

# EDITOR & PUBLISHER

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No. 46

## Crusader Vanderlip Tells His Plans to Reform Our Political Life

His Attitude of Former Reporter, Treasury Official and Banker—Bitter Toward Press and Washington Gives Him the "Go-By"—Says He is Spending Own Money Like a "Drunken Sailor"—What Correspondents Are Saying of Him.

By PHILIP SCHUYLER



Frank A. Vanderlip, former president National City Bank, New York, and one-time newspaper man, plans a "political housecleaning" with his two young lieutenants—Boyd Fisher, treasurer (next to Vanderlip), and John D. Fearmain, secretary, Citizens' Federal Research Bureau.

WHAT is Frank A. Vanderlip doing in Washington?

the newspaper men of America have the facts I went to Washington and spent some time investigating plans and present organization of the Citizens' Federal Research Bureau, 815 Seventh street, the instrument that Vanderlip has set up for the stated purpose of exposing conditions which, in his mind, are violently subversive of good government and which, also in his mind, are neglected by the newspapers.

one-time president of the National Bank of New York has turned crusader and his zeal is boundless. His snap and his jaw is set. He is earnest and his talk is earnest, although not hysterical. He appears to be a man to keep an eye on for developments of a major nature.

Vanderlip is the sole director, and at the same time sole financial backer of the bureau. He is dead set in an attitude of hostility toward the press and is paying a great deal of attention to opinions concerning the attitude of the press toward the government. The truth is that little has been said about his activities and plans, and the Washington correspondents have paid little attention to his bureau.

Vanderlip tells you that the volunteer he has begun has already led him into paths of danger—his life has been in jeopardy. He will tell you that Big Business is crying to him to halt and that he is feeling the stings of virtual socialism from high places. But he also contends that the general public, over whom he is rallying to his support, give him a vision of a bureau working throughout the year for national good, through state subsidiaries accepting the same principle for intensive local reforms. And organization, be it understood, is operated by newspaper men of "the school"—crusaders marching under the banner of the ancient slogan, "The People Shall Make You Free."

What am I doing what newspapers of the country have failed to do," he said emphatically. "I am digging up unpleasant things. I am working for honest government. I believe the whole country will be shocked with astonishment, when it knows the full story of Washington."

The writer spent considerable time at the Citizens' Federal Research Bureau, a roomy suite in the Smith building, at present scantily manned. Vanderlip himself was considerate. He delayed apparently urgent interviews to explain his plans in detail. Associates in the office of his time. The writer, however, confined his queries to the Bureau. Questions were asked Washington correspondents.

As I write, therefore, 57 varieties of opinions make war in my mind. But, out of the flood, one personality overshadows the others; one voice outshouts the rest; one demand demands attention; one picture blurs.

Vanderlip is seen sitting at his desk in the bright new private office of the Citizens' Federal Research Bureau. Unmarred floor varnish attests the infancy of his latest enterprise. He leans back in his swivel chair. A lock of white hair falls over his furrowed forehead. He seems a bit tired, but passion is burning within.

"I am dead honest," he says. "I have not lost my head." This incident came near the close of an interview crammed with revelations. It was coupled with the assertion that he was not seeking personal power or political office. It blotted out opinions expressed by Washington correspondents, such as, "He won't get anywhere."

Vanderlip has a big order to fill, as outlined in the aims of the Citizens' Federal Research Bureau, namely: "to make a scientific, independent, and impartial investigation of the federal government and place the findings before the bar of public opinion."

To accomplish this, the Bureau has so far depended largely on 40 detectives and "many volunteer citizens." Eventually Vanderlip says the Bureau will become a "newspaper organization," with a managing editor and a staff of trained newspaper men as investigators. Within a week, this organization will be complete, Vanderlip positively asserted, and the names ready for publication.

At present, Vanderlip admitted, the Bureau is acting as a sort of private detective agency for the Congressional committees. When these committees are no longer functioning, he said, the Bureau will check up against men in public life, search out graft in government, and broadcast findings to 1,000 leading news-

papers of the country. He believes the newspapers will be "forced to print" the findings, because they will constitute news, protected by competent legal talent from libel.

In the further future, Vanderlip sees his Citizens' Federal Research Bureau not confined to investigation of the honesty of the federal government, but with branches carried to state capitals performing "housecleaning campaigns" all over the country.

He appears swamped with correspondence from citizens. He showed these piles of letters to the writer, passing some of them over for inspection.

Questioned, Vanderlip admitted at first the flood of mail arriving at his Washington office was made up chiefly of letters from professional reformers and educational leaders.

"But now, even business men are coming to my support," he declared.

One letter the writer read was from a business man and echoed the Vanderlip sentiment: "Sound business can only follow sound government."

"Some day we may campaign for national citizen membership, charging a nominal fee," he said. "I don't know how much it will cost to carry on these investigations continually. Now we are spending money like drunken sailors." He named a figure in seven numbers, but asked confidence. "I know for certain we will not stop for lack of funds. I am solvent," he added significantly.

"The work has been easy, because the Bureau is proving a reservoir into which information seems to flow naturally from all parts of the country.

"It has and will continue to unearth what has been done in the Department of

Justice and will ultimately go into other departments.

"The Internal Revenue Bureau of the Treasury will be one. The Veterans' Bureau will be an extremely rich field. The Alien Property Custodian will be another.

"I had to get started in a hurry," Vanderlip explained. "The government was appointing helpless investigating committees.

"With paralysis in the Department of Justice, how far could they go? Not very far. This was especially true of Senator Wheeler's committee.

"Senator Wheeler and I are personal friends. His work has been perfectly fine. I don't want to blanket Wheeler, but it is truth to state his committee was handicapped by lack of funds.

"I happen to have money. I happen to believe sound business can only follow sound government.

"I became and am now the servant of the committee." Vanderlip was phrasing his explanatory sentences carefully. He insisted he didn't wish to be considered "cocky."

"Wheeler turns over to me letters and leads for investigation. The Citizens' Federal Research Bureau has had as many as 40 paid investigators in the field running down these tips. Information has come into this office from all parts of the country. We employ lawyers. We have investigated the volunteer investigators.

"We have supplied nearly all the Wheeler witnesses and have worked up nearly all the cases.

"Did you bring Miss Roxie Stinson, the star witness to Washington?" Vanderlip was asked.

"No," he admitted.

He was pressed to disclose names of some of the witnesses which have appeared before the Daugherty investigating committee and for whose appearance his Research Bureau was directly responsible, but declined.

"I don't want to take any credit away from Wheeler," he insisted. He continued then to tell how the witnesses were rounded up.

"Since we have so far been working on ready-made leads, we have relied almost entirely on detectives.

"I believed from the first, the Department of Justice under Attorney General Daugherty was the chief seat of maladministration. I considered its secret service force was being used to obstruct the work of the Congressional investigating committees. Therefore, I engaged William J. Flynn, Burns' predecessor, with a staff of skilled operatives, to carry on inquiries.

