

EDITOR & PUBLISHER

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N. Y. FIELD NOW MILLIONAIRES' BATTLEGROUND

Present Metropolitan Pace Too Swift for Publisher Without Huge Financial Backing, Says Stoddard of the Mail, Who, Weary of Uphill Fight, Sold to Munsey

By PHILIP SCHUYLER

NEWSPAPER publishing in New York City has become a multi-millionaire's game."

So stated Henry L. Stoddard, editor and president of the New York Evening Mail, who last week declared halt to a long uphill fight by selling his newspaper property to Frank Munsey.

Munsey, consolidating the Mail with the Evening Telegram, believes newspaper owners must be rich—very rich—very rich. His latest purchase marked the closing of the second large New York newspaper in the last eight months. In June, he bought the Globe, oldest of New York papers, and combined it with the Sun.

"I am not a millionaire nor a multi-millionaire," Stoddard told Editor & Publisher in an interview this week.

"My resources were limited to the revenue of my paper; fortunately, the revenue of the past year or more has been adequate. But no newspaper revenue, however great, can today meet the increasing demand for new mechanical facilities, higher wages, and constant development. Those things mean capital investment—heavy capital investment. It means ploughing back into your property every dollar it earns, and more too.

"Fortunately, the Mail was able to meet its drain; it was making great gains, and was profitable. It was not the present, but the future, with its inevitable increases in expenses, that made me realize the situation in this city."

These were reasons he gave for his sale of the Mail.

Munsey expressed his convictions in a full-page advertising copy, appearing elsewhere in this issue.

"There is no greater menace to a community than newspapers that are struggling to keep alive in an overcrowded newspaper field and without strong financial stamina," Munsey declared.

"The New York evening newspaper field is now in good shape, through the elimination of an oversupply of evening newspapers. Three evening newspapers have been eliminated as individual entities from New York journalism by myself alone. Nobody else has had a hand in this clean-up. They have been eliminated at an aggregate cost of more than \$6,000,000—not corporation money, just my own money.

"Fortunately for New York, there will be no lack of nourishment for the five remaining evening newspapers—the Evening World, the Evening Journal, the Post, the Sun, with which the Globe is intertwined, and the New York Telegram, with which the Evening Mail is now intertwined. The owners of the first three named papers are all rich men—very rich—and the owner of the last two is still able to take over another newspaper or two, if pressed to do so."

Both publishers in the Evening Mail deal, while differing in opinion as to its desirability, believe an era of newspaper consolidations inevitable.

Capable of earning \$100,000 a year, and at sale financially sound, the Evening Mail, Stoddard admitted, faced prospects far from promising. Stoddard, reticent about making public all his fears for the future, which led to the Evening Mail sale, recounted to Editor & Publisher a

few of the pyramiding problems which had recently piled up, forming an obstacle impossible for anyone but a multi-millionaire to surmount.

The interview took place in Stoddard's office on the fourth floor of the Evening Mail building, the city room of which is now a "deserted village." Stoddard was restless, nervous. He could not hide his regrets at leaving newspaper work, which for so many years had held his attention. At present he is spending a few business days, cleaning up details, preparatory to a long rest and vacation. He retains association with the new Munsey newspaper, the New York Telegram and Evening Mail, but for a while will have no other assignment than rest.

"All last year," he said, "I had many offers from men wishing to buy the Evening Mail. I would not sell. Then Curtis entered the field. I realized what that meant. Other factors also became important—principally new capital. That is not easy to get, even on a profitable newspaper, unless you are ready to make alliances not always helpful to your property."

When offers were first made, Mr. Stoddard was in good health and optimistic. He wouldn't sell for any amount of money.

The strike of pressmen was a staggering blow. Stoddard admitted it cost him more than \$75,000.

"Did you have to borrow money at the time of the strike," Stoddard was asked.

Rumor had it, he had plunged himself heavily in debt.

"No," he insisted, "only the usual banking accommodations."

The old-time journalist stopped his nervous walking and sat down at his desk. Before him was a pile of white paper. Stoddard has not formed the modern, hasty habit of dictation. He started newspaper work long before the invention of the typewriter.

"I will write you something," he said.

The small private office on the fourth floor of the Evening Mail building became very quiet. The occasional scratching of Mr. Stoddard's pen alone broke the silence.

He wrote slowly, deliberately, but steadily. Now and then he would pause, scratch out a line, then continue.

After about ten minutes, he put the pen aside.

"I will read it to you," he said. "My writing is not any too legible."

This is what he read:

"There is not much to say about my sale of the Evening Mail to Mr. Munsey, except this: I have been owner in part or whole of the Mail since 1897, and, except from 1915 to 1918, I have been its active head. After the Rumely incident in 1918, I undertook to rehabilitate it and succeeded. For a year after that event, Paul Block was associated with me, but he sold his interests to me in January, 1920.

"There comes a time in the life of every

man, when he should decide whether to go on with heavy investments of new capital and fresh energy, or devote himself to those comforts and pleasures he has had to deny himself through most of his life. From 15 years of age to 62 is a long, long trail, with many mile posts that stand out as you look back upon them as memorable battlegrounds in the great struggle of life. How many can one pass in a lifetime?

"Newspaper publishing in New York City has come to be a multi-millionaire's game. I am not a millionaire nor a multi-millionaire. My resources were limited to the revenue of my paper; fortunately, the revenue the past year or more has been adequate. But no newspaper revenue, however great, can today meet the increasing demand for new mechanical facilities, higher wages, and constant development. Those things mean capital investment—heavy capital investment. It means ploughing back into your property every dollar it earns and more, too.

"I did not mind that prospect so much as I did the great effort and responsibility I would have to undertake. My doctors, family and friends have been urging me for a year to realize my situation, but I refused to do so, until the new year came. Then, looking into my situation closely, I saw for myself that their counsel was sound. Having decided to sell, I sold quickly."

Stoddard left a big gap in his written statement. It was called to his attention.

"From 15 years of age to 62 is a long, long trail," he had written.

"I started in as printer on the New York Tribune, when I was 15," he said. "I was paid \$8 a week, a huge sum then, because I could set type better than the others. I had learned to do so in my grandfather's printing office in Hudson, N. Y.

"My family has always been a family of newspaper men. My great-great-grandfather, William Bolles Stoddard, established the Hudson Register in 1787 and it is still going. This newspaper remained in our family until 1866."

From compositor Stoddard became a reporter for the Tribune, later going to the Philadelphia Press, where he devoted himself to political writing. He covered the Blaine-Cleveland campaign in 1884 for the Press.

During 1885 and 1886 he covered Jeff Davis' farewell tour of the South and Grant's sickness and death.

Finally, he went to Washington, still for the Philadelphia Press, where he devoted himself to writing on the tariff. Returning to New York in 1888, he wrote the first daily telegraph letter out of New York City.

While in New York, he, by chance, met Foster Walter, then managing editor of the Mail and Express, and was offered a position on that paper. He wasn't greatly impressed, but finally decided to accept.

In 1897, following the wishes of the newspaper's owner, Col. Elliott F. Shepard, expressed in his will, the Evening Mail became the property of five of its employees. Mr. Stoddard was one of the five. They were to pay \$100,000 cash, and the rest in long-time bonds.

(Continued on next page)



Exclusive Editor & Publisher photo
HENRY L. STODDARD

Robert C. Alexander and R. E. A. Dorr, who then had larger ownership than Mr. Stoddard, died in 1899 and 1900. Mr. Stoddard then became majority owner, and in November, 1900, became editor of the Mail and was elected president of the company.

The "Rumely incident," to which Mr. Stoddard referred in his statement, created widespread excitement throughout this country and abroad from 1917 to 1920, and echoes were still heard as recently as October of last year.

Control of the Mail passed to Dr. Edward A. Rumely June 1, 1915. To purchase the stock, it was alleged, Rumely drew from funds of the German government on deposit at various New York banks.

Early in July, 1918, Rumely was arrested on a charge of perjury, based upon his alleged statement to the Alien Property Custodian that stock of the Evening Mail was American-owned, when it was allegedly owned by German interests, if not by the German government direct.

When Rumely was arrested, Mr. Stoddard and Paul Block, both bondholders, immediately took over the Mail, since under terms of the sale to Rumely it was agreed that in event the property ever became jeopardized, the bondholders should enter and take possession.

Within a month before Rumely's arrest, the Mail was offered to a number of publishers. The price was then fixed at approximately \$1,000,000. The newspaper was losing money at an alarming rate. It was said the Mail lost \$250,000 in 1917.

In consequence of these financial difficulties, it was charged Rumely received German money to the extent of \$1,361,000.

The Rumely trial for failure to report to the Alien Property Custodian alleged German ownership of the Mail was long. Starting Nov. 3, 1920, in December a jury in Federal Court, New York, found Rumely and S. Walter Kaufman and Norvin R. Lindheim guilty of concealing the fact they had received from the German government sums aggregating \$1,451,700. Judge W. I. Grubb sentenced the trio to a year and a day in Atlanta Penitentiary.

The 1920 conviction was finally affirmed by the Circuit Court of Appeals in July, 1923.

The Supreme Court in October denied a review of the case and ruled Rumely must serve his year and a day in Federal prison.

Frank Munsey, who now has just intertwined the Evening Mail with the Telegram, is proud to boast that the many millions of dollars necessary for his newspaper transactions is his own—not corporation money.

In 1920 Munsey said his investment in the New York Herald, the Sun, and the Telegram amounted to \$11,500,000. His total investments in newspaper properties he then announced as more than \$16,000,000.

Since that year, he paid the reported sum of \$2,000,000 for the Globe and "well in excess of \$2,000,000" for the Evening Mail, bringing the total investment up to more than \$20,000,000.

Commenting on these purchases, Mr. Munsey has claimed that he "buys character, not circulation." "Bought circulation may not stay bought," he has declared. "Character forms a basis of circulation that will increase and stay."

He bought the New York Star and the New York Continent in 1890 and sold them in the same year. He paid a half million for the New York Daily News in 1901 and sold it in 1904 for a little more than junk. He paid \$600,000 for the Boston Journal in 1902 and put a million more in it, before he sold it for a song. In 1908 he tossed a million into the Philadelphia Times and scrapped it in 1914. He made money on the Washington Times which he bought in 1901 for \$200,000 and sold 16 years later for \$500,000. In Baltimore, Md., he bought the News in 1908 for \$1,500,000 and sold it in 1915. Taking it back 2 years later, he sold it and the American, purchased from Gen. Felix Agnus in 1920, to W. R. Hearst in 1922. The Star, purchased by Mr. Munsey with the American, was shortly afterward merged with the News,

N. Y. EDITORS CONDEMN "CLEAN BOOKS" BILL

Northern Press Members Frown on Censorship—Howard Declares State Legislation Has Discriminated Against Publishers

Condemnation of the proposed "clean book bill" which will be offered to the state legislature of New York shortly was expressed by the Northern New York Press Association during its convention at Watertown, Jan. 18-19. The resolution was submitted by Fay C. Parsons, publisher of the Cortland Democrat, and was unanimously adopted.

Percy S. Howard, editor of the American Press, gave expression to the belief that censorship must die because it is contrary to the spirit of the American people. He also made a strong argument against the continuous establishment of commissions, which he said were combining the three parts of government this country has so long endeavored to keep apart, the legislative, executive and judicial.

Mr. Howard also protested vigorously against the course of legislation at Albany during the last 12 years, which he said had been consistently against the interests of the newspapers. He advocated the establishment of an active, competent lobby which should protect the papers against further such legislation.

"As a general thing," he said, "legislators are out of sympathy with newspapers because of the possibility of criticism leveled at themselves. They have passed laws depriving the papers of privilege, notably in the publication of notices, and the passage of these laws is constantly going on. It should be checked and we must check it."

Alexander Black, the novelist, was the speaker at the opening banquet of the association Friday night. Mr. Black reviewed his own newspaper career, telling of his associations with Joseph Pulitzer as Sunday editor of the World.

Other addresses at the convention were given by Duane W. Fuller, editor, Antwerp Gazette; Byron G. Seamans, Pulaski Democrat; A. B. Parker, business manager, Watertown Standard; B. G. Parker, Gouverneur Free Press; Fay C. Parsons of Cortland; J. W. Shaw, field secretary, New York State Press Association; George F. Darrow of the Ogdensburg Advance, and Harold B. Johnson, editor, Watertown Times.

Officers of the association were re-elected as follows: president, F. Dudley Corse, Sandy Creek News; vice-presidents, W. J. Allen, Jefferson County Journal, Adams; Gary H. Willard, Boonville Herald; Charles H. Congdon, Watertown Times; secretary and treasurer, Floyd J. Rich, Carthage Republican-Tribune.

HARRISON HEADS IOWA PRESS

Silver Cups Awarded at Annual Meet in Des Moines

E. P. Harrison of the Oakland Acorn was elected president of the Iowa Press association at the annual convention held at Des Moines, Jan. 24, 25 and 26. Other officers elected are: K. F. Baldrige, Bloomfield Democrat, vice-president; O. E. Hull, Leon Reporter, recording secretary; W. G. Gray, Grinnell Herald, treasurer; J. G. Lucas, Madrid Register News, Walter S. Bell, West Union Argo-Gazette and H. J. Hoogenakker, Audubon Republican, directors.

The Ottumwa Courier was awarded the cup offered by the Ames Chapter of Sigma Delta Chi for the newspaper rendering the most conspicuous community service during 1923. The Courier was given the cup in recognition of its diamond jubilee edition last fall. This edition of 216 pages was especially commended by the judges for the volume of historical and community service news. The Mason City Globe-Gazette, The Waterloo Courier and the Fort Dodge Messenger and Chronicle were given honorable mention.

The Storm Lake Pilot-Tribune, of

which W. C. Jarnagin is editor, was awarded the cup offered by the Sigma Delta Chi to the weekly newspaper for community service. The Cherokee Chief and the West Union Argo-Gazette received honorable mention.

The Waverly Democrat won the Register and Tribune cup for the best front page make up in cities of over one thousand population and the Glidden Graphic won a similar cup for villages and towns of under one thousand population.

In a resolution adopted at the final session of this convention the editors went on records as opposing vain measures for reform and efforts to arouse class distinction and undermine essential institutions and these will be met by the members of the association in a devotion in their papers to truth and straight thinking.

Among the speakers who addressed the Des Moines gathering were: H. C. Hotaling, executive secretary, National Editorial Association; W. V. Tufford, secretary, Inland Press Association and Seth Thornton, of the South Dakota State College of Agriculture.

ADS BOOST TALL CORN STATE

Iowa Publishers' Campaign Begins in Eastern Dailies

This week will appear in the New York Times the first of a series of full page advertisements in eastern publications advertising Iowa as the best market in the United States. Plans were completed for this series at the annual convention of the Iowa Press Association held in Des Moines last week. Twenty-seven Iowa daily newspapers are behind the movement. The advertisements will be reproduced in the members' newspapers at the same time as released in the east.

It has been brought out that Iowa newspapers are more widely read than any other group of publications which are circulated in the state. The total circulation of the leading daily newspapers of Iowa is 566,000. There are 550,000 families in the state. This advertising campaign will cost the daily newspapers of Iowa \$45,000 and is to be expended in several media during the coming six months.

The newspapers sponsoring this series of advertisements are, Burlington Gazette, Burlington Hawkeye, Cedar Rapids Gazette, Cedar Rapids Republican, Clinton Advertiser, Clinton Herald, Council Bluffs Nonpareil, Creston Advertiser, Davenport Democrat and Leader, Davenport Times, Des Moines Capital, Des Moines Register and Tribune, Dubuque Times-Journal, Dubuque Telegraph-Herald, Fort Dodge Messenger and Chronicle, Iowa City Press-Citizen, Fort Madison Democrat, Keokuk Gate City, Marshalltown Times-Republican, Mason City Globe-Gazette, Muscatine Journal, Oskaloosa Herald, Ottumwa Courier, Sioux City Journal, Sioux City Tribune, Waterloo Courier and Waterloo Morning Tribune.

HOUSTON POST NOT FOR SALE

Watson Denies Rumors of Merger With Dispatch

"The Houston Post is not for sale, never has been for sale, and never will be for sale."

This was the reply of Roy G. Watson, president and publisher, when asked if it were true that the Houston Dispatch, new morning daily, had bought the Post and would merge it with it February 1, under the name "The Houston Post-Dispatch."

"I have never even been approached officially," Watson said. "Roy Dudley, president of the Dispatch company, talked to me informally about it two weeks ago."

Dudley also published the Oil Weekly in Houston. It is understood that he represents R. S. Sterling, millionaire head of the Humble Oil & Refining Company, Houston, real owner of the Dispatch.

Sterling said the rumor was baseless.

N. Y. PRESS PLANS DRIVE FOR COUNTY CONTRACTS

Will Seek Enforcement of Law Requiring Supervisors Action to Be Printed—Gannett Re-elected President at Syracuse Meet

SYRACUSE, N. Y., Jan. 30.—Members of the New York State Publishers' Association at the final session of the annual meeting voted "full co-operation and support in every feasible and acceptable manner in any emergency" the Publishers' Association of the New York City, expressing the hope, "that the present labor negotiations may result to an orderly and successful conclusion."

The members also expressed "gratitude and thanks for the support and assistance shown by the New York City Publishers in the Empire State School of Printing at Ithaca as evidenced by a substantial fund to help finance the school." The Ithaca school was established by the State publishers.

No action was taken relative to the cost of transporting newspapers by trolley and motor bus. An investigation was made throughout the State to see if uniform rates could not be obtained. Such a variety of rates were shown that it was decided no action was feasible at this time. It was advised that publishers should negotiate individually with common carriers relative to rates for carrying papers.

Fred H. Keefe, Newburgh News, retiring president of the Associated Daily Publishers, which held its meeting the day previous, reported for the legislative committee the publishers, of which he is chairman. He told of the legislation proposed at this session at Albany with particular reference to establishment of legal rates for advertising.

Discussion on this subject brought out that the law which requires boards of supervisors to publish certain portions of their actions in the newspapers is not being enforced. Attention was called to the fact that the penalty for such violation is \$200 and that publishers should see that the law is enforced in their communities.

The nation-wide movement to reclaim waste land for forestry purposes was given solid backing as a result of the plea on "The Press and Our Forests" given in an address by Conservation Commissioner MacDonald.

A committee was appointed to cooperate on an extension of the present plans to use 4,000,000 acres of waste land in New York State suited to growing forests. This committee, appointed by President Frank E. Gannett, consists of N. F. Maddever, Niagara Falls Gazette, chairman; E. D. Corse, Lockport Union-Sun and Journal, and F. L. Todd, Rochester Democrat-Chronicle.

Labor subjects were discussed by N. Kellogg, chairman of the standing committee on labor of the A. N. P. W. A. Thomson, director, Bureau of Advertising, A. N. P. A., led discussion on newspaper advertising.

Election of officers the last business of the meeting. President Frank E. Gannett declined re-election, stating he already had too many newspaper problems to look after. His attempt to have someone else nominated met with silence from the floor, with the result that he had to continue with this re-election "that Joe Barnum continue to make up the programs."

Other officers are: First vice-president, E. H. Butler, Buffalo Evening News; second vice-president, Lynn Arnold, Albany Knickerbocker Press-Treasurer, Gardner Kline, Amherst Recorder; secretary, Charles H. Congdon, Watertown Times; executive committee, the officers and Frank A. Merrill, Mt. Vernon Argus; E. H. O'Hara, Syracuse Herald; Prentiss Bailey, Observer-Dispatch; Ralph E. Bennett, Binghamton Press; and Fred P. Hall, Jamestown Journal.

While no plans were discussed about the spring meeting, it will probably be held in Syracuse, the date to be announced later.

MERGED LOUISVILLE HERALD-POST WILL SHUN PERSONAL JOURNALISM

Brown Pledges Impartial Treatment of News—Stock Worth \$1,400,000 to Be Issued—Five Named in Incorporation

LOUISVILLE, Ky., Jan. 31.—Consolidation of two of the foremost newspaper properties in Louisville and Kentucky became an actuality with the filing of articles of incorporation by the Louisville Herald-Post Company. The consolidation of the Herald, published every morning, and the Post, published every afternoon, except Sunday, was announced in these columns last week. James B. Brown will be president of the consolidated newspaper property; Richard G. Knott will be publisher and Lewis C. Humphrey editor of both newspapers. Both papers will be published as heretofore with the exception that the Sunday edition will be called the Herald-Post.

Articles of incorporation, filed today at Frankfort, Ky., provide for the issuance of \$1,000,000 common and \$400,000 of preferred stock. Five incorporators, holding three shares each, are listed as follows: James B. Brown, Mrs. Richard W. Knott, Richard G. Knott, Lewis C. Humphrey and Ben Seelig Washer. Mr. Washer, now one of the leading members of the Louisville bar, formerly was a newspaper man. Fifteen years ago he was managing editor of the Herald. He gave up journalism to practice law. He will be attorney for the consolidated newspaper property and member of its board of directors.

In announcing the policy to be pursued by the Post and Herald under the direction of himself and associates, Mr. Brown published a statement in both newspapers last Friday, excerpts from which follow: "As heretofore announced, I have purchased the Louisville Herald, and, with the owners of the Louisville Post, have effected a consolidation of the Herald and the Post, which newspapers will henceforth be conducted under one management with myself as president of the corporation.

"In undertaking so considerable a task and in looking into the future development of publications so intimately bound up in the well-being and the culture of the community, I approached my new activities with full consciousness of my great responsibility and with a keen realization of the weighty and important relations I am to bear to the public.

"So long as I shall be associated with these papers, they will not run away from responsibility. They shall accept and never relinquish the privilege of fairly presenting both sides of public questions as they may arise, uninfluenced by personal bias, never inspired by prejudice, unreasoning or partisan. Their policies and their principles shall be progressive, constructive and helpful in a big sense. They shall protest against discrimination, whether of race, class or creed.

"In matters political, we shall treat each question as it arises and as its merits may warrant. The public neither desires, nor do we propose to print, a political organ or to surrender the welfare of the public to political exigencies or to the domina-

tion of party ambitions. All the people are greater than any individual, and the common good of all is the ideal which in approaching this new responsibility I place before myself.

"These papers will never be conducted as personal journals, nor will they resort to personal journalism. They will not single out for malevolent criticism men who do not accept their views, nor disgrace their pages with Billingsgate or cheap political detraction. They shall avoid the cowardly weapons of slander and petty gossip and hold high the standard of decency in journalism and of clean living in the commercial, political and social world. Their clients shall be the people, and it shall be their cause that they will serve."

As a result of the consolidation of the Post and Herald, Richard G. Knott, who has been president of the former newspaper for several years, becomes publisher of the two newspapers.

Richard G. Knott is one of the youngest men in the newspaper publishing business to hold such an important and responsible post. He is 31 years old. However, he is not a novice in the newspaper game. It is literally true that he has been "brought up on printer's ink" and it is equally true that he has thrived on it.

He was born in Louisville, Sept. 21, 1892, the son of Richard W. Knott, one of the founders of the Louisville Post and editor of that paper from 1892 to his death in 1917. He was graduated from Princeton University in 1912. He then became a reporter on the Louisville Post, with various assignments, from the police court to Washington correspondent, until the death of his father in December, 1917. He then became president of the Post company, publisher of the Post, and, with Lewis C. Humphrey, editor of the Post. Lewis C. Humphrey, who has been given the editorship of the Herald and Post, and the Sunday Herald-Post, is a widely known newspaper man, particularly in Louisville and Kentucky, the past and present scenes of his journalistic endeavors. He was born in Louisville Sept. 28, 1875. He was educated at Centre College, Danville, Ky., and was graduated there in 1896. He began newspaper work in the fall of 1896 on the Louisville Post. He did all classes of reporting and was staff correspondent of the Post during a number of sessions of the Kentucky Legislature. He was associate editor of the Post from 1912 to 1917, and jointly with Richard G. Knott, editor from 1917 to date.

Mr. Humphrey has been a member of the Board of Trustees of Centre College for six years. He is also a trustee of the Foundation Fund of the Western Normal School of Kentucky, Bowling Green. He is a member of the American Economic Association and of the American Society of Newspaper Editors.

Benjamin Seelig Washer, Louisville attorney and former newspaper man, who is one of the incorporators of the Herald-Post Company, while highly successful in his law practice, returns, in active interest at least, to an old love—the newspaper game. He will be a director of the corporation and legal adviser for the consolidated newspapers.

For 10 years prior to his taking up the practice of law Mr. Washer was a newspaper man. He served a year as reporter for the Louisville Herald, five

years as city editor and thence moved to the managing editorship. He held this position four years.

Mr. Washer is a native of Georgetown, Ky. He was born Sept. 3, 1881, the son of Joseph B. and Sarah M. Washer. He married Miss Amy Rodgers Dreifus. They have two children, Benjamin S., Jr., and James Rodgers Washer. Besides being one of the proprietors of the Crescent Hotel, Mr. Washer is interested in numerous other Louisville enterprises. He served several terms as president of the Louisville Y. M. H. A. and is a Mason.

N. Y. BASEBALL WRITERS HOLD BANQUET

Satires and Sketches Feature First Annual Dinner—"Czar" Landis, Walter Camp, and Notables of Game Present

First annual dinner of the New York Chapter, Baseball Writers' Association of America, was held in the Commodore Hotel, Jan. 27, with covers laid for 277 persons. The idea was first broached during the winter baseball meetings in Chicago. Work of Fred Leib of the Telegram-Mail, national president of the association, and William J. Slocum, of the Tribune, aided in making the event a success.

Judge Kenesaw Mountain Landis, baseball commissioner, was the guest of honor with about 60 other prominent baseball and sporting men on the list of guests. Walter Camp, father of the "Daily Dozen" and the All-American football team, was a speaker. Others included John Heydler, president of the National League, Judge Landis, "Bugs" Baer and Fred Leib.

The body of the affair was furnished by the antics of several of the writers. The dinner was planned along the lines of the Gridiron dinners of the Washington newspaper men. Pointed remarks flew about the heads of the baseball notables present. The dinner was opened by a silent toast to the memory of "Wild Bill" Donovan, the old pitcher who was killed during the winter in the wreck of the Twentieth Century Limited. Soon after the doors were opened and, surrounded by special police, Judge Landis entered, baring his white hair and waving his hat and stick. The "Judge," however, was Robert F. Kelley of the Evening Post. The stunt pleased the commissioner; he jumped from his table and ran to meet Kelley and embrace him.

Kelley, with John Kieran of the Tribune, sang several verses of the one-time popular Gallagher and Shean ditty, the verses being aimed at Landis, Ban Johnson, president of the American League, Ty Cobb and other prominent baseball figures. The hit of the evening was the imitation of Colonel Jacob Ruppert, owner of the world's champion Yankees, put on by Harry Newman of the News—an imitation of the speech made by the colonel on the evening of the day the Yankees won the title.

Among the baseball writers present were: Sid Mercer, New York Journal; Sam Crane, New York Journal; Bugs Baer, New York American; Damon Runyon, New York American; Henry Farrell, United Press Associations, A. J. Gould, Associated Press; W. J. Slocum, New York Tribune; Grantland Rice, New York Tribune; G. W. Daly, New York World, and J. Crusenberry, New York Daily News.

Mail and Herald Sued for \$95,828

Maurice I. Sommers, Jan. 30, filed suit in Supreme Court, New York, for \$95,828 for damages and breach of contract against the Mail and Express Company and the New York Herald Company. He alleges he made a contract Aug. 22, 1922, to furnish two pages of industrial advertising for the Evening Mail every week for two years, and that the Mail and Express Company refused to perform the contract longer on Jan. 28, last.

HUDDLESTON RESIGNS

Noted London Times Man Disagrees With French Policy

By G. LANGELAAN

(Paris Editor, EDITOR & PUBLISHER)

Sisley Huddleston, for the last two years Paris correspondent of the London Times, has resigned, and will relinquish his post in February. He was asked to stay on over the period of the elections in England, which he consented to do. In this connection, he said to the representative of EDITOR & PUBLISHER:

"I very much regret since my connection with the Times that the relations between France and England have changed for the worse, and very radically for the worse, and that those papers which at one time were the warmest supporters of France now fulminate against her in a manner that is not conducive to a settlement. In my view, although I am not in accord with French policy and do not want to indulge in any hats-off-to-France stunt, the only hope for Europe is that France and England should in some way patch up their differences and co-operate, and mere unfriendly talk on either side is very greatly to be depreciated."

A STATEMENT

Schuyler B. Patterson Did Not Give Out Stories of Pliny Fisk Returns

In an editorial discussion appearing in these columns in the issue for Jan. 5 it was stated by inference that Schuyler B. Patterson, then in charge of publicity for Harvey Fisk & Sons, Inc., New York bankers, was responsible for the story given to the press that Pliny Fisk, nationally known financier, was returning to his desk after having been in retirement nearly four years.

Further investigation shows that while Mr. Patterson was then in charge of the publicity of the firm and was present at the time the story was given to the press he nevertheless took no part in the discussion of the announcement of the coming return of Pliny Fisk which was made in its entirety by an official of the company. We therefore wish to correct in the minds of our readers any impression which might have been gained that Mr. Patterson disseminated to the press information of an unverified character.

MUNSEY KEEPS MAIL WRITERS

Many of Editorial Staff Now on Combined Newspaper

Writers for the New York Evening Mail were "very fairly treated" by Frank A. Munsey, when he took over that newspaper and combined it with the Telegram, T. E. Niles, formerly Mail managing editor, now with the consolidated newspaper, told EDITOR & PUBLISHER.

Nearly half of the editorial staff of the Mail are now on the Telegram and Evening Mail. Those for whom no places could be found were given two weeks' salary.

Besides Niles, former Mail writers continuing with the combined daily include: Zoe Beckley, Mary Margaret McBride, Roy Moulton, Ed Hughes, Tip Bliss, James Craig, O. J. Cromwell, Russell M. Crouse, W. H. Doyle, E. E. Hart, P. J. Mapleden and W. E. Plummer.

Jacob Jacowitz, school editor of the Mail, is now on the Sun & Globe. Edwin S. Friendly, business manager, New York Herald and Sun and Globe, announced, Feb. 1, reorganization of the New York Telegram and Evening Mail staff was not yet complete.

Fred A. Walker, he said, would be publisher of the consolidated newspaper.

Thomas Burns, formerly advertising manager, Evening Mail, would be advertising manager, and James Winters, formerly circulation manager, Evening Telegram, would retain that position on the combined daily.

Bob Levy, formerly circulation manager, Evening Mail, has joined the New York Journal staff.



LEWIS C. HUMPHREY



BEN S. WASHER



RICHARD G. KNOTT

HOE COMPANY GRANTED PERMANENT INJUNCTION

Queens Supreme Court Sustains Temporary Order Prohibiting Picketing by Striking Machinists—No Damages Asked

R. Hoe & Co., printing press builders of New York, have been granted a permanent injunction restraining members of Eureka Lodge, 434, International Association of Machinists, from picketing in the vicinity of their plant, by Justice Selah B. Strong in the Queens Supreme Court.

The proceedings grew out of a strike declared by the machinists in August after the shopworkers and the officials of the Hoe Company had failed to come to an agreement over wages.

The machinists set forth that they had entered into an agreement concerning a seven per cent increase in the wages which the press builders had not complied with. They called a strike when efforts to bring about compliance with that agreement failed.

The agreement, however, was shown to be but a memorandum and not signed by either party. It was to become effective in May, 1923. The strike did not come about until several months later, in August.

The Hoe Company contended that since they had filled the ranks of the strikers with other workers there was no strike existing and accordingly the men were picketing unlawfully. A temporary injunction issued Dec. 15 brought picketing to a halt.

Upon announcement of the court's decision, the Hoe Company issued the following statement:

"The company's case against the machinists' union was tried on Jan. 21-25. At the completion of the trial, after going fully into the evidence offered by both sides, Justice Strong made permanent the injunction restraining the machinists' union and its members from picketing the company's plant or interfering in any way with its employees or business. He found there was a 'valid, existing, operating agreement' between the company and the union, fixing wage rates until May 1, 1924, which the union violated by calling the strike; that the picketing and some of the other acts of the union and its members since calling the strike were unlawful and that the union's 'transactions with the Publishers' Association' and its attempting to interfere with the business of the company in erecting presses, in newspaper plants, were wrong and harmful to the company's interests.

"Although in some aspects a conspiracy was apparent to interfere with its business, the company did not press any claim for damages against the union and its individual members, as it was entitled to do."

1923 AD GAIN 7 PER CENT

122 Newspapers in 28 Cities Carried 1,333,054,971 Lines

One and one-third billion lines were carried by 122 newspapers in 28 cities listed by the New York Evening Post Statistical Department for the year 1923. The exact total was 1,333,054,971 agate lines, a gain of 92,651,690 agate lines or 7 per cent over the 1922 total for these cities—1,240,403,281 lines.

In every city the total 1923 lineage was ahead of the 1922 figure. Twenty-five newspapers of the 122 carried smaller totals than those which they recorded in 1922.

December's volume was 119,624,777, gain of 1,454,734 lines gain over the previous December's showing of 118,170,043 lines. Twenty-nine cities were listed for December, 17 showing gains and 12 losses. Of the 126 newspapers listed, gains were made by 69 and losses by 54, with no comparison available for three, which suspended publication during the year—the New York Globe, Minneapolis News and Richmond Dispatch.

Totals by cities for the years 1923-1922 and for December, 1923-1922, follow:

Years 1923-1922

	1923	1922	Gain
New York	160,425,514	158,001,748	2,423,766
Chicago	80,556,501	73,415,721	7,140,780
Philadelphia	85,035,251	79,603,100	5,432,151
Detroit	55,844,264	45,948,938	9,895,326
Cleveland	47,556,975	42,270,075	5,286,900
St. Louis	47,051,660	44,856,720	2,194,940
Boston	64,054,754	61,935,720	2,119,034
Baltimore	50,614,087	47,847,550	2,766,537
Los Angeles	95,075,467	85,805,776	9,269,691
Buffalo	40,052,446	37,187,935	2,864,511
S. Francisco	55,780,355	50,933,736	4,846,619
Milwaukee	35,712,515	31,920,675	3,791,840
Washington	48,129,744	47,024,763	1,104,981
Cincinnati	40,926,600	36,562,200	4,364,400
N. Orleans	36,756,555	35,171,759	1,584,796
Minneapolis	35,999,879	35,376,939	622,940
Seattle	30,202,900	28,694,302	1,508,598
Indianapolis	34,773,316	33,423,078	1,350,238
Providence	32,153,094	30,526,184	1,626,910
Columbus	39,049,823	36,356,716	2,693,107
Louisville	32,941,211	29,592,580	3,348,631
St. Paul	28,251,150	25,562,194	2,688,956
Oakland	24,083,108	21,019,512	3,063,596
Omaha	25,052,279	23,623,761	1,428,518
Birmingham	23,973,946	18,804,324	4,269,622
Richmond	24,185,477	23,043,155	1,142,322
Dayton	33,507,348	30,949,868	2,557,480
Houston	26,188,750	24,944,752	1,243,998

Totals 1,333,054,971 1,240,403,281 92,651,690

December, 1923-1922

	1923	1922	Gain
New York	14,103,492	14,272,144	-168,652
Chicago	6,879,924	6,684,783	195,138
Philadelphia	7,047,042	7,157,168	-110,126
Detroit	4,721,248	4,573,604	147,644
Cleveland	4,218,225	3,962,400	255,825
St. Louis	4,205,120	4,220,900	-15,780
Boston	5,677,609	5,525,931	151,678
Baltimore	4,289,650	4,155,665	133,985
Los Angeles	8,098,478	7,705,369	393,109
Buffalo	3,568,373	3,672,009	-103,636
S. Francisco	4,673,495	4,553,094	120,401
Milwaukee	3,145,661	2,954,686	190,975
Washington	4,333,401	4,135,065	197,796
Cincinnati	3,552,600	3,591,600	-39,000
N. Orleans	4,050,934	3,729,803	321,125
Minneapolis	2,895,234	2,246,462	*651,228
Seattle	2,706,606	2,609,292	97,314
Indianapolis	3,097,521	3,180,357	-82,836
Denver	2,314,032	2,461,452	-147,420
Providence	2,816,312	2,749,207	67,105
Columbus	3,355,596	3,515,783	-160,187
Louisville	3,110,400	2,900,977	209,423
St. Paul	2,274,076	2,436,518	-162,442
Oakland	2,170,350	1,916,152	254,198
Omaha	2,185,358	2,160,662	24,696
Birmingham	2,287,068	1,787,926	499,142
Richmond	1,895,294	2,269,177	-373,883
Dayton	3,061,982	3,225,754	-163,772
Houston	2,889,796	2,815,354	74,242

Totals 119,624,777 118,170,043 1,454,734 Net Gain

*Loss.

