, 28 E. Jackson boulevard, Chicago. Preparing a general list on Nash Motors.

Albert P. Hill Company, Inc., 233 Oliver street, Pittsburgh. Placing account of the Republic Metalware Company, Buffalo, manufacturers of "Savory" kitchen specialists.

Martin V. Kelley Company, Inc., 19 West 44th street, New York. Will place account of the Fisk Tire Company, Inc., Chicopee Falls, Mass.

LaPorte & Austin, Inc., 21 East 40th St., New York. Placing account of J. & J. Cash, Inc., South Norwalk, Conn., manufacturers "Woven Name Tapes."

Lord & Thomas, 400 N. Michigan avenue, Chicago. A list has been prepared on the Brunswick, Balke Company, Chicago, on combination copy of radio, phonograph, and records, to start the latter part of September. Several cities have been selected for the advertising of S. Karpen (furniture) to run on Sunday, October 5. Extensive advertising is expected later on Studebaker.

Fred A. Robbins, Inc., 360 N. Michigan avenue, Chicago. Orders are being issued to a limited list of papers on Burgess Battery.

Sidener-Van Riper Advertising Company, Merchants Bank Building, Indianapolis. Placing account of the Royal Easy Chair Corporation, Sturgis, Mich., manufacturers of "Royal Easy" chairs and "Royal Easy Bed-Davenport" with the "Boxspring Guest Bed."

J. Walter Thompson Company, 410 N. Michigan avenue, Chicago. A general list is being prepared on Libby, McNeil & Libby, Chicago.

Resort Launches \$60,000 Campaign

An advertising fund of \$60,000 has been placed with the Conway-Manning Advertising Company of Kansas City by the Crazy Wells Water Company of Mineral Wells, Tex., to exploit the wells of this

company, and the town of Mineral Wells as a health resort. The campaign will be national in scope. An intensive campaign in 10 Texas dailies has already been launched.

Amsterdam Recorder Improves Plant

Amsterdam (N. Y.) Recorder has completed remodelling and improving its plant. Editorial and advertising offices have been rearranged and refurbished. A complete pneumatic tube system connecting the departments and a new Duplex tubular press have been installed.

N. Y. Sun Issues Auto Booklet

The research department of the New York Sun, of which George Benneyan is manager, has prepared a booklet entitled, "Selling Automobiles in New York City." Sales opportunities New York offers to manufacturers and distributors of automotive products are emphasized.

**SUPPLIES AND EQUIPMENT
FOR NEWSPAPER MAKING**

For Sale.
Model E Duplex flatbed. New; eight pages; motor and all extra equipment, including sixteen narrow margin chases, and double truck chase. Best and fastest Duplex flatbed ever made. Ideal for big weekly or small town daily. Delivery in ninety days. Price right. The Sun, Spartanburg, S. C.

For Sale.
24-page Goss straight-line web press, three deck, length of paper page 21½ inches, 8 columns 12 ems wide, with complete stereotype equipment, all with motors, 3 phase alternating current. In shape for high grade newspaper work. Immediate shipment. Our No. 527. Baker Sales Company, 200 Fifth Ave., New York.

Printers' Outfitters
Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fenner & Co., 96 Beekman St., New York City.

World Series Games on Your Front Window.
Practical directions for making simple equipment from handy materials, \$5; with necessary printed forms \$15. Tells everything crowd wants to know at sight. J. H. McKeever, Aberdeen, S. D.

N. Y. DAILY NEWS
HALF-TONES
Best in the World
Made by
POWERS
NEW PROCESS

Used Newspaper Presses

Scott 24-page press,
prints 4 to 12 pages 24000 and 16, 20 or 24 pages, collected 12000 per hour, length page 23 9/16, 8 columns to page.

Hoe Right Angle Quadruple Press
with two tapeless folders, now printing Chattanooga Times, length page 22¾ inches, 8 columns to page.

Available for Early Delivery
Walter Scott & Co.
PLAINFIELD, NEW JERSEY
441 Monadnock Block CHICAGO 1457 Broadway NEW YORK

Cline-Westinghouse Double Motor-Drive with full automatic push button control.

USED BY THE
NEW YORK TIMES
New York, N. Y.

We refer you to them for their opinion

MAIN OFFICE Fisher Building 343 S. Dearborn St. CHICAGO
EASTERN OFFICE Marble Building Broadway at 34th St. NEW YORK

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business builder for you.

BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

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 Equipment 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.

**Don't "Pig" Metal
It Wastes Money**

Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.

MONOMELT
SLUG FEEDER

Eliminates the Metal Furnace
Printers Manufacturing Co.
709-719 Palace Bldg., Minneapolis Minn.

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

Situations Wanted

SITUATIONS WANTED

Advertising or Business Manager

or both desires good connection. 16 years' experience, best references, good habits, married. Address P. R. Van Durnum, 236 Blaine Ave., Marion, Ohio.

Advertising Manager—\$3126.

Young, married, employed, invites correspondence from dailies in cities of 15,000 or over. Recommendations based on successful experience with metropolitan and medium size dailies available. Hard or undeveloped fields a specialty. Can also handle business end. Box B-853, Editor & Publisher.

Advertising Man—

(Not a space peddler) newspaper, trade paper and agency experience, as outside solicitor and office executive. An advertising salesman that can sell, develop and intelligently handle new and running accounts, both local and national. Now open for newspaper or trade paper connection. Box B-850, Editor & Publisher.

Advertising Manager.

Not merely a high-class successful display manager, but also one of the best known in classified. Will take full responsibility of both. A grand investment for a paper that can afford a good manager. Try a change of pace on your advertisers. Now employed. Write Box B-858, Editor & Publisher.

Business Executive.

Comptroller, executive accountant, credit manager. Highly rated ability in costs and analysis. Ten years one metropolitan publication. Now manager large transportation company. Age 38. Accustomed to salary of \$5,000.00 or better. B-833, Editor & Publisher.

Capable Advertising Man

with vision, ideas, sales ability. Large city daily training; valuable small city daily executive experience. West preferred; not essential. First-class copywriter, layout and service man. Married, 37, now employed. Box B-855, Editor & Publisher.

Cartoonist Plus.

Also experienced in retouching, advertising art layouts, desires change where there's a future if he works for it. B-840, Editor & Publisher.

Classified Manager.

A man, thoroughly developed in this most vital form of advertising, seeks a change. He has the touch of life to give some big paper's classified department—the ideas and ability to carry them through to that paper's readers and advertisers. Builds business by contracts, not stunts; service, not promises. Strong papers write Box B-859, Editor & Publisher.

Classified Advertising Manager

experienced in department reorganization, management, promotion and solicitation. Five years' classified experience. A man with an unusual record of results. A business-getter and a business-builder, capable of taking full charge. Have university training and have had experience with an organization of Publisher's Counsellor on Classified Advertising. Am a student of business and merchandising. Have a system of collections that has been tried and proven good. Am open for a permanent connection with a Publisher who realizes the real value of want-ads, and who will appreciate my ability to accomplish results. Very best of references. Address B-856, Editor & Publisher.

Circulation Manager.

15 years' experience morning, evening and Sunday papers, at liberty now. Box B-842, Editor & Publisher.

Circulation Man.

Young man, 36, with 2 years' experience in circulation work desires to connect with some newspaper or magazine. At present employed as branch manager of the fastest growing daily in the New England States. A-1 references, and full details of qualifications and past record furnished by addressing. B-854, Editor & Publisher.

Circulation Manager.

desire connection in city of 100,000. Class expert in all departments of circulation; promotion specialist. Not an experiment, not a flash-in-the-pan. Paper 9,000 to 176,000 in one year; reorganized as expert country circulation of two papers over 100,000. Age 26, married, bachelor of laws. Seeking right opportunity, not high salary. Carson Hollingsworth, General Delivery, Lansing, Michigan.

Publicity Writer

with captain of industry last four years; 25; editorial work, make-up, etc. Successful record, best references. Desire New York connection. Box B-864, Editor & Publisher.

Circulation Manager.

Mr. Publisher, one of the outstanding circulation managers of this country will be at leisure January 1st. Maybe you need this man. He is an executive with a record, quick to diagnose your circulation illness, knows the remedy and how to apply it. His practical experience covers many years with morning, evening and Sunday newspapers in large and medium size cities. He is neither old or young, but too big a man for his present position. He put on over 6000 new subscribers during the past four months for the paper he is now with. You are taking no chance with this man and you can get him on contract for a fair salary and bonus for cash paid increases. Write him for references, appointment and details. Address "Executive Circulation Manager," Box B-851, care Editor & Publisher, P. S.—Your inquiries will be treated with the strictest confidence.