"But the tendency of the Bureau is to get away from the use of detectives," Vanderlip continued. "We realize the Congressional investigations must come to an end, but we realize corruption is apt to continue.

"We mean eventually to depend chiefly

on trained newspaper men, who can dig up leads, as well as run them down. I want to get the best newspaper men. I can, newspaper men of the old-school, unafraid and capable of carrying on investigations.

"One will act as managing editor and at least six will be reporters of excellent training. I have a man in New York now conferring with the newspaper man I would like to have as my managing editor.

"I want this managing editor to coordinate the work of the staff, to sit on assignments and build up cases, which will pass the inspection of lawyers.

"Francis J. Heney, prominent lawyer of San Francisco, is on his way now to confer with me."

Other lawyers in the employ of Vanderlip, EDITOR & PUBLISHER learned are Jerry Mathews and L. R. Gladis, of Washington, both national figures. Before engaging in law practice, Mathews was Washington correspondent for the Indianapolis News and then for the New York Sun. Gladis was formerly in the Interior Department, where he was said to have been responsible for the undoing of Ballinger.

Vanderlip's criticism of Washington correspondents goes back to what he calls the "evolution of newspapers."

"Newspapers are now largely purveyors of merchandise," he declared. "Naturally the business office has influence over news and editorial policy. Publishers couldn't make large newspapers except through the aid of advertising, but when they do make large newspapers, the old function of digging up unpleasant things is cut off.

"We have seen a great change in the newspaper world since the days when I was a reporter on the Chicago Tribune. In those days, in the '90's, newspapers regarded it a proper function to search for news.

"Since then newspapers have in many ways improved; they are larger, as I said before, they cover the news of the world better but generally they have abandoned that function of investigation.

"That is particularly true in Washington. And there is special reason for it. During the war, Washington developed publicity bureaus in all the departments. These handed out 'flimsies' of what they wanted said was going on.

"The correspondents still take these publicity tissues. If they go off investigating, their newspapers don't like it and they are ostracised in Washington. Naturally then, they don't go in for it if their employers don't care for it.

"Then a great many correspondents have two employers—their newspaper, which does not pay them any too well, and a government official who helps along their incomes.

"Finally, some of the well-paid correspondents like the social life. They are 'wined and dined' as the expression goes, by the leading politicians. If they turned real investigating newspaper men their hosts wouldn't like it.

"Thus, the correspondent is content to take the handouts; he is a very high-grade messenger. They no longer sit at the table with the heads of government in conference as they used to, when I was assistant Secretary of the Treasury."

"But your plan, Mr. Vanderlip, to supply newspapers with the findings of the Bureau's investigations after the committees cease to function—isn't it, too, part of the hand-out system you are fighting?" the writer queried.

"Yes," he admitted. "But," he added firmly, "It will not be corrupt.

"We are using the weapons of the enemy. It is necessary. As in the war, one must fight might with might."

He was next asked what he meant by the expression that the newspapers will be "forced to print the findings of the Bureau."

"We will send out mimeographed reports to at least 1,000 newspapers," he explained. "They will be good news stories, truthful, and free from libel. Surely one of the thousand will 'break' our stories, and, in fear of being 'scooped,' the majority will follow."

"Do you intend to start a newspaper?"

"No."

Vanderlip insisted he did not intend either to buy or establish a newspaper.

Then, too, it was explained, Vanderlip does not intend to depend entirely on newspapers to spread his information to the public. The Citizens' Federal Research Bureau plans to issue pamphlets containing the results of investigations.

Before concluding, Vanderlip recalled an incident of his own newspaper days. When he was financial editor of the Chicago Tribune, the late Charles T. Yerkes was president of all the street railways and gas companies of Chicago. The corporations did not furnish much news, so Vanderlip decided to "investigate the corporations." He bought stock and went to meetings as a stockholder, and, in that way, speakers not knowing a

newspaper man now in Vanderlip employ. He has been associated with Vanderlip for a month.

Mitchell said his newspaper experience went back to when he was 14 and "owned and edited" the Graham (N. C.) Tribune. He is now past middle age. In 1897 he was Washington correspondent for a string of North Carolina newspapers.

During the McKinley and Roosevelt days, he was with the Associated Press a number of years in Washington. He left Washington to edit the Helena (Mont.) Independent.

Returning east he became a reporter and political writer on the New York Herald, and later continued newspaper work with the New York World. He was representing Hearst in 1914, when the United States Marines took Vera

graft in government, but how far his findings sink into the public mind is questioned.

"The public seems only capable of grasping elemental facts—such as a case containing \$100,000 bills. Can be made to see more subtle dishonesties."

"I have and am still trying to get the public see a land steal far greater than Teapot Dome, which is taking right now under our very noses—Boulder Dam, Colorado River steal—is a steal running into billions of dollars but it excites no great popular interest. It is rarely even printed in the East."

"Why should newspapers be drawn in and blamed because graft has not been brought to light before? It is like being in an innocent bystander. It is to me the duty of the press is to follow the news as it develops, and we are certainly been fulfilling that duty."

"It seems to me," he remarked, "if newspapers are acting now just the way they did back at the time of the Balfour episode and the looting of Alaska."

"I would like to ask Vanderlip if some investigations he carried on for the Chicago Tribune."

The Yerkes incident was related. "Well," reasoned the editor, "do you accomplish a great deal? As I understand it Yerkes merely transferred operations to the London underground railways and another crowd came to Chicago and continued in much the same evil. I don't think Chicago is entirely satisfied yet with her street railway."

What do the Washington correspondents think of the Vanderlip incident? He has bitterly antagonized them with sarcasm, "glorified messengers," and situations as to their honesty.

I talked with them about the so-called handout system. This they admitted sometimes abused, but it was generally agreed that the use of what Vanderlip described as "publicity tissues" developed news rather than suppressed it. The handouts often furnished tips that were run down.

"Of course," said one correspondent, "the big mischief in Washington is done in the department buildings. The chief press agents do abound. The chief officer is the State Department. There must see the press agent, Wilson's name. If one attempts to go farther is invariably referred back to him."

"The correspondents hold conferences daily with either the Secretary of the Secretary of State, and herein lies the worst trouble existing in Washington—wonderful stories are told in conferences."

"One very frequently runs down a good story only eventually to have it sewed up by one of these 'conference' officials' with high government officials."

They hesitate to believe Vanderlip not seeking personal political gain. Their candid picture of him is of a newspaper man who succeeded brilliantly in Chicago and who stepped from the editor of the Chicago Tribune to assistant Secretary of the Treasury, which it was easy progress to a powerful banking position in New York. He cannot understand this "sudden ascent." Many question his motives of judgment.

Emphatic denial was made to Vanderlip's assertion that "many correspondents served two employers," insinuating form of bribery. Many work for employers—that is, two newspapers, they do not become government agents and still retain their newspaper connections, the writer was told.