"Betting" Problem Solved

The problem presented to the Middle West and New York City newspaper publishers by the enactment of the Voorhies-Bahorski law by the Michigan legislature, under which newspapers containing horse racing betting odds cannot be sold

"WHEN THE HALF-GODS GO, THE GODS ARRIVE"



Baltimore's political "Boss" retired recently. He named his own successor. Such cavalier conveyance of the crown and regalia seemed impious to the Baltimore Post, which asked its readers to vote for their favorite "Boss" candidate. The ballots were many, and when they were counted, the People's Choice for the Post's Brown Derby was none other than their eminent, if melancholy, fellow citizen—Henry L. Mencken, of the Baltimore Sun.

in the state, has been solved, apparently by juries which have sat in these cases in Detroit. Two newsboys, charged with selling out-of-town newspapers with the racing information, were acquitted promptly, the jury in one case being out only two minutes. Sale of the Louisville Courier-Journal by Stuart Graham, a newsboy, brought the test of the state's ability to enforce the law.

Traveler to Broadcast

The Boston (Mass.) Traveler opened in January a broadcasting station at the Hotel Brunswick, Boston. The transmitting station will be the Westinghouse Electric & Manufacturing Company, at Springfield, Mass.

Weekly Starts 64th Year

Owatonna (Minn.) Journal-Chronicle, oldest newspaper in Steel county, started its sixty-fourth year with the issue of Jan. 4.

WAGE INCREASES GRANTED BINDERS AND MAILERS IN NEW YORK

NEGOTIATIONS between the New York Employing Printers' Association and Bindery Women's Union No. 43 for an adjustment of the wage scale which expired Sept. 30, have been concluded. The contending parties have finally agreed upon an increase of \$1.50 a week. The previous scale of \$26 a week is increased to \$27.50.

Mailers' Union No. 6 has reached an

agreement with the association for an increase of \$3 a week on the basic scale. The previous scale of \$37 for hand men has been increased to \$40, and machine operators from \$40 to \$43.

A table giving the old scales, the increases granted, and the present basic wage scales of all printing craftsmen in the New York book and job establishments follows.

	Previous Scale	Increase	New Scale	Date Effective
Typographical Union No. 6.....	\$50.00	\$3.00	\$53.00	Dec. 15, 1923
Printing Pressmen's Union No. 51.....	50.00	3.00	53.00	Dec. 15, 1923
Press Feeders' and Assistants' Union No. 23 (cylinder feeders).....	42.50	none	42.50	no change
Job Pressmen and Feeders No. 1—				
Pressmen.....	43.00	none	43.00	no change
Job Feeders.....	29.00	none	29.00	no change
Paper Handlers' Union No. 1.....	34.00	none	34.00	no change
Paper Cutters' Union No. 119.....	44.00	none	44.00	no change
Sheet Straighteners' Union No. 119.....	38.00	none	38.00	no change
Mailers' Union No. 6.....	37.00	3.00	40.00	Jan. 14, 1924
Bindery Women No. 43.....	26.00	1.50	27.50	Jan. 21, 1924
Edition Bookbinders.....	40.00	2.00	42.00	Jan. 17, 1924

Above wage adjustments made by arbitration and by negotiation between the New York Employing Printers' Association and the individual unions. All of the contracts with the above unions expire Sept. 30, 1924.

	Previous Scale	Increase	New Scale	Date Effective
Photo-Engravers' Union No. 1.....	\$50.00	\$3.00	\$53.00	Jan. 1, 1924
Electrotypers' Union No. 1 and Stereotypers' Union No. 1.....	59.00	3.00	62.00	Jan. 1, 1924

DAILIES TO SELECT U. MARBLE CHAMPION

Youngsters of Sixty Cities to "Knock Down" in National Contest Backed By Scripps-Howard Newspapers

Youngsters of 60 cities will show marbles in their home town lots this year to determine which of their number will get a free trip to Atlantic City the week in June for a chance to be crowned national champion and carry home the prize that goes with the title.

The Scripps-Howard Newspapers, which are organizing the tournament in the 33 cities where their newspapers are published, will shortly issue invitations to a newspaper in each of 27 other cities to sponsor local matches. Winners of each of the district matches will receive prizes and will go to Atlantic City for the national championship match at the expense of the newspaper organizing the district contests. M. F. Bourjaily, of the Scripps-Howard Newspapers, who organized last year's tournament and is in charge of the coming event, stated that 1,000,000 boys will participate this year. In 1923, 500,000 in 40 cities took part.

All of the cities which were represented in 1923 are in line for this year. Mr. Bourjaily stated. Harry Brunckie, of the St. Louis Star, who handled the St. Louis tournament in 1923 before his famous exposure of the medical diploma racket, has taken charge of arrangements for this year's contest in that city.

Only half of the boys who took part last year are eligible for the second tournament, the other 250,000 having passed their 15th birthday. Among the eligible boys for that reason is Harlan McClure, 1923 national champion, who went to Atlantic City as the Columbus Citizen's contestant. He will be the guest of honor at the tournament next June. The game, which is standardized for the tournament in all cities, is played in a ten-lod cage under the same rules which prevailed last year.

Mr. Bourjaily, who is attached to the office of E. E. Cook, editor-in-chief of the Scripps-Howard Ohio papers, states that he can be reached by newspaper executives seeking information about the tournament, at 308 Euclid avenue, Cleveland, Ohio.

TIPPER BANS BOREDOM

Contests and Entertainments to Feature Trip to London

There will be no room for boredom on the U. S. liner Republic next July as she steams toward England, official carrier of American advertising delegates to the A. A. C. W. convention at Wembley, according to plans mapped out by Harry Tipper, chairman of the National Program Committee.

Mornings on the liner will be spent in athletic contests between various delegations. Afternoons will be spent in departmental meetings, the programs of which are now being arranged. In addition, at least three general meetings will be held under the direction of William C. D'Arcy of St. Louis. Evenings will be devoted to entertainment features arranged and staged by the various advertising clubs.

W. Frank McClure, chairman of the National Advertising Commission, was appointed by Chairman Tipper to take charge of the festivities en route at the National Commission conference at Columbus, O., last week. The next meeting of the commission will be held in Philadelphia, May 20 and 21.

N. Y. Tribune Starts All-Fiction Section

Ralph Rainaud, assistant managing editor, New York Tribune, has been in charge of an 8-page all-fiction section which the Tribune starts with the edition of Feb. 3. The all-fiction section is hereafter a weekly feature of the Tribune.

BOOSTING SALES WITH ONE DEALER PLAN PLUS NEWSPAPER SPACE

Proprietary Article Won Wide Distribution in Short Period— Now Launching Campaign in 208 Dailies, 617 Weeklies in 16 States

By HAMMOND EDWARD FRANKLIN

WHETHER to aim for one aggressive dealer in a town or to attempt to gain distribution through all retailers is a question which sooner or later confronts nearly every sales manager and his advisor.

Which plan will yield the biggest total business? Which will result in fastest turnover? Which will show the largest net profit at the end of the year?

"Our goods are not receiving the effort from the dealer they deserve," is a plaint of many manufacturers, including even some of those who back their retailers with newspaper advertising. A constant battle is being waged to try to get greater interest from dealers in items they carry. How can it be accomplished?

Nobody has a tougher fight on his hands than the man who is trying to market a new product. There is no easy route to Profitland, but it is natural that numerous business men are wondering if some sort of exclusive dealer plan might not at least in part win them the co-operation of the retail trade.

Products like automobiles, washing machines, pipeless furnaces and similar equipment, which require considerable sales effort, usually are distributed on the one-dealer-to-a-town basis. The United Drug Company built its Rexall store system on the same plan. Since then, other firms have tried out the exclusive plan and found that sometimes, in the medium and smaller cities at least, it is a solution which wins the dealer's self-interest and gets him to really push the line.

Many other products, such as cigars, chocolate bars, hair nets and most proprietary drug products, demand widespread, well known universal distribution; for big-scale sales. It is considered that an exclusive dealer to a city would greatly limit total sales.

William B. Jaques for many years had been proprietor of a large drug store at Plattsburg, N. Y. He had suffered from chronic indigestion for a long time. In experimenting in his store laboratory, he worked out a formula which helped and finally cured his indigestion. He, therefore, put the product in granulated form in a pure gelatin capsule on sale in his local store. More or less demand came for it from local people and visitors to Plattsburg, where an army camp was located. Other drug stores here and there took up its sale.

Albert E. Mansfield, who had had considerable sales experience in the drug trade, returned to civil life after serving in the World War. He saw possibilities in the business. The capitalization of the Jaques Capsule Company was increased materially and Mr. Mansfield as general manager undertook the job of developing the sales of the company from practically a local basis to that which would be national.

There was competition galore, much of it entrenched through years of work with the trade and advertising to the consumer. In fact, it would be difficult for a sales executive to conceive of a more highly competitive field to invade. Furthermore, the product was of a type which, on its face, would require thorough distribution in each locality, if especially big sales were to be built up.

The jobber, with hundreds of competitive items on his list, could not be expected to give special effort to this specialty. The dealer himself, with shelves loaded with many other meritorious similar products, could not be made overly enthusiastic about featuring the capsules, with all other dealers in his town also carrying the same item.

Therefore, the company decided to work around but one dealer in each town. It aimed to pick out a live, alert

druggist whose co-operation, once enlisted, would be worth having. This dealer was told of the merit of the product, its profit, and that the special advertising plan in mind for the year for that town would be operated around him alone.

These advertising plans had to do a lot of missionary work. The big need was to create users, get the public started buying. This was accomplished by extensive sampling. Every person who received a sample and printed matter was told the name of the one local dealer who carried the goods. Advertising with the dealer's name signed was used in numerous towns in the local newspaper. The company also offered a special free deal proposition which received attention.

With this selling plan, the company extended its distribution rapidly over a wide area. Demand grew. Gradually other druggists in these various towns began to feel the demand created.

A feature of the introductory work had been that the one dealer in each town approached by the company had been more willing to give window displays, talk the goods and give similar co-operation, because he knew he had been singled out.

As demand grew, he continued to get the lion's share of the business, since he had the momentum of an early start and the prestige of the advertising done around him. At the same time, the other dealers began ordering from their jobbers as necessary and in the space of time most drug stores in the territory covered intensively have taken on the product. It is thus building up a thorough distribution because in the beginning it centered its effort around one live fountain head in a town.

The result is that the company now has reached a point where it has just begun a newspaper advertising campaign which will run throughout 1924 in 208 daily newspapers and 617 weekly newspapers in New England, New York, New Jersey, Pennsylvania, Maryland, District of Columbia, Delaware, Ohio, Indiana, West Virginia, etc.—in all, 16 states.

GOOD YEAR AHEAD FOR ADVERTISING, O'SHAUGHNESSY DECLARES

By JAMES O'SHAUGHNESSY

Executive Secretary, American Association of Advertising Agencies

EVERY editor should be pleased with the outlook for advertising in 1924, because a publisher has a right to



JAMES O'SHAUGHNESSY

be pleased when his publication is practically certain to show up better in lineage. The advertising agencies are happy at the outlook.

National advertisers should be, because national advertising will have an improved opportunity in 1924. The public should be cheerful, because every advancement in the handling of advertising and every proper increase in advertising appropriations makes for better returns on the consumer's dollar.

The grand total of advertising appropriations handled by members of the

The following is the list of the daily newspapers being used on the company's 1924, schedule all advertising being prepared and placed by the George S. De Ronville Advertising Agency, Albany, N. Y.:

NEW YORK: Albany Knickerbocker Press and Times Union; Amsterdam Recorder; Auburn Citizen and Advertiser, Journal; Big Hampton Press; Buffalo News; Dunkirk Observer; Elmira Star-Gazette; Glens Falls Post-Star; Gloversville Leader Republican; Hornell Tribune Times; Jamestown Post; Kingston Freeman; Malone Telegram; Middletown Times-Press; Newburgh News; New York Evening Journal, New York World, New York Times, New York Jewish Daily Forward; Niagra Falls Gazette; Ogdensburg Republican-Journal; Olean Times; Oneonta Star; Oswego Palladium; Plattsburg Press, Plattsburg Republican; Poughkeepsie Star and Enterprise; Rochester Democrat and Chronicle; Rochester Times-Union; Salamanca Republican Press; Schenectady Gazette; Syracuse Journal, Syracuse Post-Standard, Syracuse Herald; Troy Record; Utica Observer-Dispatch; Watertown Times, Wellsville Reporter.

MASSACHUSETTS: Boston Post, Brockton Enterprise, Fall River Herald, Fitchburg Sentinel, Greenfield Recorder, Haverhill Gazette, Holyoke Transcript, Lawrence Tribune-Eagle, Lowell Sun, Lynn Telegram News, New Bedford Standard-Mercury, North Adams Transcriber, Northampton Gazette, Pittsfield Eagle, Springfield Union, Taunton Gazette, Waltham News, Worcester Telegram-Gazette.

MAINE: Augusta Kennebec Journal, Bangor Commercial Lewiston Journal, Portland Express.

PENNSYLVANIA: Allentown Call, Altoona Mirror, Bradford New Era, Butler Eagle, Chester Times, Clearfield Progress, Easton Express-Argus, Erie Times, Harrisburg News-Patriot, Hazleton Plain Speaker; Johnstown Ledger, Lancaster News Journal, Lebanon News, Meadville Tribune-Republican, New Castle News, Norristown Times; Philadelphia Bulletin and North Pittsburgh Gazette-Times, Pittsburgh Press, Pottsville Morning Paper and Republican, Reading Eagle, Scranton Times, Towanda Review, Uniontown Herald, and Genoa, Warren Times-Mirror, Washington Observer and Reporter, Westchester News, Wilkes-Barre Record, Williamsport Sun, York Dispatch.

NEW JERSEY: Atlantic City Press, Bayonne Times, Elizabeth Journal, Jersey City Journal, New Brunswick Home News, Newark News, Passaic-Herald, Paterson Call, Perth Amboy News, Plainfield Courier-News, Trenton Times, Weehawken (Union Hill) Hudson Dispatch.

CONNECTICUT: Ansonia Sentinel, Bridgeport Times, Danbury News, Hartford Times, Meriden Record, Middletown Press, New Haven Register, New London Day, Norwich Bulletin, Waterbury Republican and American.

MARYLAND: Baltimore Sun, Baltimore American, Cumberland Times, Hagerstown Herald and Mail.

DISTRICT OF COLUMBIA: Washington Post, Star.

DELAWARE: Wilmington Journal, Wilmington News.

OHIO: Akron Beacon-Journal, Alliance Review-Leader, Ashtabula Star-Beacon, Athens Messenger, Bellaire-Leader, Cambridge Jeffersonian, Canton Repository, Cincinnati Times-Star, Cleveland Press, Columbus Citizen Coshocton Tribune, Dayton News, East Liverpool Tribune, Hamilton Journal, Lima News and Times, Democrat, Lorain Times-Herald, Mansfield News, Marion Star, Massillon Independent, Newark Advocate, Portsmouth Times and Sun, Sandusky Star-Journal, Springfield News, Steubenville Herald-Star, Toledo Blade, Warren Tribune, Youngstown Vindicator.

INDIANA: Anderson Herald, Elkhart Truth, Evansville Press, Fort Wayne News and Sentinel, Frankfort Times, Gary Post-Tribune, Hammond Times, Indianapolis News, Star, Kokomo Tribune, Lafayette Journal Courier, Logansport Pharos-Tribune, Marion Chronicle, Muncie Star, Richmond Palladium, South Bend Tribune, Terra Haute Star, Tribune.

VERMONT: Barre Times, Brattleboro Reformer, Burlington Free Press, Rutland Herald, St. Albans Messenger, St. Johnsbury Caledonian-Record.

RHODE ISLAND: Newport News, Pawtucket Times, Providence News, Tribune, Woonsocket Call.

NEW HAMPSHIRE: Manchester Union Leader, Nashua Telegraph.

WEST VIRGINIA: Huntington Herald Dispatch, Parkersburg Sentinel, Wheeling News.

The advertisements are being run in preferred position. In the dailies they appear twice a week, with a double-size advertisement every four weeks. The campaign is a continuous, non-stop one. There will be no short-time "drive." The advertising is to be kept working all the time and, when possible, other cities will be added, until the distribution is on a complete national basis.

Had the preliminary work not been done around just one dealer to the town for Jaques Capsules, it would have lost much effectiveness. As it is, the plan proved to be the road which led to widespread distribution, when coupled with sampling and advertising.

It is probable that the year ahead will witness new and effective adaptations of the idea of building sales by working around one dealer in a town.

ASHEVILLE DAILIES WIN

N. C. Supreme Court Upholds Injunction Barring Union Intimidation

Fighting jointly, the Asheville (N. C.) Citizen and Asheville Times have just been granted a favorable decision by the Supreme Court of North Carolina, continuing an injunction, now in effect, limiting members of the Typographical Union to peaceful picketing and forbidding any act which savors of violence or intimidation.

Printers on the Asheville newspapers went on strike some time ago, when publishers refused to grant higher wages. The papers immediately went open shop and places of the striking printers were filled through the services of the Open Shop Department of the American Newspaper Publishers' Association, handled by H. W. Flagg.

Individual members of the local union began a campaign of persecution, intimidation, and attempted violence to property, the publishers claimed, and sought an injunction. The injunction promptly went through the lower court and has now been sustained by the Supreme Court.

A. A. C. W. Launches Mattress War

National Vigilance Committee, Associated Advertising Clubs of the World, has inaugurated a campaign against fraud and deception in the mattress field, according to a bulletin issued in New York. The committee claims mattresses filled with filth, vermin and disease, artistically covered with art tickings and cretons, are being sold to the public through deceptive and insidious advertising. The problem is not confined to any one state or locality, the committee says.

Workers Sue for Communist Tracts

Workers' Party of America has started suit to compel the Herald Printing Company, Detroit, to deliver 3,500 copies of a pamphlet, "The A B C of Communism." The complaint, filed in behalf of the party by Maurice Sugar, recites that the company has printed the pamphlets for the Workers' Party of America, but has refused to deliver them. In lieu of the pamphlets, the plaintiffs ask judgment for \$1,000.

McLean Resigns as A. P. Director

W. L. McLean, of the Philadelphia Bulletin, has resigned as a director of the Associated Press. His place will be filled at the annual meeting of the A. P. in New York in April. Mr. McLean has been succeeded by his son, Robert McLean, as a member of the association.

NEWSPAPERS URGED TO FIGHT QUACKS

Dr. Downing, New York State Commissioner, Defines Unethical Medical Advertising—Blames Press for "Quackery Wave"

Quackery, through advertisements printed in newspapers, is flourishing throughout the country as never before. Augustus S. Downing, assistant commissioner of education and director of professional education, State of New York, declared this week. He urged all reputable newspapers in the interest of the public to bar such advertisements from their columns.

Dr. Downing, in charge of the administration of all professions in New York, is conducting a strenuous campaign against fake doctors.

In an exclusive statement to EDITOR & PUBLISHER, Dr. Downing explained earmarks of quack advertising for the information of newspaper publishers, asking them to co-operate in a war against unethical advertisements.

"There has never been a time in the history of this country when quackery, through advertising, has been so rampant as at the present time," he said.

"Every reputable newspaper should bar such advertising from its columns, for primarily a newspaper is printed in the interest of the public.

"The best newspapers," he added, "will not accept such advertising, it must be said to their credit."

Dr. Downing came to New York City this week from Hartford, Conn., where a medical "diploma ring" has been broken. Action against alleged medical quacks in Connecticut and New York, Dr. Downing said, as a result of the expose by Harry T. Brundidge, reporter, St. Louis Star, is proceeding rapidly, with all "diploma ring" graduates now believed barred from the former state.

On Jan. 31, 129 licenses granted alleged quacks were revoked by the Connecticut Board of Electric Medical Examiners, in executive session. This brings the grand total to 173.

Dr. Downing has announced New York will co-operate actively with Connecticut in extinguishing quacks fleeing from Connecticut to New York.

The commissioner's statement follows: "It is the fundamental principle in the medical profession that a physician may only advertise his name either on a sign on his door or in his window. He falls into the class of unethical advertiser when he places in a newspaper or magazine, an advertisement setting forth his qualifications to cure any or all diseases, because of his peculiar fitness or training for working such cures.

"Nor can he decently advertise that he has cured certain individual cases and in verification thereof quote letters purporting to come from those persons who have, according to his advertising copy, been cured by him.

"Nor can he ethically insert any advertisement that guarantees to cure disease of whatever nature.

"This kind of advertising, either in a magazine, newspaper, or by literature, distributed through the mail, is the kind resorted to by all quacks and charlatans.

"Such men circulate such literature or insert such advertisements with the confident belief that the truth of their statements will never be investigated. The more glaring and striking the form of advertising assumed, the more certain he is that it will attract the attention of those who need expert and scientific medical care.

"The most disreputable type of such advertisements is that of irresponsible men who advertise nostrums and cures for venereal disease, and hold out the promise to 'restore lost manhood.'

"The most reputable newspaper will not accept such advertisements, it must be said to their credit. Hundreds of other newspapers, however, that must rely upon their advertising matter for support of the paper, are willing to take almost any kind of advertising if pay therefor is assured.

"I WISH I could find a rich man like Henry Ford, who wanted to do something for the world as well as to make it easy for people to ride in the open air, who would spend money now making the world better rather than hoping it will be better after he is dead. If he or any other rich man would listen I would show him through the advertising columns of our great newspapers. He could tell the people of the world how to live better, be more loyal, be more kind, be more fair. He could explain the disadvantage of envy and jealousy. He could, while he lived, see the world grow better through the advice which would be given to the world through the space he bought in newspapers."—Sir Charles Higham.

"Another class of advertisements which are unethical, misleading, and therefore fraudulent, is that of incompetent, although perhaps duly licensed physicians, graduated years ago, who, finding themselves ignorant of up-to-date scientific medical practice, spread column and whole page advertisements of their ability to cure diseases of one character and another by some newly discovered means or method, and thereby attract to themselves a class of people seeking relief, but not able to discriminate between the good and the bad.

"Many of these quacks move from place to place. As soon as their inefficiency becomes well known in one field they move to another, and in the new field resort to the same kind of deceptive and fraudulent advertising.

"The people are thus mulcted of their earnings, perhaps gained by hard labor, and the charlatan advertiser prospers."

ARDELL GOES TO N. Y. POST

Leaves Times to Head Financial Department, Curtis Newspaper

H. S. Ardell, in charge of national advertising accounts, New York Times, has left that newspaper to become head of the financial department, New York Evening Post.

He was given a farewell luncheon by members of the Times business department staff, Jan. 25. B. T. Butterworth, advertising manager, the Times, presided.

Present at the luncheon were: Arnold Sanchez, office manager; T. H. Fryer, assistant advertising manager; R. A. Lawe, Wm. H. Neel, Walter Sammis, R. Fanciull, J. M. Truener, E. A. Gross, R. Parker, A. H. Damon, Benjamin Dalgin, A. Beck, W. W. Miller, Henry Jaeger, Wm. Lynch, B. Cauffman, C. MacLaren, Orin Simons, C. S. Hubbard, M. Erdwurm, C. B. Andrews, F. W. Harold, E. H. Taylor, Don Bryan, and J. M. Kirshner.

WISCONSIN EDITORS MEET

Hold Joint Convention With Ben Franklins at Milwaukee

Joint convention of the Wisconsin Press Association and the Wisconsin State Ben Franklin Club opened in Milwaukee Jan. 31, to continue through Feb. 1 and 2. Business meeting and election of officers were to be held Friday.

Thursday evening an informal get-together meeting was held at the rooms of the Milwaukee Press Club.

H. J. Grant, publisher, Milwaukee Journal, invited members of the association to a dinner dance Feb. 1. Marvin R. Creager, managing editor, the Journal, was toastmaster.

Michigan Resorts to Advertise

Michigan Tourist and Resort Association will spend \$100,000 between now and the beginning of the next tourist season in advertising the advantages of Michigan as a pleasure resort and vacation playground. Much of this amount is expected to be expended for advertising in the daily papers.

A. B. C. CLARIFIES RULE ON COUPON PAPERS

Circulation Must Be Explained by Publishers' Semi-Annual Statements—False Claims May Draw Expulsion

Interpretation of the Audit Bureau of Circulations rule on contest coupons appearing in newspapers was the subject of a new rule adopted by the directors of the Bureau at their January meeting. The old rule provided in substance that copies sold as the result of a voting contest in which ballot coupons must be clipped from the paper should not be counted as net paid circulation and that the excess of copies over normal average circulation should be counted as samples.

The new ruling provides that "where coupons are used, offering merchandise either through a publication or through some distributing agent, and to get the merchandise, coupons are required to be clipped from one or more issues of the paper, the offer shall be described in Paragraph 15 of publishers' statements and audit reports. Where the use of such coupons tends to inflate unduly the circulation for any day or days, the rule governing contest coupons shall apply."

Rules regarding territory defined in publishers' statements and audit reports as "city" were also elucidated to the effect that such territory shall be established by mutual agreement of publishers, with the approval of the bureau, or by the bureau if the publishers disagree. Changes can be made in city territory only at the time of an audit. The word "carrier" used in connection with city territory is understood to mean newspaper carrier and not United States mail carrier.

Population figures to be used in the publishers' statements for the period ending March 31, 1924, may be based on estimated figures, rather than those of the 1920 census.

The rule of the Bureau covering "extras not carrying advertising" was amended to read as follows:

"An extra not carrying all foreign advertising scheduled for the day shall not be included in net paid circulation, but shall be classed as sample copies and explained in Paragraph 28. The number of extras during the period, the average per day for the period, and any other essential details shall be given in the explanation."

Correspondents' copies, if the publisher pays for services and payment is remitted for subscription to the paper, count as net paid circulation, provided they meet all other requirements of the Bureau under this head.

Teeth were put in the rule covering "misstatement of circulation," which was amended to read as follows:

"Where repeated exaggerated statements of circulation are made by a publisher, which are proved by the Bureau's auditors to be untrue, either purposely or because of inadequate records, the publisher shall be cited to appear before the Board of Directors to show cause why the publication should not be dropped from membership or otherwise penalized, according to the degree of misstatement as established by the audit. This rule shall apply to publishers' semi-annual statements or to any announcements made in his own medium, or made in any other publication by him or by his agent, or in circulation letters issued by him or his agent."

A MONTREAL JUNKET

New York Newspaper Men to See Winter Carnival

An even dozen New York newspaper men left New York, Feb. 1, to spend the week-end in Montreal, Canada, where the annual Winter Carnival is now in progress.

They went at the invitation of John Davidson, manager, Windsor Hotel, Montreal. The Canadian city has voted

\$500 to entertain the visitors. Besides witnessing the winter sports, the newspaper men will be guests of the Montreal Press Club and the Canadian National Railway at dinner.

The party, under the leadership of Fred Edwards, new city editor, New York Tribune, follows: Ralph Raimond, assistant managing editor, Tribune; Dwight Perrin, city editor, Herald; Boyden Sparks, Tribune; F. F. Van der Water, Tribune; Archie Seixas, Tribune; Bruce Rae, Times; Jefferson Macbride, cartoonist, Bell Syndicate; W. A. Wain, Times; R. B. Peck, Tribune; Howard White, Tribune; and Sanford Jarrett, Tribune.

PAPER COMPANIES RESTRAINED

U. S. Orders Pacific Group to Cease Unfair Practices

WASHINGTON, D. C., Jan. 31.—On a finding of facts, as it is called by the Federal Trade Commission, an order has been issued against the Pacific States Paper Trade Association and its member organizations to cease from unfair practices in the sale of paper in the Pacific Coast territory. The main charge of the commission is the fixing by the association of the price of paper. The case was submitted upon a signed stipulation of facts entered into by the various organizations upon which oral argument was heard by the commission.

Specifically the commission found that all five of the local associations, the Seattle-Tacoma Paper Trade Conference, Spokane Paper Dealers, Portland Paper Trade Association, San Francisco Paper Trade Conference and the Los Angeles Paper Jobbers' Association, "published and distributed price lists compiled by suitable committees of the respective associations. Agreements exist between the members of each local association for the maintenance of these prices within the state in which the association is located, and each association has a provision in its by-laws for the maintenance of these prices.

"The associations and the members" continued the findings of the commission, "acted jointly to confine the distribution of paper to what they termed legitimate channels of distribution and to induce or compel manufacturers to sell only to so-called 'legitimate dealers.' In seeking to carry out this policy they made use of the boycott, threatened boycott and promises of increased patronage of manufacturers."

New Power Keyboards Announced

Intertype Corporation has announced two power keyboard side units, one carrying one magazine and the other carrying three. The side unit keyboard is arranged like the standard keyboard, with a rubber roll and cams to supply the power for releasing the matrices. The "touch" of the auxiliary keys is, therefore, the same as on the main keyboard. The new side units are standardized and applicable to outstanding standard machines.

Chicago After Agency Convention

A concerted drive to bring the next annual convention of the American Association of Advertising Agencies to Chicago will start shortly as a result of an ambitious program adopted by the western council of the association at a meeting in Chicago, Jan. 25. Eighty-one members attended the luncheon, of which James W. Young of J. Walter Thompson agency was chairman.

Duhamel Hotel Organ Editor

Maurice F. Duhamel has been appointed editor of 'Hotel Operation, a monthly technical publication of the Charles E. Gehring group of hotel papers. Mr. Duhamel, who for 11 years was managing editor and a managing director of the Poughkeepsie (N. Y.) Star, entered the business paper field some years ago as managing editor of Advertising & Selling magazine.

CLASSIFIED ADVERTISING

The New Public Service

IV—THE CLASSIFIED ADVERTISING AUDIENCE

By BASIL L. SMITH

THE most important single consideration about any advertisement is that of the people who are going to read it. Who, for instance, read the billboards? Who read magazine ads? Who read car-cards? Who read newspaper display ads? And who, last but by no means least, read classified?

Billboard advertising is read by people who are on the move—on foot or in trains, trolleys or automobiles. They haven't time for much more than one eye-flick. A striking picture, a short message conveyed in large letters—that's all there can be to outdoor advertising. Car-cards are really miniature billboards—designed to catch the eyes of busy riders.

But newspaper display ads reach a more leisurely audience. With the news, they may share the attention of the reader for a half-hour or an hour. Like the billboards, they must attract attention, but once that is gained, they can go into much greater detail in telling their stories. They can reason and convince. Magazine display reaches an audience with, in general, even more leisure on its hands.

The one point in common between these different kinds of advertising is their necessity for catching the reader's attention and compelling his interest. To do this, they make use of illustration, color, striking type and unusual lay-out. Any reader of newspapers and magazines is familiar with the great battle for attention that is being waged by countless local and national advertisers.

But when we turn to classified advertising, it is like stepping into another world. Here are no large heads, no illustrations, no clever copy. And the reason? Classified ads don't have to go after their audience—their audience comes to them!

There is as much difference between a display ad and a classified ad as between an automobile salesman and a telephone operator. The auto salesman looks you up to try to sell you one of his cars. But you call "central" when you want her to make a phone connection for you.

The classified section of your newspaper is a service—just as the telephone and electric light and transit companies are services. And every little ad in it is a part of this service to the public and, as such, has service specifications to which it must measure up.

What, then, does this audience that seeks out the classified ads—instead of being sought out by them—want? What does it expect to find in the classified columns that will repay its attention and interest? What should a classified ad be?

The classified audience is made up of people who have definite needs to be satisfied, or at least of readers who are on the alert for opportunities to satisfy their own needs or those of others. They are opportunity hunters. They are on the trail of economy, satisfaction and profit. And what they want is information.

Now, the newspaper's standard system of perfectly catalogued classified ads makes it a simple matter for any reader to find instantly the sort of offers that are of the greatest interest. "A-B-C" and "1-2-3" spell service for the readers of a paper. Order and system make the classified medium convenient and interesting to read. But the rest of this important service of supplying readers with the information they want depends on every member of the classified staff who has anything to do with preparing ads for appearance in the paper.

"Information" is just another way of saying "full description copy." There is the whole truth of what a classified ad should be—in a nutshell. It should tell the truth, the whole truth and nothing but the truth. If every ad that was printed in your medium contained all the import-

ant facts that readers would like to know, and no unnecessary words—reader-interest and results would increase by leaps and bounds.

The same people read classified who read the billboards and the car-cards and the display ads in the newspapers. But they come to these little classified ads in an entirely different attitude of mind. They want advice—buying and selling

ally increasing according to circulation. At the dinner meeting Friday evening Dr. Douglas Freeman, editor of the Richmond News-Leader, talked on "Some Unsolved Newspaper Problems," one of which was the overlapping of news stories in streamer headlines.

C. R. Goodrich, circulation manager, Roanoke Times, spoke on circulation building. He suggested systematic sampling as one means of securing subscribers, but he was against giving premiums direct to subscribers, as he felt it cheapened the newspaper and the subscription price.

The association was offered a free site for a clubhouse in Princess Anne County, bordering the Chesapeake Bay. The executive committee will inspect the property.

WHAT PEOPLE WANT TO KNOW ABOUT CLASSIFIED

"IT would be impossible to talk of the automobiles of today in terms of those of 15 years ago—and it is equally impossible to consider well-written, perfectly catalogued ads as anything like the old 'Want Ads' of the past."

So Mr. Smith comments in next week's article on the problem of educating the public to up-to-date classified advertising.

"Information, Please!" is his title—and under this head he tells some of the many things that a newspaper's readers need to know about its classified advertising.

FREE SPACE REQUEST DENIED

Washington State Dailies Reject Railroad's Ad Scheme

Washington State Press Association in a bulletin calls attention of Washington publishers to a suggestion that they "advertise free the northwest to itself" by running free advertisements for the Hill railroads—the Burlington, Great Northern and Northern Pacific. The suggestion was made by the railroads that "every newspaper in the region advertised should run the series of ads free."