City Editor.

Will come on trial to any part of United States in capacity of city or managing editor. Guarantee results from minimum number of reporters. Now city editor on newspaper with 25,000 circulation in city of 100,000. Know news, can write news and direct gathering of news. Prefer southern city. Will consider others. Salary can be arranged. Am now single, 29, and of good address. Can give references of present and past employers if desired. Invite negotiations. Box B-863, Editor & Publisher.

Copy Editor.

Dependable, adaptable; writes interesting articles; reporter (stenographic); read proof. Box B-852, Editor & Publisher.

Desk Man.

What desk have you open? Thoroughly trained editorial department man; experienced on news, telegraph and city desk and as head of universal desk; rapid and accurate; considered Al "make up" editor. Thirty-four, married and temperate. Employed, but available on reasonable notice. B-849, Editor & Publisher.

Dramatic Editor

and reviewer. Experienced New York City daily. Understand all branches of theatricals, including motion pictures. Capable of handling both desks. Best of references. Want to leave New York. Available on short notice. Address B-812, Editor & Publisher.

Editor.

Daily newspaper editor wants situation as editor of western newspaper; strong editorial writer and news editor. Republican. Western experience. Box B-866, Editor & Publisher.

Editor, Managing Editor, Feature Writer.

Years of experience in the editorial departments of several newspapers, including two of best known in country, have equipped me eminently for any of above places. No advancement here probable in near future. Have contributed to several magazines and seek permanent place only. Age 33, college education, married. South preferred, but will go anywhere. B-857, Editor & Publisher.

Farm Paper Editor.

Many farm papers in the United States have large circulations but there is not only room but a crying need for a better farmer's journal that will be a real help. I have planned one along new lines that will appeal to every farmer anxious to make his farm a success and one that should attract substantial advertising support. I want to edit such a paper. I can convince a responsible publisher that I have the right combination of experience and training—agricultural, business, and journalistic—to make it a success. I want a responsible publisher to examine my idea, and if approved put his presses and business facilities behind it. Box B-839, Editor & Publisher.

Illustrator.

An all-round metropolitan trained Newspaper illustrator, 14 years' experience. Versed in creative work and mechanics of engraving. Good man for either, or both advertising or editorial. Always employed. Reasonable notice. Box B-865, care Editor & Publisher.

Linotype Machinist-Operator,

15 years' experience, news, ads or job. East preferred. Married. H. B. Palmer, 315 Reily St., Harrisburg, Pa.

News Executive.

Copy desk dealer, news and makeup editor, news bureau manager, now employed, wants something better; plenty of experience; enough ability to get by on any assignment; member Rotary and Association of Army; single going thirty; worthy of responsible position and willing to work for it; small town product with city training; write or wire offer. M. Marshall, 418 Lissner Building, Los Angeles, Cal.

Reporter.

Thoroughly experienced, wants position with future in town from 20,000 up. Experience both in small town and big city. Can take any kind of assignment and desk job. Steady man. B-846, Editor & Publisher.

Sports Editor.

12 years same New York City newspaper. Familiar all branches of sport. Good desk man. 32, married, temperate. Highest references. Reasonable salary. Will go anywhere. Address Box B-811, Editor & Publisher.

Sports Editor

on Eastern paper would like to locate Midwest state. Can handle sports, write daily column, read copy, make up own page. Experienced man. Please mention terms. Box B-861, Editor & Publisher.

Stereotype Foreman.

20 years' experience, desires charge of any size plant, experienced on Dry Mats. Thoroughly competent, reliable, married, union, best of references. Box B-838, Editor & Publisher.

Subscription Solicitor.

Now employed on evening daily near Chicago. Have own car and able to get business either city or rural route. Salary \$40.00 per week, available at once. Prefer Southern or South Central States. Wire or write L. C. Danley, Pingree Grove, Ill.

HELP WANTED

Advertising.

Wanted experienced newspaper display advertising solicitor; opportunity to connect with one of the fastest-growing newspapers in metropolitan zone; salary basis; state record in detail. B-848, Editor & Publisher.

Editorial Writer.

Experienced man for morning daily middle west city half million population. Should have wide knowledge, familiarity and experience concerning territory in the western watershed of the Mississippi and nose for national politics. Full confidential letter requested; to be followed by interview in Chicago October fourth and fifth. Address Editor, Room 1800, 28 East Jackson Boulevard, Chicago.