Vanderlip's remarks regarding correspondents and Washington society laughed away.

One correspondent considered Vanderlip's position in this way:

"He says, 'sound business can follow sound government'; may be reverse be true: sound government only follow sound business?"

"Government is always open for reform and is continually being made the of reformers."

"It seems to me Vanderlip might have spent his money and energy in reforming big business which would have had closed doors. Then sound government might follow."

## SONGS OF THE CRAFT

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By Henry Edward Warner

### WHAT'S NEWS?

"What's news?" . . . The pink-haired City Ed  
Glanced up and made reply: "Well, Son,  
When everything is said and done  
News doesn't happen every day—  
That makes it news; in brief, I'd say  
That news is something that's occurred  
Unusually, as when a bird  
Picks up an elephant and flies  
Away with him; that's news—get wise!"  
The cub reporter scratched his head  
And cleared his throat, and smiled, and said:  
"I see; I understand—I see!  
"You've made it very clear to me."  
Then hid him forth, shy to enthuse  
But full resolved to get some news.

The day wore on; the clock ticked through  
Its regular way till half-past two,  
Then three, then four, then five, then they  
Who toiled cleared all their junk away  
And grafting passes for the show,  
Put on their hats and coats to go.  
And at that moment, through the door  
Came one disheveled, weary, sore,  
Unhappy and discouraged dub—  
None other than the Hopeful Cub!  
His brow was furrowed, and his cheeks  
Were sunken! . . . He approaches! . . . speaks!  
"I fear," he says, "I bring distress!  
There is no news! . . . Go stop the press!  
Things are in a most awful way!  
The paper can't come out today!"  
They helped him to a chair, poor boy,

So recently so filled with joy,  
So fat with hope, ambition—Oh!  
It was a shame to see him so!  
"What's wrong?" inquired the City Ed;  
He feebly lifted up his head:  
"I've spent my whole day at the Zoo  
Following the tip I got from you;  
I've watched the elephant all day,  
But not a bird came by that way!"

porter was present, furnished some very sensational news.

"Yerkes used to say I was the worst enemy he had in the world," Vanderlip remembered.

In the nine room suite to which Vanderlip has moved the Bureau from a 3-room office he formerly occupied in the same building, the small visible staff loses itself. The offices, it is explained, form a clearing house for reports of detectives and investigators in the field.

Vanderlip occupies one room; F. W. Doying, who called himself simply a "member-of-the staff" and Boyd Fisher, treasurer, share another room. John D. Pearmain, secretary, also has his private office, as has Roscoe C. Mitchell, the only

Cruz, and subsequently covered the A. B. C. conference. He resigned and became Washington correspondent for the Public Ledger. He has also been on the editorial staff of Nations Business.

From the steam bath of "Crusader" Vanderlip's conversation, the writer stepped into the reaction of the cold, reasoning atmosphere of seasoned newspaper men.

A prominent Washington editor, was called on immediately following the Vanderlip interview. He didn't wish his name "pitted against the former banker's investigating enterprise without first making a closer personal study of what Vanderlip has in mind" than he has yet had opportunity.

"Vanderlip may succeed in uncovering

# DAWES REPORT OPENS NEW PRESS CABLE ERA

Record File of 39,727 Words Brought on Three Lines Direct From Paris to New York Through Co-operation of A. P., U. P. and I. N. S.—Buenos Aires Gets Report in Record Time

NEWS transmission history was written April 8, when the full text of the Dawes report was brought by cable direct from Paris to New York.

Western Union Telegraph Company, working in co-operation with Associated Press, International News Service, and United Press, was responsible for the remarkable feat.

To Newcomb Carlton, Western Union president, goes full credit for making the enterprise possible. He gave his personal attention to the undertaking. Arrangements in New York were in the hands of Milton Garges, chief of the traffic department, Associated Press.

All speed records were broken. The report, consisting of 39,727 words was carried under the Atlantic to New York in 14 hours time. Four cables were brought into the A. P. office to speed delivery so that the full report might be available for publication in the United States, simultaneously more with its presentation to the Reparation Commission. It marked the first time in history an ocean cable was operated directly into a newspaper or news association office. Western Union officials declared the report was the longest individual message ever sent by any means of wire communication, either cable or domestic. At the regular rate for press matter from Paris to New York of 10 cents a word, the cost of the message would total more than \$4,000.

Check up of the operation shows that the cable was working almost continuously from 11 A. M., to 4 P. M., New York time, and continuously from 4 P. M., to 8 P. M., Monday; that a second was working continuously from 4 P. M., to 8 P. M., and that a third was working intermittently from 4 P. M. to 9:45 P. M.

This gives an average speed of 2,700 words per hour for cable. The usual speed is 1,200 words per hour.

Filed at the Western Union office, Paris, the report was carried to London, where it went through a mechanical relay in New York. Copies were taken off at Washington.

Using 4 cables, United Press relayed the report from New York to La Prensa, Buenos Aires, in 14 hours. Release was received from Paris at 5:45 A. M. (Buenos Aires time) Tuesday. Thirty-five minutes later La Prensa was on the street giving the full text. The South American newspaper claims it was first in the world to print the full report.

The story of the feat goes back to the latter part of February, when it was suggested at a meeting of the Board of Directors of the Associated Press, that the A. P. arrange to handle long reports in order to prevent clogging of cables by repetition. It was tried out first on an address made by Premier MacDonald in London, Feb. 12. At this time, cables were not brought into the A. P. office.

Associated Press newspapers which took the full report were the New York Times, New York Tribune, New York World, Philadelphia Public Ledger, St. Louis Globe-Democrat and Washington Post.

Telegraph officials were jubilant over the success of their attempt with the new method and said the achievement was without a parallel in the annals of ocean telegraphy.

Until recent years, such a voluminous communication filed at Paris could only reach New York City by a most circuitous route. Paris, for example, would transmit the entire message to London. London, in turn, would retransmit it to Valencia, Ireland, from thence to Hearts content, Newfoundland. Here again it would be relayed to North Sydney, N. S., retransmitted afresh from North Sydney New York and eventually retransmitted from the cable office in New York to the offices of the Associated

Press in Madison avenue over private telegraph wires. This operation would involve a complete transmission of the entire message at all of the intermediate points affected.

With the adoption of the regenerating repeaters, however, now used exclusively by the Western Union Cable Company, the necessity for these several handlings at the intermediate stations no longer exists. By the installation of this repeater Paris can now establish instantaneous contact with New York at all times and send cable messages direct to this country, thereby elim-

inating the vexatious delays that accrued under the old method of operation.

The regenerating cable repeaters and the overland siphon recorder apparatus which made this performance possible were developed by the engineers of the Western Union Telegraph Company and are considered two of the most progressive steps in the history of submarine telegraphy made during the past 60 years.