The association comments in part as follows on the attempted steal of advertising space:

"It is not the function of the newspaper to carry campaigns for public utilities even though they serve the community—nor does it obligate the newspaper to do so, even though the public utility feels inclined to spend a sum of money to sell the state to those in other sections. Nor does this indicate that the newspaper lacks public spirit—it merely means that the newspaper has white space to sell.

"The railroads are paying for, space and paying well. Should it be deemed advisable to carry the campaign into the state, why not pay the regular rate to the newspaper of the state?"

Comer of Age-Herald to Wed

Formal announcement of the engagement of Ex-Governor Braxton Bragg Comer part owner of the Birmingham (Ala.) Age-Herald to Miss Mary Carr Gibson of Verbenia, Ala., was made Sunday, Jan. 27 by Miss Gibson's brother and sister, Mr. and Mrs. Sidney Lanier Gibson. Miss Gibson is the daughter of the late Major Joe Carr Gibson, owner of the old Montgomery (Ala.) Mail, for years the leading newspaper of Montgomery. Miss Gibson is a former schoolmate of Governor Comer's daughter, Mrs. Frank H. Lathrop.

Paper Men to Meet With Wallace

Attempting to solve problems of timber supply, a committee representing the pulp and paper industry of the country will meet with Secretary of Agriculture Wallace, Feb. 7, in Washington, D. C. Discussions will be led by W. E. Haskell, vice-president, International Paper Company; D. C. Everest, secretary and general manager, Marathon Paper Mills Company; F. C. Clark, vice-president, Pejepscott Paper Company; and Hugh P. Baker, secretary, American Paper and Pulp Association.

1,000 EXPECTED AT 7TH DISTRICT MEET

"Tell More—Sell More in 1924" Is Slogan for Kansas City A. A. C. W. Convention—5 States Represented

(By Telegraph to Editor & Publisher)

KANSAS CITY, Mo., Jan. 28.—One thousand advertising and business men from Missouri, Kansas, Oklahoma, Colorado, and Arkansas are expected Feb. 5, 6 and 7 for the third annual district meeting of Seventh District Associated Advertising Clubs of the World. Meetings will be held in the Hotel Baltimore. Lou Holland, president of the Associated Clubs, is on the program.

"Tell More, Sell More in 1924" is the slogan.

The entire field of advertising is to be covered by the convention. William P. Green, New York, will conduct four departments of the Better Business Bureau work the closing day of the meeting. G. Lyon Summer has charge of the district mail department and Bernar Finn, Sarcoxie (Mo.) Record will have charge of the newspaper department.

Advertising clubs at Wichita, Topeka, Hutchinson, Oklahoma City and other towns are sending delegates. The Wichita club will seek to get the convention next year for Wichita.

Speakers include: Charles G. Parlin, Curtis Publishing Company, Philadelphia; Martin L. Pierce, Hoover Sweeper Company; W. S. Ashby, Western Clock Company; Charles F. Hatfield, New York Community Advertising Department, A. A. C. W.; Dr. A. K. Holmes, University of Pennsylvania; E. K. Bell, vice-president, Calumet Baking Powder Company; W. W. Watchell, Loose Wiles Company, and Horace W. Wade, Chicago boy advertising writer.

Curtis M. Johnson, Rush City, Minn., will explain his advertising and merchandising methods. Mr. Hatfield will hold a conference on direct community co-operation with the Neosho Missouri club plan as the basis of the discussion. R. W. Etter, Pine Bluff, Ark., is president of the club. Harry Frazer of Kansas City is chairman of local arrangements.

NEWSPAPER GOLFERS ELECT

Poincette Named President—Plan to Resume Inter-City Matches

Allen F. Poincette was elected president of the New York Newspaper Golf Club for 1924 at the annual meeting of that organization recently. Other officers named were: F. J. McCarthy, first vice-president; B. S. Orcutt, second vice-president; Emil Blum, treasurer; P. L. Campbell, secretary; J. F. Richards, assistant secretary.

At this meeting 10 applicants were elected to membership and the application of several others were turned over to the executive committee for investigation.

It was decided that negotiations be again opened up between the newspaper men of Boston, Washington, Baltimore and Philadelphia for the renewal of the Inter-City Championship for the Editor & Publisher trophy, on which New York holds one leg.

This affair had to be abandoned last year because Boston declined to make the journey to Washington, owing to the distance and expense in traveling that far. The New York Club, with the aid of Editor & Publisher, will try to get the representatives of the 5 cities together and arrange some agreement satisfactory to all and with each city paying its pro rata share of the expense.

Woman Will Edit Two Papers

Mrs. Rose M. Egeley will continue publication of the Peshtigo (Wis.) Times, also the Coleman Times, owned by her husband, the late Arthur Egeley. Mrs. Egeley was associated with her husband in newspaper work for 23 years. She will be assisted by her daughter, Gladys, and son, Lloyd.

VIRGINIA PRESS MEETS

Seven New Members Admitted at Richmond Convention

RICHMOND, Va., Jan. 28.—Seven new members were admitted into the Virginia Press Association at the sixth midwinter meeting held last Friday and Saturday. They were A. E. Lybolt, Washington, Blue Ridge Guide; George B. Terrell, Christiansburg, Montgomery Messenger; J. C. Duke, Richmond, Labor Journal; Rufus G. Roberts, Culpeper, Virginia Star; J. A. Scoggins, Drakes Branch, Charlotte Gazette; W. Y. Morgan, Warsaw, Northern Neck News, and Junius P. Fishburn, Roanoke Times and World-News.

Addresses on newspaper advertising and on advertising contracts were delivered by Jarvis A. Wood, of N. W. Ayer & Son, and Emmet Finley, secretary-business manager of the American Press Association.

A committee headed by F. W. Sprague, Scottsville News, was named to ascertain the advisability of inviting the National Editorial Association to meet in Richmond in 1925 and make a tour of this State and section.

A bill on legal advertising rates was approved, making the minimum rate 75 cents per inch per issue, and gradu-

SYNDICATE COPY, MACHINE REPORTING, PRODUCING "ERA OF KILN DRIED NEWS"

"Who Killed the Cock Robin of Personal Journalism?— Copy Readers!" a Boston Newspaper Man Declares

By ALGER STEPHEN BEANE

THIS is meant only as an oral meditation on a trend toward the desiccation of local news which probably has been noticed and commented on by almost every newspaperman who ever had an eye-shade on or cursed a laggard copy-boy as the deadline neared. Among the many with whom the writer has discussed that phase of present-day journalism, there has been a surprising unanimity of opinion that one thing more than any other is to blame for this tendency: the logical development of the "copy-reader mind," which, like painter's colic, may be classed as an occupational disease—and that the pathological reason for that ailment is the pervading influence of press-service or syndicate news-copy, constant handling of which sets one's mind in rigid grooves to conform to its arbitrary standards of truth unadorned, the invariable clothing of a fact in tights.

Within the last decade, there has come upon local news handling—with few exceptions—an almost imperceptible change which, continued long enough in arithmetical progression, say for another ten years, may cause that period from 1914-1934 to be known to future generations of newspaper makers as "the era of kiln-dried news."

Gradually, almost unconsciously, under the pressure of reams of news-service and syndicate copy—accurate in detail, but dull as Homer's Catalogue of Ships—there has been developed what might be called, for want of a better generic term, the "copy-reader mind," which functions with absolute mechanical accuracy and with mathematical precision, but which placidly desiccates from every story its individualistic traits—thus making local news features, shorn of the personal touch, match the Robot episodes of the wire services—and all, like prison garments, be standardized to a common level of nondescript mediocrity, not at all like the flesh-and-blood characters who animate the action behind the headlines of the first page.

Few desk-men will realize, until they have been away from their grind for several months and have come to have the detached viewpoint of the outsider, how deeply saturated with *laissez-faire* they can become after about so much routine scansion of wire-copy, which, like the familiar lesson-text to a veteran professor of languages, comes in due time to make almost no demand for conscious attention upon his mental powers.

In this connection, one of the most capable night city editors I know, who had taken upon himself the task of reading the more important news stories turned in by the members of his staff, that he might the more easily familiarize himself with individual points of strength and weakness—he was comparatively new to that office, while he had under him reporters with records of twenty years' continuous service—made an interesting test over a period of one month: that of determining if his work on the desk suffered any by making it purely routine—along the same lines of impersonal efficiency that a policeman walks his beat, rattles door-knobs, and pulls his boxes on the hour.

If anything, he was less fatigued after the night's grist; there were fewer glaring errors in the printed pages; and from the mere standpoint of accuracy, conciseness and completeness, the method had everything to commend it. But "what tedious reading the finished article must have been to the discerning reader," he commented, after we had read a dozen of the examples he pointed out in the clip-files.

He then went to the other extreme the month following, and made a serious effort to enliven every story which passed through his hands. Dozens he sent down

the chute without the change of a word, and enhanced by the most expressive headlines he could devise. The second experiment entailed a tremendous amount of additional work—poor leads had to be rewritten, usually from the start; sickly humor doctored up and made to look less bilious; hazy impressions clarified, and missing details supplied in the interest of greater lucidity of style, closer correlation of facts and clearer diction—and the whole given such deft and sympathetic handling as to make each story, when in type, eminently readable while sticking none the less doggedly to the truth.

The result: several of the city's leading business and professional men told him, "You must have some new men at the office who are corking good writers, I never saw such a change in a paper's style." He avers that there will be no more machine methods while he is on the job—and his staff today swear by, and not at him, as when he was slashing their offerings with a heavy and ruthless hand.

Humor, human interest, sense of dramatic values, personality sketches, the inevitable personal equation, sidelights on points which bore no hard and fast relation to the main thread of the story, yet were relevant and often pertinent, had served to make mediocre copy, turned in by unenthusiastic reporters whose only

care in the matter had been to get their stuff by the desk (which by too generous blue-pencilling of their copy had deadened initiative and all but killed that pride in one's own work which is 97 per cent of a good reporter's devotion to the newspaper game) and compel the attention of the reader by its sheer power to interest, amuse or entertain.

During the last two years, I have handled thousands of stories on the desk of two leading Boston dailies. Neither paper averaged one outstanding local story a week—and the best of the lot printed during that time was written by a reporter who violated every canon of good newspaper ethics by making public the details of a banquet, at which he was present as a guest, where the favors were nursing-bottles filled with pre-Volstead Scotch and rye.

Court action, of course, was the sequel and the promoters of the dinner were fined heavily. Several of that paper's news staff men made sorry spectacles of themselves on the witness stand when the case was tried, and all in all, it was a stunt which had the whole city talking. A clean "seoop" was scored on all its competitors in its first edition, but at what a jolt to editorial traditions!

One of Boston's foremost newspaper executives recently was bewailing the fact that not one man on his sheet's rather expansive reportorial staff—ages ranging from twenty-five to seventy-five—could write a line of humor, and that as a result the paper had to pull the city editor himself off his desk to pound out even the infrequent funny story when it showed up. Ten years ago, the grimmest ne'er-do-well, who worked on fifty-two different dailies yearly if he could and owed every provident conferee he had ever been lucky enough to

"touch," was able to grind out copy that left the most casual reader in no doubt whatever that a human being had written the tale—and his story always had the innate authenticity of an eye-witness narrative, not that of a phlegmatic observer, who had coldly taken a squint at the scene of the drama through a press-scope. It begins to look as if "them days is gone forever!"

Half a dozen years ago, it was essential that every newspaper of repute in one's city be read or looked through daily for note of scoops, ideas that rival had muffed and which could be retrieved and bettered, new slants on persons and things and, in the case of actual news-writers, comparisons of their own day-before stories in type with those competing journals had published. The workings of the "copy-reader mind" have made that travail needless, and even the leg-men have nothing to worry about if they ignore the fact that other newspapers than their own exist—now that all beyond the rank of "cub" are serenely aware (and banking on the facts) that the morrow's issue will see their stories and those of their competitors on the same assignments carefully chopped to fit a certain pattern, dehydrated with meticulous care, and then pushed into type like the solid blocks in a Mah Jongg wall.

Never did the essential dryness of news-service copy become more apparent than when a fledgling news editor, on a day when local copy was scarce, took the date-lines from a dozen or so foreign stories to give them the appearance of being the genuine home-grown article. The experiment, needless to say, was never repeated.

Few persons ever give their occupation as copy-reader, and for some reason a kind of opprobrium seems to hang over that colorless designation. One who put candor before euphemism was asked by a lawyer friend, with no little astonishment, "Didn't you tell me that you worked in the editorial department of the Clarion?" Yet upon the copy-reader devolves no small part of making or marring a modern newspaper. A dull-witted, mentally lazy copy-reader can stifle the spark of genius in a budding writer so effectively—that he mere underwear squealing—that he will be years in regaining his lost enthusiasm even in the most altered environment.

An illuminating sidelight on this phase of journalism is shed by the circumstance that none so bitterly resents the eliminations of the editorial blue-pencil as the callous copy-reader turned writer for the nonce, who sees his own work coldly butchered—though he has been doing likewise nightly to the output of others, and for years trimming it savagely, perhaps with never a thought for the reporter's lacerated feelings.

Nor do many copy-readers, apparently, intend to finish their days at the treadmill business of desk-plugging. Some aspire to berths above their present stations, composing themselves in patience against the day when they shall wear dead men's shoes. Many go back to reporting; press-agency and advertising claim their share; a few, like myself, embrace the precarious calling of the free-lance.

All, I venture to say, have to get rid of the "copy-reader mind" before they are worth their salt to themselves or anyone else. If my own case be typical, that is no easy task. For months, all that I wrote "on my own" had about it the stilted tread and the joint-creakings of a parade of wooden soldiers.

There seems to be no remedy for this "copy-reader mind," or the desiccation of news except as it lies with the individual. The pendulum has swung a long way in the direction of news squeezed dry of all save basic facts. It may have to go the whole distance—

But life itself—of which the press is the echo—is no such dispassionate marshalling of episodes. And who knows but that the coming generation of desk-men, better paid and less cynical, and withal having more time to enjoy life, will let the pencil glide past the merry quip, the witty phrase, the homespun epigram and the 1001 other little touches of Nature which "make the whole world kin?"

"STOCKMENS' DIRECTORY" DRAWS EXTRA LINEAGE FOR SMALL DAILIES

By GEORGE O. MCCARTHY

DIRECTORY OF THE LIVE BREEDERS OF THE BEST PUREBRED STOCK

In and around Cedar county. You'll make no mistake by buying from them when increasing your herd.

<p>J. L. HUNTER & SON Breeder of REGISTERED AND ORION DUROC JERSEY HOGS All bred here, one acre of prize Farms three miles west and 2 miles north of Colfax. Phone 70-1, north of Colfax. Phone 219-C Colfax, Neb.</p>	<p>SHAMROCK FARM The Happy Home of the Hampshire W. J. DALEY, Prop. Crofton, Neb.</p>	<p>You're always welcome to come and see the prize-winning hogs which I raise. THE GOLDEN ROD HERD of CHESTER WHITE Pigs raised one mile east of Colfax. L. H. FRANK, Prop. Phone 34-11 Colfax, Neb.</p>	<p>CEADAR VALLEY STOCK FARM Breeder of HELFORD CATTLE Helford, Mich. Selection and DUROC JERSEY HOGS Cottontail and Hampshire FINDERS used by PATRICK DOUGHER G. D. Young & Co. H. Peck Colfax, Neb.</p>	<p>GUST JOHNSON My herd is bred up from the great York. Phone Chief I have a fine choice individual for sale. Phone me at my expense. Be- fore you call and visit my herd. Farm one mile northwest of Obert, Nebraska</p>
<p>FARMERS PERFERRED AT FARMERS PRICES POLAND CHINA HOGS Bred and Fed to make most money for the farmer. Good stock that will make you most profit. Let's try it over. E. W. MALLATT Phone Star 11 Hartington, Neb.</p>	<p>PARAGON FARM DUROCS This herd is headed by PRINCE PATRIOT, sire of PATRIOT 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100. R. O. ROLAND, Prop. Bolton, Neb.</p>	<p>POLAND CHINA HOGS This herd is headed by BIG BROT PERFECTION and EVOLUTION 2nd two of the best of the breed raised in North west Nebraska. I also have some very choice young stock for sale. JULIUS GRIEDVOLD Phone Huron 5 HARTINGTON, NEB.</p>	<p>GRANDVIEW STOCK FARM Breeder of POLAND CHINA HOGS Bred of all ages for sale of the Best Blood Lines of the breed. Near phone. Ready for any of our customers. Breeding, raising and good stock for sale. ROBERT A. SCHUG, Prop. Phone 14, one mile east of Colfax, Neb., Neb.</p>	<p>FRANK REMINGTON Breeder of Pure Bred HAMPSHIRE, "PRINCE'S" CHOICE Blood stock. Most popular blood lines. Good to have you call, write, or phone. Farm five miles northwest of Wynot, Neb.</p>
<p>DUROC JERSEY HOGS OF THE FAMOUS ORION CRACKER, LION PATH WINDSOR Breeder of the high quality stock of the "ORION HOBBY IS BETTER HOG" JOSEPH ARENS Phone Waver 11 Hartington, Neb.</p>	<p>DUROC JERSEY HOGS DUROC This stock will know families in the State. DEFENSE FERRIS, GANSE GARDY, R. L. GIBSON, PAUL ORION, J. C. WATSON, WOODEN Breeder of Pure Bred A. C. MILLER Farm five miles west and one mile north of Hill School House Hartington, Neb.</p>	<p>DUROC JERSEY HOGS This herd is headed by CROFTON LEAD 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100. Farm five miles northwest of Hartington, Neb. H. J. MILLER Route 3 Crofton, Neb.</p>	<p>E. J. SPOVILL Breeder of REOESTERED DUROCS Stock for sale at all times Hartington, Neb.</p>	
<p>RALPH WHITNEY Breeder of SHORTHORN CATTLE Phone 22-5 Colfax, Neb.</p>	<p>TWIN GROVE HAMPSHIRE FARM The home of the best type HAMPSHIRE Stock for sale at all times. We have one of the best herds in Nebraska and the best blood in the country. "Blood for Sale" Breeding and Full Record of Pedigree. JOSEPH BRANDL Phone X 4 Hartington, Neb.</p>	<p>DUROC JERSEY HOGS SENATION AND ORION The very best blood lines of the breed. Young stock for sale. Come and look my herd one day time—they will want some of my study and practical hogs. E. F. LABUE, Prop. Phone 43-2 Hartington, Neb.</p>	<p>I have had the foundation for one of the best herds of DUROC JERSEY HOGS in Cedar County. I will be glad to show you what I have any time. All ways have for sale some very choice stock. T. J. BAKER Phone 43-2 Hartington, Neb.</p>	<p>HERMAN VAN DER HEIDE Breeder of Pure Bred HAMPSHIRE "LADENET" and "MORNINGSTAR" Breeding. A few good spring born for sale. Write, call, or phone. Hartington, Neb. Phone Paragon 12, R. F. D. 8</p>

AS a general thing "standing directories" are poor advertisements for business men, but there are exceptions, one of them being a livestock directory to run every week in the year.

There are many advantages that can be cited both for the newspaper and the stockmen why these directories are paying investments, and the writer will try and tell of a few of their good points:

The directory shown herewith was begun a few years ago after the sale season had closed. During the sale season the editor kept a record of every stockman who conducted a sale of livestock, which told of the stockman's leading breeds, his postoffice address, and how long he had been breeding stock, also of his intention of remaining in the

business. These stockmen were solicited for a "stock card" for a proposed directory of the leading stockmen in this particular county. The reasons given why they should use a two-inch space were that their names would be continuously before the public during the summer and fall, and doubtless many prospective buyers would call and examine the stock before sales and that it would be the means of transacting many private sales during the off-seasons. The price quoted was \$2.00 for a two-inch space—no smaller spaces or larger ones would be accepted.

This directory has now been running more than 2 years, and varies from 20 to 30 spaces every month—some taking their ads out, while others are continuously coming into the fold.

Detroit to Spend \$150,000,000⁰⁰ for Homes Alone in 1924

*Thousands More Homes Being Built as a Result of
The Detroit News Great Home Building Campaign*



This is the Model House Built by The Detroit News

DETROIT, America's fourth city, with:
—1,250,000 people within its city limits

- the highest paid workers in America
- a 1924 home building program of \$150,000,000 (equaled by few metropolitan areas in the world).

DETROIT, now enjoying the greatest building boom in its history, offers building material manufacturers the most responsive sales market in the world today.

Much of Detroit's tremendous home building activity is due to The Detroit News great home building campaign, acclaimed by The Detroit Board of Commerce, Real Estate Board and United Builders' Association as the most constructive program ever undertaken!

THE NEWS MODEL HOUSE

Early in 1923 The News bought a lot and built a model six-room house to show how the average family could build an ideal home and pay its cost on easy monthly payments. During

1923 and so far in 1924 more than 100 NEWSPAPER PAGES, showing plans, etc., have been published by The News. *A whole year of publicity!*

This, together with Detroit's marvelous growth and prosperity, accelerated home building so that Detroit's 1923 building volume exceeded that of 1922 by 40%! And this year, Greater Detroit will spend \$150,000,000 for family dwellings!

Already such prominent advertisers as Celotex, Richardson Roofing, Balsam Wool, Carey Roofing and Flaxlinum have entered Detroit with The News and won notable successes.

Will YOUR advertising reach the 1,500,000 prosperous people in Detroit's trading territory? Thousands more Detroit families are planning new homes this year. And practically all of these seeking building counsel read The Detroit News —the world's first newspaper to build entirely at its own expense a model house to promote home ownership.

*No City of Detroit's Size Is So Thoroughly
Covered by One Newspaper As Detroit Is by*

The Detroit News

275,000 Circulation, Both Daily and Sunday

First in America in Display Advertising

NEWSPAPER MAKERS AT WORK



JOHN C. MARTIN

THE dynamic spirit unfolding in the New York Evening Post since Mr. Cyrus H. K. Curtis, of Philadelphia, took possession of that historic property the first of the year, has its paradoxical source in a quiet, unassuming, almost-bashful personality—John C. Martin, vice-president and general business manager.

In many ways Mr. Martin suggests Herbert Hoover; he has the same terse forms of expression, the identical enmity towards waste in all forms, and a kindred horror of the camera, the interviewer and talk for just talk's sake.

His mind is analytical. When he has anything to say it is a trial balance. He has an uncanny scent for the gist of any baffling problem, decides quickly and is direct in method. He can call the turn upon a "faker" by a look and a dry smile without saying a word.

Many people regard Mr. Martin as cold and unresponsive. He is when scanning the glistening surface of a "gold-brick."

For ten years he has been vice-president and general business manager of the Philadelphia Public Ledger. He works without a "yes chorus," contacts "through proper channels" as they say in the army, and he can smilingly say "no" and mean it without lifting his voice.

Mr. Martin is 42, but he looks much younger with red cheeks and bright blue eyes. He is fond of outdoor exercise, and keeps fit by horseback riding and playing golf.

He was born August 31, 1882, at Hagerstown, Md., "the baby" in a family of three boys and one girl. His mother died when he was eight months old. His father, David C. Martin, who is living, was a country merchant.

After finishing a term in the Washington County High School of Maryland young Martin at 19 left home determined to make his own way in the world. With a boy friend he undertook the sale of coat-hangers in the small towns along the Ohio river.

After many amusing as well as trying experiences in this work the youngster decided to change avocations and joined forces with two other young men who were engaged in retouching the "scenery" used in photographic studios. This required skill with the paint-brush and ability to freshen up these photographic backgrounds with lamp-black and yellow ochre.

After covering the territory around Louisville the trio decided to take a river

boat for Cairo, Ill., and it is due to the fact that the purser would not sell three tickets for \$2 when the single fare was 75 cents that the course of young Martin's life was entirely changed.

Instead of going southwest, the unit of amateur artists struck off into Indiana and Illinois, working all along the way, eventually reaching St. Louis, Mo., where Martin elected to hunt for a steady job.

The next morning, Sunday, he searched the "help wanted" columns, and selected a vacant clerkship at an electrical company's plant. There were thirty-odd applicants in line Monday morning and young Martin at its head.

"Have you any references?" asked the manager. "No," replied Martin.

"Do you know anybody in St. Louis?" was the second question evoking another negative.

"Who have you worked for?" "Only myself," said Martin, "but please let me ask a question—What does this job pay?"

The manager said: "Five dollars a week to start." To which Martin replied: "Try me—You can't get stuck." He got the position and such a job as it was—filing time slips, making up cost sheets, copying operating reports and pumping an adding machine until his arms ached.

He always began his business day at 7 a.m., and worked usually until 11 p.m., but his salary was raised four times and he resigned after a year's valuable experience to go to a larger electrical manufacturing concern in Pittsburgh, Pa.

In Pittsburgh his work was largely estimating the costs of special electrical machinery. It was not long, a matter of three years, until he received a better offer from another large electrical manufacturing concern located in Milwaukee, Wisconsin, where he developed into a "sharp" at making selling prices upon various electrical apparatus, also having charge for a time of the company's sales offices in Charleston, West Virginia.

But Milwaukee clothed in the romance of a charming young lady took him back to the shores of Lake Michigan where in April, 1909, he married Miss Alice Pillsbury, daughter of Mrs. Kate Stanwood Pillsbury, a widow whose husband, Harrison M. Pillsbury, had been a wealthy lumber merchant of Wisconsin.

Mr. Martin resigned his position in Charleston to become advertising manager for a chain belt concern in Mil-

waukee. He had had no advertising experience and the owner of the business was opposed to advertising. In between them was a general manager who firmly believed that "it pays to advertise." It was soon two against one, and then the owner capitulated. Last year this very concern carried thirteen full pages of advertising in one of the largest periodicals of America.

Mrs. Martin's mother, Mrs. Pillsbury, in August, 1910, married Mr. Curtis, who saw Mr. Martin, liked his appearance and asked him to come to Philadelphia and become his private secretary.

Mr. Martin a year later accepted the offer with the proviso that he be given opportunity to demonstrate his business ability with the Curtis Publishing Company. A desk in the white marble building that faces Independence Square was given to him, and there he might be sitting today but for the restlessness to be active and useful that surges within him.

Thousands and thousands of pounds of paper in huge rolls are delivered each week at the Curtis plant, shipped in by freight from various paper mills. Martin discovered that these rolls came in wrappers, and that the company was paying for the paper that went into the wrappers. The re-sale of the waste wrappers when torn off the rolls, even at 35 cents a hundred pounds, represented a steady loss that was constantly growing with the increased circulation of the Curtis periodicals.

Whereupon he invented the canvas covers; slips of a stout material made to fit the rolls in which the rolls could ride from the paper mills to the Curtis plant. Before he put his plan before the Curtis directors he secured a guarantee from the makers of the canvas for fifteen trips, and as the saving against the paper wrappers paid for the canvas covers in twelve trips, there was nothing for the board to do but adopt the Martin plan.

Some of the original canvas covers are still travelling back and forth to the mills, and they were installed in April, 1912. The annual saving to the Curtis company by the Martin plan of canvas covers has ranged from \$100,000 to \$150,000; in the aggregate about a million and a half dollars, and the salvage is of a continuing character.

After the adoption of his plan Mr. Martin received a small increase in salary, but he had made his place and other eliminations of waste followed until July, 1913, when a general business manager was needed for Mr. Curtis's new acquisition, the Public Ledger.

"I'd like to have a chance with the Ledger," said Mr. Martin to Mr. Curtis. "It is breaking new ground. Whatever I might do for the Curtis Publishing Company would be lost in an already successful organization. The Ledger looks like a hard uphill fight."

Almost reluctantly Mr. Curtis in his quiet way said: "All right, see what you can do."

Mr. Curtis came down from Maine after the war was on in 1914 and on September 14 was started the Evening Ledger, which makes possible the present "Twenty Four Hour Ledger."

Mr. Curtis frankly credits Mr. Martin with having transformed his first newspaper property from a liability into an asset. Not only had the Ledger turned the corner under Mr. Martin's business management but it is still climbing in circulation and advertising lineage.

Just one protracted absence from business has Mr. Martin taken—the summer of 1918 when he was with the A. E. F. in France. As "Martin, the Y man," he went through the American drive of the German army back from the Marne. He was with the 26th Division composed of the national guard of New England States both in the offensives northwest of Chateau Thierry and at St. Mihiel.

In addition to running the Ledger and the Post, Mr. Martin is a director of the Curtis Publishing Company, and president of the Ben Franklin Hotel Company which is now erecting a new hostelry in Philadelphia. He is also a director of the Union National Bank of Philadelphia.

NEW SPEEDS HANDLING OF 2ND CLASS MAIL

Postmaster General Puts Newspapers on Par With First Class Matter in Recent Order—Bans "Mixed Mail" Sacks

Newspapers are accorded the same expedition as first-class mail as the result of an order issued Jan. 30, by Postmaster General New. The order follows several months' investigation and study by experts and constitutes the first definite and complete program ever put out by the department for the mailing, transmission and delivery of newspapers.

The order provides that hereafter newspapers shall not be mixed with parcel post packages at any point in their dispatch from the publishers' offices until their delivery to the addresses. They shall be handled by themselves, and kept in constant transit, not being sent to railway terminals to be reworked.

Publications, other than newspapers, will not suffer from this innovation, the Post Office Department claims.

Another feature of the order is elimination of sacks of mail, known to the business world as "mixed mail." Sacks of mixed mail sometimes contain letters, papers and parcels post, and often times the entire contents were treated as parcels post. This order will prevent a recurrence of that condition.

Postmasters are required to notify publishers in each instance when they do not hit the dispatch which they advertise to hit; also to notify publishers when they are sending to wrong addresses and to the addresses of deceased persons. Publishers will also be notified when they are putting up their mail in an incorrect manner.

Under the new system, newspapers will be made up in separate sacks plainly labeled with the word "newspapers." If there are only a few copies of newspapers at the point of dispatch, they will be placed in pouches with first-class mail or in separate sacks, even though the sacks are only partially filled.

"This order means much to the American public. It is one of the most important and far reaching steps in post office history. It is for the benefit of those who desire to have their newspapers placed before them at as early a moment as possible. This should keep both the city and rural population in closer and quicker touch with their several fields of activities," the department states in making the announcement.

COAST AD MEN PLAN MEET

Officials of Pacific Advertising Clubs Confer in San Francisco

Officials of the Pacific Coast advertising clubs held a three-day conference in San Francisco recently to perfect plans for the annual convention which is to be held at Fresno this year.

Those attending the meetings were: President Don Francisco and Secretary-treasurer C. M. C. Raymond of Los Angeles; vice-presidents, Raymond P. Kelley, Spokane, for eastern Washington; Arthur Wichman, Seattle, for western Washington; W. S. Kirkpatrick, Portland, for State of Oregon; Lon Cleveland, Modesto, for northern California; Arthur J. Morse, San Diego, for southern California, and Florence Gardner, directing women's participation on the Pacific Coast; T. M. R. Keane, past president and ex-officio officer A. Carman Smith, president of Los Angeles Advertising Club, and Bert Butterworth, chairman for the Coast "On-to-London" Committee from Los Angeles.

Oregon Farmers and Editors Confer

A conference of farmers and editors, the first of its kind ever called in Oregon, was held at the agricultural college in Corvallis, Jan. 26. Farmers and press delegates from all parts of the state were present. Problems associated with the merchandising of farm products were considered at the meeting.

Women in Politics

By Constance Drexel



Constance Drexel has had ten years' experience in one of the most important newspaper assignments of today—that of covering the political activities of women. The National Capital is headquarters for politics, and the women are developing their campaigns at the strategic center.

Constance Drexel can be your correspondent in Washington. Miss Drexel writes about the things women want to know.

That is her job and she has been doing it since the Peace Conference in Paris, and has been traveling throughout the United States and Europe practically ever since. Experience, travel, training and background have combined to make her writings most valuable.

We can arrange prompt delivery of Miss Drexel's dispatches without the cost of telegraph tolls. Wire for an option and we will quote you terms and send you some sample dispatches.

Current News Features

INCORPORATED

William E. Yelverton,
Managing Director

Evening Star Building
Washington, D. C.

DROP IN DAILY RANKS IN 1924 DIRECTORY

Ayer Annual Shows 2,366 Daily Papers in U. S., and 118 in Canada and Newfoundland—Other Papers Also Decrease

Daily newspapers of the United States, Canada and Newfoundland decreased 8 in number during the year 1923, according to a compilation by the Newspaper Annual & Directory for 1924, just released by N. W. Ayer & Son, Philadelphia. The net decrease for the United States is 5. Tri-weeklies, semi-weeklies, weeklies and semi-monthlies also show lower totals than in the previous listing, while gains are noted in the fortnightly, monthly, bi-monthly and quarterly classes. Detailed figures appear in the two charts on this page.

The new year starts with a roster for the United States and territories of 2,366 dailies, 84 tri-weeklies, 485 semi-weeklies, 13,323 weeklies (of which about 11,500 are weekly newspapers), 108 fortnightly papers, 285 semi-monthlies, 3,415 monthlies, 163 bi-monthlies, 395 quarterlies, and 75 listed as miscellaneous. The American total is 20,699 publications.

Papers are published in 9,999 towns in the United States and territories, a decrease of 81 in the year, and of these towns 2,938 are county seats, a decrease of one from 1923.

The Newspaper Annual estimates the total circulation of daily newspapers at 33,000,000 average daily, of which 20,000,000 is evening circulation and 13,000,000 morning circulation. Sunday papers average 19,000,000 circulation, according to this reference work.

COLORADO EDITORS ELECT

Byrnes Named President—Democratic Editors Held Separate Meet

(By Telegraph to Editor & Publisher)

DENVER, Col., Jan. 31.—Following a two day convention the Colorado Editorial Association unanimously elected Patrick Byrnes, publisher, Pueblo Indicator, president; John M. Green, editor, Colorado Springs, El Paso County Farm News, vice-president, and George T. Haubrich, Denver, secretary-treasurer.

The Democratic State Editorial Association which met with the general association, held a separate election. Roy Ray, editor, Windsor Pudre Valley, was chosen president and George M. Kimball, Craig Empire was re-elected secretary-treasurer. E. D. Foster, editor Greeley Weld County News, Harry W. Risley, editor South Denver Eye and Bulletin, and F. A. Moore, editor, Florence Paradox were named members of the executive committee, one of whose functions this year will be to handle all publicity matters for the Democrat press of the state during the presidential campaign.

Among new undertakings of the Colo-

radio Editorial Association will be the organization of advertising classes in the schools and the carrying on of a systematic advertising campaign in the papers of all members to boost the state and encourage greater business and industrial co-operation between the cities and towns of Colorado. As a result of this campaign and the work of E. A. Bemis field secretary, and George Haubrich secretary of the association, Colorado country newspapers have already been promised much more advertising from Denver jobbers and manufacturers. Annual reports of the two secretaries showed that the association is flourishing both as to finances and membership.

Newsboy's Paper Launched

Portland (Ore.) Hustler, which claims to be "the largest newsboys' paper in the world," made its appearance Jan. 23, with 48 pages of pictures, articles and advertisements. The pictures include successful men who were formerly newsboys, friends of the boys in Portland and a number of the boys themselves. Sam Wilderman is editor.