Experienced Circulation Manager.

Several desirable openings as managers of local branch offices have recently been created through a further expansion of our large national circulation organization offering excellent opportunities to experienced, ambitious newspaper circulation managers seeking to go forward. We can place several men who have had experience in hiring and training canvassers. Must be over 30 years of age and have had at least five years' experience either as circulation manager or assistant circulation manager in charge of a daily newspaper canvassing organization. A large number of former newspaper circulation managers who found themselves in a rut with no future have been placed in the past five years and made good. Earning possibilities range from \$2,600 to \$5,000 and over per year. In answering please give full particulars regarding last ten years' experience and references as to personal habits and character. Ernest A. Scholz, Circulation Director, Butterick Publishing Company, Butterick Bldg., New York City.

Sales Appraisals

NEWSPAPER PROPERTIES

PALMER, DEWITT & PALMER 350 Madison Ave., New York.

Pacific Coast Representative
 M. C. MOORE 315 Canon Drive
 Beverly Hills, Calif.

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of

PURCHASE, CONSOLIDATION, SALE AND APPRAISAL of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON
 Times Bldg. New York

WE CONNECT THE WIRES

CAN YOU SELL display advertising space and create retail copy and lay-outs? If you have newspaper experience in this line and are ready for new connection at around \$40-50 we have openings that will interest you. Tell us your story. Ask for our free registration terms. You make money—or we make nothing.

FERNALD'S EXCHANGE, INC.
 THIRD NAT'L BLDG., SPRINGFIELD, MASS.

Help Wanted

Wanted.

An experienced young or middle aged man in the editorial department of a 25,000 population city daily in western New York. Reference required. Address "Western", Box B-862, care Editor & Publisher.

Wanted—

A good solicitor on daily newspapers. Must be well acquainted among agencies and advertisers. Must be a good producer and help out in correspondence. A member of Masonic order; reliable, honest and trustworthy. Send letter to Box B-860, Editor & Publisher.

BUSINESS OPPORTUNITIES

Best Newspaper Buy in Florida

is offered in one of the most talked of towns in State. No competition. Official paper for both city and county. Net cash profits last year 34%. This year over one-third greater with no extra effort. Opportunity of lifetime for experienced, aggressive newspaper man. Price, twenty thousand, cash. No terms. Need of money only reason for selling. For full particulars send bank references to Box B-847, Editor & Publisher.

Have You \$75,000?

If you have, I can offer you a big bargain; evening paper, exclusive field, modern plant, good circulation, earning big dividends. Don't answer this "ad" unless you have the money. Particulars will not be furnished unless I am satisfied that you are in a position to buy. J. B. Shale, Times Building, New York.

BOOKS, ETC.

Editors.

Editors interested in government ownership are requested to send for free leaflets giving story of navy yard wages' claims. A record of inefficiency and indifference to wages found due by United States Court of Claims. As attorney acting without charge for old men and women, I appeal to editors with good red American blood, please send for the leaflets. George Hiram Mann, 80 Wall St., New York.

HUNCHES

ONE DOLLAR
WILL BE PAID
FOR EACH
"HUNCH"
PUBLISHED

WITH the school term just opened, city editors in the smaller cities might find the *Alliance (O.) Review's* plan for a school page valuable. Once a week we run a school page carrying news written by a school pupil correspondent in each building. To stir interest, we print the name of the "editor" in each building and pay a dollar a week to the writer of the newest and best-written letter. It works and helps to make a newsy school page with little financial outlay.—P. C. Reed, *Alliance (O.) Review*.

With the hunting season on in full swing interviews with game wardens and sportsmen on the observance of the law, both from the standpoint of the warden and sportsman would go good. Certain spots where good hunting is to be had and open seasons will be appreciated by nimrods. In Dubuque county there are 2,000 hunters. Stories on hunting are greatly appreciated.—L. J. Jellison, *Dubuque (Ia.) Times Journal*.

Next to the weather, "How much coal do you use?" is about the best and most discussed question during the colder months. Take the hint therefore and obtain suggestions from fuel experts as to the proper methods of firing a furnace; results from various kinds and grades of fuel, etc.—B. A. T.

In a column entitled "Other People's Money" the *Montreal Daily Star* runs a host of interesting paragraphs whose subjects all pertain to large estates left, and the wills of millionaires and near-millionaires probated, with a biographical word or two about the testator, or heirs.—C. M. Littlejohn, Washington, D. C.