Three cables were used in transmission and a fourth was in readiness in case it was needed. The method was to break the message into 3 sections, the sending of each of which was begun and carried on simultaneously.

which will also be presented to the international convention for ratification.

Membership in the A. B. C. is worth what it costs for a paper of 2,500 circulation, according to J. M. Dunning of the Pendleton (Ore.) East Oregonian. The majority favored this conclusion, though some adverse opinion was expressed.

The value of circulation contests was a subject which awakened spirited discussion following the reading of a paper by E. G. Adams of the Portland Telegram in which the statement was made that all such contests pay. The majority of members present, however, expressed an opposite opinion.

Ellis B. Hall of the Centralia (Wash.) Chronicle discussed the benefits to be derived by smaller papers from joining the Pacific Northwest Circulators' group.

"How I Keep My Subscription Records" was the subject of a talk by W. R. Woodward of the Everett (Wash.) Herald, which was followed by a discussion of the value of premiums as business builders by M. E. Clark of the Yakima (Wash.) Republic. Other speakers and their subjects were: E. P. Hopwood, Portland (Ore.) Oregonian, "Public Stage Transportation Service"; E. M. Regan, Albany (Ore.) Herald, "Country Newspapers Should Collect All Subscriptions in Advance."

Among speakers at the Thursday sessions were: W. H. Brooks, Astoria (Ore.) Astorian; F. L. Garrison, Seattle Post Intelligencer; H. F. Gates, Vancouver (B. C.) Sun; H. B. Davies, Boise (Idaho) Capitol News; D. H. Smith, Portland (Ore.) Journal; G. L. Hurd, Corvallis (Ore.) Gazette-Times; and W. H. Henderson, Salem (Ore.) Statesman.

The Pacific Northwest Circulation Managers' Association now has 36 members representing newspapers in Oregon, Washington, Idaho, and British Columbia, virtually all of whom attended the meeting.

## Reduced Fares for A. N. P. A.

With the American Newspaper Publishers' Association convention less than 15 days away, efforts are being made to insure attendance of at least 250 out-of-town delegates in order that reduced railroad fares will be allowed.

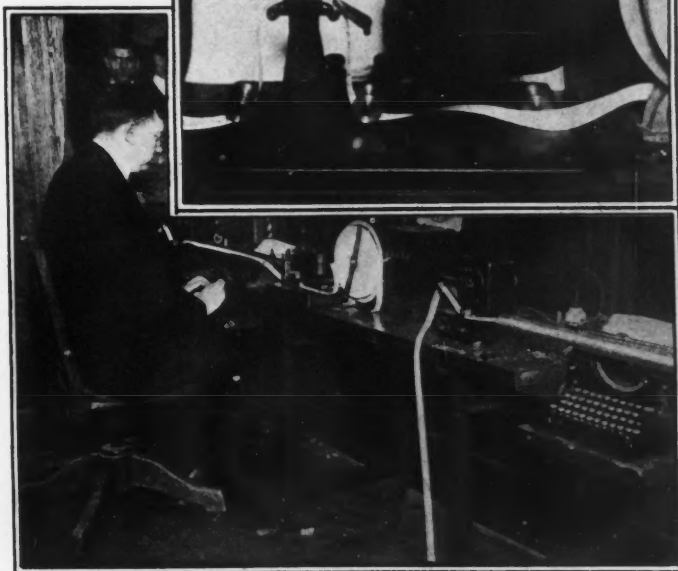
The "certificate plan" as followed in former years will be in force at the coming convention. It provides that half-fare for the return trip over the same route as that of the trip to New York will be granted members and dependent members of their families, if at least 250 certificates, procured from local ticket agents at the time tickets to New York are purchased, are turned in for validation at convention headquarters.

## Hoe Buys Hall Plant

R. Hoe & Co., printing press builders, have purchased the entire plant of the Hall Printing Press Company, Dunnellen, N. J., and are planning extensions and improvements to the plant which will greatly increase capacity. The purchase included 16 acres of land, and was made to care for the rapidly growing volume of business, officials announced. It is the intention of the company to continue manufacture of the Hall lines of direct lithographic and offset printing machinery.

## Vanderbilt Cuts Price

San Francisco Illustrated Daily Herald published by Cornelius Vanderbilt, Jr., has gone back to its original price of one cent after two months at two cents. The reduction closely followed a similar cut on his Los Angeles Illustrated Daily News announced recently.



Twenty-seven hundred words an hour tumbled off the cables into the Overland siphon recorder as the Dawes report was rushed from Paris to New York over three lines. The wavy line that the recorder writes as its shorthand on the tape is shown in the small photograph inset at the top.

inating the vexatious delays that accrued under the old method of operation.

This remarkable invention is further enhanced by what is known as the "Overland Recorder System" of operating, another basic improvement over cable apparatus of other days. While the regenerating repeater enables Paris to establish and maintain instantaneous contact with New York, the overland recorder makes it possible to further extend the sphere of direct communication to include any city in the United States and made it possible for Paris to send direct to the offices of the Associated Press as was illustrated in this instance.

Except for test messages sent last Saturday to satisfy the experts that they could transmit the Dawes report direct to the office of the Associated Press it had never been used before in the way it was employed this week.

The amount of labor and time saved by the new process is recognizable from the company's description of the route the message would have taken under the old condition.

The new system gives the necessary power and there was no trouble in getting the signals. The signals were caught on a siphon recorder at the receiving end. They came in as a zigzag blue line with the dots on one side of a neutral line and the dashes on the other recorder on a narrow band of paper which unwound at the rate of 3 yards a minute.

An operator sat by the recording tape and as it unwound read the cable signals

The regenerating cable repeaters and the overland siphon recorder apparatus which made this performance possible were developed by the engineers of the Western Union Telegraph Company and are considered two of the most progressive steps in the history of submarine telegraphy made during the past 60 years.

## COAST MEN PROTEST A. B. C. BULK RULE

Pacific Northwest Circulation Managers Put Question Up to I. C. M. A.—Contests Fail to Meet General Favor

(By Telegraph to EDITOR & PUBLISHER)

PORTLAND, Ore., April 10.—A protest against the ruling of the Audit Bureau of Circulations on bulk sales was voiced by the Pacific Northwest Circulation Managers' Association convened in Portland for its first regular meeting, Wednesday and Thursday, April 9 and 10.

A committee was appointed to draft resolutions for ratification by the International Circulation Managers' Association convention at Louisville in June, after which a joint resolution embodying this protest will be presented to the A. B. C. Another committee was appointed to draft resolutions on transportation matters

## PRINTERS' WAGES UP IN NEW YORK

**Thirty-Month Contract Provides \$3 to \$5 Increase During Life—Lunch-Time No Longer Included In Work-Day**

Newspaper publishers in New York this week settled down under a thirty-month contract with the Typographical Union, signed April 9, setting wages from \$3 to \$5 per week higher than those of the past year, Typographical Union No. 6 having accepted the terms noted in EDITOR & PUBLISHER of April 5. Wages are retroactive to January 1, 1924, and the working day has been changed from one of eight hours, including a half-hour for luncheon, to 7½ hours, excluding the luncheon period. Overtime, also retroactive to January 1, is computed at the new rate of pay and on the shorter work-day.