Paper Company Buys New Site

Itasca Paper Company of Grand Rapids, Minn., a subsidiary of the St. Paul Dispatch Printing Company, has acquired a new pulp mill site at Little Falls, Minn., and will establish a permanent mill there. For three years the paper company has operated an auxiliary mill at Little Falls. A new contract with the Minnesota Power and Light Company provides for additional power facilities.

Store Takes Eight-Page Ad

A special 8-page section of advertising, said to be the largest advertisement published in Iowa, was published Sunday, Jan. 27, in the Des Moines (Ia.) Sunday Register. The advertisement was run by Davidsons, home furnishings, with headquarters in Des Moines.

Daily's Subscriber Insurance Paid

Worcester (Mass.) Telegram-Gazette, last week presented to Adelard Gauthier, administrator of the estate of Leo Gauthier, deceased, Southbridge, Mass., a check for \$1,000 from the North American Accident Insurance Company, Chicago, in accordance with the provisions of an accident policy issued to Leo Gauthier, a subscriber to the Telegram.

Rochester Daily Adds Section

A weekly 8-page magazine section and an 8-page comic section have been added to the Saturday edition of the Rochester Times-Union.

Lisbon (O.) Patriot Now Daily

Lisbon (O.) Patriot has changed from a weekly to a daily morning newspaper and has been elected to membership in the Associated Press.

ANALYSIS OF PRESS CHANGES DURING 1923

Table with columns for States, Territories, and Canadian Provinces, and rows for various newspaper categories like Daily, Tri-Weekly, Semi-Weekly, Weekly, Fortnightly, Semi-Monthly, Monthly, Bi-Monthly, Quarterly, and Miscellaneous. Includes sub-sections for New England States, New York, Middle Atlantic States, Southern States, Middle Western States, Western States, Pacific Slope States, Outlying Territories, and Canadian Provinces and Newf'd's.

Summary table titled 'TOWNS AND COUNTY SEATS' and 'NEWSPAPERS'. It provides a breakdown of newspaper counts by region (New England, New York, Middle Atlantic, Southern, Middle Western, Western, Pacific Slope, Outlying Territories) and by frequency (Daily, Tri-Weekly, Semi-Weekly, Weekly, Fortnightly, Semi-Monthly, Monthly, Bi-Monthly, Quarterly, Miscellaneous). It also includes a 'Total' column and an 'Increase or Decrease' column.

NOTE:—About 11,500 of the 14,555 weekly papers are country and small town newspapers. The rest are religious, agricultural or class publications or city weeklies. * Increase — Decrease.

FRANK H. SIMONDS

Foremost World Writer On International Affairs

Sails for Europe February 2

FOR TEN WEEKS

To Investigate Present Conditions and Interpret Their Significance to American Readers

Mr. Simonds Will Go

A. To England with letters of introduction to Mr. Ramsay MacDonald and other British Labor leaders to investigate and write about the new Labor Ministry which will just have taken office when he reaches London. For all Americans, this new experiment in government must have great interest, and the importance of the decisions of the new government, both as to foreign and domestic policy, are of supreme importance. The coming of a Labor Ministry itself is the greatest peaceful revolution which has been accomplished in any country, and its effect upon Europe may be startling.

B. To France, where a new general election is soon to come which will determine whether M. Poincare and his policies are to be endorsed or rejected, and where General Dawes and the other unofficial American experts are now working in cooperation with European experts in the solution of the German problem. Mr. Simonds will talk with both M. Poincare and General Dawes, and with a number of other French statesmen who are known personally to him.

C. To Belgium, where on the invitation of the Belgian Ambassador in Washington, he is to examine Belgian policy and see the progress which Belgium has made in the reconstruction following the war.

D. To the Ruhr and to Geneva if the situation warrants.

In general, Mr. Simonds will try, as he did on various trips during the war, to get a close-up view of the present situation of western Europe with especial relation to the problems of peace and war, of German and French relations, of British and French relations and of the prospects for settlement or for further disintegration. In his war-time trips, he talked with the Generals and statesmen, and he hopes to do likewise on this trip.

Some of the Leading Newspapers who are publishing the Frank Simonds Service and agreeing to pro-rata raises in price covering the expense of his trip to Europe.

NEW YORK TRIBUNE
PHILADELPHIA INQUIRER
PITTSBURGH GAZETTE TIMES
BOSTON HERALD
ST. PAUL DISPATCH
DETROIT FREE PRESS
BUFFALO NEWS
SEATTLE TIMES
MILWAUKEE JOURNAL
NEW ORLEANS STATES
SHREVEPORT TIMES
MACON TELEGRAPH
INDIANAPOLIS NEWS
DENVER NEWS
OKLAHOMA CITY OKLAHOMAN
SALT LAKE CITY TRIBUNE
HARTFORD COURANT
DALLAS NEWS
CHARLOTTE OBSERVER
ASHEVILLE CITIZEN
CHATTANOOGA NEWS
TACOMA LEDGER
LOUISVILLE COURIER
ROANOKE TIMES WORLD
DANVILLE NEWS
ELIZABETH CITY ADVANCE
TOLEDO BLADE
PORTLAND OREGONIAN
CLEVELAND NEWS
PROVIDENCE JOURNAL
ST. JOHN TELEGRAPH
WASHINGTON STAR
CINCINNATI ENQUIRER
MEXICO CITY EXCELSIOR
EL MUNDO HAVANA
CHRISTCHURCH PRESS (N. Z.)
WELLINGTON DOMINION (N. Z.)
ADELAIDE ADVERTISER
PARIS HERALD

The Simonds Service from Europe will Consist of a Weekly Article of about 2,500 words and two Daily Articles each week of about 1,500 words each, some by mail and some by cable

WIRE FOR TERMS FOR TEN WEEKS OR LONGER

THE McCLURE NEWSPAPER SYNDICATE

373 Fourth Avenue, New York

"MEDIA SELECTION SPELLS ADVERTISING FAILURE OR SUCCESS"—LANSDOWN

By ROSALIE ARMISTEAD HIGGINS

CHARLES LANSDOWN, treasurer and space buyer of the H. E. Lesan Company, New York, is an advertising man who knows the advertising business from A to Z, and numbers his friends by the hundreds from coast to coast. Mr. Lansdown is particularly well informed when it comes to the selection of the proper media. For years he has bought space and he can tell you what paper you should use, and why you should use it, without a moment's hesitation, regardless of what your product is. That may appear to be a large order, but Mr. Lansdown is capable of filling it.



CHARLES LANSDOWN

Perhaps one of the reasons Charles Lansdown is such a good advertising man, is because he comes from a state famous for the able men it has contributed to the country, and so he had to do his part in keeping up its reputation.

He was born in Fort Wayne, Ind., and grew to young manhood there, finishing high school, which was the best the town afforded, and then studying law for two years. Realizing that the legal profession was a tedious one at best, and that a larger city afforded him greater opportunity, Mr. Lansdown at the age of 20 went to Chicago. His first position was with the Pennsylvania Railroad in the operating department. He worked hard all day, and almost every night for four or five years. He occupied his time with numerous courses of study given under the auspices of the Young Men's Christian Association. His next position, and a better one, was with the New York Central Railroad in the passenger department. At that time, the advertising for the New York Central was handled by this department and soon after going there, the advertising angle attracted Mr. Lansdown's interest. In 1908, the H. E. Lesan Company, took over the advertising of the New York Central Railroad, and for a year following, Mr. Lansdown assisted the agency in handling the advertising for the western territory. On January 1, 1910, he joined the Chicago office of the Lesan Company as assistant to the manager, and two years later, became manager of that office. He remained in Chicago with the Lesan Company, until Feb. 1, 1918, when he came to New York as secretary of the company and space buyer of the New York office. In 1923, Mr. Lansdown was elected treasurer, and he not only buys all space, but has charge of the office management.

Mr. Lansdown is retiring and reserved in manner, but there is something about his personality that suggests quiet strength; one instinctively feels that anything under his direction will register

100 per cent. When found in his office engaged on an important account, he consented to give a few of his views on the advertising business.

"During the past 15 or 20 years, the buying of advertising space has witnessed some very radical changes," said Mr. Lansdown, "A. B. C. audits have eliminated much uncertainty regarding circulations, and among publications that are really worthy of consideration, concessions from the printed rate cards are rare. This has inclined many advertisers and some advertising agencies to minimize the importance of the space buying department, with the result that the effectiveness of many advertising campaigns has been greatly impaired.

"Most account and advertising executives are fairly familiar with the relative merits and peculiar values of the 40 or 50 principal magazines, but practically none of them can hope to have even an approximately similar knowledge of the newspaper field. This can be acquired only by an intensive study of a very large proportion of the 2,500 daily newspapers published in the United States.

"If an advertiser wishes to obtain the largest possible return for his advertising expenditure, the selection of media cannot be based entirely on volume of circulation and milline rates. The peculiar characteristics and special effectiveness of the various publications must be taken into consideration, as well as the reader interest, evidenced, to some extent, by circulation methods.

"A certain newspaper may be a very desirable medium for the advertising of second-hand automobiles and still have very little value for the advertising of new automobiles. Some newspapers will sell large quantities of high-class bonds and fall down flat on a house and a lot or an expensive silver plate service. Bargain basement advertising is effective in many newspapers that cannot produce on the regular full priced merchandise, while other newspapers will fill a department store with both classes of customers.

"In other words, while circulation and milline rates have their value, they are not the whole story. In addition, much depends on the kind of reader, the attitude towards the news and advertising published, and the habits established by past experiences.

"The lack of this intimate knowledge of newspapers is usually the reason why you will sometimes hear an advertiser say that a campaign went over big in such cities was only moderately successful in certain other cities and fell flat in still others. It isn't that the people in Boston are fundamentally different from those in Philadelphia, nor that the residents of Pittsburgh have different buying habits and different needs from those in Cleveland. It is only that the advertising media have not been properly selected. Of course, for example, because of the difference in water, Lincoln, Neb., may buy a soap difficult to sell in Peoria, Ill., but instances of this kind are only the exceptions that prove the rule, viz.,

that advertising which will sell goods of universal utility in Portland, Me., will sell them in Portland, Ore., provided the proper media are selected.

"The same situation exists in the trade paper field, where even more frequently than in the newspaper field, size of circulation may not coincide with advertising effectiveness, while in determining the value of the hundreds of less well known general magazines, a knowledge and judgment is required that cannot be obtained by simply picking up a copy of the Standard Rate & Data Service.

"It is a penny wise and pound foolish policy that will place in the hands of inexperienced or second rate men the selection of media for improvement advertising campaigns. The standardization of rates and audits of circulation, far from eliminating the necessity for high class, intelligent and experienced space buyers, only enhances their value by giving them better tools to work with. Continuous study, constant contact and sound judgment are still vitally necessary in the proper buying of advertising space."

Arkansas Editor Asks Damages

R. A. Barry, editor Stuttgart (Ark.) Free Press, a weekly newspaper, filed suit in circuit court recently for \$13,000 damages as a result of the wrecking of his newspaper plant some time ago by a group of unmasked men. Eleven men, who were indicted and pleaded guilty to the attack were named as defendants. Mr. Barry seeks compensation for personal injuries, damage to the newspaper plant, and loss of subscriptions through suspended publication.

FOOTE LEAVES BLOCK AGENCY

New England Manager Joins Pictorial Review in New York

N. Frederick Foote, for 13 years manager, New England office, Paul Block, Inc., publishers' representatives, was given a testimonial dinner by his associates and friends in Boston, Jan. 25, on the eve of his departure for New York where on Feb. 1, he will assume the management for the entire country of the advertising of the fashion publications of the Pictorial Review Company. Paul Block, head of the organization, sent a letter of regret that he was unable to attend owing to illness. Speakers included Herman G. Halsted, vice president, Paul Block, Inc.; Marcus Purves, governor, Boston Lantern Club; J. P. Wicent, representing the national advertisers; Paul V. Hanson and M. L. Tyler, who will succeed Mr. Foote as co-managers of the Boston office; Charles J. Botle and Herbert S. Haskell, officials of the company, and Henry S. Humphrey, representing the advertising agencies of Boston. Major P. J. O'Keefe, president, P. J. O'Keefe Advertising Agency, was toastmaster.

Agronsky Leaves for Palestine

Gershon Agronsky, for the past two years editor of the Jewish Telegraphic Agency in New York, left for Palestine the end of January to establish his residence. Mr. Agronsky, who served in the American Jewish Legion with the British Army in Palestine, will continue newspaper work in Jerusalem.



Always Supreme in Washington, D. C.

Below is a statement of the newspaper situation in Washington, D. C., for the year 1923—both Circulation and Advertising—showing how completely the Star continues to dominate this field with increasing influence of circulation and prestige in advertising.

THE YEAR'S RECORD— 923

	CIRCULATION		
	1922	1923	Increase
The Evening Star.....	88,325	92,016	3,691
The Sunday Star.....	89,776	97,035	7,259

The circulation of The Star is confined largely to Washington, the residence of people of the highest average intelligence and importance in the United States.

According to the latest A. B. C. audit of all Washington newspapers, the circulation of The Star in Washington and suburbs is 56% greater daily and 52% greater Sunday than any other Washington newspaper, morning or evening.

ADVERTISING

	1923 Lines	1922
The Star, daily and Sunday.....	23,846,758	21,659,650
2d paper, daily and Sunday.....	11,306,202	10,990,352
3d paper, (Daily Only, 1923—Daily and Sunday, 1922).....	7,122,484	8,576,272
4th paper, daily and Sunday.....	5,854,300	5,798,489
5th paper, daily (No Sunday Edition).....	1,125,115	507,311

The Evening Star (not including The Sunday Star) for the year 1923, after rejecting a great quantity of undesirable advertising, printed 17,781,506 lines of advertising, which was more than that printed in the four other Washington (daily only) newspapers combined.

The Sunday Star printed an average of over forty columns more advertising each issue than its nearest competitor.

The Evening Star.
DAILY MORNING EDITION
WASHINGTON, D. C.

New York Office
 Dan A. Carroll
 110 East 42d Street

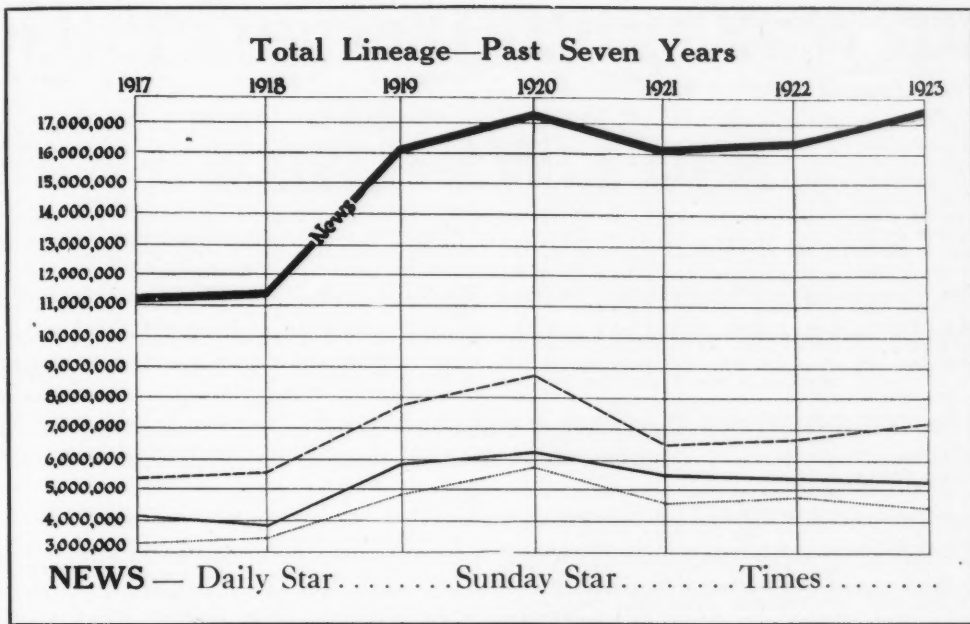
Chicago Office
 J. E. Lutz
 Tower Building

INTERTYPE

Standardized and interchangeable typesetting machines for all composition, from 5-point text up to full width 36-point bold, and 60-point bold condensed, on slugs up to 42 ems wide. See our full page next week.

INTERTYPE CORPORATION

General Offices: 805 Terminal Building, Brooklyn, N. Y.



The Chart Shows the True Indianapolis Situation

In some cities the lead in advertising lineage seesaws back and forth between two leaders. First one is ahead and then the other in total lineage or in hotly contested classifications.

But look at the situation in Indianapolis! The News not only holds a dominant leadership but it is an **increasing** supremacy. And reflect that this chart covers seven years! As far as results go, it might as well have extended back over the whole fifty-four years of The News' existence, except that sev-

eral newspapers have come and gone in Indianapolis during those years.

Temporary leads mean little. A consistent, increasing, dominant leadership like this means **everything**.

If The News had not consistently and everlastingly delivered superior results to the thousands of advertisers who have profitably used its uncommonly productive columns, this impressive leadership would never have been won. News advertisers testify to the value of its space in dollars.

The Indianapolis News

Frank T. Carroll, Advertising Manager

New York Office
Dan A. Carroll
110 E. 42nd St.

Chicago Office
J. E. Lutz
The Tower Bldg.

PICKING FEATURES FROM CIRCULATION MANAGER'S ANGLE

Co-operation of Editorial Department with Men who Meet the Subscribers Will Help in Selecting "Sure Fire" Innovations, Long Believes

By SIDNEY D. LONG

FEATURES have been up for much discussion. It has been often asked what features are the best from a circulation and from an editorial standpoint. It has been asked whether the editorial or circulation department should make the decision as to what features should be used. Some one has gone so far as to intimate that the circulation department should have the last say.

This is an age of co-operation and team work. I would say that if the editorial department insists absolutely in making the supreme decision on the features, it only proves the circulation manager has still another task before him in getting closed to the news department.

I believe, however, that almost all editors and managing editors are glad to co-operate in every way possible with the circulation department.

The editor has the same hope and ambition as does his brother worker, the circulation manager—namely; putting the paper over. The closer these two department heads can stick together, the greater the results.

Some features attract more subscribers than others. Some hold the subscribers longer than others. The circulation manager and his crew come in contact with the subscriber and the non-subscriber. The solicitor, whether he be city or country carrier or newsboy, naturally leans toward the feature that sells best.

It is a valuable trait to always be thoroughly sold on all features appearing in your paper, no matter who picks them. Whatever is yours is all right. Constantly praise it, play up its every importance and sell it for all it is worth. Features bring about peculiar conditions. Some folks like a feature while others among your readers will not. Many times readers will overlook a splendid feature until you burst forth with your advertisements and write-ups praising its good points. Then they will start in, read it, and become its best boosters.

Never lose faith in your own features as long as they are appearing in your paper. The best rule to follow is this: Whatever is in your paper is the best possible as far as selling it is concerned. Put it over with all the salesmanship you have. Features are made in this way. At least they are made in your territory and among your readers. Your subscribers think more of them if you praise them and sell them on their many merits. The circulation advertisement on the features is similar to the editorial in disseminating the news in its effect on the reader.

One of the things a publication has to overcome is the reader's "taking for granted" the different things in the paper.

He might skip over one of your pet features, really valuable to him, unless you run a short advertising campaign telling him all about it. It pays to advertise your own wares. It is scarcely enough to simply have it in your paper.

The managing editor uncovers some of the best features you have. It is a great inspiration, as well as an advantage, in promotion work to keep in close touch with him. When he launches a new plan of news, give it a boost in your publicity ads and circulars. Capitalize on it for new subscribers just as you would on a feature you buy from the outside.

The managing editor's feature, being local with your paper, is a scoop, as features go. It is exclusive, and something you cannot buy. Hence you can go strong on your sales efforts for new and renewal subscriptions.

Every time the paper scores a "beat" on a big piece of news, or completes some successful project or contest, it is worthy of a dignified, correctly written advertisement concerning the success. Your own readers, by reading it will become bigger and better boosters for you.

The circulation departments are co-operating with the news departments to great advantage, and vice versa. In the smaller cities an advantage is obtained by encouraging the carriers to keep their ears open for news and human interest stories, and telephone the editorial department. When the carrier sees the news in the paper he carries and it ties him closer to the paper.

The traveling solicitor in the small towns often gets good news and serves two purposes by telephoning it to his paper. The paper gets it, and he also has the printed item to show his prospects when he makes his rounds.

I have always felt and admired the dignity of the editorial and news department. I have always endeavored to be as close to the editorial department in a friendly way as I could. One of the methods I have used is to constantly furnish the staff with news items coming to my attention. Often the story is already covered, but a liaison is established which proves beneficial.

From time to time it is well to chat with the managing editor in reference to features, and tell him some of the things features have been able to do from the circulation standpoint. Soon he will be only too glad to come to your desk when the feature salesman is in the office. If he sees a feature in some other paper he will feel an interest in coming to you about it. If a feature falls down, tell the editor about it in a friendly way. And if you get a good feature, tell him about that, also.

If the circulation manager wants a

certain contest or feature in the paper, whenever he meets the managing editor he should tell him about it. Incidentally he should tell the publisher, the janitor, and the reporters. Soon someone will turn up with what you want. Tell what you want and stick until you get it.

If the two departments will work together all news and features can be passed on to the readers with economy and efficiency.

P. O. STARTS "CLEAN-UP"

To Collect Postage on "Short-Paid" Publication Returns

Post Office Department has launched a campaign to collect proper postage on headings, covers and other portions of publications entered as second-class matter when returned to publishers by news-dealers in order to obtain credit for unsold copies. A notice to postmasters signed by W. Irving Glover, third assistant postmaster general, recently sent out by the Department says:

"Such matter weighing 4 pounds or less is subject to postage at the third-class rate,—one cent for each two ounces or fraction of two ounces. Postmasters and postal employees are cautioned to watch for short-paid matter of this character and collect proper postage thereon. To this end all packages likely to contain newspaper headings, covers, etc., should be carefully scrutinized.

"It has been observed that in some instances the persons who have been advised of the proper postage charge on matter of this character continue to mail such matter with insufficient postage. Postmasters are requested to inform such persons that any attempt to avoid payment of the postage properly chargeable on their mail, is an evasion of the Postal Laws and Regulations and to report to the Third Assistant Postmaster

General, Division of Classification, the name and address of each person of concern who, after being informed as to the lawful rate of postage, continues to mail matter of the character referred to at a lower rate."

HEARST OBTAINS OPTION

May Build New 25-Story Building on New Site

William Randolph Hearst this week secured option to purchase the block front, west side of Eighth avenue, from Fifty-sixth to Fifty-seventh streets, New York.

This site may be used for a monumental building to house the various Hearst publications. Hearst already is probably the largest individual holder of real estate in Columbus Circle, New York.

Last fall it was reported the publisher would erect a large building for his interests on Fifty-eighth and Fifty-ninth street between Broadway and Eighth avenue. The Eighth avenue site affords three fronts with light all around. It has a frontage of 200 feet on Eighth avenue and 200 feet on both Fifty-eighth and Fifty-seventh streets.

Charles E. Birge, architect, has already drawn tentative plans for the proposed Hearst building in New York, which will be from 20 to 25 stories in height.

Linograph Declares Dividends

Linograph Finance Company, Danvers, port, la., which handles products of the Linograph Company, at a meeting last week declared the semi-annual dividend of 6 per cent—the third since the company was organized 18 months ago. Officers of the company are: J. W. Bettendorf, president; Charles Shuler, vice-president; Kuno O. Struck, secretary; Ray News master, treasurer.


The Metropolitan Leader

The New York Times in 1923 published 24,101,226 agate lines of high-class advertisements, 6,730,388 lines more than the second New York newspaper.

RECORD BY CLASSIFICATIONS

	The New York Times Agate Lines	Next Morning Newspaper Agate Lines
National	5,624,358	3,421,452
Dry Goods and Specialty Shops	5,124,748	3,464,868
Real Estate	3,510,830	1,771,562
Financial	2,371,438	1,034,898
Miscellaneous Display	1,669,556	878,884
Travel and Resorts	1,031,684	858,088
Men's Furnishings	986,282	776,282
Automobiles	900,468	529,480
Rotogravure	820,210	505,176
Books	779,154	208,486
Newspapers and Periodicals	512,300	222,294
Deaths, Marriages, etc.	251,674	172,260
Boots and Shoes	249,710	144,358
Tobacco	207,492	191,328
Hotels and Restaurants	185,878	89,984
Schools and Colleges	181,892	131,812
Office Appliances	137,680	29,162
Building Material	110,246	60,480
Beverages	105,046	50,788
Church Notices	85,744	62,546
Radio	56,418	44,346

The New York Times is read by the largest group of intelligent, discriminating and responsive persons ever assembled by a newspaper. The average daily and Sunday circulation exceeds 350,000 copies.



CLARENCE

By CRAWFORD YOUNG

The Miami Post, Miami, Fla., is the new paper this week.

Furnished full page matrices, black alone, black and red, and black and three colors; or, as part of a printed comic section.

HERALD-SUN SYNDICATE, 280 B'way, New York City

Another Big Evening Newspaper For New York

The consolidation of The Evening Telegram and The Evening Mail into one newspaper puts New York Evening journalism in a much better, a much sounder and safer condition than it has been in, in half a century.

There is no greater menace to a community than newspapers that are struggling to keep alive in an overcrowded newspaper field and without strong financial stamina.

The New York Evening newspaper field is now in good shape through the elimination of an over-supply of Evening newspapers. Three Evening newspapers have been eliminated as individual entities from New York journalism by myself alone. Nobody else has had a hand in this clean up. They have been eliminated at an aggregate cost of more than six millions of dollars—not corporation money, just my own money.

The old Daily News, The Globe and The Evening Mail constitute the list. The Daily News alone passed on to its reward. The Globe lives in combination with The Sun, and The Mail now lives in combination with The New York Telegram. In its combination with The Sun, The Globe is doing fine work in this community and is content and happy.

The Evening Mail in combination with The New York Telegram will become equally worthwhile, equally useful, and it too will find contentment and happiness. A newspaper does not stand the cold worth a cent. It must be comfortably housed, warmly clothed and generously nourished. An underfed newspaper out in the cold is a sad spectacle.

Fortunately for New York there is and will be no lack of nourishment for the remaining five Evening newspapers—The Evening World, The Evening Journal, New York Evening Post, The Sun, with which The Globe is intertwined, and The New York Telegram, with which The Evening Mail is now intertwined. The owners of the three first named papers are all rich men—very rich—and the owner of the last two is still able to take over another newspaper or two if pressed to do so.

The New York Telegram *and* EVENING MAIL

*On all news stands with the usual editions
of evening newspapers. Price 3 cents.*

FRANK MUNSEY

SPECIAL TELEPHONE EQUIPMENT SPEEDS WORK OF REWRITE BATTERY

Box System with Push Buttons for Transferring Calls from District Men Installed by Standard News, N. Y.—
P. B. X. Board Eliminated

By LEE TRENHOLM

SPECIALLY designed telephone equipment which meets the desk man's problem of allocating incoming stories to rewrite men, has been installed by the Standard News Association, New York. Numerous news organizations everywhere doubtless are confronted by the same difficulty with which the Standard News contended during the years it employed the usual private branch exchange switchboard. It was never satisfactory.

Harris at police headquarters, for example, rings the office with a bulletin on a street car disaster. White, rewrite man at desk No. 4, who is inditing the second take of an equally important story, answers as his telephone bell rings. He listens to what Harris has to say and conveys the information to Sanders, on the desk, who directs the switchboard operator to transfer the call from White to Buckley, at desk No. 3.

Time, under the old P. B. X. order of things, is thus lost in relieving Harris of his story, completion of White's is retarded and, as not infrequently happens, the operator may misunderstand Sanders and switch Harris onto desk No. 2 where Jones is occupied with a third story of as much moment. If Harris is at the state capitol and not at police headquarters and is using long distance instead of the local service the telephone company profits by the slow response to his call. Or Harris, in the change of lines, may be cut off and encounter considerable difficulty in getting another connection and the competitor around the corner makes with an earlier edition the story lost to Harris' paper because of the delay.

These and further inexpediencies are obviated by the new Standard News system. The switchboard is eliminated. On each desk and within ready reach of every man is a small black box from which protrude five buttons, one red and four black, one for each trunk line. They are reciprocal: if one is pushed in, pressure on another automatically releases the first. Two, however, or as many as four, will remain in at the same time if pushed simultaneously. Affixed to the wall within convenient sight of all is a similar box on which the buttons are replaced by as many small electric lamps. There is a bell common to all trunks.

As it rings, one of the lights gleams, indicating on which wire the call is being made. A glance at the lamps shows the call to be on trunk No. 1, for instance, and Sanders, or one or all of his men, may answer by pressing on their respective desk boxes the button correspond-

ing in number with that of the lighted lamp. It goes out as the call is answered. Pressure on any black button instantly summons the central operator if an outgoing call is made.

If Sanders is not busy and light No. 1 flashes, he presses button No. 1. Harris outlines his story. Buckley, at desk No. 3, is directed to come in on the same line, accomplished simply by pushing No. 1 button on his desk box. While Buckley overhears, Sanders gets from Harris facts sufficient for a bulletin and turns to his typewriter, leaving Buckley to take the remainder of the story. The facts given Sanders are not lost to Buckley and Harris accordingly is spared useless repetition.

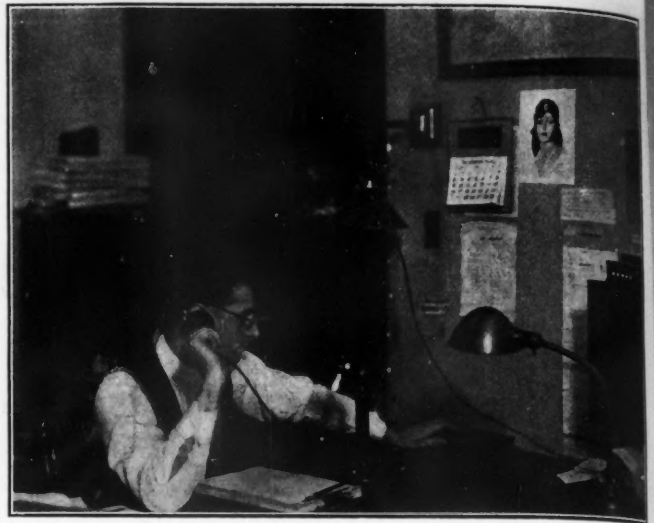
Or perhaps Sanders, at the time the bell rings and light No. 1 lights, is talking over No. 2 trunk with Smith at the Supreme Court. All the other men being engaged, Sanders asks Smith to wait and, holding down button No. 2, pushes No. 1, thus connecting himself with both outside men. Finding Harris' story of more consequence than his conversation with Smith, Sanders bids Smith goodbye and takes the bulletin from Harris.

Maybe Buckley answers lamp No. 3 as it lights. It proves to be a call demanding Sanders' immediate attention, as Buckley informs him. Pushing button No. 3, Sanders instantly comes in on the connection with Buckley who switches off by means of his red button and leaves the call to Sanders. The entire operation takes less time than ordinarily required by a P. B. X. operator plugging in at the switchboard and inquiring in a gummy and apathetic voice for whom the party is calling.

Later, when Harris telephones a second time with more details on the trolley accident, Jones answers the call. Knowing that Buckley has been handling the story, Jones sings out: "Harris, 'Buck,' on the car crash. Number four." Jones disconnects, Buckley buttons in on No. 4 and Harris begins unwinding his yarn. If a P. B. X. operator had answered Harris, like as not she would have connected him with Sanders who would have had to tell her to transfer Harris to Buckley. And in the meantime the minute hand flits over the deadline.

The button-and light system is one adaptable to whatever conditions may be peculiar to individual news offices in which a rewrite battery is kept busy during press hours. Especially is it of value in expediting spot news from the reporter to the form, economizing on every hand the minutes that count.

To those news offices struggling along as best they may with standard telephone



The little box with the push-buttons does it. Rewrite men in the Standard News office in New York get the right telephone connection without the delay and mistakes of a switchboard operator.

equipment, it is suggested that they make known their troubles to their local telephone company. The Standard News faced a difficulty it did not know how to remedy and which was finally explained to the telephone engineers who devised quickly the system recently installed. It was stated that there is in operation no-

where another precisely like it. The cost was little compared with the simplicity and speed it brought the handling of calls and of news.

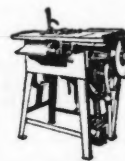
In time it is expected the initial expense will be offset by the retrenchment in telephone calls the equipment effects.

Why the Palo Alto Times likes Ludlow

In a recent letter, Mr. Wm. F. Henry, Superintendent of the Daily Palo Alto (Calif.) Times writes:

"THE installation of the Ludlow Typograph and a matrix equipment of four series of faces in sizes from 18 to 60 point and a special character case, displaced nearly 150 25-pound cases of display type in our composing room last February. The machine and two steel cabinets occupy a working floor space of eight by twelve feet, permitting our three ad compositors and an apprentice to work comfortably and efficiently. This is less than fifty per cent of the floor area occupied by the displaced cabinets and ad stands.

"The Ludlow for display, and the keyboard machines for text gives us a very satisfactory all-slug, non-distribution system. Much of our advertising runs to large price figures, creating a situation difficult to meet under the system of type composition, even apart from repeated sorts purchases and the storage of such sorts. The range and character of advertising that we now can accept, without objectionable 'extra charges,' has greatly increased."



Ludlow Typograph Company

2032 Clybourn Avenue

SAN FRANCISCO:
Hearst Bldg.

Chicago

NEW YORK:
606 World Bldg.

LUDLOW SLUG COMPOSITION

The Comic Appealing To Men And Women Alike

"CARRIE AND HER CAR"

By Wood Cowan

In both 4-color Page and
Daily 6-column strip.

Combines—
Juvenile and Adult Appeal
Outdoor Interest
Adventure
Romance
Action



For Terms and Samples, Wire

LEDGER SYNDICATE

INDEPENDENCE SQUARE

PHILADELPHIA

JOHN H. PERRY BUYS PENSACOLA SUNDAY NEWS

The Pensacola Journal has taken over all the paid circulation of the Pensacola Sunday News which now makes it possible for an advertiser to cover ALL of the territory in West Florida at one cost.

Until further notice the advertising rate of the combined papers will remain the same as the rate of the Journal ALONE was previous to taking over the Sunday News.

**COVER ALL WEST FLORIDA
THRU THE PENSACOLA SUNDAY JOURNAL**

A John H. Perry Newspaper

Pensacola, Fla.

CONE, HUNTON & WOODMAN, Foreign Representative

New York, Chicago, Detroit, St. Louis, Kansas City, Atlanta, San Francisco

THE MAJOR MARKETS OF AMERICA

A New and Exclusive EDITOR & PUBLISHER Service to
Space Buyers

XIV.—BUTTE—Built on World's Richest Hill

By HARRY R. DRUMMOND

BUTTE, Montana, built on "The Richest Hill in the World," 5,000 feet above the sea, 434 miles from Salt Lake City, 383 miles from Spokane, stands alone but not lonesome, the largest city in the state of Montana, a state containing 150,000 square miles.