Where is the worst automobile road in your county? Ask your readers to send in short letters giving their opinions about the matter and telling why the road is so bad. Ask them to do this so as to get a line of where the bad roads are so that they can be fixed up as quickly as possible.—Frank H. Williams, Santa Ana, California.

With the opening of the public schools everywhere, there are many new teachers in every town. To hundreds of new pupils, the older teachers are new as well. Naturally, all parents of school children are interested in those who are in charge of those children during school hours. For this reason, a "Who's Who" of the public school faculty will prove an interesting feature for many newspapers. Paul C. Rankin, *Lawrence (Kan.) Journal-World*.

Bob-haired girls here are rushing to the hairdressers for puffs and false curls. Tiring of the bob style, they are trying to conceal it. Hairdressers, because they have less waving and shampooing, etc., to do when hair is bobbed, are seeking to discard the style. But barbers, who benefit by haircuts, are boosting it. What

Give your
Radio
Readers
Listening in on the
United States
By Robert D. Heinal
Washington D. C.
REG. U. S. PAT. OFFICE

is the situation in your community?—John H. A. Kelly, Norristown, Pa.

"Boy Scout Notes, by A. Tenderfoot," is the head we use above a column of items written by a 12-year old Boy Scout. Jimmie, who is paid regular correspondent's rates, writes up all the news about the Scouts picnics, regular meetings, swimming parties, ball games, hikes, names of new members, advances in rank, and personals about the Boy Scouts and Scoutmasters. A diary of a ten-day camping trip was one of the best features of the column last summer. In order to keep the news fresh, and to preserve the originality of the youthful writer, we do very little editing of the copy. The column has proved popular with the younger readers of the paper, as well as with the grown-ups.—Jo Hemphill, Manhattan, Kan.

Get your telegraph editor into the habit of notifying the advertising department in case of serious storms, fire and other catastrophes, or any other news that might be used as a leader in drawing spot advertising from firms that ordinarily don't advertise. With a little co-operation, you will find considerable extra space being sold.—B. A. T.

"Do you know your fellow townsmen?" This is the caption of a feature appearing weekly in the *Trenton (N. J.) Sunday Times-Advertiser*. On page two are shown pictures of local residents whose photos have been recently published. These pictures are numbered, and on page four the names and a line or two of information about the persons is published. This feature has attracted considerable interest and is looked for regularly.—Ralph C. Edgar, Trenton, N. J.

Toledo Agency Has Conklin Account

September 22, 1924.

TO EDITOR & PUBLISHER: You printed a notice some time ago stating that this agency was placing advertising for the Parker Pen Manufacturing Company. This notice, of course, was widely read and a great many people are making solicitation of one kind or another predicated upon that information.

We are not placing anything for the well known Parker Pen Company or any other pen company except the Conklin Pen Manufacturing Company.

The Conklin Pen Manufacturing Company has placed quite an extensive schedule in newspapers in 50 selected cities and has scheduled both magazine and newspaper advertising in the remaining period of 1924.

We are not asking for a formal correction of this but it might save your many and loyal readers a little inconvenience if it were known that our pen account is the Conklin Pen in which we take more pride than if it were any other.

STERLING BEESON,
Myers-Beeson-Golden, Inc.

Press Club Men Honored

National Press Club Post of the American Legion captured within a week the highest offices in two World War Veterans' organizations,—the Legion and the Fidac,—the latter an international organization of Veterans. Colonel James A. Drain, of Washington, formerly editor of *The Arms and the Man*, a military service publication and director of the *American Legion Weekly*, was chosen National Commander of the Legion at the St. Paul convention, and Colonel Thomas W. Miller, Alien Property Custodian, was named head of the Fidac. Captain Paul J. McGahan, of the Washington Bureau of the *Philadelphia Inquirer*, also a member of the Press Club Post, was re-elected national historian of the "Forty and Eight," a social organization of the Legion membership. Both Colonel Drain and Captain McGahan are past commanders of the District of Columbia Department of the Legion.