Wages now effective are \$58, day, for 45-hour week; \$61, night, 45-hour week; \$64, third shift, 42-hour week. Brooklyn papers pay \$58, day, 45 hours; Saturday night, \$10.16 for 6½ hours; double-header premium, \$2.55 instead of \$2.25.

These wages are to be increased \$1 on July 1 and an additional \$1 on January 1, 1925, until July 1, 1926.

Twenty-five changes have been made in various clauses of the contract, mostly of minor character.

A new section permits the termination of the agreement by the I. T. U. if a mailers' strike is sanctioned by the I. T. U. The section governing the reproduction of advertising matter which is also new, as as follows:

Section 33. All type matter in local advertisements, when matrices, cuts, type matter or plates are furnished the office instead of copy, shall be reset as nearly like the original as possible within four working days of publication. A local advertisement is construed to be:

(a) The advertisement of any concern, firm or corporation distinctively a New York concern, where such advertising is not identical with and a part of a general advertising campaign;

(b) The advertising of any New York retail concern, firm or corporation (except a factory branch store) selling more than one sort of merchandise direct to the consumer. All advertising not answering this description shall be deemed out-of-town advertising and need not be reset.

(c) Type-matter in local advertisements as determined above when reproduced by the photo-engravers' process must be reset. Provided, it shall not be necessary to reset hand-lettered portions of such advertisements, or rotogravure advertisements.

(d) Financial offerings of securities advertising, other than local issues, shall not be reset.

### CONCENTRATES ON A. M. FIELD

#### R. G. Watson Discontinues Houston (Tex.) Evening Post Started in 1922

Roy G. Watson, president and publisher of the Houston (Tex.) Post, has discontinued publication of the Evening Post, merging it with his morning newspaper.

Reason for the step was given in an editorial announcement, which read:

"The Post feels that public interest will be served best by the greater development of the Morning Post through concentration of the entire organization on the various editions of the regular Houston Post.

The Evening Post was established May 8, 1922. The Post, as a morning newspaper, was founded in 1886.

#### Puckette Joins N. Y. Times

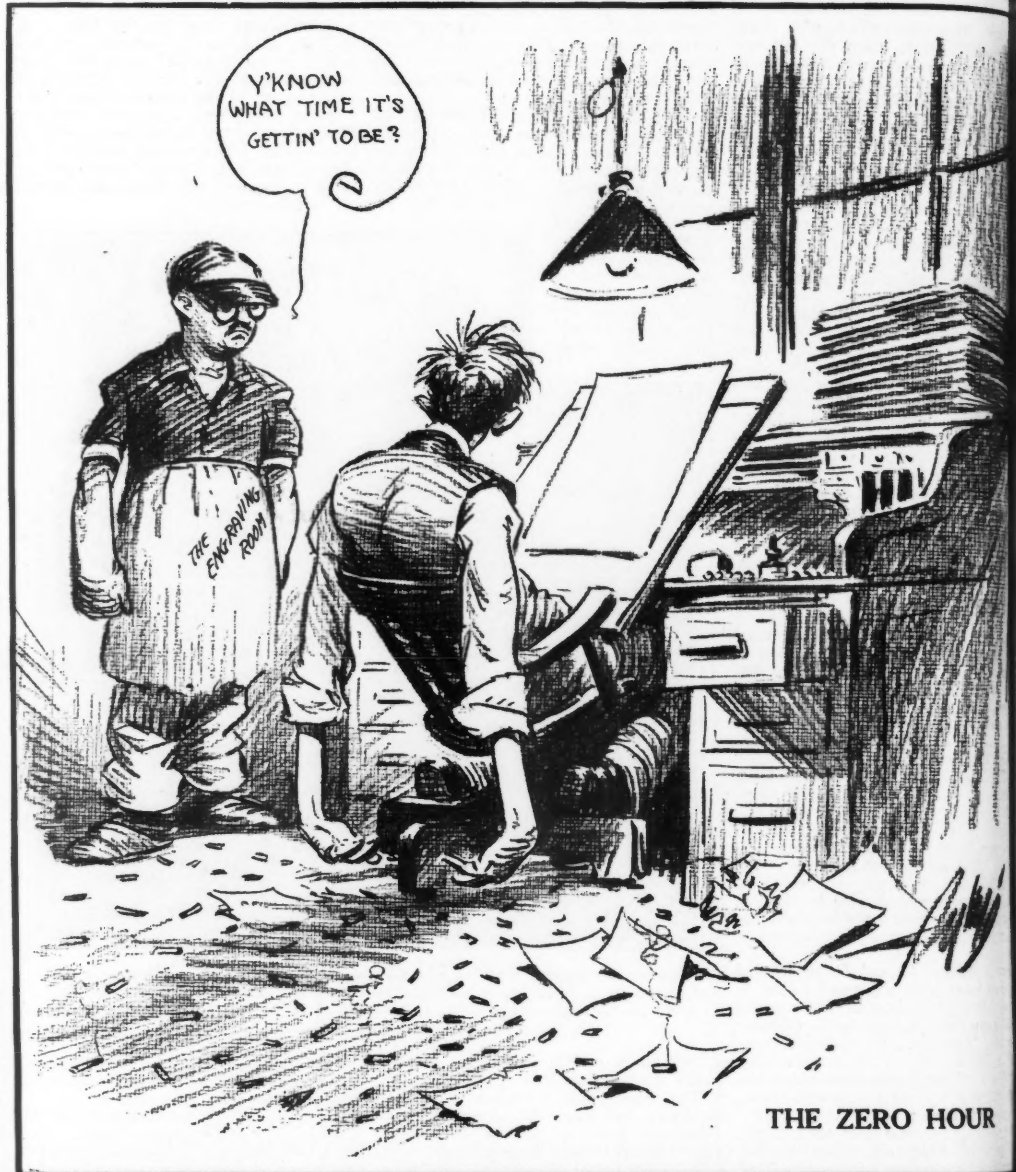
Charles McD. Puckette, formerly managing editor of the New York Evening Post, has gone to the New York Times as an assistant to Louis Wiley, business manager. He was managing editor of the Evening Post from January, 1918, to February, 1924.

## ALL IN THE DAY'S WORK

Drawn for EDITOR & PUBLISHER

By CHARLES HENRY SYKES

Master Craftsman of Public Ledger Smiles When He Hits His Foes Hardest



THE ZERO HOUR

OF course they call him "Bill" in the office and on the links, but he was Charles Henry Sykes to his parents in



CHARLES H. SYKES

Athens, Ala., where he was born Nov. 12, 1882. There also he committed the usual crimes against art and the family furniture, labels against teachers and friends and broke into politics with a lampblack illustration for a Cleveland torch-light parade in 1892. Two years at Drexel Institute, Philadelphia, were followed by a job in the art department of the Philadelphia North American, which he quit for the glory of being cartoonist of the Williamsport (Pa.) News.