Butte is the world's largest mining camp—but Butte is considerable more than a mining camp—it is the financial social and business center of a territory larger than all of New England.

Surrounding Butte, and connected with it by the Chicago, Milwaukee and St. Paul, Northern Pacific, Great Northern and Union Pacific Railroads is the great fruit, farming, sheep and cattle country which makes Montana a state.

Yellowstone trail, National Park Highway and Banff Grand Canyon Highway go through Butte and afford excellent automobile routes and the B. A. & P. Electric railway connects Butte with Anaconda.

In the immediate vicinity of Butte, that is within some 5 miles, there is little vegetation, commercially speaking.

The city is literally built on a hill, so literally, in fact, that within two miles of the center of the city are 39 mines—many of them being under the very streets of the city itself.

The mines in and around Butte produce from \$65,000,000 to \$100,000,000 worth of ore annually, said ore being copper, zinc, silver and gold.

There were 41,611 people caught in Butte by the census takers in 1920, and the present population is conservatively estimated as 55,000 by conservative local boosters—if any.

There are some 21,000 wage earners in Butte, and the combined monthly payroll is something like \$2,200,000—a rather neat sum, by the way—about the largest pay roll in the country gauged by the size of the city, meaning some \$40.00 per month for every man, woman and child in the city—although, perhaps, some of the children do not get an even break when the split is made.

Mining camps in the old days—the days of "pockets" and discoveries, were notoriously shifting and unstable, with a preponderance of floating population, and it is pleasing to note that Butte has 10,132 dwellings and that 65 per cent of them, or about 6,600, are owned by the occupants—a percentage infinitely high. (Des Moines, Iowa has 51.5% occupant owned homes, and that leads all cities of the country of 100,000 or more population.)

There are many very wealthy people in Butte—people who did not like Butte as it was, years ago, but who, because of business interests were compelled to stay close to the mines.

These people, instead of cultivating a perpetual grinch, began improving living conditions by building handsome homes, planting trees, nursing lawns and generally beautifying their surroundings until now Butte, contrary to most mining camps, is a really presentable place.

Butte is too far away from any other city for Butte people to go away from home for a touch of city life, and, too, people living within 150 miles of Butte have no place to go for amusement except to Butte, and so the city itself has provided ample amusements and recreation, not only for the citizens, but for the visitors within the gates.

Do not labor under the delusion that the 10,132 dwellings referred to above are mere miners shacks, as generally understood. Many of them are miner's shacks, to be sure, but as "shacks" they rank most all fired high, being thoroughly modern and decidedly not to be sneezed or sneered at.

For instance, 99 per cent of the Butte homes are electrically lighted—and there are 9,200 telephone connections in the city.

Oh, yes! as "shacks" they range high. Unlike most mining camps, 80 per cent of the miners are native born Americans which is another point of interest.

There are 7 theatres in Butte, and they have a seating capacity of 6,000—and they are most of them full most of the time.

There are 43 churches representing all the leading denominations, and the pastors are busy saving souls all the time.

There are 30 public grade schools, with an enrollment of 12,000 bright young boys and girls, getting ready to take the places of the 2,020 high school pupils who are preparing for college in the two large high schools.

The Schools of Mines, up on the Big Butte, has an enrollment of 150.

The folks in Butte, collectively own 6,900 automobiles, and that is a high average, by the way. Incidentally averages run high in Butte.

Butte being on the transcontinental highway, is a port of call—an important port of call, if you please, for automobile tourists bound hither and yon from the Pacific Coast—and, being the jumping off place for what is, perhaps the greatest hunting grounds in America, Butte entertains thousands of hunters and fishermen every year, and many, very many of them outfit and equip themselves in Butte.

The Anaconda mine, not satisfied with being the world's greatest silver producer is also the world's second largest copper producer, while the Butte and Superior mine is the world's largest zinc producer.

Within the Butte territory, that is within the immediate vicinity of Butte are 150 mines in actual operation, and the underground mining operations aggregate some 2,700 miles.

Summed up, the value of the mine production in Butte annually is approximately \$78,650,000—which is by the way of being something like \$1,512,500 a week—which is a tidy sum if one has it—in fact a tidy sum even if one hasn't it.

Less than ten years ago jobbers imported 95 per cent of the butter and eggs used in Butte—imported them from points outside of Montana.

Today Montana not only supplies all its own butter and eggs, but exports to other states—which is another way of saying that dairying and poultry raising are being extensively and profitably followed in the country surrounding Butte, and keeping a lot of Butte money circulating in Butte, where it belongs.

There are 45 miles of street railway tracks in Butte. On these tracks run some 700 "trains" daily, carrying about 17,000,000 passengers annually.

Butte's freight bill paid to railroads runs some \$10,000,000 a year.

Now, with all this preamble—this elucidation, if you please, of what goes to make Butte a good market—a market worthy of intensive cultivation, please look with us, into what Butte is as a retail city.

There are 527 retail establishments of various kinds in Butte—and their combined annual output is a matter of some \$48,000,000.00 retail.

Symons Department store is the largest and best retail establishment in the city—corresponding to Macy's in New York—being on a cash basis and having a large popular trade.

Hennessy's and M. J. Connell Company two department stores, both owned by the United Dry Goods Company, of New York, are being consolidated into one store, which means that Butte has but two really representative department stores.

However there are a large number of very smart specialty stores and they make up for that lack.

While there is a lot of good merchandise sold in Butte, particularly in food

stuffs, there is a tremendous market for cheaper goods—especially in men's wear.

This is not because the men are "cheap"—but the very nature of the work—mining—calls for rough coarse, clothes—the kind that may be "spoiled" and replaced frequently and economically.

On dress parade, however, Butte's male citizenry step out in good clothes. The "white collar" contingent is well dressed at all times.

Women and children in Butte are well dressed as a rule. The population being 85 per cent native American, the "shawl trade" is small and, as the wage earners produce nice fat pay envelopes, money is spent rather freely for "fixings."

The "vamp" stuff, however, is not as popular as it is in communities elsewhere—real Americanism seeming to dominate in dress, as in other ways in Butte.

Quartz, Granite, Broadway, Park and Galena streets for four blocks each, and Arizona, Wyoming, Main, Dakota and Montana streets for four blocks each make up the retail trading or downtown district, with quite a few neighborhood stores in the offing.

While Butte has slowed down from the hectic days of the Old West, when Butte was a western mining camp of the most typical kind, Butte is not an eastern city—yet—and probably never will be.

The old saloon, the gambling house of yesteryears, the old gun toters are things of the past—gone, unforgettably, unregretted. Now the streets are paved and everything modernized—but Butte is a western city just the same, and always will be.

Picturesque, unique, attractive in spots homely as sin in other places, busy, more or less methodical, but constantly growing in importance and stability.

Butte is the direct anthesis of Salt Lake City in one respect.

The founders, of Salt Lake City—the Mormons practically compelled their people to eschew mining and devote their energies to agriculture as a matter of producing food and preventing starvation, so that mining was a later development in Utah, while Butte was originally a mining camp and only within the last few years has agriculture received any serious attention.

Now, as Salt Lake City is developing as a mining proposition, so is the adjacent territory of Butte developing as an agricultural territory although it will be many years, if ever, before farming even approaches mining as a source of wealth for Butte.

It might be well to mention the fact that the copper interests of Butte have gained control of the American Brass Company—the trust—which insures a permanent market for Butte copper production in the future—and in the event of any stagnation, practically insures the keeping of the Butte mines open and in operation, regardless of what happens in other copper camps.

They are now fabricating much of their own copper in Montana, and it is leaving the state in the form of wire, rather than in the raw state—which means more money kept in the state for home distribution, to the financial aggrandizement of retail merchants and the further upbuilding of the city built on "The Richest Hill in the World."

A. A. C. W. READY FOR WAR ON FRAUDS

Will Organize International Vigilance System in Kansas City, Feb. 5—
Special Deputies in Each Club City

First steps toward establishment of an international system to eliminate fraudulent promoters and dishonest advertisers will be taken Feb. 5, at the Seventh District meeting, Associated Advertisers Clubs of the World, Kansas City, La. E. Holland, president, has announced in New York.

Better Business bureaus and volunteer vigilance committees will be established in every city in the world where there is an advertising club affiliated with the A. A. C. of W., Holland said.

Plans to extend this work will be presented at Kansas City, after which it will be put into immediate operation in Missouri, Kansas, Oklahoma, Arkansas, Louisiana, Iowa and Nebraska. In each local advertising club in the district, a special deputy of the National Vigilance Committee will be appointed, working under direction of the national organization.

After operation in these 7 states, the plan will be extended to every one of the 290 advertising clubs in the 17 districts of the A. A. C. of W., which include Australia, New Zealand, Canada, Europe, Hawaii, Philippine Islands, Alaska and the Orient.

"This move is being made in order to assist in cutting down the expense of doing business," President Holland said. "The fraudulent promoter is not a producer. He is a parasite. His crooked operations add to the cost of doing business. Government officials admit that a billion dollars was obtained through fraudulent promotions last year.

"It is time for the United States to start an intensive campaign against these crooks, and every United States District Attorney and every Federal judge should look at the situation from an economic standpoint.

"If the United States expects to compete with other nations we must have the confidence of other nations. Crooked promoters are breaking down this confidence and are adding steadily to the cost of manufacturing and distribution. The crooked promoters today are taking everything and giving nothing in return. That is why we are going to spread our national vigilance work from 40 cities to 290 cities."

Griffin Boosting Country Advertising

William Griffin, vice-president, American Press Association, is holding a conference during this week at Detroit with John L. Gartside, Chicago manager, and Earl T. Sutton, Detroit representative looking to an intensive campaign of development of national advertising in country newspapers in the Middle West. It is planned to cover by personal call all of the larger agencies located in the large territory served by the Chicago and Detroit offices of the American Press Association.

FIRST IN OHIO



LEADS ALL OHIO NEWSPAPERS IN PAID ADVERTISING

21,242,341 LINES

The 1923 Paid Advertising Record of the Columbus Dispatch. The Dispatch exceeded the next Ohio newspaper (Cleveland) by 2,030,533 lines. The Dispatch exceeded all other Columbus newspapers combined by 3,434,859 lines.

Largest Circulation in Central Ohio

The Columbus Dispatch.

OHIO'S GREATEST HOME DAILY

THE BUTTE MINER

Published in the World's Big Mining Center. Also covers the farming and cattle districts of the Treasure State of Montana

COPPER is coming back. COPPER production is on the increase. Workers receive the maximum wages and there is no idle labor in Butte. If you are bullish on anything, be bullish on Coppers and Butte. The next best tip is The Butte Miner.

“It's a Good Buy!”

For milline cost it reaches the greatest number of people for less money. Favorable train schedules make it possible to get an early Sunday edition to most Montana towns in time for the morning breakfast. The Butte Miner carries by far the largest lineage in local advertising, and overwhelms competition in the national field.

THE BUTTE MINER

“Montana's Greatest Newspaper”

National Advertising Representatives
BENJAMIN & KENTNOR CO.

900 Maller's Building
Chicago

Van Nuys Building
Los Angeles

2 West 45th Street
New York City

Butte Bank Deposits
\$28,000,000.00
Everyone lives well

THOMAS FITZGIBBON

Editor Sharon (Pa.) Herald Dies on January 27

Thomas C. FitzGibbon, 41, for the past 3 years, editor of Sharon (Pa.) Herald, and formerly organization director, American City Bureau of New York, Chicago and San Francisco, died Sunday, Jan. 27.

Mr. FitzGibbon came to the Herald in February, 1921, as editor and an associate in the Herald Publishing Company, after many years in newspaper and Chamber of Commerce work. He had held editorial positions on the Public Ledger of Philadelphia, the New York Press and the Chicago Tribune. He had worked on newspapers in practically every state in the Union.

He was born and reared in Trenton, N. J., where he "broke in" on the Newark Evening News as a photographer. He served the News for 6 years, finally becoming political writer. He went from the News to the Philadelphia North American.

Obituary

WILLIAM WORTHEN APPLETON, 79, chairman of the board of directors, D. Appleton & Co., publishers, died in New York Jan. 27. Throughout his long career, Mr. Appleton was a leader in advocating the rights of literary property. He gave important aid to securing the Copyright Act in 1891. The firm of D. Appleton & Co., was established by Mr. Appleton's grandfather in 1838.

ALBERT PHENIS, 70, managing editor, Manufacturers Record, died at Catonsville, Md., Jan. 26. Born in Indiana, he was educated at Kansas University. He entered the employ of the Emporia (Kan.) Gazette as a printer's devil and eventually became editor and owner. For a time he was associated with Charles H. Grasty, formerly publisher of the Baltimore (Md.) News.

CAPT. A. A. LESUEUR, 81, born in St. Louis, owner and publisher of the Lexington (Mo.) Intelligencer in the '80's and for 18 months in 1899-90 owner of the Kansas City Times, died recently in Burbank, Cal. Capt. Lesueur was a Confederate officer in the Civil War and later Secretary of State in Missouri.

H. D. LEWIS, 56, former editor, Deere Creek (Ill.) Progress, died recently after a long illness.

DR. FRANK M. SOMERS, editor, Pueblo (Col.) Countryside, weekly, died Jan. 21, after a long illness.

J. R. RANSONE, 56, veteran Texas newspaper man, died in Forth Worth, Jan. 20. Mr. Ransone for 37 years was editor and publisher of the Cleburne (Tex.) Daily and Weekly Enterprise. He severed his connection with that publication about six months ago and moved to Dallas. Mr. Ransone was past president of the Texas Press Association.

For nine years he was postmaster at Cleburne, serving under the Wilson Administration.

FRANK G. HAY, for six years on the circulation staff, Chicago Evening American, died Jan. 22, in Chicago. For many years he was circulation manager of the Indianapolis News, and was in the newspaper business in Seattle, Denver, Memphis, and Louisville.

MRS. ANNIE BAKER MOORE, former society reporter, Park City (Ky.) Daily News, died in Bowling Green, Ky., Jan. 21. She was correspondent in Bowling Green for the Louisville Courier-Journal.

CLARK REAUGH, 63, associated with his sons a decade ago in publication of the Bowen (Ill.) Chronicle, died in Carthage, Ill., recently.

J. C. HABERMACHER, 60, publisher, Shiner (Tex.) Gazette, died at his home in Shiner recently. He had been publisher of the Gazette for 30 years.

JOHN JEWETT, formerly Boston Post staff member, died in Boston, Jan. 21. Previous to his connection with the Post he served for many years with the Boston (Mass.) Herald.

WILLIAM C. SHARPE, 84, for 53 years publisher, Seymour (Conn.) Record, died in Seymour, Jan. 20.

JAMES BAYNES, 83, founder and for 37 years editor, American Swineherd, died at Hinsdale, Ill., last week.

GEORGE H. KRAUSE, 54, South Dakota newspaperman, editor, Union County Herald for the past 10 years, died at Elk Point, S. D., recently. He also conducted at various times the Flandreau (S. D.) Enterprise and Humbolt (Neb.) Leader.

W. L. SERY, 43, publisher, Montgomery (Minn.) Messenger, is dead from accidental shooting.

MARTIN B. STADTMILLER, 48, for many years Ypsilanti correspondent for Metropolitan newspapers, died this week in St. Joseph's Hospital, Ann Arbor.

JOHN C. WISE, 60, editor Mankato (Minn.) Free Press, dropped dead in the street of heart failure, Jan. 19. For many years he edited the Mankato Review before that paper was absorbed by the Free Press.

MRS. CHARLES A. TULLER, wife of the assistant business manager, Minneapolis Journal, died suddenly Dec. 23.

JAMES TURNBULL, 95, grandfather of George Turnbull, professor of journalism at the State University of Oregon, died at Eugene, Ore., Jan. 17.

WILLIAM I. WESTERFIELD, 60, for 26 years editor and publisher of the Grass Valley (Ore.) Journal, father of Floyd Westerfield, manager, Springfield (Ore.) News, died Jan. 13.

MRS. JOHN SCUDDER McLAIN, 56, wife of the former editor, Minneapolis Journal and St. Paul Dispatch-Pioneer Press, died Jan. 25.

JOHN BERGGREN, for years associated with the Wahlgreen Publishing Company of Denver and widely known in advertising circles, died recently at his home in Denver.

PATRICK HENRY MAGRANE, 42, New York broker and brother-in-law of former Governor Martin H. Glynn, publisher, Albany (N. Y.) Times-Union, died in New York Jan. 22, after a two days' illness. He formerly was advertising manager and general superintendent of the Magrane, Houston Company department store, Boston, since dissolved.

LEBUEUS H. BROCKWAY, 88, formerly of the firm of Lawrence & Brockway, publishers of the American Shoe and Leather Reporter, Boston, died at his home in Brookline, Mass., recently. He was a Civil War veteran.

MRS. PETER SHEEHAN, mother of Harry W. Sheehan of the city staff, Boston Herald, died at her home in North Andover, Mass., Jan. 21.

EDWARD NATHAN PEARSON, former editor of the Concord (N. H.) Monitor and former secretary of state, died at his home Jan. 26. He retired recently as president of the First National Bank of Concord.

LEO CANMAN, 81, for 35 years railroad editor, Chicago Tribune, died Monday, Jan. 28, at the home of his daughter, Mrs. Jerome William Egbert, in Chicago. Mr. Canman retired from the Tribune in 1903.

EDOUARD A. PARADIS, 73, founder and publisher, St. Paul (Minn.) Midway News and for 54 years a newspaper man, died Jan. 25.

Griffith Made Seattle P. I. Publisher

E. C. Griffith, of the Hearst organization, former director of advertising, Washington (D. C.) Herald and Washington (D. C.) Times, has been named publisher, Seattle (Wash.) Post-Intelligencer, to succeed C. C. Rosewater. Mr. Griffith left Washington this week.

Paper Mill Closed

Franklin, N. H., mill of the International Paper Company was closed Jan. 16 for an indefinite period. Poor business was given as the cause. The mill employs 150 persons.

Oregon Circulators Die Suddenly

An unusual coincidence occurred in Astoria, Ore., in the sudden death within three days of circulation agents of two Portland newspapers. On Jan. 16, F. J. Thoms, Astoria representative of the Oregon Journal, dropped dead from heart disease. Three days later W. C. MacCallum, representative of the Portland Telegram, suffered a stroke of paralysis and expired.

Pinkerton Goes to Cleveland

Roy D. Pinkerton, former editor, Seattle (Wash.) Star, has been transferred by the Scripps organization from Washington, D. C., to Cleveland, O., where he will edit the Cleveland Press. Prior to his two years as editor of Seattle Star he was for 7 years editor-in-chief, Seattle (Wash.) Times.

Daily Insuring Its Subscribers

Lawrence (Mass.) Eagle-Tribune is offering a \$1,000 accident insurance policy with all yearly subscriptions to the Tribune. Registration fee of 60 cents is charged. The policies are issued by the Inter-Ocean Casualty Company of Cincinnati, O., and are styled "Travel and Pedestrian Accident Insurance Contract."

Explosion Injures Newspaper Worker

Ralph James, employed on the Gid (Neb.) Journal was severely injured when the heating plant of the building exploded recently. He suffered a broken right hip and possible internal injuries. Frank Grady, a linotype operator, had just left his chair near a radiator when the latter was blown into fragments.

Appraiser Reports on Steigers' Estate

Estate of W. C. Steigers, second vice president, Pulitzer Publishing Company, publishers, St. Louis Post-Dispatch, who died in St. Louis, May 25, 1923, has been fixed by a Probate Court Appraiser at \$164,739.



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H.F. SCHALDACH
"Copyright features since 1910"
806 Sharon Bldg., San Francisco 405 Bay Bldg. Seattle.



Turtles and Rabbits

A turtle travels hundreds and hundreds of miles in the course of his life-time. But even so, no one claims that he gets around as much as a rabbit does.

And plenty of old-fashioned classified mediums are able to roll up considerable lineages in the course of a year—but that's no reason for overlooking the fact that they might have carried two, three or four times as much volume as they did.

Our business is to prove to people that rabbits can outrun turtles—even as modern, scientifically promoted classified mediums can outdistance their ancient rivals.

Like to know us better?

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

DOES THE PONY AUTOPLATE MACHINE

Make Plates Rapidly?



BUSINESS DEPARTMENT

The Akron Press

The Greatest Newspaper in One of Ohio's Greatest Cities

October 13, 1923

Answer: "I have kept an accurate account of our plate production, and here is the record of what a PONY AUTOPLATE MACHINE has done in this office every day this week; it has averaged 58 plates in 45 minutes. One man did everything."

J. J. Metker,
Stereotyper

WOOD NEWSPAPER MACHINERY CORPORATION
501 Fifth Avenue, New York City

WHAT OUR READERS SAY

Higham Promises a Surprise

To JAMES WRIGHT BROWN,
Editor & Publisher:

My Dear Mr. Brown:—Before sailing back home I want to say to you in a letter what I would like to have said to you in person, that to you and to my business associate, Mr. William H. Rankin, is due the credit of keeping me continually interested in the development of British advertising for the newspapers of the United States.

I will recall that fine dinner which you arranged for me with the New York newspapermen at the Athletic Club, and the many courtesies extended to British advertisers and British advertising men through your editorial columns, and especially your great "On-to-London" number.

I have never regretted attending, first, the Toronto Convention in 1912; then the Boston, Indianapolis and Milwaukee conventions. My trips to those conventions kept me abreast of the times, and the friends and made have been very helpful to me on this side as well as in London. The support given the "On-to-London" movement in Milwaukee made it possible for the successful achievement in Atlantic City last year. You and your publication were always "On-to-London's" staunchest friends.

Your Mr. Herbert Ridout in London is a most able representative of EDITOR & PUBLISHER. He keeps me constantly reminded of my good friends on this side of the water. Therefore, it gave me great pleasure, when the opportunity presented itself, to recommend to the India Tea Growers' Association, that they use newspapers to promote the sale of India Tea in America. I further recommended that a plan of advertising covering the United States for a period of 5 years be adopted. This I feel certain is in harmony with what you have always preached in your editorial columns, and which is the surest way to success for the India Tea Growers' Association.

As usual, the newspaper men and the advertising men have been very kind to me during my brief stay in your country, and I want to take this opportunity to thank them through you for their fine hospitality. I shall never forget the finest reception accorded me at the luncheon at your new advertising club building—the White House of Advertising—the Pilgrim Publicity Association of Boston, at the On-to-London Banquet of the Poor Richard Club of Philadelphia, the Sphinx Club of New York, and last, but not least, the fine luncheon given to Mr. Rankin and to me at the Waldorf by the Six Point League.

The only way in which I can reciprocate this wonderful hospitality is for me, in my small way to do everything possible for the comfort and entertainment of the American delegates when the International Convention convenes in London next July. You will be agreeably surprised and very much pleased when you learn the complete plan that has been prepared by Mr. C. Harold Vernon, Mr. John Cheshire, Mr. W. S. Crawford and their very able associates. Again thanking you and through you, your one publication, EDITOR & PUBLISHER, for all that you have done, I beg to sign myself,

C. F. HIGHAM.

The Publisher's Side

MORRISTOWN, N. J., January 10, 1924.
To EDITOR & PUBLISHER:—I have read with great interest Mr. Finney's attack upon the newspaper's methods of doing business, as published in the January 5th issue of EDITOR & PUBLISHER, especially that part relating to rates.

His remarks are undoubtedly intended to be of general application, and his main complaint appears to be the "Local-National" rates. Has Mr. Finney ever given careful thought to the publisher's side of rate making? If so, he surely must realize that as long as the publisher must hand the Service Agency a rebate (I use the word with due consideration, for that is all it resolves itself into) of 15 per cent (for serv-

ices not rendered), the publisher having a flat rate locally, must, and will add at least 15 per cent to his national rate in order to be fair with his local advertisers. It must be borne in mind that the publisher has a solicitation cost of 15 per cent to the special representative.

The Service Agency commission was undoubtedly necessary, and probably served a good purpose both for the agency and the publisher in the early days of advertising when national advertisers were scarce and advertising was "The Great Adventure" for the manufacturers and distributors, but now it belongs to the "Dark Ages." It really serves no purpose and so long as it is to be clung to by the service agencies; so long will the national rate be higher than the local rate, sliding scale or flat rate notwithstanding, for, after all, it is undoubtedly this motive which inspires a higher national rate.

I do not take in the question of the greater service or aids which the national advertiser requests in comparison to the local advertiser. This is a different question and has no place in rate discussion, but should be left to the individual publisher to determine on its merits in respect to business value. However, it does not require a very great stretch of the imagination to grasp how easily this can become so costly as to effect rate making. Nor do I include in the rate question the quantities of "pull" matter that comes in a steady stream from the agencies—all "dolled up" in a "news value" disguise and accompanied with the request to be published as a matter of news for the paper's readers, and some accompanied with the insinuation that to publish same will—not, "will," but "may," be the means of some advertising being sent the paper.

ALVA F. LAMBERTON,
Treasurer, The Jerseyman, Inc.

A Correction

New York,
January 30, 1924.

Editor & Publisher: I wish to admit as entirely mistaken the letter which I wrote to EDITOR & PUBLISHER regarding the activities of the publicity man in behalf of the banking house of Harvey Fisk & Sons which appeared in your issue of January 19th last.

I have since investigated the matter thoroughly and have found through newspapermen and others acquainted with the situation, that the publicity man did not give out the statement regarding the return of Phiny Fisk to the Harvey Fisk firm and that it was given out by a member of the firm. I have been assured that Mr. Phiny Fisk had taken an interest in the firm and that his later failure to take over the reins of administration was due not to a lack of intent on his part, but to the subsequent passing of the firm to other interests which wished to direct its affairs themselves.

My action in writing the letter was taken before careful investigation. I have since learned that Mr. Schuyler Patterson was the publicity man referred to in my letter as having been responsible for the Harvey Fisk publicity. I find that he has been a newspaperman and magazine writer in New York for many years, that his ethical standing is of the highest and that he has never been known to commit any offense against the good taste of his profession.

A. NEWTON PLUMMER,
Editor, National Financial News.

HOUSTON SIGNS 52 FOR LONDON

Ad Club Members Take Reservations on Steamship Republic

(By Telegram to EDITOR & PUBLISHER)
HOUSTON, Tex., Jan. 31.—Houston will be well represented on the steamship Republic, one of the official ships for the Associated Advertising Clubs of the World delegation bound for England when she sails from New York, July 2, 1924.

William S. Patton, chairman of the "On-to-London" committee of the Houston Advertising Association announced Monday that 52 advertising men

and women had signed up for the London trip on the Republic within the past few days.

"I am optimistic over the men and women who have manifested interest in the trip," Mr. Patton said. "The deposit for reservations of some of Houston's most influential business men have assured the advertising association of a strong delegation leaving Houston, June 28, by special train for New York. Harry Tipper, general chairman of the London committee on entertainment has asked the Houston club to name a date on which the Texan delegation would be in charge of the day's program. This will be on the boat enroute. The club will also edit and publish the official ad club paper one day during the trip across."

Carlson Named President

C. W. Carlson, of the Melrose (Minn.) Beacon, was elected president of the Northern Minnesota Editorial Association, at the annual meeting, Jan. 24-26, at Wadena, Minn. Horace W. Cullen, of the Red Falls Gazette, was elected vice-president, and Dr. A. G. Rutledge, secretary-treasurer for his fifth term of office. Ed Lafond, Little Falls Tran-

script, was elected a member of the executive committee.

Discussion of advertising was a feature of the meeting and among the speakers were Herman Roe, Northfield News, president of Country Newspapers and chairman of the advertising committee, National Editorial Association; John E. Casey, Jordan Independent; R. R. E. Case, professor of journalism, University of Minnesota; Grant Utley, Cass Lake Times; F. J. Landon, William Hood Dunwoody Institute, Minneapolis; R. E. Barron, Wadena, and Ludwig I. Rose, Montevideo News.

Norman B. Black, publisher, Fargo (N. D.) Forum, extended greetings from North Dakota newspaper men.

E. H. Denu, Bemidji, retiring president, was presented with a pair of silver candlesticks. Alexandria was selected as the place of meeting in June.

Brisbane Praises Harding Fund

"Needless to say I shall be very glad to do anything to co-operate in honoring the memory of President Harding," said E. H. Denu, retiring president, was presented with a pair of silver candlesticks. Alexandria was selected as the place of meeting in June.

THE LINOTYPE USER IS KEPT AHEAD OF THE PROCESSION



Some of the time-and-money-saving inventions that have been given the printing world through Linotype Initiative:

- The Circulating Matrix
 - The Slug (Complete Line of Type)
 - The Spaceband
 - The Power-Driven Keyboard
 - The Two-Letter Matrix
 - The Quick-Change Magazine
 - The Auxiliary Magazine
 - The Split Magazine
 - The Front Removal of Magazines
 - The Multiple-Magazine Machine
 - The Seventy-two Channel Magazine
 - The Display Machine
 - The Text-and-Display Machine
 - The Multiple Distributor
 - The Two-Pitch Distributor Screw
 - The Universal Mold
 - The Four-Mold Disk
 - The Recessed Mold
 - The Automatic Font Distinguisher
 - The Universal Knife Block
 - The Universal Ejector
 - The Sorts Stacker and Multiple Sorts Stacker
 - The Forty-two-Pica Measure Machine (1897)
 - Linotype Typography
- AND
- The Text-and-Display Machine with Main and Auxiliary Magazines Operated from One Power-Driven Keyboard

Multiple Distribution

Multiple Distribution—the assembling of matrices from two or more magazines in the same line and their automatic distribution to their proper magazines—is a Linotype development.

In work requiring the mixing of several faces in one line, multiple distribution is essential. In many other kinds of work, it is a decided economy.

Multiple Distribution is only one of the many advantages that have been given to the printing world through the initiative of Linotype engineers.

TRADE LINOTYPE MARK

MERGENTHALER LINOTYPE CO.

29 Ryerson Street, Brooklyn, N. Y.

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Comic Strips

"BRINGING UP BILL"—"HANK & PETE"
6-col. strips—blitting on all cylinders.
Columbia Newspaper Service, 799 B'way, N. Y.

Fashions

HOLLYWOOD FASHIONS—NEW WEEKLY
What Movie Stars wear when shining in their own social orbits. By fashion authority.
Tom Beck Features, 733 S. Fernando Bldg., Los Angeles.

Fiction

TALES
Lewis Wilson Appleton, Jr.
1922 East Pacific St., Phila., Pa.

LET US BUILD YOUR CIRCULATION

Famous stories by famous authors.
Service for Authors, 33 W. 42nd St., N. Y.

History

WHO'S WHO IN HISTORY TODAY.
is a daily gold mine of facts and figures. Revises interest in famous personalities and tells you what you want to know about them.
METROPOLITAN NEWSP. SVS., 150 Nassau St.

Photo News Service

SEND US YOUR NEWS AND FEATURES pictures. We pay \$3 and \$5 for each accepted.
Kadel & Herbert,
183 East 42d St., New York City.

Weekly Cartoons

BUDDIE AND HIS FRIENDS.
by Robert L. Dickey, National Dog Artist, will prove a valuable addition to your Sunday, or Saturday paper.
METROPOLITAN NEWSP. SVS., 150 Nassau St.

THE CALL OF THE TIMES

—with a message between the lines—

THERE ARE NOW 15,000,000 AUTOMOBILES

Progressive newspapers foresee in this era of motor interest a reader demand for more and better motor

IN SERVICE IN THE UNITED STATES AND

material in the automobile pages, and are turning to the special articles of the well-known automotive

FACTORIES ARE PRODUCING AT THE RATE

writers, William Ullman and Frederick C. Russell, to supply them with an original line of thought on this

OF 4,000,000 CARS A YEAR—EVERYBODY,

popular subject. Every week these informative and entertaining articles are helping such papers as the

YOUNG AND OLD, IS TALKING MOTOR CARS.

Washington Star, Salt Lake Tribune, Indianapolis Star, Pittsburgh Press, Milwaukee Journal, Brooklyn Eagle,

NEVER BEFORE HAVE THERE BEEN SO MANY

Philadelphia Record, Louisville Courier-Journal, New Orleans Times-Picayune, Springfield Union, Montreal

RADICAL IMPROVEMENTS TO ANNOUNCE TO

Star, and over 100 others, meet this advertiser and reader demand for original and unbiased auto copy.

THE PUBLIC AND NEVER BEFORE SO MUCH

Stories that are regular features of such prominent papers and that tie up with the Ullman and Russell

AUTO NEWS TO BE EXPERTLY INTERPRETED

contributions to leading motor magazines merit your earnest consideration. Your territory may be open.

WRITE OR WIRE FOR RATES AND SPECIMEN RELEASES

The Ullman Feature Service

Home Life Building

: - :

Washington, D. C.

"THE BIG THINGS IN MOTORING WRITTEN IN A BIG WAY"

During the Winter Season ILLINOIS

Is the Ideal State to Cultivate with Newspaper Advertising

The products of the farms, the dairies and the mines have been turned into cash. The days are short, the nights are long, and the population, well paid, well to do, highly literate, steady and safe, reads.

In Illinois there are 237,181 families of farmers and 132,574 of these farmers own their own farm. This class of people alone received over \$500,000,000 in new money from crops, fruits, etc.

IF YOU WANT TO REACH ILLINOIS PEOPLE YOU'VE GOT TO USE ILLINOIS NEWSPAPERS

There should be no doubt in your mind about having Illinois on your list of States. If you haven't distribution—get it. Illinois newspapers will help you get it.

Use this list of strong daily newspapers.

	Circulation	Rates for	
		2,500 Lines	10,000 Lines
**Aurora Beacon-News (E)	16,351	.055	.055
Bloomington Pantagraph (M)	17,841	.05	.05
††Chicago Herald-Examiner (M)	337,364	.55	.55
††Chicago Herald-Examiner (S)	754,601	1.00	1.00
Chicago Daily Journal (E)	117,483	.26	.24
††Chicago Tribune (M)	567,628	.80	.80
††Chicago Tribune (S)	877,467	1.15	1.15
**La Salle Tribune (E)	3,041	.025	.025
**Moline Dispatch (E)	10,148	.045	.045
†Peoria Journal-Transcript (M&E)	32,648	.10	.09
**Peoria Star (E)	27,083	.075	.06
††Rock Island Argus (E)	10,405	.045	.045
**Sterling Gazette (E)	5,755	.03	.03

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

NO MORE "50-50" DEALS FOR RICKENBACKER

Newspaper Advertising, to Be Paid for by Big Factory, Will Total \$1,000,000 to \$1,500,000 in 1924, Says President

Capt. E. V. Rickenbacker told newspaper men attending the Chicago automobile show that his company planned to spend a minimum of \$1,000,000 and a maximum of \$1,500,000 in newspaper advertising this year. He said for volume of production this would be the equal, if not more, than that of any other motor company.

However, the most important announcement was that the Rickenbacker Motor Company had adopted a policy of paying for all the advertising. There was to be no more 50-50 basis. Then the factory could select the time to advertise.

Roy Pelletier, in charge of the advertising, then explained what this really meant. He said that the factory officials would advertise to sell the cars; that is advertise all the time, while heretofore, with a 50-50 basis, the dealer would not O. K. an advertisement when he was selling well nor when sales were dull, both of which were the times advertising had to be done.