News Men Return With Davis

Newspaper men who accompanied John W. Davis, Democratic Presidential candidate on his Western speaking trip, returned with him to New York this week. They are: James A. Hagerty, *New York Times*; Grafton Wilcox, *New York Herald Tribune*; Donald Ewing, *Chicago Tribune*; Ulrich Bell, *Louisville Courier-Journal*; J. Fred Essary, *Baltimore Sun*; Joseph Smith, *Atlanta Journal*; Charles N. Wheeler, *Chicago Herald and Examiner*; Frank Hopkins, *New York World*; Charles Ross, *St. Louis Globe-Democrat*; Theodore Huntley, *Pittsburgh Post*; Fraser Edwards, *United Press Associa-*

tions; William K. Hutcheson, *International News Service*; Sears Taylor, *Universal Service*; and James L. West, *Associated Press*.

Alabama Editors Get Clubhouse

An option has been obtained by the Alabama Press Association on the property belonging to the Larson Hotel at Fairhope, Ala., with a view to making the hotel the permanent outing club of the association. The building is on a bluff facing Mobile Bay, has 16 sleeping rooms with baths and additional space is available for sleeping quarters for 100 people.

Libel Suit Follows Investigation

Jacob Reichle of the Lincoln Dairy Company has instituted damage suit for \$20,000 against the *Lincoln (Ill.) Evening Courier* alleging libel in statements made connecting the Lincoln Dairy with a recent milk investigation. A similar suit was filed recently against the *Lincoln Evening Star*.

WHAT DO YOU DO FOR THE BUSINESS MEN OF YOUR TOWN?

A Financial Page which consists solely of stock and bond tables and Wall Street gossip is not enough. John T. Flynn's *Daily Business Reviews* deal with fundamental business conditions of vital interest to every merchant and every other business man in your community. They are backed by the greatest business news collecting organization in America, The United Publishers Corporation, publishers of Iron Age, Dry Goods Economist and a score of other nationally known business publications.

Write for Particulars to

Edward F. Roberts, Editorial Director
U. P. C. NEWS SERVICE, INC.
243 West 39th Street, N. Y. C.

More Evidence Regarding Metropolitan Weekly Short Fiction

Angus Perkerson, Sunday Editor
Atlanta Journal, writes:
"Ideal for Newspaper use."

Why don't you get the benefit
of this fiction too?

METROPOLITAN
NEWSPAPER SERVICE
Maximilian Elser, Jr., Gen'l Manager,
150 Nassau Street, New York City

"A Day In Court"

is the title of
A NEW FEATURE

by
RICHARD SELDEN HARVEY

Recent decisions
of
Supreme Courts
That
Bear on Everyday Life
Told in Brief Narrative Form
and
Non-Technical Language

An
Informative, Authentic, Popular
Daily Service

Ask for Samples
The McClure Newspaper Syndicate
373 Fourth Avenue, New York City



The World's Greatest
Newspaper Feature
Service

Supplying a complete and
exclusive daily illustrated
feature service to news-
papers throughout the
United States and in foreign
countries.

Write for samples and rates



NEA SERVICE INC.
1720 W. 3RD STREET
CLEVELAND, OHIO

Thomas W.
Briggs
Company
Memphis, Tenn.
Originators of the
Permanent
Weekly Business
Review Page

Look us up in
Dun or Bradstreet's

AUTOMOBILE FEATURES

Touring — Camping — Traf-
fic — Gasoline — Upkeep —
Roads — Legislation —
Taxation — Insurance —
Garaging — Used Car Buy-
ing and Selling and all the
other

BIG SUBJECTS OF MOTORING
COVERED IN A BIG WAY

The Ullman Feature Service
Home Life Bldg., Washington, D. C.

Limitless Development Increases Demand in Southern States

THE development of the South has reached a point which insures stability to the national manufacturer and advertiser, yet the known natural resources of the section are so abundant that a much greater development is in prospect.

The Southern States possess 23 per cent of the country's total standing timber. Last year approximately one-half of the lumber produced in the country came from the South.

About 55 per cent of the nation's oil resources is in Southern States. Last year the South produced 362,000,000 barrels of petroleum, nearly half of the production of the entire country.

Industrial development is steadily going on throughout the South, not only the expansion of old established lines but the creation of new enterprises which in turn beget the establishment of still further manufacturing interests.

The South's mining industry is of vast importance. Of 82 mineral products of the United States listed by the government in 1921, the South produced 61, and for 34 of these products the leading or next to the leading producing State is in the South.

The South, with its raw materials, climatic, and fuel advantages, coupled with its growing population of skilled labor, is in a position to continue a steady industrial growth covering a wide range of production.