When the News was sold two years later, Sykes took the vacation as a gift from Heaven and returned South with his bride and their month-old son and

after a well-appreciated Dixie rest, found a cartooning berth of the Nashville Banner, "when politics was politics, suh."

Three years later ill health took him back to Philadelphia and the Public Ledger, transferring to his present place with the Evening Public Ledger shortly after Mr. Curtis established that paper in 1914. His cartoons now appear also in Mr. Curtis' New York Evening Post and are syndicated. "This, with a weekly editorial cartoon in Life, sometimes threatens to cut in on golf, but night work with the drawing board has so far kept the days free for the game.

Mr. Sykes' work, usually in crayon (save that for life, which is in tone or occasionally pen and ink) strives chiefly for summing up the foremost news of the day, and, although a friendly critic has remarked that it is "sometimes necessarily brutal," seeks to strike as hard as possible above the belt, without malice, and wherever possible, with a broad, friendly grin. He is tall, thin, and red-boys and a God, and still has hopes that he may someday effect the production of really satisfactory cartoons, though in melancholy moments he frankly admits that that, like his golf game, is a matter

of opinion and conjecture which alone can decide.

#### Richards Will Stick to Writing

United States Lawn Tennis Association's ban on tennis players writing newspapers, doesn't bother Vincent Richards, recently victorious in the indoor tennis championships. Richards says he will follow William Tilden's pick pen instead of racquet if it comes a show-down. He is under contract to write tennis articles for newspapers, says his writing activity is "purely dental and quite natural." He received his training as a sports reporter at Yonkers (N. Y.) Statesman.

#### Flirting With Contempt

Condemned by a French court to publish a judgment given against them, Paris Action Francaise complies by printing the long finding of the court on the front page, without a single graph break in it, thrown at the top in one ugly slab of type. It was typically unreadable owing to its appearance.

# THE RIGHT WAY TO USE NEWSPAPER SPACE

## First of Revealing Series Authorized by Bureau of Advertising, A. N. P. A.—“Three Times a Week” Policy Discussed—A Contribution to the Science of Successful Trade Publicity

### A Word in Advance

Every medium of advertising has its place in merchandising, but no medium, however good, insures the advertiser against disappointment or failure. Much may depend upon the medium itself, but much also depends upon how it is used.

The medium of newspaper advertising has the approval of advertisers—local and national—because it is peculiarly adaptable to modern requirements in merchandising. The bulk of all advertising goes to newspapers.

What, then, is the best way to use this useful medium?

The Bureau of Advertising is endeavoring to answer this question with facts, and to stimulate further study of the problem.

That is the reason for this series.

It may serve as a guide for new advertisers and may help even those of experience to make their advertising appropriations return better service.

NEWSPAPER advertising is primarily consumer advertising. Its chief object is to influence retail buying.

Because of its power as a “consumer medium,” the newspaper is also effective as a “dealer medium.” Dealers will sell goods backed by advertising which makes customers.

Therefore, an advertiser who uses newspaper space intelligently and adequately, fixes his attention on his final goal—the ultimate purchaser.

Such an advertiser can look with confidence right through the dealer's store,

EDITOR & PUBLISHER herewith presents, through the courtesy of The Advertising Bureau, American Newspaper Publishers' Association, the first of a series of cogent and authoritative articles addressed to newspaper space buyers as a means of promoting successful trade publicity. This important contribution, valuable to everyone concerned in advertising, is also being published in pamphlet form by the Bureau.

to impress the retailer with its consumer value. Inadequate consumer campaigns are frequently “merchandised to the retail trade” at great expense for the merchandising.

“I have \$50,000 for advertising and \$75,000 for dealer helps, portfolios, electros and the like,” says an advertiser.

The same effort and money thus spent, merely to make the dealer believe that a campaign is adequate, might better be invested in a schedule of copy that would really make customers. Such a campaign will automatically “deliver the dealer.” You can “merchandise” a campaign like this to the trade at a minimum of expense, chiefly because you will be able to deal in facts, rather than fancies.

Therefore, in considering the “ideal campaign” in newspapers, we shall take it for granted that the advertiser's purpose is to “get the retailer by reaching the consumer.”

### READING AND BUYING

Many details enter into the making of such a campaign. But the successful advertiser would probably offer this advice as fundamental:

“Cover your markets—persistently—and advertise frequently while you are advertising.”

It is assumed that most newspaper advertisers are interested in covering good markets and avoiding unproductive ones. “Selective, intensive cultivation” is the essence of newspaper advertising value.

Why cover these markets persistently? Because people buy every day. Why advertise frequently? Because people read newspapers every day.

The daily buying habit becomes significant when it is remembered that nearly \$2,000,000 is spent each day by advertisers to interest newspaper readers in buying merchandise.

The daily reading habit is best emphasized by the fact that 31,453,683 copies of English language newspapers are sold each weekday, and 21,463,289 on Sunday.

Is there any national habit so universally observed, so consistently followed as this daily practice of looking for the day's news—in the papers?

A name unknown yesterday becomes a household word in a day—through the newspapers.

An event furnishes a topic of conversation over night—from coast to coast—through the newspapers.

### THE APPROPRIATION

“Still,” says an advertiser, “you may talk about what we should do, but we are limited absolutely by our appropriation to what we may do.”

Very true. But consider for a moment why you make a newspaper appropriation and what you do with it after you make it.

Take the position of the average advertiser whose product is sold throughout the year, or at least during certain selling seasons.

This advertiser makes a newspaper appropriation to cover markets known beforehand to represent profitable opportunities. He wants to build a volume of business in those markets rather than to make a few scattered sales. He hopes to enter every possible channel of sale.

### THE EIGHTH ART

Hereafter, the Paris Salon will include an exhibition of cooking as one of the fine arts.

It will be called the “Eighth Art”, although it certainly ranks first in importance,

For upon the delightful art of cooking all the others to some degree depend.

At CHILDS this art reaches its culmination in the trio of delectable griddle products—

Wheat, buckwheat and cornmeal cakes, served with delicious butter and syrup.



The Childs Company, which operates over one hundred restaurants in thirty cities, uses four and five inch copy two and three times a week in the larger centers. Easy-to-read, set in Cheltenham light face, the familiar script signature in bold face, together with due regard to white space, it is a good example of sale-making and good-will-building copy.

What is it worth to him to reach all who read with the prospect of influencing all who buy?

His newspaper appropriation for each market should logically be reckoned on the volume of business there. But in making such an estimate he must bear in mind the very reasonable cost of using adequately the one medium through which he can hope to reach this prospective business.

Newspaper space is the cheapest of all advertising space, actually and potentially. But the cost of a newspaper campaign must be considered in relationship to the large results expected of it.