He predicted that this was the only logical way to advertise because it allowed factory officials to formulate a policy of advertising and carry it out. Also the factory men could select the mediums upon their merits, whereas on a 50-50 basis, a dealer sometimes picked the weaker paper if it gave space in the news columns about himself.

Pelletier explained that it would allow the factory to send real news to a paper, stories of merit, not publicity. As an example he cited that Capt. Rickenbacker might make a statement about aviation, and as an authority it would have some weight. But with a dealer participating in the advertising the automobile editor, to stand in with the local man, would take that story, and inserting the qualifying phrase, "says G. H. Smith, local Rickenbacker dealer" would rob the story of all its value in the minds of readers. There were other facts brought out worth watching by newspapers as inaugurating a new era of sanctness in motor columns.

TIPS FOR AD MANAGERS

- Aitkin-Kynett Company, 1328 Walnut street, Philadelphia. Making 1,000-line contracts for Frank A. Fleer Corporation.
- F. Wallis Armstrong, 16th & Locust street, Philadelphia. Making 40,000-line contracts for Victor Talking Machine Company.
- Benson, Gamble & Crowell, 7 South Dearborn street, Chicago. Issuing contracts on Parker Pen Company, Janesville, Wis.
- Brotherton Company, 10 Peterboro West, Detroit, Mich. Making 5,000-line contracts for the Ford Motor Company.
- Calkins & Holden, 247 Park avenue, New York. Making 8,000-line contracts for H. J. Heinz Company.
- Chambers Agency, Starks Bldg., Louisville, Ky. Using newspapers for the Wintersmith Chemical Company, Louisville, Ky., manufacturers of Wintersmith's Chill Tonic.
- Chappelow Advertising Company, 1709 Washington avenue, St. Louis. Have completed plans for campaign for William R. Compton Co., investment house, St. Louis.
- Nelson Chesman & Company, 1127 Pine street, St. Louis, Mo. Sending out orders for A. H. Lewis Medicine Company. Making 3,100-line contracts for Dr. J. H. Dye Medical Institute.
- J. H. Cross Company, 1500 Locust street, Philadelphia. Making 1,000-line contracts for P. C. Tomson & Co. (Red Seal Lye).
- D'Arcy Advertising Company, International Life Bldg., St. Louis, Mo. Making 1,000-line contracts for General Tire & Rubber Company.
- George S. De Rouville, Albany County Savings Bank Bldg., Albany, N. Y. Again placing copy with some New York and Connecticut newspapers for Jacques Capsule Company.
- John Paul Dorland, Inc., 1913 Arch street, Philadelphia, Pa. Placing 28-line orders with some Western newspapers for Gartside's Iron Rust Soap Co., 677 Preston street, Philadelphia, Pa.
- Dunlap-Ward Advertising Company, Keith Bldg., Cleveland, Ohio. Making 3,000-line contracts for Chandler Motor Car Company.
- F. A. Ensign Advertising Agency, 1000 Arcade, Pittsburgh. Placing orders with Ohio and Pennsylvania newspapers for Duncan's Sons, "Lea & Perrin's Sauce," West street, New York.
- Charles Daniel Frey, 30 North Michigan avenue, Chicago, Ill. Making contracts with newspapers in various sections for Simmons Company, beds and mattresses, 1347 South Michigan avenue, Chicago, and Kenosha, Wis.
- L. S. Gillham Company, California Bldg., Los Angeles, Cal. Sending out orders for Burns Shoe Company.
- Gotham Advertising Agency, 114 Liberty street, New York. Placing page orders with newspapers in various sections for Pelman Institute of America, 2575 Broadway, New York.
- Stanley E. Gunnison, 30 Church street, New York. Making 3,000-line contracts for Lawrence Mfg. Company (Pluro).
- Charles W. Hoyt Company, 116 West 12th street, New York. Making 500-line contracts for Wm. J. Murdock Company.
- Dillard Jacobs Agency, Candler Bldg., Atlanta, Ga. Making 5,000-line contracts for Aspiromal Lab., Inc., Atlanta, Ga.
- H. W. Kastor & Sons Company, Lyman Bldg., Chicago, Ill. Making 10,000-line contracts for Lyko Medicine Company; making 2,800-line contracts for the Williamson Candy Company.
- Kling-Gibson Company, 230 South State street, Chicago, Ill. Sending out orders for the Food Company.
- Lord & Thomas, Wrigley Bldg., Chicago. Making 10,000-line contracts for the Peppercorn Company.
- MacManus, Incorporated, 82 Hancock street, East, Detroit, Mich. Making 2,800-line contracts for the Hupp Motor Car Corporation.
- Maxwell-McLaughlin Company, 30 North Michigan avenue, Chicago. Issuing contracts on Peaslee Gaulbert Company, Louisville, Ky.
- C. P. McDonald Company, Inc., Fish Bldg., New York. Has secured account of C. G. Trades of America, Inc. Newspapers will be used extensively, beginning in March. Keeping account for Knowles Reducer, flesh reducer, New York; Tyson-United, theatre tickets, New York; Stern & Company, Hartford, Conn., manufacturers of distributors of radio apparatus and equipment.
- Mitchell-Faust Advertising Company, 7 South Dearborn street, Chicago, will make up a list on Armour & Co., Chicago, in a few weeks. Will place accounts for the Sheffield Pharmaceutical Company, Chicago. Mailing copy to newspapers for Elimino Medicine Company.
- Moser & Cotins, Paul Bldg., Utica, N. Y. Placing account for Hinman Milling Machine Company.
- Harry Porter Company, 15 West 4th street, New York. Making 1,000-line contracts for Richard Hallman, Inc.
- Potts-Turnbull Advertising Company, 6 North Michigan avenue, Chicago. Making 1,000-line contracts for Portland Cement Association.
- Redfield Advertising Agency, 34 West 12th street, New York. Making 1,000-line contracts for the American Lead Pencil Company.
- John Ring, Jr., Advertising Agency, 22 North 7th street, St. Louis, Mo. Using 70 lines, twice, for St. Louis Chamber of Commerce.
- Ruthrauff & Ryan, 404 4th avenue, New York. Making 1,000-line yearly contracts for Kellogg's Tasteless Castor Oil. Making 1,000-line contracts for Advertised Products (Bleacholent, Bahler Oil, Filmes, Lashline, Airflex Arch, Support, and Dove's Hand Bleach).
- Clyde H. Smith, Coca Cola Bldg., Kansas City, Mo. Using 40 lines, 24 times for Flamm Laboratories.
- Smith, Sturgis & Moore, 1463 Broadway, New York. Making 1,000-line contracts for the North German Lloyd Steamship Card.
- Snitzler-Warner Company, 225 North Michigan Bldg., Chicago, Ill. Making 5,000-line contracts for American Rice Products.
- Suedhoff-Ross Company, Inc., Shoaff Bldg., Fort Wayne, Ind. Using 56 lines every other week for J. C. Hutzell Ovelmo Company.
- Thresher Service Advertising, 136 Liberty street, New York. Making contracts with rotogravure papers for Colgate & Company.
- Van Patten, Inc., 50 East 42nd street. Making 2,800-line contracts for G. L. Miller Company.
- Edwin Bird Wilson, Inc., 9 Hancock street, New York. Sending out annual statement to New York Life Insurance Company.
- C. C. Winningham, 10 Peterboro West, Detroit, Mich. Making 10,000-line contracts for Hudson-Essex Motors.
- Zimmer-Keller, Inc., Kresge Bldg., Detroit, Mich. Making 5,000-line contracts for Rickenbacker Motor Company.

Miller and Heer Form Ad Agency

Harry M. Miller, head of the national advertising department, Columbus (O.) Evening Dispatch, has resigned and will join with Walter F. Heer in the formation of an advertising agency to be called the Miller and Heer Company. The firm will open offices at 268-384 South Fourth street, Columbus. Mr. Heer has been associate editor of the Hunter-Trapper, an outdoor magazine issued in Columbus.

KEEPING THE RECORD STRAIGHT

Printers Blame it on the Devil—sometimes the shop's youngster, more often on the Father of Evil himself. No lesser one, they say, could be responsible for the curious and unfortunate errors that occur in type of the highest importance.

Like that, for instance, which appears on Page 35 of EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK FOR 1924, opposite the listing of

THE BALTIMORE NEWS

The lack of one digit in the circulation figures given as the average circulation of The News for the six months ending September 30, 1923, makes the total read 9,667. The error is obvious, but to keep the record straight, let it be stated here that The Baltimore News circulated during the six months ending September 30, 1923, according to its report to the Audit Bureau of Circulations.

99,667 COPIES

DAILY AVERAGE NET PAID

The average circulation of The Baltimore News, during the week ending January 26, 1924, was

110,617 COPIES

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

MOST NEWS

The largest morning daily circulation
in Pittsburgh

The Pittsburgh Post

MORNING AND SUNDAY

Daily Circulation118,000
Sunday Circulation ...175,000

Member A. B. C.

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

Published every Saturday in
London

FINING PRESS SYNDICATE

1161 Arcade Building, St. Louis
Features * Editorials * Specials
Unusual, Illustrated Features
for Every Holiday
Expansion Plans Now in
Preparation.
Standard in Every Respect.

To sell CANDY

for the sweet tooth of
9,000,000 people in the New
York market use the paper
that is

FIRST in CANDY
advertising

NEW YORK EVENING JOURNAL

Publishers who have a va-
cancy on their staff can find
a capable man to fill the gap
through the

"Market Place of the Newspaper"

(See page 39)



OUR OWN WORLD OF LETTERS

By JAMES MELVIN LEE

DOUBTLESS, "A Life of Francis Amasa Walker" by James Phinney Monroe (Henry Holt and Company) has been compiled chiefly for students of political economy. It does, however, give one chapter of interest to newspaper people, for Walker was at one time an editorial writer on the Springfield Republican. For this work, according to the book, he received the munificent remuneration of \$10 a week. Such a reward is in striking contrast to the testimony of a New York editor at Washington who remarked on the witness stand at Washington he received a salary of \$104,000 a year.

Every reader of EDITOR & PUBLISHER can give a shrewd guess whom Bowles of the Springfield Republican meant when in 1870 he declared to Walker:

You had a narrow escape if you were at all tempted by B. You couldn't stay with him 30 days. He is a perfect charlatan in the newspaper business, with no sense of honor—worse, corrupt—and he would have invited you to dirty work at once.

The following quotation from a letter written by George Jones of the New York Times to Walker shows that a definite promise was made to him that he might expect some time to hold the position of editor-in-chief of that newspaper:

I heartily wish you could join us on the Times. We are now short handed and where to fill the vacancy I know not. There are plenty of people to be had and if quantity could make up for quality there would be no difficulty to supply our needs ten times over. What we want is a first class editor who could for the present take the second position and the first whenever the exigencies of the office required it. No one man can stand the continuous labor of supervising and editing a first class daily paper in New York, seven days a week, but you are familiar with newspaper work and can understand what the requirements are. I write now to learn more fully what you think of the idea and the probable duration of your stay in Washington. I feel quite sure you would feel as much at home in the Times office as in any "newspaper shop."

Newspaper editors have been called a group of economic illiterates. The generalization, of course, is false, but Walker held such a high position in the field of economics that a perusal of this book can not be but helpful to the editorial writer.

MAGAZINE editors seem to have a fondness for articles dealing with metropolitan newspapers. Consequently, "The Provincial Editor's Outlook" by Arthur Reed Kimball in Scribner's Magazine for February. It is out of ordinary in more ways than one. The experiences which Mr. Kimball describes can easily be duplicated in many newspaper offices. But it is the philosophy in the article that grips the heart. It is only too true that "the provincial editor may be called professionally a lonely man so little fellowship of craft is his."

Had the editor of any one of a number of Kansas papers been asked to discuss the topic, I am sure that the general trend would have been more cheerful. But if the reward is not indicated in the bank book Mr. Kimball does not fail to overlook those other compensations which he lists in this paragraph:

And so it comes about, on whatever side one looks at him, that the provincial editor must find his compensations in the satisfaction of the work itself; in such tangible results as he can sometimes say with truth are obvious; in some bit of solid performance here and there, like a campaign for independence in politics fought to a successful finish; in the intangible results which he has faith to believe—which he knows—must have followed persistent poundings on the same spots year in and year out; in the sense of public service rendered and in the occasional recognition of such service; in the possession of a personal constituency which to no small extent not only appreciates his paper for what he has made of it in trend, and tone, and ideals, but knows him, the man, as the maker of it.

IF one is not fed up on the subject of propaganda, some startling things will be found in "A Chapter in Propa-

ganda" reprinted in the Living Age for Jan. 26, from L'Humanite, the Paris official Communist daily. The chapter—if the extracts printed therein are authentic—shows the French press in a most unfavorable light.

FRANKLIN SNOW, editor of the Railroad column of the Christian Science Monitor, discusses "An Era of Consolidations" in the Atlantic Monthly for February.

IN a way, the story of the Minneapolis Journal is told in a recent issue of the American Magazine. The article entitled "What a Youngster Learned From His Grandfather's Newspaper" is from the pen of James H. McCullough. But the story revolves around Herschel Jones, the present publisher of the Journal. It is strange to say, but the thing that interested him in his grandfather's newspaper was the obituary column. From it he learned the value of patience and of credit based on character and integrity.

When he was 22 years old, he was a cub reporter on the Journal at a salary of \$15 a week.

"But," says Mr. Jones, "I did not then, and do not now, consider salary of much importance to a young man. All that he ought to have—and I mean this literally—is enough to house and feed him comfortably. If he has more it is likely to turn his attention away from the question which is most important to him while he is still young, that is: Does the job he holds lead in the right direction?"

Mention has been made of the lesson learned from the obituary column. But the great lesson learned by this Minneapolis publisher came from the Bible. Dana used to recommend the Bible to young reporters for its style; Jones recommends its perusal for a much more important thing.

ONE does not usually turn to the Living Age for the romance of the press. A recent issue, however, told, not about a stolen story, but about a stolen newspaper. The employees of Novisti of Belgrade in Yugoslavia did not like their unsanitary quarters. The owners of the newspaper refused to provide better accommodations, and so the whole staff, including both the mechanical and the editorial departments, moved in a body to a new building and began issuing a paper under the same name as their old one with only the word Belgrade added to the title.

In this way, the employees have literally stolen a newspaper, for the owners of the old paper have not been able to continue publication. The new paper is the same size as the old, has the same typography, and even continues the numbering of the old Novisti.

SCRIBNER'S MAGAZINE will publish during the present year, "The Changing Country Press," by Charles M. Harger, editor of the Abilene (Kan.) Reflector. It is a discussion of the community weekly of today compared with that of yesterday. In addition, it takes up many of the modern problems of the country publisher.

JOSEPH RICHARDS COMPANY has issued a booklet entitled "Business Research—The Foundation of Modern Marketing," for the purpose of giving the practical business man a clearer understanding on how research can be used in advertising. Those interested can doubtless secure a copy upon application to the Joseph Richards Company, 247 Park avenue, New York City.

UNDERNEATH the title, "Between the Lines" by Lilian Laferly, in Harper's Magazine for January, the editor prints the following:

The author of the following article has more than 10 years conducted a personal inquiry department in one of the most widely circulated metropolitan newspapers. Perhaps no one in America has been the recipient of so many intimate confessions and appeals as she reviewed a more bewildering array of human tragedies. She has been the recipient of hundreds of thousands of letters, and her post-office readers everywhere.

Readers of EDITOR & PUBLISHER can doubtless guess the name by which the author is known in the newspaper world. For a few, it may take two guesses.

How she got her assignment is told in the article. She had been sent to cover the drowning of a famous young swimming champion who had been found in shallow water so shallow and so near land that he might almost have walked in. It was a sob sister story all right, but she refused to write it. Instead of firing her, her chief sent her to her desk with these words:

If you are so much interested in human problems that you can't see when they are news, go out and study these letters. They are all that is left of a feature which used to bring in 250 letters a week and is down to about 30 now. The department is yours if you can bring it back to 100 letters a week. You don't know a story when you see it, but you'd like to try to prevent a few of them from happening.

What she accomplished may be found in the following quotation:

The letters which came to my desk for the first month were a heritage of the "silly" week." Trivial, jocose, or even obscure—all that is presently they began to yield to an attempt to make the three editorials a week (which are included in the department) honest discussions of human interests and not always of heart-interest. Long, careful analyses instead of two-line snap-judgment answers began to bring their return in earnest, thoughtful letters.

However silly sob sister stuff may seem at times, "Between the Lines" is a story of human experience well worth while reading.

MY own views on the question of publicity sent to the press can be expressed in one line of type, "Use, but don't be used." Consequently, I offer an apology for inserting in this department the following copy furnished by the State Agricultural College of Cornell University, to promote an interest in Home Paper Week:

Today, so far as appearance goes, the chief differences between the country paper and the city paper is in size. The country paper, better in the main a local paper, does not need the space that the city daily requires for its general news and features. But today the country papers make use of many of the same typographical devices and pictures that the city papers use. This word is needed to introduce a little poem by an unknown writer, who speaks of the older type of country weekly which has often been poorly printed and edited:

'Tisn't filled with cuts and pictures nor the latest news dispatches;
And the paper's often dampened and the print is sometimes blurred.
There is only one edition, and the eye's glare often catches
Traces of a missing letter, or at times a misspelled word.
No cablegram or special anywhere the eye engages;
The makeup is perhaps a trifle crude and primitive.
But an atmosphere of home life fills and permeates the pages
Of the little country paper, printed when you used to live.
How the heart grows soft and tender while its columns you're perusing,
Every item is familiar, every name you know full well.
And a flood of recollection passes o'er you while you're musing
On the past, and weaves about you an imaginative spell.
You can see the old home village once again in fancy, seeming
To be clapping hand of neighbor, and of friend and relative;
And their faces rise before you as you idly, fondly dreaming
O'er the little country paper printed when you used to live.

THE Eastman Company blazed a new trail in advertising when it ceased to tell people about its cameras and its printing papers, and began to advertise "There's a Photographer in Your Town." That was real co-operation with the retail trade.

THE Daily Mail

BRITAIN'S NATIONAL NEWSPAPER

Penetrates every day throughout the length and breadth of the British Isles.

Its nation-wide influence is indispensable to the American Salesman planning to create a demand in Britain.

DAILY MAIL

New York Offices
280 Broadway
Telephone: Worth 7270

TACOMA

Is the center of a territory of 280,000 consumers which is one of the five major markets of the Pacific Northwest. Advertisers cannot cover this territory by using outside newspapers. In the city of Tacoma the Seattle morning paper has only 867 copies on week day mornings. One Seattle evening paper has 466 copies on weekday evenings while the other Seattle afternoon paper's circulation is even more negligible.

THE TACOMA NEWS TRIBUNE

Blankets this territory. The ABC Audit of the past year gives a net paid daily average for six evenings a week of \$2,648.

Tribune Publishing Company

Frank S. Baker President
Charles B. Welch Editor and Gen. Mgr.
Advertising Representatives:
David J. Randall Ford Parsons Co. R. J. Bidwell
341 Fifth Ave. 360 No. Michigan & Co.
New York City Avenue 742 Market St.
Chicago, Ill. San Fran., Cal.

170 Pages

Every department store in Des Moines, individually and collectively, used more space in The Des Moines Capital in 1923 than was used in any other Des Moines newspaper. The excess in favor of the Capital amounted to 170 pages.

THE DES MOINES CAPITAL

Lafayette Young, Publisher

Special Representatives:
O'MARA & ORMSBEE, INC.
New York - Chicago - San Francisco

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



Some items from London, England, that will show how the Advertising and Publishing Men of Great Britain are preparing and building for the Great Advertising Convention in London, in July, 1924.

By HERBERT C. RIDOUT

(London Editor, EDITOR & PUBLISHER)

London Office—Hastings House, 10, Norfolk Street, Strand, W. C. 2

Some Points From the Big Banquet:—Inaugural Banquet of the Advertising Convention on Jan. 9, with its 600 guests overflowed the huge ballroom of the Savoy Hotel and accommodation had to be found in an adjoining room.

It was officially stated that the International Advertising Convention at Wembley has the approval and support of the British Government.

Sir Philip Lloyd-Creame, President of the British Board of Trade who spoke, recalled that he was at the send-off banquet to the British Delegation in May last.

The Lord Mayor of London (Sir Louis Newton) said that on behalf of the City of London he promised the visitors in June a cordial welcome.

The convention hospitality and entertainment fund was announced at over £25,000.

The latest subscribers to Convention funds are the London Daily Telegraph, through Lord Burnham; Aberdeen Newspapers, Ltd., through Robert Bruce, Sphere and Tatler, Ltd., through Brig. Gen. Neville Campbell, represented by £1,000 each, and the Amalgamated Press, Ltd., through Sir George Sutton, with a thousand guineas.

American visitors would have raised their eyebrows to hear the tremendous laugh mixed with the cheers that greeted the announcement that the proprietors of the Aberdeen Newspapers, Ltd., had given £1,000 to the Convention Hospitality Fund. The joke was that the dour Aberdonian is known to be the hardest of all Scottish nuts to crack. But this time Aberdeen scored. Once more, I understand that this fine contribution was due to the fact of representation at Atlantic City. Robert Bruce was a member of the British delegation and he is one of the directors of Aberdeen Newspapers, Ltd.

Lord Burnham gave several new definitions of advertising. Some of his best were:

"Advertising is the illuminating power of modern business, and the rays of its influence have all the colors of the spectrum."

"No advertising is worth consideration that does not speak for itself."

"Advertising is an essential art that conceals nothing. Its purpose is its power, and its purpose is to bring together the producer and the consumer for their mutual advantage in every market place of which the tollgates are open or even half open."

Beside the Lord Mayor of London there were present four other civic dignitaries, the Lord Provost of Glasgow, the Lord Mayor of Hull, the Lord Mayor of Bradford, and the Lord Mayor of Northampton.

C. Harold Vernon made a neat point, loudly applauded, in his statement that "Advertising, which has so often been regarded as the Cinderella of business was now being considered the fairy princess of business and courted by the princes of commerce."

One hundred and fifty inter-departmental meetings are to be held at the Wembley Convention in July, said Mr. Vernon.

Sir Herbert Morgan got a big laugh when he said that after hearing of the lavish hospitality bestowed upon the 115 British delegates to America last June, everybody would sympathize with him as on his recent visit to the States he had to tackle single handed the hospitality that had previously been divided among the hundred and fifteen.

Harold Vernon said the British railroads were offering splendid help. It only remained for provincial centres to arrange their hospitality and entertainment programs and the railroads would transport the delegates wherever desired and back.

The London daily newspaper press treated the banquet as a big news feature. The Daily Mail gave it a half column on second leader page, the Daily Telegraph ran it in two columns, the Morning Post three-quarters of a column, the Times the same, the Daily Chronicle and the Daily News each over half a column and the Daily Sketch had pictures as well. This is the most generous support ever given to a business function of this kind and speaks well for big scale reporting of the Convention proper.

So full was the banquet hall and its overflow that the service could only be conducted with difficulty, many diners sitting back to back with chairs touching. More than a hundred were reluctantly turned away for lack of space.

No less than 55 members of the British delegation to Atlantic City in June last were present at the banquet.

The Prime Minister of Northern Ireland sent the following message to Viscount Burnham: "I wish the inaugural meeting of the International Advertising Convention to be held at Wembley in July, 1924, great success. It is a matter of satisfaction to us in Northern Ireland that the Advertising Club of Ulster has been associated with the British invitation which was accepted at Atlantic City last year. The importance of this convention could not be over-estimated by business interests throughout the United Kingdom and the Empire."

Viscount Burnham described Harold Vernon as possessing an electricity almost American, a tact almost Irish, and an enthusiasm entirely British.

Publicity Club New Officers:—After two years presidency, a thing unknown before, Robert Thornberry has vacated the chair of the Publicity Club of London, W. M. Young, formerly of the advertising agency of Freer and Young, being elected in his place. As Mr. Thornberry left the chair on the evening of the last meeting, a remarkable spontaneous tribute was paid to his popularity by the entire membership of nearly five hundred rising to its feet and singing "For he's a jolly good fellow." Robert Thornberry has done good work for the Club. He has steered it in its growing days and has seen it treble if not quadruple its membership during his two years of office. He was a delegate representing the Publicity Club with the British Delegation in June last.

London Tuesday Luncheon Resumed:—The Tuesday Convention 'uncheons in London have been resumed and the good attendance and continual fresh faces show how this opportunity of getting together is appreciated. Thomas McDougall made an interesting speech in a nutshell giving details of his recent trip to your side and the Convention work and its progress. S. D. Nicholls, the 1924 president of the Fleet St. Club, was also present and spoke of the growing interest being shown in the Convention by every publicity organization.

It is announced that the newest subscription to the Convention Entertainment and Hospitality fund comes from Sir John Findlay, principal of the Edinburgh Scotsman, who has sent a cheque for £1,000.

When you come to London—

Don't miss seeing how the mammoth weekly issue of JOHN BULL is produced within 48 hours and distributed throughout the length and breath of the Land.

JOHN BULL has the largest Net Paid Sale of any 2d weekly in the world. No Bonuses. No Competitions.

JOHN BULL

For Advertising Rates and Particulars write:

PHILIP EMANUEL,
Advertisement Manager
ODHAMS PRESS, LTD.
57-59, Long Acre, London, W.C.2. Eng.

LINKS WITH BRITAIN

SCROOBY

John Robinson

BORN at Gainsborough and educated at Cambridge, JOHN ROBINSON first held the living at Mundham in Norfolk. He was suspended for his opposition to ceremonies and moved on to Norwich. After some years he was compelled to leave the Church and give up his Cambridge Fellowship. He joined the Separatists and preached to them at Gainsborough and later at Scrooby, where he acted as assistant to RICHARD CLYFTON. In 1608 to avoid persecution, he went to Amsterdam, the following year becoming pastor of a church at Leyden, where he formulated plans for a Puritan Colony in America. The foundation stone of the John Robinson Memorial Church, Scrooby, was laid by the Hon. T. F. Bayard, U. S. Ambassador, 20th June, 1896.

London & North Eastern Railway from King's Cross Station, London

For Free Travel Guide & all information—

ASK KETCHAM,

General Agent,

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

If you want Evening Circulation in Baltimore use

THE NEWS

If you prefer Morning Circulation use

THE AMERICAN

That is what the local merchants are doing and that is what we offer you.

NO FORCED COMBINATIONS when you buy

THE BALTIMORE NEWS

and The

BALTIMORE AMERICAN

EDITORIAL



BILLBOARDS

THE movement against the billboard as a public nuisance is gaining strength. There never was any excuse for this insult or this affront to a people who had an appreciation for beauty even though they could not enter claims of being artistic.

There may be a proper place for the billboard as a proper place for advertising in the general scheme of things even though we have not found it.

Florida, Pennsylvania and Wisconsin are among the states that have entered the anti-billboard ranks in a manner that leaves no doubt as to the feeling of the people on this method of national commercial disfigurement.

Among the organizations that are making a worthwhile fight on the billboard form of advertising is the Glens Falls (N. Y.) Garden Club. It is attaining exceptional results through educational appeal. The personal appeal has entered largely into its campaign according to the Garden Magazine, which is now carrying on an aggressive campaign against that medium of advertising.

That the matter of landscape disfigurement by the erection of unsightly billboards is largely a matter of local public opinion is disclosed by the responses that have been received by the Glens Falls Garden Club to letters sent to well-known national advertisers.

Thus Kirkman & Son, manufacturers of soap, have issued these instructions to poster companies: "We do not wish any Kirkman & Co. posters placed either on locations which might in any way be construed as spoiling a rural vista or on locations which are so located as to be objectionable to the residents of the community in which they are situated."

In response to this same appeal such advertisers as the Goodyear Tire Company, the Kelly-Springfield Tire Company, B. F. Goodrich Tire Company, Fisk Tire Company, Supreme Gulf Oil Company, Armour's Butter, and Kirkman and Company have agreed to keep their signs off the Lake George Highway.

The Kelly-Springfield Tire Company have gone further and decided to let all their billboard contracts expire as rapidly as they run out.

"We have taken this step," the company writes, "first: because there were so many boards on the roads that we believed that this sort of advertising had lost much of its value.

"Second: because we felt that the medium had been abused to an extent that made complaints on the part of the public justifiable."

The very fact that national advertisers on a large scale have awakened to the ineffectiveness of advertising that is an affront instead of an appeal is heartening.

That advertisers have been awakened to the need of considering the artistic reaction of prospective customers is of more than passing interest. It is to be hoped that they will some day come to a full appreciation of the expressed advertising wisdom of that master, John Wanamaker, who after years of experience, remarked:

"The people want their advertising like their other news in places where they expect to find it; That is why my store uses only newspapers to send its message to the people of Philadelphia."

THERE has never been a time when journalism offered as many opportunities for the man or woman of ability as today. The need for executives is particularly urgent. Hardly a day goes by that a request does not come to EDITOR & PUBLISHER to recommend some man for an important position. These requests come from every part of the country and the salaries mentioned are a figure unheard of in the newspaper business a very few years ago. Some days ago the editor of an important daily newspaper asked that two reporters be recommended to him. His only stipulation was that they must be men worth more than \$75 a week. Five years ago this same newspaper was not paying its managing editor that much money. The demand for ability in the newspaper business was never greater and the question of salary is not what you can afford to live on, but what are you worth.

THE KING'S CONFESSION

The Acts 26: 22 to 28

HAVING therefore obtained help of God, I continue unto this day, witnessing both to small and great, saying none other things than those which the prophets and Moses did say should come:

That Christ should suffer and that He should be the first that should rise from the dead, and should show light unto the people, and to the Gentiles.

And as he thus spake of himself, Festus said with a loud voice, Paul, thou art beside thyself; much learning doth make thee mad.

But he said, I am not mad, most noble Festus; but speak forth the words of truth and soberness.

For the King knoweth of these things, before whom also I speak freely; for I am persuaded that none of these things are hidden from him; for this thing was not done in a corner.

King Agrippa, believest thou the prophets? I know that thou believest. Then Agrippa said unto Paul. Almost thou persuadest me to be a Christian.

BUY AND PAY FOR IT

THAT business is beginning to awake to the danger of the press agent evil, we are finding increasing evidence in many quarters.

Byron G. Moon, director of advertising for the Associated Knit Underwear Manufacturers, speaking before that organization during the convention of the National Wholesale Dry Goods Association in New York this week said:

"If an industry has a worthwhile message to tell it should buy advertising space and pay for it.

"In a good many lines of endeavor business interests are employing press agents whose chief ambition seems to be to put something over in the daily press and in the magazines. Last May and June we employed a number of clipping bureaus to clip all the underwear news appearing in the trade press, magazines and newspapers. The news we found was not worthy of the name. Most of the so-called news was in reality misinformation which was misleading to the consumer and extremely hurtful to the manufacturer.

"If an industry is of sufficient consequence to have news, the industry should employ a news editor to furnish a constructive, dependable news service rather than to devise schemes to take advantage of the public or of the press."

Mr. Moon is in charge of a \$250,000 advertising campaign and it is worthy of note that he is spending it all for paid space.

February 2, 1924 Volume 56, No. 36

EDITOR & PUBLISHER

Published Weekly by

THE EDITOR & PUBLISHER CO.,

1115 World Building 63 Park Row, New York

James Wright Brown, Editor.

Ben Mellon, Associate Editor.

Arthur T. Robb, Jr., Managing Editor.

Fenton Dowling, Business Manager.

J. B. Keeney, Advertising Manager.

George Strate, Circulation Manager.

Washington: Sam Bell, 26 Jackson Place.

St. Louis: Roy M. Edmonds, 1638 Arcade Building.

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

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

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

Tokyo: John R. Morris, Japan Advertiser.

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

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

KNOWLEDGE AND UNDERSTANDING

SPEAKING in Pittsburgh this week, William Bezell, assistant managing editor of the New York World, said that it was never so easy as possible to add understanding to knowledge as today. He laid great stress on the fact that speed in communication and transportation through the invention of the last fifty years had brought the people of the world together in a single brotherhood.

Pointing out that we know one another and that there are no more unexplored places and that there are no more people who have not been received into our brotherhood, he laid stress on the fact that while we have knowledge we have not yet achieved the understanding that will give us world peace. "Knowing one another, we perceive," he said, "that there are certain reasons why we have not achieved world peace. We know what these reasons are but we do not understand why they are."

The great mission of the press is to bring about that understanding; that the press as a whole is coming to a full appreciation of the task that is before it is Mr. Bezell's belief.

"Less and less are they dealing with abstraction," said Mr. Bezell in his discussion of newspapers, "which is what most partisanship boils down to, and more and more are they dealing with realities, the realities of the every-day life of every-day people. The complaints that are heard come mostly from those who either are not changing at all or are not changing rapidly enough to keep pace. Doubtless and assailed as the daily newspaper may be, its hold upon the people grows constantly stronger. In the past ten years circulation of the daily newspapers of the United States has grown two and one-half times as fast as population as a whole. It has grown almost an even one-third more rapidly than even the growth of twenty-nine per cent urban population."

The physical structure for the establishment of understanding has been built and is today functioning. It expresses itself first of all through the daily press. How deep that understanding is depends entirely upon the responsibility and honor of the individual journalist to the confidence that is placed in him by the reading public.

With the leaders in our profession delving deep into the problems of world understanding there need be no fear of newspapers continuing to hold public confidence.

INTELLIGENT INSTRUCTION

BY promoting a simple formula, the Bureau of Advertising, American Newspaper Publishers Association, has, in the words of William L. Thomson, director, had a "good year in 1923."

The formula concentrated upon was merely that the best way to get more advertising was to help make advertising more valuable. With this in view, the keynote of the Bureau's activities has been not the blatant ballyhoo, "Use Newspapers Because Newspapers Are Best," but rather to offer less local but more appealing information on "How to Get Best Results from the Best Medium."

In other words, the Bureau has been instructing advertisers to use newspaper space intelligently. Advertisers are heeding the instruction with success. By their success do the newspapers also benefit.

While the Bureau is playing schoolmaster to national advertisers, individual newspapers might well adopt the same pose towards local business.

Newspaper copy, as Mr. Thomson pointed out when he noted the year's progress, comprises a problem all by itself. Special study and treatment are required. But the secret of effective copy is not limited to any select group. The lowliest publisher can and should commit to memory the simple formula of the Bureau of Advertising, for there are still some skeptics.

Newspapers are beyond doubt the best media. Intelligent use of them by advertisers will make the best, even more profitable.

PERSONAL

ROY W. HOWARD, chairman of the board of the Scripps-Howard News-

Gardner Cowles, proprietor, Des Moines Register & Tribune, accompanied by Mrs. Cowles, sailed from New York Jan. 30

Don C. Seitz, New York Evening World, is the author of a biography, "Braxton Bragg, General of the Confederacy," published by the State Company, Columbia, S. C.

Chester S. Lord, once managing editor, the old New York Sun, was this week elected president of the National Institute of Social Science, New York.

Frederick Roy Martin, general manager, Associated Press, now in Peru, has called the New York office stating that he has conferred with President Leguia of Peru, with Minister Salomon and with American Minister Miles Poindexter.