	Circulation	2,500 lines	10,000 lines
ALABAMA			
***Birmingham Age-Herald (M)	30,930	.08	.08
***Birmingham Age-Herald (S)	49,177	.10	.10
***Birmingham News (E)	75,304	.18	.18
***Birmingham News (S)	83,228	.18	.18
***Mobile News-Item (E)	11,217	.05	.05
***Mobile Register (M)	20,227	.07	.07
***Mobile Register (S)	81,962	.085	.086
FLORIDA			
***Daytona Daily News (ES)	3,165	.03	.03
***Florida Times-Union, Jacksonville (M&S)	39,226	.09(.108)	.09(.108)
***Miami Herald (M)	19,492	.06	.06
***Miami Herald (S)	23,404	.07	.07
***Orlando Sentinel (M&S)	5,965	.035	.035
††St. Petersburg Independent (E)	7,236	.03	.03
***Tampa Times (E)	14,770	.05	.05
***Tampa Tribune (M&S)	25,651	.07(.088)	.06(.078)
GEORGIA			
***Augusta Herald (E)	16,024	.05	.05
***Augusta Herald (S)	16,562	.05	.05
***Macon Telegraph (M)	23,878	.07	.07
***Macon Telegraph (S)	25,135	.07	.07
***Savannah Morning News (M)	19,932	.06(.078)	.06(.078)
KENTUCKY			
***Lexington Leader (E)	18,432	.06	.06
***Lexington Leader (S)	18,538	.05	.05
***Paducah Sun (E)	8,759	.04	.04
NORTH CAROLINA			
***Asheville Times (E)	7,096	.04	.04
***Asheville Citizen (M)	10,277	.055	.055
***Asheville Citizen (S)	11,009	.055	.055
***Greensboro Daily News (M)	22,424	.07	.06
***Greensboro Daily News (S)	29,807	.07	.07
***Raleigh News and Observer (M)	27,984	.06	.06
***Raleigh News and Observer (S)	32,372	.06	.06
***Winston-Salem Sentinel (E)	14,218	.06	.06
SOUTH CAROLINA			
***Columbia Record (E)	15,695	.05	.05
***Columbia Record (S)	15,366	.05	.05
***Columbia State (M)	22,028	.06	.06
***Columbia State (S)	23,079	.06	.06
***Greenville News (M)	13,214	.065	.06
††Greenwood Index Journal (E&S)	4,378	.025	.025
***Spartanburg Journal (E)	3,799	.04	.04
***Spartanburg Herald (M)	6,014	.04	.04
TENNESSEE			
***Chattanooga Times (M)	24,122	.08	.08
***Chattanooga Times (S)	24,355	.08	.08
***Nashville Banner (E)	58,892	.10	.10
††Nashville Banner (S)	64,989	.11	.11
VIRGINIA			
***Danville Register and Bee (M&E)	12,225	.05	.05
***Danville Register (Sunday)	7,890	.05	.05
***Newport News Times-Herald (E)	7,660	.05	.05
***Newport News Daily Press (S&M)	5,725	.05	.05
***Roanoke Times & World-News (M&E)	25,048	.07	.06
***Roanoke Times (S)	17,596	.07	.06
***Staunton News-Leader (M), Leader (E)	6,588	.035	.035

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

THE DOMINANT NEWSPAPER in Milwaukee



THE policy behind The Milwaukee Journal is and always has been to print a newspaper that may be depended upon in every case to place the best interests of its readers ahead of all other considerations. In following faithfully that policy The Journal has come to have the full confidence of the people of Milwaukee and of Wisconsin. As an inevitable result no other paper in Wisconsin approaches The Journal in circulation or in advertising.

Harry J. Grant, publisher of The Journal, writes:

“The Journal has used the Consolidated Press leased wire service to good effect since that service was organized. We find in it excellent material for supplementing our other news services and rounding out a newspaper that has gained a wide reputation for reliability, distinctiveness and alertness. Especially do we find the market reports, the special sport service and the Sunday cable dispatches of value in bringing this newspaper up to the high standard of newspaper-making which The Journal has set.”

Throughout the United States, it will be noted that the Consolidated Press is usually in the dominant newspaper. Write today for our prospectus.

The Consolidated Press Association

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

New York
Eighth Floor
World Building

Chicago
Fourth Floor
Daily News Building

San Francisco
Third Floor
Spreckels Bldg.

Paris
Fourth Floor
19 Rue d'Antin

P