An appropriation that is adequate to the task, market by market, is the only safe newspaper appropriation.

### FREQUENCY REASONABLE

It may be asserted, however, that even a liberal appropriation will not always permit a schedule of long duration and frequent insertions.

This objection is invariably based upon the assumption that a newspaper advertisement must be big to be effective.

It would be idle to advocate small copy in preference to big copy or for any reason other than that of economy imposed by necessity. A full page a day would naturally be the ideal schedule, but no national advertiser so far has been able to afford it.

But how close can advertisers get to daily or every-other-day schedules?

Once again let us consider the common sense behind the policy of frequent newspaper advertising—the ordinary wisdom from which sprang the present day study of newspaper copy.

A favorite criticism of newspaper advertising is its short life. But a compensating factor is its extremely active life.

Nothing is approached with keener interest during the day than the new newspaper of that day. This eagerness for the news establishes for the advertiser a daily point of contact with the millions who read.

Is there a better opportunity for the advertiser than this one which permits the bringing of a sales message to the consuming public in an eager and receptive state of mind?

Now, it is not claimed for any advertising medium that all the advertising will be read. The newspapers cannot promise that every advertiser will get the attention of every reader.

But the more frequently the advertiser tries for that constantly available attention—casual as it may be in many instances—the greater his chances for obtaining and holding it finally.

The name or the trade-mark which merely catches the corner of the reader's eye today may miss it altogether tomorrow or may arrest it a week from now. But eventually it is bound by repetition to make its impression no matter where it may be in the newspaper.

### THE “PAGE A WEEK”

We asked an advertiser which he would rather have—one page a week in a newspaper or three one-quarter pages running one every other day. He said without hesitation: “The three one-quarter pages.” He added, however:

“If I had a full page of advertising and no more to run during one week, I



### Just try it!

Once you try this delicious Chicken a la King you'll want it often.

It's so easy to prepare and it's the most economical way you may enjoy chicken.

Your grocer has it.

### COLLEGE INN CHICKEN A LA KING

From the famous College Inn Kitchens of Hotel Sherman, Chicago

Three-inch “reminder space” for College Inn Chicken a la King, running with sixteen-inch copy, has had a part in the steady increase in sale of that product. (Taken from proof.)

knowing that newspaper advertising, properly handled, insures support for his product from the merchant who passes it over the counter.

### REAL DEALER SUPPORT

Emphasis is laid upon the suggestion that a newspaper campaign must be an adequate campaign—a bona fide consumer campaign—to enlist successfully the interest of the storekeeper.

Some national advertising—in newspapers as well as in other mediums—is done purely for the purpose of “influencing the dealer.” It succeeds in this mission only insofar as the advertiser is able

**Today**  
my special mid-week baking of the finest RAISIN Bread  
At bakeries, grocery stores and delicatessens everywhere

This small “reminder” copy, filling in between large display to insure “frequency,” is used in the Sun Maid Raisin Growers campaign. The sale of bakers' raisins at February 1, 1924, showed 600 per cent increase over sales at same time in 1923.

should run about six columns in one insertion and make up two small ads from the balance and run them every other day following the big ad. In this way I should feel that my big display was insured by the smaller ads. I would bank upon a large number of readers seeing

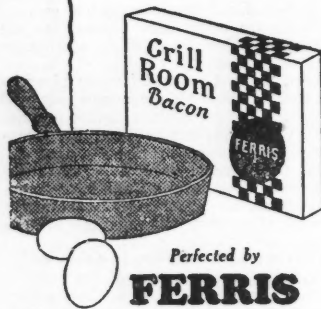
my big ad and I would also bank upon a large number being reminded of the big ad by the small copy."

Another advertiser recently sent for a representative of this Bureau with the announcement that he had a spring campaign perfected. He wanted our opinion. The campaign provided for half a dozen full pages to be run at intervals of a week apart. The pages featured the

—now sliced/

Grill Room Bacon comes sliced up...neatly ready for the broiling or frying pan. The first cousin of that same savory, tasty FERRIS Bacon that famous hotels and exclusive clubs have served for years.

Cream-gold-and-blue Packages—Quarters, Halves and Pounds



Perfected by  
**FERRIS**  
Baconers Extraordinary!

A little higher in price—BUT!

F. A. Ferris & Company, using four and five inch space with a distinctive small copy style, have popularized and stimulated sales of their products. (An untouched newspaper clipping.)

names of dealers handling the product. He had an elaborate and expensive dealer merchandising plan, including portfolios of the advertising which were to be sent broadcast to the trade in the hope of stimulating distribution.

We said to him: "You have a dealer campaign, not a consumer campaign."

He said: "What can I do to make it a consumer campaign?"

We replied: "Put it on a three-times-a-week basis. Let it run throughout your entire selling season. If you feel unable to increase your appropriation to do this, then do it by readjusting the size of your advertisements. If you feel you must have some big copy to make an impression upon the trade, cut your smaller copy down to reminder size. If you are using more than one newspaper in a town, 'stagger' your schedule so that you have some copy before some portions of the newspaper readers of that city every day."

The modern successful newspaper advertiser realizes that frequency is not only a fundamental necessity in a newspaper campaign, but it is a profitable opportunity which cannot be ignored.

Newspaper copy in general, and small reminder copy in particular, entails a study all by itself. The Bureau of Advertising has made some investigations along these lines for the benefit of advertisers and this subject is dealt with in another chapter.

(To be continued.)

#### German Editor Seeks Aid

Dr. Ludwig Stein, foreign editor of the Berlin Vossische Zeitung, spoke in New York April 10, seeking aid for German intellectuals and artists, impoverished by post-war conditions.

#### Pythians Form Whitelaw Reid Lodge

Order Knights of Pythias has formed a new lodge in New York, naming it after the late Whitelaw Reid, editor of New York Tribune. All members are newspaper men.

## RIDDING AD COPY OF FROWSY PHRASES AND OUTWORN APPEALS

By R. GILBERT GARDNER

THERE'S one thing we must hand to the theatrical profession. It is quick to sense when an act begins to get frowsy. Some advertisers ought to wake from their Rip Van Winkle sleep, and grasp the fact that people today are a canny lot. Now here's one of those relics of advertising antiquity, so old that it's a pity somebody doesn't kindly direct it to the cemetery. The advertisers never will. We all know the critter—"We reserve the right to return your money." It hath a noble sound—it smacks of high ideals—and a lofty, almost sacrificial standard of business fairness. Years ago, before its persuasive power the most confirmed

penny-pinchers willingly parted with their money, half expecting it would be found wanting and returned before the week was gone. Somewhat to their surprise the money seemed to pass muster. Its new owners so fell in love with it it never returned to the old stocking.

"We reserve the right to return your money" slogan perhaps had its greatest fling in stock selling enterprises. While the stock promoters "reserved the right to return the money," so magnanimous were they that they never availed themselves of the privilege.