Hugh O'Donnell, assistant business manager, New York Times, has been elected to honorary membership in the Alpha Delta Sigma society, a journalistic fraternity. The fraternity maintains the Charles R. Miller Chapter in New York, named after the late editor of the Times.

Engene C. Pulliam, editor and owner, Lebanon (Pa.) Reporter, accompanied by Mrs. Pulliam and their son Eugene Jr., have gone to Daytona Beach, Fla., for the month of February. They will visit a number of Florida points and Mr. Pulliam will write a daily travel letter for his newspaper. Before becoming publisher Mr. Pulliam was staff correspondent for the Kansas City Star.

Will C. Edwards, editor and publisher, Denton (Tex.) Record-Chronicle, and member of the Texas legislature, has announced his candidacy for lieutenant-governor of Texas. He has served as president of the Texas Press Association and of the Texas Daily Press League.

John C. Talmadge, editor and publisher, Zearing (Ia.) Tri-County News, is recovering from an attack of pneumonia.

John F. D. Ané, publisher, Burlington (Ia.) Hawkeye, gave a dinner Jan. 25 to 40 carrier boys employed by the newspaper.

Luther Brewer, former publisher and editor, Cedar Rapids (Ia.) Republican, has given a collection of old prints to the Cedar Rapids public library.

Col. R. R. McCormick, co-editor, Chicago Tribune, and Mrs. McCormick, left this week for a six weeks' European trip.

IN THE BUSINESS OFFICE

D. O. NELSON, who has been advertising representative of the magazine section of the Sunday edition of The New York Times, has resigned to accept a position with the Fairchild Publications.

Walter Steele has resigned as business manager, Muncie (Ind.) Press to become advertising manager Washington (D. C.) National Republican.

William Norton, promotion editor, Toledo (O.) Blade, has resigned following a nervous breakdown.

J. E. Sweeney has become manager, Waseca (Minn.) Journal, in place of W. H. Mickelson.

Allen Martin has been appointed business manager, Terre Haute (Ind.) Post, effective Feb. 1. Martin was formerly advertising manager of that paper. He succeeds Walter A. Letzler who leaves to become general manager, Muncie (Ind.) Press.

V. D. Ringwald, formerly in the newspaper business at Ranger and East-

land, Tex., has been made general manager, Cisco (Tex.) News.

James Tole, formerly assistant business manager, New York Globe, and later with the Hearst papers in Baltimore and New York, has purchased the Schumann Art Print, 113 Washington street, South Norwalk, Conn.

John Othen has been appointed advertising manager, Jacksonville (Fla.) Journal. He formerly had been with the Florida Metropolis, which later became the Journal, in a similar capacity from 1912 to 1922. More recently Mr. Othen has been with the Atlanta office of Allied Newspapers, Inc., as a traveling representative.

J. H. Hampton, recently advertising manager, Jacksonville (Fla.) Journal, has joined the Pensacola (Fla.) Journal in a similar capacity.

IN THE EDITORIAL ROOMS

L. B. WHITE, copy desk, Kansas City Kansan, has been given full charge of the editorial page.

J. G. Sanders, formerly of the Aberdeen (S. D.) Journal, and in charge of publicity for the Coolidge campaign in that state, has succeeded J. H. O'Neill as managing editor, Wausau (Wis.) Record-Herald.

Redge G. Smith has left the Long Beach (Cal.) Press to become editor and general manager of the Fullerton (Cal.) News.

Paul A. Benton, only newspaperman to accompany the scientific expedition headed by R. O. Marsh of Brockport, N. Y., going to unexplored jungles of the Darien District, Panama, is a staff member of the Rochester Times-Union.

Dwight Perrin, city editor, New York Tribune, who resigns that position to take a similar post on the New York Herald, effective Feb. 1, was presented with a gold watch and chain by members of the Tribune editorial staff, Jan. 31.

Miss Murel DeVecchis, of Pennsylvania, N. J., succeeds Miss Celeste Salfer as assistant society editor, Wilmington (Del.) Every Evening.

Marion Collins becomes head copy reader, Kansas City Journal-Post, morning edition.

George J. Martin, former reporter, Dallas (Tex.) News, has resigned to handle publicity for the Salvation Army in Dallas.

Harry Bengé Crozier, former staff correspondent Dallas (Tex.) News, and prior to his transfer to Dallas, holding a similar position with the Galveston (Tex.) News, has resigned and is now doing some work for the Underwood political organization in Texas. Mr. Crozier is former city editor of both the Galveston News and the Dallas News.

W. A. Ownby, managing editor Waxahachie (Tex.) Light and Weekly Enterprise, has been forced to retire from active work because of failing health. Mr. Ownby has entered a sanatorium at San Antonio. During his absence from Waxahachie his place is being filled temporarily by Ed McElroy.

F. H. Ayres, state news editor, Shreveport (La.) Times, who was struck by an automobile and severely injured some time ago, has recovered from his injuries.

S. J. McNally of the Des Moines (Ia.) Register staff is now conducting a daily column under the title of "Shocking the Tall Corn."

Miss Dorothy Haley, former reporter, Anchorage (Alaska) Times and Juneau (Alaska) Empire, has been made publicity agent for the Alaska railroad with headquarters in Juneau.

I. N. Tompkins, Mankato (Minn.) Free Press, and his wife were injured while on an automobile tour recently.

Thomas M. Arnold, of the editorial staff, Fort Worth (Tex.) Record, has been placed in charge of the Dallas bureau of the Record.

Sophie Irene Loeb, New York World staff, and president, Board of Child Welfare, addressed the Woman's Press Club, New York, Jan. 26.

J. B. Waldo, oil editor, Chicago Jour-

FOLKS WORTH KNOWING

TWENTY years ago, Peyton T. Anderson, now vice-president and general manager, Macon (Ga.) Telegraph, was chief clerk in a railroad office on the Central of Georgia Railway. He longed for newspaper work, however, and, entering the business office of the Telegraph, he has advanced through the circulation and advertising departments, until at last he has reached the top.



P. T. ANDERSON

Keeping tab on the business end of the Telegraph is today only a small portion of the work that has fallen to Mr. Anderson.

He is what is known as a "live" one when it comes to civic affairs, which probably explains why he has been president of the Macon Kiwanis Club, and why he was elevated to the position of governor for the Georgia district of that organization, a position he now holds.

Macon was having a community chest campaign recently. P. T. Anderson was asked to be chairman and accepted. The campaign went over big.

The Idle Hour Club needed a president and Mr. Anderson accepted that honor, too. He put the club on a sound financial basis.

And if a local organization calls on Mr. Anderson to do his bit on the stage for charity's sake, he never refuses.

nal of Commerce for more than two years who resigned a few months ago, has returned to his old position.

John T. McCutcheon, cartoonist, Chicago Tribune, and Mrs. McCutcheon have gone to "Treasure Island," near Bermuda, for their annual two months' stay.

Mrs. Randall Gould, wife of the editor, Japan Times, and herself a newspaper woman from Chicago, sailed Jan. 26 from San Francisco for Tokyo after visiting her parents in Chicago.

T. B. Stutzman, St. Paul Dispatch reporter, has resigned.

H. Campbell-Duncan, formerly Toronto Globe staff, and Miss Helen Durno recently joined the editorial staff, Chicago Daily Journal.

A. D. Stedman, city editor, St. Paul Pioneer Press, is back at his desk after 3 weeks' illness. His place was filled by Alvin Steinkopf.

T. Glenn Harrison has returned to the St. Paul Dispatch-Pioneer Press and is doing assignments after a fling at country newspapering at Ortonville, Minn.

A. Boyd Hamilton has been made associate editor, Harrisburg (Pa.) Telegraph.

T. J. V. McKian is the new associate editor, Chicago Journal of Commerce, in charge of insurance news.

Hillary H. Mangum has been made managing editor, Augusta (Ga.) Chronicle, taking the place of the late Thomas D. Murphy, who died recently after a service of many years. Mangum has been with the Chronicle 5 years serving as reporter, sporting editor and city editor.

HOLDING NEW POSTS

G. HURST PAUL, from New York Journal copy desk, to Harrisburg (Pa.) Telegraph.

Claude M. Gray, from market desk, Kansas City Star, to copy desk, Kansas City Kansan.

Sam Greene, from sports staff, Detroit Free Press, to sports staff Detroit News.

Victor P. O'Keefe, from local staff, Wilmington (Del.) Every Evening, to staff Mt. Vernon (N. Y.) Argus. He is succeeded on Every Evening by J. Clark Samuel of Wilmington.

George W. Greene, from copy desk, New Bedford (Wis.) Standard to editor, New London (Wis.) Press.

W. E. Breitenstein, from staff, Great Falls (Mont.) Leader, to editor, Marshfield (Ore.) Southwestern Oregon News.

Leland Bell, from reporter, Detroit News, to Grand Rapids Press.

Stanley Orne, from copy reader, Seattle (Wash.) Post-Intelligencer, to staff Everett (Wash.) News.

Florence Smith Vincent, from staff, (Continued on next page)

VISITORS TO NEW YORK

H. J. POWELL, Coffeyville (Kan.) Journal.

A. N. McKay, Salt Lake City Tribune. Robert Ewing, New Orleans States. George McClellan, St. Joseph (Mo.) Gazette.

W. O. Taylor, Boston Globe. Clark Howell, Atlanta (Ga.) Constitution.

Charles E. Marsh, Austin (Tex.) American.

"I feel that the Haskin Service is constantly reaching an expanding constituency. I have found it of great value to us." A. N. McKay, General Manager, The Salt Lake Tribune.

PERSONAL

(Continued from page 33)

New York Telegram, to woman's page, New York Sun and Globe.

W. C. Phelps, from advertising department, Chicago Tribune; to director promoting advertising, Chicago Journal of Commerce.

Miss Elizabeth Walker, from editorial department, Chicago Journal, to staff, Chicago Herald and Examiner.

WITH THE ADVERTISERS

W. A. McDERMID, for the past 3 years general sales manager, Auto-graphic Register Company, Hoboken, N. J.; has resigned, effective Feb. 10, to become assistant to the president of Life Savers, Inc., Port Chester, New York.

Huston D. Crippen has been appointed assistant advertising manager Science and Invention and Practical Electrics of Radio News.

J. W. Heinz, 8 years advertising manager for Lundt & Co., Moline, Ill., who lately resigned to join the Deere & Co. forces, has decided to devote himself to an advertising and sign service in Moline and is located at 515 Sixteenth street.

Hardin Crowe, a former student of the Missouri University school of journalism, has been appointed advertising manager of the A. P. Greene Firebrick Company of Mexico, Mo.

Richard L. Metcalfe, for several years publicity manager, Brandeis stores, Omaha, Neb., has resigned.

W. H. Lamar has resigned as sales manager of the Domestic Electric Company, Cleveland, O., manufacturers of fractional horse power motors. His successor is E. S. Sabin, Jr.

E. S. Sabin, Jr., has been appointed sales manager of the Domestic Electric Company, Cleveland, Ohio, succeeding W. H. Lamar, who has resigned.

D. O. Nelson has joined the advertising staff of Women's Wear, New York. He was recently on the staff of the New York Times.

IN THE AGENCY FIELD

W. T. GRAY, formerly assistant managing editor, Louisville (Ky.) Courier-Journal, has joined the copy staff of Edwin Bird Wilson, Inc., advertising agency. Gray has had newspaper and advertising experience in Louisville and St. Louis; and several years ago was Washington correspondent of the St. Louis Republic.

N. W. Ayer & Sons are opening offices in the Matson building, San Francisco. G. H. Thornley will be in charge. This firm will place all future advertising on Hills Brothers' coffee, a San Francisco product.

Harris L. Corey, formerly advertising manager, Champion Spark Plug Company, Toledo, O., and latterly vice-president of Wortman, Corey and Potter of Syracuse and Utica, has been elected director and secretary of the John S. King Company, Cleveland advertising agency.

Hope-Mills Advertising Agency has been organized at Dallas, Tex., by Charles Bennett Mills and David E. Hope. The agency will render a complete advertising service to concerns in Dallas and immediate trade territory.

John O. Munn, president of the John O. Munn Advertising Agency, Toledo, and former president, Toledo Advertising Club, has been named secretary of the Toledo Exchange Club by the club's board of control.

Charles C. Baldwin, formerly engaged in publicity work in Cleveland and Tulsa, Okla., has joined the copy staff of Albert Frank & Company.

John H. Lemmon, for past 6 years in charge of special advertising service for the Chicago office of the Class Journal Company, has joined the Power, Alexander & Jenkins Company, Detroit advertising agency.

A. E. Little, formerly connected with

the Paul Teas Advertising Agency, will be the new instructor of advertising at the Cleveland Y. M. C. A. School of Technology.

Alfred Austin Advertising Agency, formerly located at 244 Fifth avenue, New York, has removed to new quarters in the Culver Building, 116 West Thirty-second street, New York.

A general advertising agency operating under the name of Rook and McSweeney, with offices in the Bakewell Building, Pittsburgh, has been dissolved with the retirement of Daniel McSweeney. Charles A. Rook, Jr., will continue the business under the name of Rook Advertising Service. Mr. Rook is a son of Charles A. Rook, the former president-editor of the Pittsburgh Dispatch, now director of public safety of Pittsburgh.

D. W. Gibson has been appointed secretary of Condon-Milne, Inc., Seattle and Tacoma advertising agency. He was formerly with the Bunting Publications, Inc.

Humphrey M. Bourne, director of plans, was elected vice-president of the Dorland Agency, Inc., New York, at the annual meeting of that organization recently.

Frances Buente, for the last five years, editor, "Tide Water Topics" with the Tide Water Oil Company, New York, has started an advertising business in New York, specializing in direct-mail campaigns.

Frederick L. Reid has started an advertising business under his own name at Poughkeepsie, N. Y., with a branch office at New York. Mr. Reid was recently with the Dutchess Manufacturing Company, Poughkeepsie.

WITH THE SPECIALS

C. L. HOUSER COMPANY, New York, and Chicago, has been appointed the national advertising representative for the Amsterdam (N. Y.) Recorder, effective Feb. 1.

Thomas F. Clark Company, New York, has been appointed national advertising representative for the Edenton (N. C.) News.

American Press Association has been designated foreign advertising representative of the Danville (Ky.) Messenger.

Edwin C. Williams, publishers' representative, San Francisco, has been appointed manager of the San Francisco office of Allied Newspapers.

CHANGES IN OWNERSHIP

W. L. SNOWDEN has sold his interest in the Oswego (N. Y.) Times to his partner, E. M. Waterbury.

Howard W. Younkin, who succeeded his father as editor of the Lone Tree (Ia.) Reporter but sold that paper last March, has re-entered the newspaper field, this time as publisher of the Wayne County Democrat at Corydon, Ia.

C. C. Dodson, former publisher, Wynnewood (Okla.) New Era, has purchased the Verden (Okla.) News, from

F. E. Forgy. Mr. Forgy has purchased the Mince (Okla.) Minstrel and will continue publication of that paper.

Miss Isabella M. Feeney, publisher and editor, Northome (Minn.) Record, has sold to M. L. Rugroden of Park Rapids.

C. W. Dale, editor, Mahomet (Ill.) Sucker State, has sold that newspaper to its former owner, Charles Pugh of Mahomet. Mr. Dale will move to St. Joseph, Ill., where he will devote his time to the editing of his two other papers, the St. Joseph Record and the Ogden Courier.

W. W. Mayes of Brownwood, Tex., son of Will H. Mayes, dean of the School of Journalism, University of Texas, has purchased one-half interest in the Center (Tex.) Champion from R. M. Gilmore. Mr. Mayes will assume active charge of the paper, while Mr. Gilmore will devote his time to other interests.

Ben Smith, who established the Snyder (Tex.) Signal, which recently discontinued publication, has sold his plant to W. P. Florence, West Texas newspaper man. Florence announces he will move the plant to Slaton, Lubbock County, and establish a new weekly to be known as the Slaton Plains Radiograph.

Paul B. Hubbard, owner, Holland (Minn.) Independent, has bought the Woodstock News from George W. Brown and sold a half-interest to J. S. Randolph, Edgerton Enterprise. The Enterprise will do the mechanical work for both the News and Independent.

Louis W. Pendergraft, owner and editor, Columbus (Tex.) Colorado Citizen, a weekly, has leased his plant to W. D. Hurd, of Flatonia, Tex., who will con-

tinue publication of the Citizen. Pendergraft will move to Houston where he will join the Houston (Tex.) Citizen.

J. L. Powers has sold the Malone (Tex.) Register to E. L. Battaille, recently of Abilene. Mr. Battaille will continue publication of the Register.

Franklin P. Smith, former editor of the Soldiers' Home, has taken over the Danville (Ill.) Illinois Banner from George W. Woolsey.

C. V. Pierce, formerly with the Rapids (Ia.) Republican, and Norman Graham, formerly city editor, of the publican, have purchased the Wabash (Ia.) News.

ON THE MECHANICAL SIDE

E. EVERETT V. MURRAY, president of the Marion (Ind.) Chronicle, has gone to St. Petersburg, Fla., where he will spend some time as an efficient expert in the press department of the St. Petersburg Times.

Charles Chidsey, recently with the Crowell Publishing Company and previously with the Turner Construction Company, New York, and Todd Photographic Company, Rochester, N. Y., has joined the sales department of the Intertype Corporation, Brooklyn, N. Y., as manager of sales promotion and advertising.

F. L. Dillman, linotype machine operator, Cedar Rapids (Ia.) Republican, has been elected president of the Cedar Rapids Federation of Labor. W. D. Lee, also linotype operator in the Republican, has been elected recording secretary.

47,000,000 of them

The total church membership of this country is over 47,000,000. It is growing much faster than the population.

If you go to church you know that the people who are regular in their pews every Sunday are the most reliable people in the community.

If you don't go to church you may imagine that no one else does—a fatal presumption for a man who is attempting to build up the highest class advertising for his newspaper.

Churches in all parts of the country are advertising. The important thing is that they use helpful copy. Three series are available, enough for six months or more, each ad 250 words.

Series No. 5 free to any paper, obtainable from E. H. Harris, The Richmond Palladium, Richmond, Ind.

Series No. 3 and No. 4 copyrighted ads, available to only one paper in a town on a charge of about 40 cents per week, obtainable from Herbert H. Smith, 518 Witherspoon Bldg., Philadelphia, Pa.

CHURCH ADVERTISING DEPARTMENT

A. A. C. W.

YOUR CLASSIFIED
AD

in

EDITOR & PUBLISHER

is read by the man
you want to reach

NEW PLANTS AND EQUIPMENT

GROSS PRINTING PRESS COMPANY, Chicago, is building three-color rotogravure presses to be used by the Chicago Tribune in the production of their new illustrated weekly magazine, starting in May.

Detroit Free Press has bought 25 Goss units and six pairs of folders to replace present equipment.

Burlington (Vt.) News has moved into its new home on College street from Main street. H. Nelson Jackson, owner, bought the new building last fall.

Montesano (Wash.) Vidette has installed a new 10x15 platen press with Miller feeder.

Long Beach (Cal.) Press recently bought a double sextuple Goss press.

Joliet Printing Company has sold the Joliet (Ill.) Herald-News building to Senator Richard J. Barr for \$67,500. He will take possession directly the new Herald-News home at Scott and Van Buren streets is ready for occupancy.

NEW PUBLICATIONS

PRESS PUBLISHING COMPANY has been formed to publish a weekly Democratic newspaper in Wenatchee, Wash. Ben Spear and Robert Hamell of Waterville and W. H. Murray of Withrow are the organizers. They have not announced the date of initial publication. The company will take over the plant of the discontinued Withrow Banner.

Grand Saline (Tex.) Sun, a weekly, has been organized at Grand Saline, with capital stock of \$15,000. Incorporators are: T. S. McGrain, Mrs. F. L. Dixon and C. O. Dixon.

Horace L. Barnes has started the Povey (Minn.) Press.

SPECIAL EDITIONS

UNIONTOWN (Pa.) Herald, a 16-page Elks' Booster section, Jan. 23. Pensacola (Fla.) Sunday News, a 100-page Know West Florida edition, Jan. 13.

Deland (Fla.) News, a 54-page Volusia Development edition, Jan. 17.

Rochester (N. Y.) Herald, a 136-page Automobile edition, Jan. 20.

Lincoln (Neb.) Sunday Star, a 74-page, New Year and New Home edition, Jan. 20.

ASSOCIATIONS

ASSOCIATED PRESS editors of Ohio will meet at Middletown, O., April 14, Frank B. Pauly of the association has announced.

George Riley, treasurer, American Press Association, is making a tour of the South to develop more foreign advertising for country newspapers. Mr. Riley will visit Atlanta, Jacksonville, Pensacola and Cincinnati.

Senator Royal S. Copeland, New York, and Mayor Howard W. Jackson, Baltimore, will address the Baltimore Press Club, Feb. 6.

Georgia Press Association will hold its annual mid-winter meeting at Cairo, Ga., Feb. 14 and 15. A feature will be a trip to Savannah where delegates will be guests of the city. Charles D. Rountree, editor, Wrightsville Headlight, and association president, is in charge.

Advertising will be the keynote of Spokane Chamber of Commerce activities during 1924, according to George A. Phillips, chairman, publicity bureau. A committee will administer the special \$35,000 advertising fund raised last fall.

Speakers from Montreal, Chicago and Detroit addressed an On-to-London rally of the Toledo Woman's Advertising Club recently.

Sixth annual conference of Oregon newspaper men will be held at Eugene under the auspices of the University of Oregon school of journalism, Feb. 15 and 16. Annual banquet will be held Feb. 15.

Members of the Del-Mar-Via Press Association, comprising editors and publishers in Delaware and on the Eastern

shore of Maryland, will be guests of Governor Albert Ritchie of Maryland at a dinner in Annapolis, Md., Feb. 9. The association will hold its mid-winter meeting in Annapolis on that day.

Texas Managing Editors' Association, whose membership includes managing editors of all daily newspapers in Texas carrying full leased wire reports of the Associated Press, have re-elected the following officers: A. L. Perkins, managing editor, Galveston Tribune, president; Edwin B. Doran, director of telegraph and news departments of the publications of A. H. Belo & Co., Dallas, including the Dallas News and the Dallas Journal, secretary.

Des Moines Press Club has elected Hoyt Sherman Place for the musical program to be held Feb. 11. Mrs. Herbert Marshall, two years soloist with Sousa's band, is among the group of artists contracted to appear. The Press club committee includes Charles Grahl, Dr. Rodney P. Fagan, Walter Reck, Samuel K. Miller and R. L. Richmond.

Dearborn Mutual Benefit Association, maintained by employees of the Chicago Tribune, gained 220 new members at the beginning of the new year, bringing the total to 1,228, according to the yearly report. Receipts during 1923 totalled \$217,658.84 and disbursements were \$93,310.28, leaving \$124,347.56 for distribution among the members. The Medill Building and Loan Association, also maintained by employees of the Tribune, has made real estate loans totalling \$361,445 to its members, helping 67 persons to buy or build homes. Other loans have totalled \$38,445. The association includes 648 of the 2,003 employees of the Tribune.

New officers of the Denver Advertising Club for the year 1923 are: A. U. Mayfield re-elected chairman; Joseph Emerson Smith, vice-chairman, and John L. Jenkins re-elected secretary and treasurer. The following 8 directors were appointed: John J. Cahill, Jack Denike, F. A. Franklin, Lulu F. Grimes, Marie Richey, Joseph Emerson Smith, and H. M. Voss. J. O. Goodwin and E. G. Valentine were appointed to fill two vacancies among the holdover directors. George W. Bixler heads the program committee for the ensuing year.

At a meeting of the Advertising Club of Birmingham, held Saturday, Jan. 26, Herbert J. Baum was elected president of the organization to fill the place of the late B. A. Davey, former president. Resolutions were read and passed on the deaths of Mr. Davey and also of John Sparrow, the vice-president of the club, who was killed in an automobile accident just a few days after the death of Mr. Davey.

Gov. Gifford Pinchot of Pennsylvania will speak at a luncheon of the Chicago Press Club, Friday, Feb. 8, at the club's rooms in West Adams Street. All tickets for the luncheon have been sold.

ST. LOUIS MAKES OWN PLANS

Ad Club Contract Separately for Passage to London, July 4

Rather than go with the party being arranged by the Associated Advertising Clubs of the World, the Advertising Club of St. Louis has contracted for passage to London from Montreal, July 4, on board the Canadian Pacific liner, Montcalm.

The club has contracted for 152 berths. Reservations close Feb. 11.

Hotel accommodations for the stay in London have been made at the Grand Hotel. The ability of the Canadian Pacific to make definite hotel reservations for the party was one of the reasons which caused the selection of that line.

Another reason for the movement via Montreal was that summer tourist rates will be in effect to that resort at that time, whereas no round trip rates will be available to New York.

The St. Louis delegation will be headed by Mayor Henry W. Kiel, a member of the club, who has missed but one convention since 1915: Carl F. G. Meyer, president, and Walter B. Weisenburger, former president.

NATURE HAS ENDOWED WEST VIRGINIA

beyond ordinary comparison.

This state—the richest area for its size in natural resources—has scarcely a square mile of surface that is not in commercial timber or fertile farms, underlaid with one of the greatest continuous bituminous coal fields in the world, petroleum and natural gas.

West Virginia has over 30 per cent of all natural gas land acreage, 21 per cent of all productive gas wells and produces 40 per cent of all natural gas produced in the United States.

West Virginia is probably the territory that offers National Advertisers the greatest opportunity for the smallest investment.

By the very minimum investment in daily newspaper advertising you can cover this territory.

Get in touch with this live-wire list of wide-awake newspapers for further details on individual markets and sales co-operation.

	Rate for Circulation lines	Rate for Circulation lines
Bluefield		
**Telegraph (M)	16,495 .94	
Charleston		
**Gazette (M)	19,997 .96	
**Gazette (S)	24,135 .97	
Clarksburg		
*Exponent (M&S)	8,991 .93	
**Telegram (E)	10,410 .94	
**Telegram (S)	13,198 .945	
Fairmont		
*Times (M)	7,675 .93	
Huntington		
**Advertiser (E)	10,598 .935	
**Herald-Dispatch. (M)	13,500 .935	
**Herald-Dispatch. (S)	13,458 .94	
Martinsburg		
*Journal (E)	4,837 .93	
Parkersburg		
††News (M)	7,327 .925	
††News (S)	8,919 .925	
**Sentinel (E)	7,466 .93	
Wheeling		
†Intelligencer (M)	12,797 .9325	
†News (E)	15,261 .96	
†News (S)	16,719 .97	

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

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. Morgensen & Co.,
Inc.**

Los Angeles—San Francisco—Seattle

**IN NEW ORLEANS NOW
IT'S THE STATES**

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

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

1922 advertising gain, 1,025,432 agate lines.

Greatest record in the South.

Get complete information on New Orleans situation before deciding on advertising campaign.

Represented by

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

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

Few Papers—(if any)—surpass the
TRENTON TIMES
NEW JERSEY

AS
A Food Medium

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

Circulation 30,237 Member A. B. C.

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

**A Million
Eyes—**

EACH Sunday over a half million people in the Milwaukee-Wisconsin market look at The Milwaukee Journal's ROTO section first—the only Roto section published anywhere solely for Wisconsin people. Remember—ROTO sells quality merchandise!

The Milwaukee
JOURNAL
FIRST—by Merit



MARTIN I. TOWNSEND, the jocular statesman of Troy, was a member of the New York delegation in Congress more than 40 years ago. He was an old man, and when appointed to the committee on Revolutionary claims made his compeers and all New Yorkers grin audibly by remarking how handy it was to have a man on that committee who personally remembered the leading events of the Revolution.

It might be going too far to chide the managers of the recent observance of Franklin's birthday in New York for having failed to import me from St. Paul to descendant upon my personal intimacy with Poor Richard; but I do happen to remember Homer H. Rowell as a young man.

As announced by EDITOR & PUBLISHER, the financial editor of the Rochester Democrat and Chronicle died Dec. 23, 1923, at the age of 86. When he was only 34 he had thrust upon him the staggering honor of association with "his majesty myself," 14 years his junior. On Washington's birthday, 1872, I, with "Jr." tailing my name, became telegraph editor of the paper in question. To outward seeming, Mr. Rowell was "only a printer." But he was a great deal more without knowing it. How little did he know that over half a century more of usefulness awaited him before the Death Angel whispered "30" in his ear! How little did he know that he was to witness and accelerate far longer strides in American journalism than had marked the 200 years immediately preceding!

In 1872 Homer was skirmishing around town with an eye on the local markets, coming to my desk several times at night for the telegraphic commercial reports ("Got any more of my swash?" he would ask), and going back to his case, where he set the column or so, composing his introduction "stick" in hand.

The diabolical eighteenth amendment had not then plugged up the fount of inspiration to certain staff members whose thirst was a blissful torment. Paper gone to press, off they "went on the warpath," as it was termed then. Passing through a city park one summer morning, Rowell came upon a fagged co-worker with face matching the blood-red glory of the rising sun.

"H—ello, Ho—mer," hailed the exhausted. "You see—hic—I'm on thwarpath again."

"Yes," came back the commercial editor; "and I see you're got your war paint on."

What rich memories attach to that tall, narrow building overhanging the Genesee as it surged on to the Upper Falls! We who found exercise aplenty on the treadmill of the Democrat and Chronicle included at least three destined to till wider and more fruitful fields of effort. They were Joseph O'Connor, Isaac M. Gregory and Edward Legrand Adams. Dr. Rossiter Johnson, Gotham's beloved and revered man of letters, who (thank God) is still with us, was at that time editor of the Concord (N. H.) Statesman and had been associate editor of the Democrat shortly before it absorbed the Chronicle.

Rochester is famed for first things and beginners. Louis Wiley, for 18 years now business manager of the New York Times, was one of the beginners in the business sense. Born at Hornell (Hornellsville then), in the valley, he was

with the Post-Express 8 years. Wiley founded the Society of the Genesee, which has carried me on its roll of membership two decades or more, though only in spirit have I been able to foregather with cherished friends at the annual feed.—John Talman, St. Paul, Minn.

From the Special Wisconsin Press Association Edition of the Algoma (Wis.) Record-Herald.

I ALWAYS have been an editor. I like it.

Immediately upon my arrival on earth I began publishing editorials—vocal ones, of course, in which I vehemently criticized conditions as I found them.

I have been at it ever since. The world has improved considerably since my advent but it never will be able to revolve smoothly without editorial guidance.

I edited myself out of the public school at the tender age of 13 and began to edit people into buying newspapers from me.

The editors of the paper I sold at once saw my value in editing the rollers that inked their six-column folio that sprang from that trust of all presses—the Washington, whose motive power was drawn from a strong right arm.

Faithful service earned promotion to editor of a Campbell cylinder, than which there is no more despicable, back-breaking device since the days of the inquisition.

Long before Mergenthaler could get his linotype puzzle to produce anything but "pi" I edited type into a stick for ten hours a day, for which I am devoutly thankful, for that is how I learned to spell.

My development was now rapid, the range being from editing building permits to pointing out flaws in Einstein's crystal-clear theory.

My greatest anguish has been experienced in editing presidential messages written by malefactors of great length.

The meaning of "broken promises" has been billposted upon my brains by 56 years' work editing the platforms of political parties.

A firm believer in the law of compensation, my grief at being edited out of those charming books—railroad mileage—was assuaged by the inventive genius of Editor Henry Ford.

I once edited myself into a political job—and made a large thank-offering as soon as I was able to edit myself out again.

My greatest joy is reading what other editors write and what they reproduce from my column.

I envy the men who edit the trips of the Wisconsin Press Association, because they give so much enjoyment to the members and their families.

My greatest honor was being edited into a vice-presidency of the W. P. A.

I would rather edit for 90 days in the county jail than miss one of the joy-rides of our ancient and honorable organization.

For many years I have been given more credit than I deserve: There is no lower-case "e" on the end of my name.

I lost my early good nature by having to edit out the "g" which alleged reporters persisted in sticking into the name of my friend, the late John Plankinton.

It is appropriate that we editors are about to gaze upon the cherry tree. For more than a century it has been indissolubly associated with truth-telling.

Selah!—By J. R. W.

John R. Wolf of the Milwaukee Journal's "With Wisconsin Editors" and "We'll Say So."

FIRST IN PUBLIC SERVICE

The Evening World.

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

Advertise in Newspapers by the Year

The Evening World

Pulitzer Building, New York
Mallor's Building, Ford Bldg.,
Chicago Detroit

A MARKET MAGNET

for
Electrical Sales

Buffalo—where cheap electrical current rates, made possible by Niagara Falls power, make electrical appliances selling easy when combined with judicious newspaper advertising. All you need is the pulling power of the **BUFFALO EVENING NEWS ALONE.**
A. B. C. Total Net Paid 119,754 September 30, 1923

BUFFALO EVENING NEWS

Edward H. Butler
Editor and Publisher
KELLY-SMITH CO.
National Representatives
Marlborough Bldg. Lytton Bldg.
New York, N. Y. Chicago, Ill.

READING

**CARPENTER
IS
SEEING
THE WORLD**

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

**A Saving—
Not an Added Cost**

The service rendered by this organization — specializing solely in newspaper, printing and publishing buildings, does not mean an added cost. Rather it assures a substantial saving in operating cost that should more than repay the entire fee.

S. P. WESTON

Newspaper Buildings
Plant Layouts
Production, Operation

120 West 42nd St. New York

DOLLAR PULLERS

Advertising and circulation managers are always on the lookout for new ideas that will increase advertising receipts and win new circulation. Your idea for increasing advertising or circulation may not appeal to your manager, but it may be just the thing that some other manager wants. EDITOR & PUBLISHER will pay \$1 for each idea printed under this head. The fact that the idea is now being used in your city does not bar it from the department. Address your communication to the DOLLAR PULLER EDITOR. When they appear clip them and mail them in and receive payment. Unavailable ideas will not be returned.

PAPERS that are located in cities surrounded by a number of smaller cities and towns should find it not difficult to duplicate a plan carried out by the San Antonio Express. Each Sunday the Express carries a page of professional and trade advertising under the heading designating that the concerns listed are live-wire Southwestern business and professional concerns. The advertisements are classified under various headings arranged in alphabetical order and occupy from only two to several lines, but they represent concerns from practically every town and village in San Antonio's trade territory. The page is a live adjunct to a similar directory of San Antonio concerns which is likewise run on Sunday. After such a page gets under way it should not be difficult to sell additional space through the mail.—Rue! McDaniel, P. O. Box 1242, San Antonio, Tex.

Would you like to carry an advertisement every day from one bank? Here is an idea. The Washington National Bank of Washington, Iowa, uses a six to eight-inch space every day to advertise savings accounts. Under a newsy heading, a true story appears each day telling of the plans used by depositors to save money. No names are mentioned but the plan is bringing increased business to the bank. The assistant cashier who has charge of preparing the advertising is thoroughly "sold" on the plan and finds plenty of ideas for his advertising in talking with customers who bring in saving banks to have the money deposited. Sell this idea to one of your banks and it will use double or triple the space.—Donald O. Ross, Washington, Ia.

As a rule, chain stores do little newspaper advertising. However, when they do turn to the printed page they buy pages. Individual grocers, too, are poor advertisers. Try to group a few of them together—enough to fill a page or two—and explain to them the reason why chain stores buy pages. See if they won't tell your readers the advantages of trading with individual grocers, over chain stores. Let the "advantages" use about one-third of a page and the remainder of the space be devoted to the names and addresses of those who pay for the ad. Don't fail to explain the benefits of display advertising over the usual small ad.—R. C. Bolton, Jr., 315 West 97th street, New York City.

"For the guidance of salesmen and others, we offer lists of the grocers, butchers, druggists, clothiers, shoe dealers, hardware stores and auto dealers and stores, all arranged in routes to save steps and time.

"The office has been used as a base or starting point for each route, and all routes have been corrected up to Jan. 1, 1924. If you desire information or help in arranging a route for another class of dealers not appearing in this booklet, we shall be glad to render such aid, gratis."

That is the caption on a booklet prepared by an Iowa publication. Many display ads were secured from merchants and many helped to finance the cost of the booklet.—L. J. Jellison, Duquaque, (Ia.) Times-Journal.

Merchants in college towns find it pays to club together in putting their advertisements on large desk pads. Fifteen to twenty merchants advertise on the same blotter, which is issued monthly

and is distributed as the students leave the campuses. The same plan can be used to build up a clientele among high school students, and it means more job work and more advertising.—Geo. L. Bird, Madison, Wis.

City papers that foster a spirit of co-operation between jobbers, foreign advertisers and themselves should find this idea profitable: For each city salesman of the leading jobbing houses make up a scrap-book of all advertisements inserted by manufacturers whose products the jobbers handle. For example, say a certain toilet goods concern is running, or has contracted to run, a fairly large amount of space in your paper during the year. Make a scrap-book of each of his advertisements and paste them in a group in the book, and so on with each important drug account handled by your local jobber. The salesman may then take the scrapbook and use it as a talking point toward placing these manufacturers' goods. It shows the retailer that your paper has a good standing with the jobber and manufacturer, the salesman and jobber will appreciate the co-operation and the manufacturer will likewise sanction your enterprise.—Ruel McDaniel, P. O. Box 1242, San Antonio, Texas.

Here is an idea for a series of special pages of advertising, one each day. Let the merchant in your town combine one day on a page of bargains in articles "made in Japan," then "made in France," then "made in Germany," then "made in Mexico," and so on. Perhaps, it would be feasible to use with this extra advertising a series of appropriate stories describing the processes of manufacture in vogue in the various countries whose products are featured.—David Resnick, St. Louis Times.

Special pages do come in handy, especially at this time of year when the advertising staff has a little extra time. I have found the "special" given below a good one which is easily sold and which can be repeated in several months.

How to Get It—HEALTH—How to Keep It, can be used as a head-down the center of the page, a single column story can be run about health and also about the different ads running on that page. Good prospects to see are sporting goods stores, chiropractors, shoe stores, bakeries, clothing stores, an ice plant, etc., etc.

If two merchants selling the same kind of merchandise want it, sell the page again in four or five weeks, that way giving them all a chance.

Everybody is interested in Health—how to get it, if they are sick or how to keep it, if they are well—so a page of this kind will get exceptionally good results for the advertisers.—Edwin Ulery, 1201 Lincoln Way, W. Goshen, Ind.

The schools offer possibilities to increase the circulation of a newspaper. For instance arrangements can often be made to give brief talks on newspaper work such as editorial writing, news reporting and so on and then have the class work out some assignments as part of their English lessons. The newspaper can print the best of them and have their paper adopted as a sort of textbook in the schools. Of course this means extra circulation not only among the young people of the city but among some of the older people as well.—Russell Raymond Voorhees, General Delivery, Miami, Fla.

Follow The Leaders in building

CIRCULATION

Practically every great circulation campaign in the past several years has been conducted by the Hollister organization. Here are a few:

- The Philadelphia Inquirer (2)
- The Memphis Commercial Appeal
- The Los Angeles Times (3)
- The Atlanta Journal
- The Cleveland Plain Dealer
- The Indianapolis News
- The Washington Post (2)
- The San Francisco Chronicle
- The Nashville Banner

and now

HOLLISTER'S CIRCULATION ORGANIZATION

Accepted in the United States
300 MERRITT BLDG., LOS ANGELES, CAL.
The Kansas City Journal Post
(Wire or write us there)

1,367,279
lines gain
in
1923

Record of

The Washington Times
Washington's Growing Evening Newspaper

Also publishers of

The Washington Herald
Morning and Sunday
Dominant in its Field
G. LOGAN PAYNE
PUBLISHER AND GEN. MGR.

New Haven Register

is New Haven's
Dominant Paper

Circulation over 37,000 Average
Bought every night by More New Haven people than buy any other TWO New Haven papers COMBINED.

New Haven Register
The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago

EVENING HERALD

Los Angeles, Calif.

Gained 23,377 Daily Average Circulation.
Swears Government Statement, Six Months Ending March 31, 1923, 166,800 Daily, Six Months Ending Sept. 30, 1923, 148,900 Daily. Increase in Daily Average Circulation, 20,947.

IT COVERS THE FIELD COMPLETELY

REPRESENTATIVES:

E. W. Maloney, 904 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Morris Hill, 716 Hearst Bldg., San Francisco, Calif.

PORTSMOUTH, OHIO

EVENING TIMES
MORNING SUN
SUNDAY SUN-TIMES

They cover South Central Ohio Completely.

Foreign Representative

ROBERT E. WARD, INC.

1 So. Wabash Ave. 501 Fifth Ave.
Chicago New York

Our Features:

Samuel G. Blythe
Irvin S. Cobb
R. L. Goldberg
Ed Hughes
O. O. McIntyre
Penrod and Sam
Will Rogers
H. J. Tuthill
Albert Payson Terhune
and others

The McNaught Syndicate, Inc.
Times Building, New York

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

DETROIT TIMES

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

1920 census figures are "moth-eaten."

The Deseret News

SALT LAKE CITY, UTAH

Ninety per cent. of its circulation is within retail trade territory of Salt Lake City—splendidly effective.

Foreign Representatives
CONE, HUNTON & WOODMAN
New York Chicago Detroit
Kansas City St. Louis Atlanta
Pacific Coast Representatives
CONGER & JOHNSTON
Los Angeles San Francisco

In New Orleans it's THE ITEM

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

HEARST'S WASHINGTON PLANT COMPLETED

New Million Dollar Structure Accommodates All Elements of Capital Establishment—Provides Direct Department Contacts

WASHINGTON, D. C., Jan. 30.—Removal of the Hearst organizations in Washington into the new million dollar plant which is to house the Washington Times, Washington Herald, International News Service, Universal Service, Cosmopolitan Service and International News Reel, was completed this week. For the first time since Washington newspapers came under the control of Mr. Hearst all elements of the Hearst establishment are domiciled under the same roof and in direct contact with one another.

The plant at 1317-21 H street is centrally located, four stories, of gray granite and brick, fireproof and equipped with automatic sprinklers.

The business office, press rooms and circulation department of the Times and the Herald are on the first floor of the building.

The printing plant comprises 34 latemodel linotype machines capable of producing a 24-page newspaper every hour. Three octuple presses have a combined production capacity of 72,000 papers of 32 pages hourly. The stereotyping department has a capacity of 360 press plates an hour.

The editorial departments of the Herald and Times, as well as the offices of the several news services, are on the third floor. Each paper has a separate office, with its own telephone system, desks, etc. The reference library is one of the largest newspaper "morgues" in the United States. All the books, papers, photographs and records are stored in fireproof, metal cases.

In addition to the two big editorial rooms, a number of separate offices are provided on this floor for the publisher and general manager, society, dramatic, music, Sunday and sports editors.

The fourth floor is used by the circulation department personnel, classified advertising department, conference room for the display advertising department, copy and art department of the advertising department and the editorial art and photo-engraving departments. The International News Reel also has headquarters here.

The editorial art department resembles an artist's studio. The entire rear portion is built of glass. The engraving department is equipped with two large cameras, two etching machines, two routing machines and other necessary paraphernalia. In addition to four dark rooms, there are two photographic studios, one on the fourth floor and another on the roof.

Brooklyn Eagle Issues 39th Almanac

The 39th annual volume of the Brooklyn Eagle Almanac appeared this week, with 628 pages of information, generally on world and national affairs and events, and in detail on New York City and Long Island matters. Late state and municipal appointments to office are included, as is the text of the prize-winning Bok peace plan. Secretary Mellon's tax reduction proposal, a complete list of radio broadcasting stations in the United States, composition of parties in the new British House of Commons, and proceedings of the League of Nations and the International Court of Justice. Another feature is a map of the five boroughs of New York City, showing all streets and house numbers on each street and avenue.

Canadian Paper Exports Increase

Pulp and Paper exports from Canada in 1923 amounted in value to \$140,798,453, an increase of more than 20 per cent over 1922, the Canadian Pulp and Paper Association reported Jan. 29. Of the total value, \$85,611,258 was in newsprint. For the first time the export of newsprint paper from Canada crossed the million tons mark, the total being 1,137,962 tons.

SUPPLIES and EQUIPMENT

For Newspaper Making

Printers' Outfitters

Printing Plants and business bought and sold. American Typofounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

R. HOE & CO.

For One Hundred Years the Leading Designers and Manufacturers of Newspaper Presses and Printing Machinery of All Kinds

Quality First—Progress Always

We always carry a full line of press and Stereo-room supplies, including blankets of all kinds, knives, rubbers, cheek woods, matrix paper, imported and domestic tissue, brushes, chemicals, counters, paper roll trucks, etc., all at the lowest prices consistent with Hoe high quality.

504-520 GRAND STREET
NEW YORK CITY

No. 7 Water Street Boston, Mass. Tribune Building Chicago, Illinois

Cline-Westinghouse Double Motor-Drive with full automatic push button control.

USED BY THE

GREENSBORO NEWS

Greensboro, N. C.

We refer you to them for their opinion.



MAIN OFFICE: Fisher Building, 343 S. Dearborn St., CHICAGO
EASTERN OFFICE: Marlbridge Building, Broadway at 34th St., NEW YORK

REBUILT LINOTYPES AND INTERTYPES FOR SALE

Write us for information and prices on Rebuilt Linotypes and Intertypes. These are machines traded in on new and more versatile Linographs and are sold with our guarantee. Be sure to state model wanted when writing.

THE LINOGRAPH COMPANY
DAVENPORT, IOWA, U. S. A.

EQUIPMENT ADS. ARE HIGH-POWERED SILENT SALESMEN

N. Y. DAILY NEWS

HALF-TONES

Best in the World

Made by

POWERS

NEW PROCESS

Composing Room Steel Equipment

We manufacture in steel everything in the way of equipment for the composing room, such as Makeup Tables, Galley Dumps, Correcting Banks, Type Cabinets, Galley Cabinets, Pressed Steel Gallies, Portable Page Trucks, etc., etc. Write us when in the market.

Chicago Metal Mfg. Co.
3724 So. Rockwell Street
Chicago, Ill.

Equipment for Sale

By reason of absorption of The Fresno Herald by The Fresno Bee there is for sale practically complete equipment for newspaper, including eight machines, stereotyping machinery, makeup tables, chases, but not press. If interested, write or wire for details to

THE FRESNO BEE
Fresno California

GOSS PRESSES

IT IS UNNECESSARY TO "RACE" A GOSS PRESS IN ORDER TO MAKE IT TURN OUT AS MANY PAPERS PER HOUR AS EXPECTED

THE GOSS PRINTING PRESS CO.,
1535 South Paulina Street, Chicago

Newspaper Presses Ready for You

Goss and Scott 24 Page Presses. Goss, Hoe and Scott Quadruple Presses. Hoe and Scott Sextuple Machines. Scott Octuple Machines.

WALTER SCOTT & CO.
PLAINFIELD, NEW JERSEY
CHICAGO NEW YORK
1441 Monadnock Block 457 Broadway

ADDRESSING and MAILING MACHINES

that do the work better and cheaper than any other system on the market. We can positively prove that we can not only save you money but give you a system that will increase the efficiency of your circulation and mailing departments and enable you to do all addressing for the advertising department at surprisingly low cost. Write us for particulars giving the size of your list, etc.

POLLARD-ALLING MFG. CO.
220-230 West 19th St., New York City

STICKS QUICK MIXES QUICK

To have every mailing piece wrapped securely and neatly, and in the mail a little ahead of time—use Quick Stick, the paste powder made from pure vegetable gum.

Leading publishers everywhere stick to Quick Stick—it's worth it. If your supply house hasn't it, write directly to us.

WON'T SOUR MOLD

THE COMMERCIAL PASTE COMPANY
Columbus, Ohio

Manufacturers of the largest line of adhesives in the United States

The Market Place of the Newspaper

SITUATIONS WANTED

3c A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 50 words) FREE.

Advertising Manager

My reason for wanting to make a change is to get into a smaller city. With sixteen years' experience the last ten of which I have been advertising manager of newspapers in cities up to a million population and have established an enviable record. This experience I want to sell to a publisher in a city of forty to seventy-five thousand and increase the income on your present accounts. On my present job I established a new record of gain in 1923. In a smaller city I expect to make a salary concession. I am young, have a family, and have the ability and enthusiasm to put over a hard campaign. Write for my complete record prior to a personal interview. Address Box A-552, care Editor & Publisher.

Attention Pacific Coast Publishers

Classified manager who has created and developed classified selling and accounting organization on second paper in town of 100,000 population increasing earnings from \$11,000 yearly to \$150,000 yearly, rising from third to first in line and number; establishing a maximum classified inch value of \$2.64 as against R. O. P. display value of 84c is anxious to join Pacific Coast organization where classified is low in volume, poor in financial return. Experience as solicitor and assistant executive, metropolitan dailies of 351,000; over 500,000 and metropolitan circulation. Thirty-one years of age; 177,000 circulation. Married, two children; prospects 1924 of \$5,500. Have life-time position but intend making future on Pacific Coast and am open for equitable salary or percent-age offer. Have changed positions but once in 10 years. Address Box A-553, care Editor & Publisher.

Cartoonist and Special Writer

now available; some general illustration, snappy copy writer, thoroughly acquainted with newspaper game and all-around valuable man; sober, steady, age 36, active, absolutely trustworthy; go any place. Raleigh M. Wilson, 5409 Calumet Ave., Third Apt., Chicago.

Circulation.

Mr. Publisher, do you need a successful circulation manager? Then send for my application and references. Now employed. Address, A-540, Editor and Publisher.

Circulation Manager.

Mr. Publisher, invest a few moments of your time and send for my application. It will tell all. Address A-545, Editor & Publisher.

Circulation Manager.

Eminently successful, will substantially develop new business economically and conservatively. Box A-546, Editor & Publisher.

Circulation Manager.

Now employed in West solicits correspondence from publishers in the East; excellent references, proving successful record from past and present employers. Address A-542, Editor and Publisher.

Classified Advertising Manager.

18 years' experience, 4 years in present organization, desires change. I know how to build and hold Classified Advertising, can manage organization so as to get best results. Experience on some of the largest Combination papers in the country. Two in family, will go any place if salary suits. Address Box A-525, Editor & Publisher.

Editor and Publisher

Editor and publisher, 33, with three successes to his credit, available for connection in city of 75,000 or more. Converted two papers in over-nepapered towns into profit earning enterprises. At present employed. Address Box A-533, care Editor & Publisher.

Experienced Reporter.

All around man, seeks employment anywhere. Desk experience. Box A-537, Editor & Publisher.

Experienced Advertising and Newspaper Man.

Advertising manager, agency man, free-lance advertising newspaper reporter, free-lance magazine writer, signed matter. N. Y. Union-city graduate. Can manage ad. campaign or feature department. Box A-535, Editor & Publisher.

Agency Executive.

Male, age 35, single, 14 years' experience in auditing, order, space buying, contact, production, service, statistical and allied departments. A-1 references. Full or part time. Services available now. Box A-554, Editor & Publisher.

General Mechanical and Production Superintendent.

Open March 1. Practical, all-around, technically and University trained; young. Consider newspaper syndicate or what have you? A-543, Editor & Publisher.

News Editor and Reporter.

Experience on small town daily and large city paper. Young. Careful, tactful and understands. Hard worker and can write news. Address A-524, Editor & Publisher.

SITUATIONS WANTED

General Business Executive
Now at liberty. Thoroughly trained in all departments of newspaper making from the duties of the devil in a small provincial daily to business manager of one of New York City's prominent newspapers. Also experienced in national field through trade paper and newspaper brokerage affiliations. Prefer Eastern territory but will consider other locations. Correspondence invited and strictest confidence observed. Address Box A-532, care Editor & Publisher.

Manager

for enterprising weekly or small daily. Can absolutely produce results; ability to make and hold friends; a careful and constructive builder of business. Not spectacular but certain. Might buy, lease, or take partnership in right proposition. Southeast preferred. Address Box A-531, care Editor & Publisher.

News Executive.

Editorial writer, successful, highly identified, open to offer. Record and references speak for character and ability. Address Box A-551, care Editor & Publisher.

Organizer and Editor.

Woman's Pages. Six years' Metropolitan experience. Sun and Mail. No objection to leaving New York. Irene Vandyck, 35 Charles St., New York City.

Street or Desk

Job in New York is what I want. Can write sports. Metropolitan and small-town experience. Also publicity; 21, single, college man. Box A-544, Editor & Publisher.

Young Woman.

College graduate, experienced, now employed as feature writer, desires feature writing position on east or middle west paper. Write A-536, Editor and Publisher.

You Want More Classified—Get It!

This is best accomplished by having in charge of your classified department a man who has written Want Ads, sold them and managed a department. I am the man. Three years in advertising, studying, buying, selling and writing classified and display, and at present and for the past eighteen months in charge of a classified department handling more than a million lines in 1922 and 1923. Twenty-five years old, single, University graduate with two degrees, looking for "new worlds to conquer." Available after February 5. Character and business references. Address Box A-550, care Editor & Publisher.

FEATURE ARTICLES

6c A WORD for advertisements under this classification. Cash with order.

Publishers—Attention!

We furnish MSS on all subjects by competent authors. Will take advertising in exchange for all or part of our service. Reasonable rates. Write us your wants. Literary Bureau Pub. Dept. MOJ4, Hannibal, Mo.

BOOKS, ETC.

6c A WORD for advertisements under this classification. Cash with order.

Breaking Into the Magazines

is easy if you let The Writer's Digest, America's leading magazine for writers, tell you how. Filled with brass-tack articles on writing and selling photoplays, stories, poems, songs, feature articles, etc., by America's foremost writers. Write today for free sample copy. Writer's Digest, 820 Butler Building, Cincinnati, Ohio.

PAPER BUREAU EXPANDS

News Print Service Body Now Continued—Officers Re-elected

Articles of organization of the News Print Service Bureau were changed at the annual meeting, Montreal, last week, making the bureau hereafter continental in its scope. All officers were re-elected.

Heretofore, membership in the bureau was limited to newsprint companies in the United States and Canada. The new ruling is particularly important in that mills in Newfoundland, hitherto excluded, are now admitted to membership.

Officers re-elected are: George M. McKee, Algonquin Paper Company, Ogdensburg, N. Y., president; Louis Bloch, Crown-Willamette Paper Company, San Francisco, vice-president; R. S. Kellogg, New York, secretary-treasurer; and directors, Percy B. Wilson, Spanish River Pulp and Paper Mills, Sault Ste. Marie; W. E. Haskell, International Paper Company, New York, and J. L. Apedaile, Price Bros. & Co., Ltd., Quebec.

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

Correspondents Wanted Throughout Country
Jewish Telegraphic Agency, 132 Nassau Street, New York City.

Newspaper Man

experienced in circulation and advertising wanted as Manager for a co-operative paper on the lines of the Cleveland Shopping News about to be started by a group of merchants in a New England city. Give full details of previous experience and salary wanted in first letter. Address by letter only, American Dry Goods Co., 33 Mercer Street, New York City.

Representatives Wanted

throughout country to obtain subscribers for Daily News sheet. Liberal commission. Room 801, 132 Nassau Street, New York City.

Trade Paper Solicitors

can add to income in dignified, legitimate manner. Good proposition. A-517, Editor & Publisher.

Salesmen Wanted by Largest Circulation Building Organization in the Country.

Road men, Salesmen, Solicitors who are experienced in newspaper work, we are operating fifteen campaigns with many more to start this year. Splendid opportunity for permanent connections with rapid advancement to producers. Strictly commission basis. Must furnish clean record and intend making permanent connection. Address Desk R, The Fred Cox Service, Coatesville, Pa.

Wanted

Advertising manager for afternoon and Sunday morning newspaper, must be thoroughly familiar with all details of foreign and local advertising, write convincing copy and must be a hustler. State age, experience and salary expected. High Point Enterprise, High Point, N. C.

BUSINESS OPPORTUNITIES

6c A WORD for advertisements under this classification. Cash with order.

Advertising and Circulation Campaigns.

Satisfactory Campaigns Where Results Count. Our campaigns are successful regardless of your competition, weather or local commercial conditions. Endorsements and affidavits of results gladly furnished. Write for dates available, Indiana Circulation and Advertising Co., Shelbyville, Indiana.

Afternoon Daily Wanted.

Want afternoon daily in city of from 7,000 to 50,000 in Oklahoma, Texas or California. Can pay from \$10,000 upward in CASH. Brokers may get in on this. Action desired. Hy Garland, 2104 Pembroke Drive, Fort Worth, Tex.

A Daily Newspaper.

without competitor in a prosperous Massachusetts town for sale. Although only a little over one year old is making money. Will only require \$5,000.00 cash to swing deal. Splendid opportunity to own your own newspaper and build into a worth while property. Address A-534, Editor & Publisher.

Philadelphia Representative.

Mechanical Engineer has office and acquainted with the composing room trade desires some good accounts. C-915, Editor & Publisher.

TO FETE VISITING NEWS MEN

N. Y. Newspaper Club Will Entertain Democratic Convention Writers

New York Newspaper Club will cooperate in providing comfort and entertainment for the 1,000 or more newspaper men expected at the Democratic National Convention, New York, June 24.

Charles G. Hambidge, club president, was appointed to membership on the Executive Committee, co-operating with the Democratic National Committee in arrangements. Details of the club's assistance will be worked out later.

Assistance of the club was sought in a letter to Hambidge from Stanley J. Quinn, vice-chairman, New York Executive Committee.

"The committee feels members of the press should receive particular attention," Quinn wrote.

"It is the thought of the committee that the city's hospitality can best be expressed to them through their fellow workers of the New York newspapers. And on behalf of the Executive Committee, I am writing to you as president of the New York Newspaper Club, to invite the club's assistance and co-operation.

"While all plans for entertainment are necessarily indefinite at this time, it should

PALMER, DEWITT & PALMER, NEWSPAPER PROPERTIES

Announce the opening of their new offices in SUITE 1311, 350 Madison Ave., New York

Unusual Opportunities

Daily & Weekly NEWSPAPERS TRADE PAPERS

HARWELL & CANNON

Newspaper and Magazine Properties

Times Building, New York

Established 1910

WE CONNECT THE WIRES

HAVE YOU SOLD magazine color pages to national advertisers? Do the big space buyers give you the glad hand when you call? Are you free to make new salary contract in the five-figures class? If yes, tell us your story fully. We may be of great service to you. We have the Opportunity.

FERNALD'S EXCHANGE, INC.

THIRD NAT'L BLD'G., SPRINGFIELD, MASS.

ARE YOU CAPABLE OF BUSINESS MANAGING A DAILY AND SUNDAY NEWSPAPER?

A Publisher of a progressive newspaper located in the Middle West in a city of about 300,000 wants a thoroughly capable man, whose years of experience has fitted him for the responsible position of increasing the value of an already successful newspaper, as its Business Manager.

If I could describe the man I want, would say he would be forceful, of pleasing personality and well posted on production costs.

He will be required to have and to execute ideas in promotional work in both the Advertising and Circulation Departments. He must know Finance and Service, and be able to co-operate and co-ordinate with a well developed staff of men in each department. He must be a natural leader, and not a follower.

If your qualifications come up to these standards of requirements, address A-548, Editor & Publisher.

be possible to include our newspaper guests in all general functions, and, in addition, prepare other receptions which will particularly appeal to them."

Correction

It was inadvertently stated in last week's issue of EDITOR & PUBLISHER that the Erickson Company was handling the account of the Liggett & Myers Tobacco Company (Velvet). This account has been handled for many years by the Richard A. Foley Company, 219 North Broad street, Philadelphia, Pa.

Editor Leaves \$285,000 Estate

Estate of the late Nathaniel C. Wright, former editor, Cleveland News, Toledo Blade and Detroit Journal, who died in Toledo several months ago, has been probated and is valued at \$285,000.

Batavia Typos Elect

Batavia (N. Y.) Typographical Union has elected the following officers: President, Joseph L. Wilding; vice-president, Claude F. Kelley; secretary and treasurer, Myron C. St. John.

RIGHT NOW
Is the Time to
Snap Up
KESSLER
The Newest National
Hit in the Comic Field

Six Times a Week
3-Column or 2-Column Size
"A Look Is a Laugh!"

Wire to
METROPOLITAN
NEWSPAPER SERVICE
Maximilian Elser, Jr., General Manager.
150 NASSAU ST. NEW YORK

Thomas W.
Briggs'
Company
General Offices'
Memphis, - Tenn.

We increase your
Local Display
10,000 lines Monthly
With Our
Permanent
Weekly Business'
Review Page
Look us up in
Dun or Bradstreet's

**America's Best
Magazine Pages**
Daily and Sunday

Newspaper Feature Service
241 WEST 58TH STREET
New York City

**PRACTICAL
SHORTHAND**
By K. Z. Donellan

A constructive daily feature
which you will want.

THE INTERNATIONAL
SYNDICATE
213 Guilford Ave., Baltimore, Md.

**WIRE
NEWS**

For Evening and Sunday Newspapers
International News Service
11 Spruce St. New York

HUNCHES

Managing editors and city editors are always on the lookout for news and feature ideas that can be used locally. Editor & Publisher will pay \$1 for each hunch published under this head. The fact that the hunch is now being worked successfully in your city does not bar it from this department. Address your contributions to the HUNCH EDITOR. When they appear, clip them and mail them in and receive payment. Unavailable hunches will not be returned.

"WHO'S to Blame, the Customer or the Salesman" was the caption of an interesting feature. To boost along better merchandising a daily sent one of its girl reporters to a ladies' ready to wear store. She served as clerk for a day and then wrote a chatty story of why some sales had been made and why others had flivvered. Her viewpoint was something new to the merchant as well as of interest to the women readers, the potential shoppers.—A. R. B., News, Austin, Minn.

A vital question to the employer of labor in any quantity and also to the thinking employe is that of "labor turnover." In some businesses more persons are hired and fired or quit in a year than the total force numbers. In exceptional cases the turn over amounts to several hundred per cent. Nearly all merchants and manufacturers who are large employers of labor and who make any pretense toward the employment of modern methods keep accurate records of the number of persons hired and retired from their service and of the reasons why employes quit or are discharged. Such information may be easily obtained and interestingly presented.—Ernest McCook, Nebr.

The real hit of local newspaperdom was pulled by our paper when a reporter was instructed to write a leap year story and obtain a list of all the eligible bachelors in the community. The story caused more comment than a double murder story and interest still presented itself for weeks after and names for the bachelor club were phoned in for weeks after the story appeared. Many of the bachelors also received letters from bold maidens.—L. F. Brewer, Salina, Kans.

Find out from your railroad officials who is the oldest railroad man in your town. A local paper recently located the "dean of Fort Wayne railroaders" and found him an interesting old man with a mighty interesting story to tell of oldtime railroading, the brass-trimmed engines, the wood-burners and other features of railroading a half century ago. The character in the story accompanied the reporter to the railroad roundhouse and was photographed in the cab of a giant modern locomotive. The art included a photo of him at 18 when he passed wood to the fireman, and another of an old-time engine, available in any railroad office.—Robert L. Beard, News-Sentinel, Fort Wayne, Ind.

In Canada, the movement in favor of the appointment of "public defenders" is gaining ground. The idea is that persons accused of crime and without means to obtain proper legal counsel will be represented by a lawyer holding the permanent office of "public defender" and having facilities for building up a defence in the same manner that the crown now does in the prosecution. It is proposed that this system replace the present one (similar to that in the U. S.) whereby the court appoints a lawyer to handle the defence when the accused is without means to retain counsel. The object is to prevent miscarriages of justice and give accused persons a fighting chance, instead of being represented by lawyers of either the shyster or incompetent type, who usually are selected to represent the defence under existing conditions. Opinions from social reformers, magistrates, prison officials and lawyers will provide good copy, particularly if hooked up with a notable case of a convicted person being afterwards found guiltless.—From

V. M. Kerr, 68 Rosedale Ave., Ottawa, Ont.

Life is one question after another for the weather man. An interview with the local observer as to the many reasons people want advance dope on the weather makes an interesting feature.—A. N.

A Young Folks Handicraft Show is one of the most popular annual events of the Spokane Chronicle, the first year's show bringing out exhibits from more than 1,500 boys and girls (one per cent of Spokane's population). Prizes are awarded in many classes and anything a boy or girl has made with his or her hands is eligible to entry. The exhibit, three days in duration, is held in a department store auditorium and on the last day all exhibitors are guests of the Chronicle at a theatre party. The schools, boys' and girls' organizations such as the Scouts and Camp Fire Girls co-operate in making the exhibit a success. The stunt is one that should be capable of development in other cities.—A. N.

A great many people have the habit of passing some time about a newsstand in the drug store or elsewhere in cold weather and while there reading the various magazines without first buying them. Interview the newsstand owners in your town and see just what their opinion is of such people. One druggist said he didn't mind at all and did not think ill of the people who had this custom, as more times than not such people got interested in a story or a magazine and eventually became purchasers. Another declared such people to be pests and he decorated his stand with sarcastic signs.—Earl Potter, 637 Ohio St., Lawrence, Kan.

"Opportunities Open to Working Girls" is the title to an interesting and instructive article which has been published once a week, for some time, by the Hutchinson News (Kan.). These articles usually describe the technical side of one industry at a time, thereby giving girls an insight as to the qualifications that are necessary in obtaining employment in such industries. Being both interesting and instructive these stories are appreciated by the reading public.—B. F. Clark, 101 West 15th street, Hutchinson, Kansas.

An agency for a well known typewriter located in a middle sized Ohio city employed the following scheme in securing prospects for their machines. They advertised in the largest paper of the city offering \$5 reward for the names and addresses of persons holding the oldest typewriters in the city. They limited these rewards to \$50 or ten prizes. Their list of prospects at the end of the contest was unlimited and they reported sales to about 85 per cent of these.—R. H. Martin, 77 W. North street, Springfield, Ohio.

A Chicago Tribune reporter, several years ago, worked up an extremely interesting series of weekly feature stories by telling his experiences while endeavoring to engage in various types of work. One week he joined the police and told of the training course to which he was subjected. Another week he swung a pick with a railway gang. Still another week he committed some slight offense which resulted in his arrest. This series attracted much attention and could be profitably used by newspapers.—G. C. Johnson, Madison, Wis.

BILLY STIFF
BY ALEXANDER
is appearing
daily in the
**EUGENE
DAILY GUARD**

Send for proofs
of this go-get-
ting comic!

ART CRAFTS GUILD, Inc.
510 N. Dearborn St.
CHICAGO

**Cappy
Ricks**

Peter B. Kyne is writing a
new Cappy Ricks story for
us each week. Ask about it.

**UNITED FEATURE
SYNDICATE**

A New York Corporation
Norris A. Huse, Gen. Mgr.
World Bldg. New York

NEA

WITH special writers
and photographers
covering all parts of the
world, NEA furnishes
Full Service clients the
best of news pictures and
news feature stories.

Write for samples and rates.

NEA NEA SERVICE INC. **NEA**
1200 W. 3RD STREET,
CLEVELAND, OHIO

**Million
Dollar
Hearst
Features**

The World's Greatest Circulation
Builders

International
Feature Service, Inc.
New York

First!

The Cincinnati Post
has the
LARGEST CIRCULATION

of any newspaper in Cincinnati
morning, evening or Sunday

The Post Is a Scripps-Howard Newspaper

*National Advertising
Representatives:*

ALLIED NEWSPAPERS, INC.

New York: 52 Vanderbilt Ave. Chicago: 5 No. Wabash Ave.

Cleveland—Cincinnati—San Francisco

Finances of America's Twenty-five Leading Cities Compared with Population

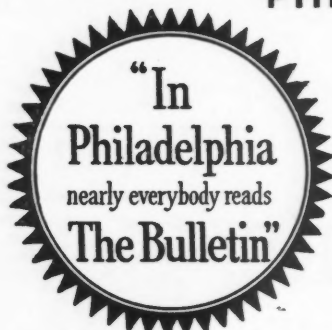
City	Population according to census 1920	Total deposits in Banks, Trust Companies and Savings Funds
1 New York, N. Y.	5,621,151	\$8,716,300,000
2 Chicago, Ill.	2,701,705	2,087,772,000
3 Philadelphia, Pa.	1,823,158	1,381,820,000
(Philadelphia is America's Third Largest Market; it is also known as "the World's Workshop" and the "City of Homes." There are half a million separate dwellings in Philadelphia and suburbs.)		
4 Detroit, Mich.	993,739	582,737,000
5 Cleveland, O.	796,836	729,741,000
6 St. Louis, Mo.	772,897	525,747,000
7 Boston, Mass.	748,060	1,221,351,000
8 Baltimore, Md.	733,826	430,720,000
9 Pittsburg, Pa.	588,193	770,131,000
10 Los Angeles, Cal.	576,673	739,702,000
11 San Francisco, Cal.	508,410	1,032,736,000
12 Buffalo, N. Y.	506,775	421,530,000
13 Milwaukee, Wis.	457,147	227,677,000
14 Washington, D. C.	437,571	198,710,000
15 Newark, N. J.	414,216	274,620,000
16 Cincinnati, O.	401,247	245,896,000
17 New Orleans, La.	387,219	221,852,000
18 Minneapolis, Minn.	380,582	267,126,000
19 Kansas City, Mo.	324,410	301,822,000
20 Seattle, Wash.	315,652	147,537,000
21 Indianapolis, Ind.	314,194	104,160,000
22 Jersey City, N. J.	297,864	200,294,000
23 Rochester, N. Y.	295,750	272,071,000
24 Portland, Ore.	258,288	127,462,000
25 Denver, Colo.	256,369	160,425,000
Total for 25 largest cities	20,911,932	\$21,389,939,000

Dominate Philadelphia

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

The Bulletin

PHILADELPHIA'S NEWSPAPER



Net paid circulation for the year 1923—

505,035 copies
a day

The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in the United States.

NEW YORK

814 Park-Lexington Bldg.
(46th St. and Park Ave.)

CHICAGO

Verree & Conklin, Inc.
28 East Jackson
Boulevard

DETROIT

C. L. Weaver
Verree & Conklin, Inc.
117 Lafayette Boulevard

SAN FRANCISCO

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

LONDON

Mortimer Bryans
125 Pall Mall, S. W. 1.

PARIS

Ray A. Washburn
5 rue Lamartine (9)

n