But that time has passed. Now when people see this old chestnut, they smile to themselves. They know that as business is done today the buyer can "reserve the right to return the goods," and to call his money back if he isn't satisfied. Most of the big reputable firms operate on this basis, particularly the mail order houses. That is one thing that makes them successful.

So why don't advertisers do the needful to the "reserve the right" act? These later generations are "wise" to it. Call a reliable undertaker. After the obsequies, let's word it some other way. For instance: *Remember, you send your money here with the understanding that if what you buy isn't exactly as represented, if in any small particular the goods do not satisfy you, you are to return them and get your money back. On no other basis will the goods be sold—or words to that effect.*

"Only a few left" is also getting old and haggard. So many times has the obliging advertiser informed the public, through magazines of national circulation, that there "are only a few left" we are constrained to believe that his perspective is twisted. Why in the name of all that's sensible spend good money telling thousands of possible customers there are "only a few left"? There's danger in these words. The reader reasons like this: "I'd like to have the article, but if there are only a few left, they are probably already sold—so it's no use to write."

"Only a few left" is a boomerang that hits nobody but the man who throws it. Suggest something else, you say? Certainly—*You should place your order at once, for our stock is limited. If you order too late, you must wait until we can re-stock, or your money will be returned.*

Once more. This time the greatest joker in the pack. Usually it is found in the direct-mail appeal—as a part of the follow-up. "Only 15 days more. On Dec. 15 this great offer positively expires. Order today—this minute—or you lose." What rotten luck! I wanted to buy, but I won't get my salary check till the first of the month. Then it will be too late. Disconsolate, I worry along without the article, when on Dec. 17 I receive another letter purporting that because a few persons haven't yet sent in their order, the board of directors has magnanimously agreed to extend the time limit to Jan. 15, so the tardy ones may enter the fold with the ninety and nine.

Well, I still have a month—I ought to get busy—but I don't. Somehow I am a mite less confident than formerly. My nose begins to say "rat." What big independent firm can afford to shift dates just to accommodate me, and a few lowly persons like me? Time runs on and Jan. 15 comes and goes. I am out! Stay, though, not yet. Jan. 17 brings another letter. It appears that owing to the super-generosity and consideration of the board of directors, the time limit has again been extended at the old rate, principally for my sake. While feeling greatly honored, common sense tells me that it is simply a ruse to get my order. So they don't get it. Had the firm been as good as its word, and shut down on Dec. 15, I would have retained my respect for it, but now my respect has gone.

The day has arrived when these advertising ruses have outgrown their usefulness—if they ever had any.



Oh looky! see who's here! Just one dime—and you'll say it's the sweetest dime you ever spent!

## Oh Henry!

A Fine Candy  
10c Everywhere

George Williamson, president of the company making "Oh Henry!" candy products, now nationally sold, says:

"We are convinced that small copy, inserted twice a week throughout the year, with a reserve of 1,000 lines to be applied whenever we find the town needs a little extra effort, will give us greater results than larger copy used more or less spasmodically." He adds that newspaper advertising is the backbone of his campaign and that 1923 sales showed 40 per cent increase over 1922, with 1924 promising a similar increase over last year. (Untouched Newspaper Clipping.)

#### LOCAL ADS SELL SHOES

#### Highly Effective Medium Agency Man Tells Salesmen

Local newspaper advertising is a highly effective medium for selling shoes, according to Walter F. Dunlap of the Klau-Van Pietersom-Dunlap Advertising Agency of Milwaukee, Wis., in speaking before the salesmen of the Nunn-Bush & Weldon Shoe Company.

"The wise dealer today recognizes that while he may be owner of his store, he is not the boss," Mr. Dunlap declared. "It is the customer who decides what the dealer shall buy, for the dealer only buys what the customer wants and will buy from him. The boss is the customer."

"Because he is interested in purchasing merchandise that will sell, the dealer is interested in what the manufacturer is doing to make it sell. He is highly interested in local newspaper advertising because this is the factor he uses himself. And if there are any questions in your minds about retail newspaper advertising results, let me refer you to the experiences of your company in Milwaukee and New York."

#### Fort Wayne News-Sentinel Wins

Fort Wayne (Ind.) News-Sentinel was recently awarded a silver loving cup, the first prize in a "Best Dressed Front Page" contest conducted by the Indiana Republican Editors' Association.

## ADVERTISING HIT BY NEW POSTAL PLAN

Increases in First to Fourth Zones Second Class Urged by Postmaster General to Forestall Wage Rise Deficit

Second class mail rate increases on advertising matter in the first, second, third and fourth zones, calculated to provide additional revenue of nearly \$5,000,000 annually, from part of the postal rate advances proposed by Postmaster General New to take care of salary increases for postal employees.

Mr. New's suggestions, which include increased rates on third and fourth class matter, and several special classes of mail will raise approximately \$43,000,000 additional a year, a sum the postmaster general estimates will be ample to provide a needed readjustment in postal wages, without swamping the Post Office Department with a deficit. His plan, submitted to Senator Edge of New Jersey, chairman of the Joint Postal Committee, is a substitute for the so-called Kelly-Edge bill and the Paige bill, by which flat increases in postal salaries are provided which will boost postal expenditures \$122,000,000 the first year and \$150,000,000 annually thereafter.

The Paige bill provides that the pay advances be met out of parcel post rate increases, but the Postmaster General contends such a program would wreck the parcel post service without producing anywhere near the revenue needed. Even a reasonable readjustment of wages such as he proposes, Mr. New asserts, must be met by advances in all classes of mail except first class.

"The Department's substitute suggestion with respect to second class matter," wrote Postmaster General New, "provides for increasing the rates on advertising matter in the first, second, third and fourth zones; in the first and second zones 1½ cents per pound; in the third zone 1¼ cents per pound, and in the fourth zone ¼ cent per pound. Post Office Department experts estimate the revenue from these advances at \$4,985,000. The other rates increased and the return expected are: third class, \$500,000; fourth class (including parcel post) \$30,100,000; insured mail, \$175,000; C. O. D., \$1,200,000; registered, \$1,100,000; special delivery, \$900,000 and money orders, \$2,761,000, or a total of \$43,296,000.

The readjustment of salaries provided by the New substitute would affect post office inspectors, postmasters of all four classes; assistant postmasters, clerks and supervisory employees; city letter carriers, auxiliary service clerks; carriers, watchmen, messengers and laborers; motor vehicle service; village delivery service; night work, railway mail service and rural delivery, increasing the annual payroll of the postal service \$42,974,148.

#### Woos His Lady By Radio

"Well, now I'll sing a little song to my fair-haired girl in Chicago," Wendell Hall, song writer, used to say in prefacing his choicest ditty from radio station WOG at Davenport, Ia. Now his engagement to the "fair-haired girl," Miss Marion M. Martin of the reference room of the Chicago Tribune, has been announced.

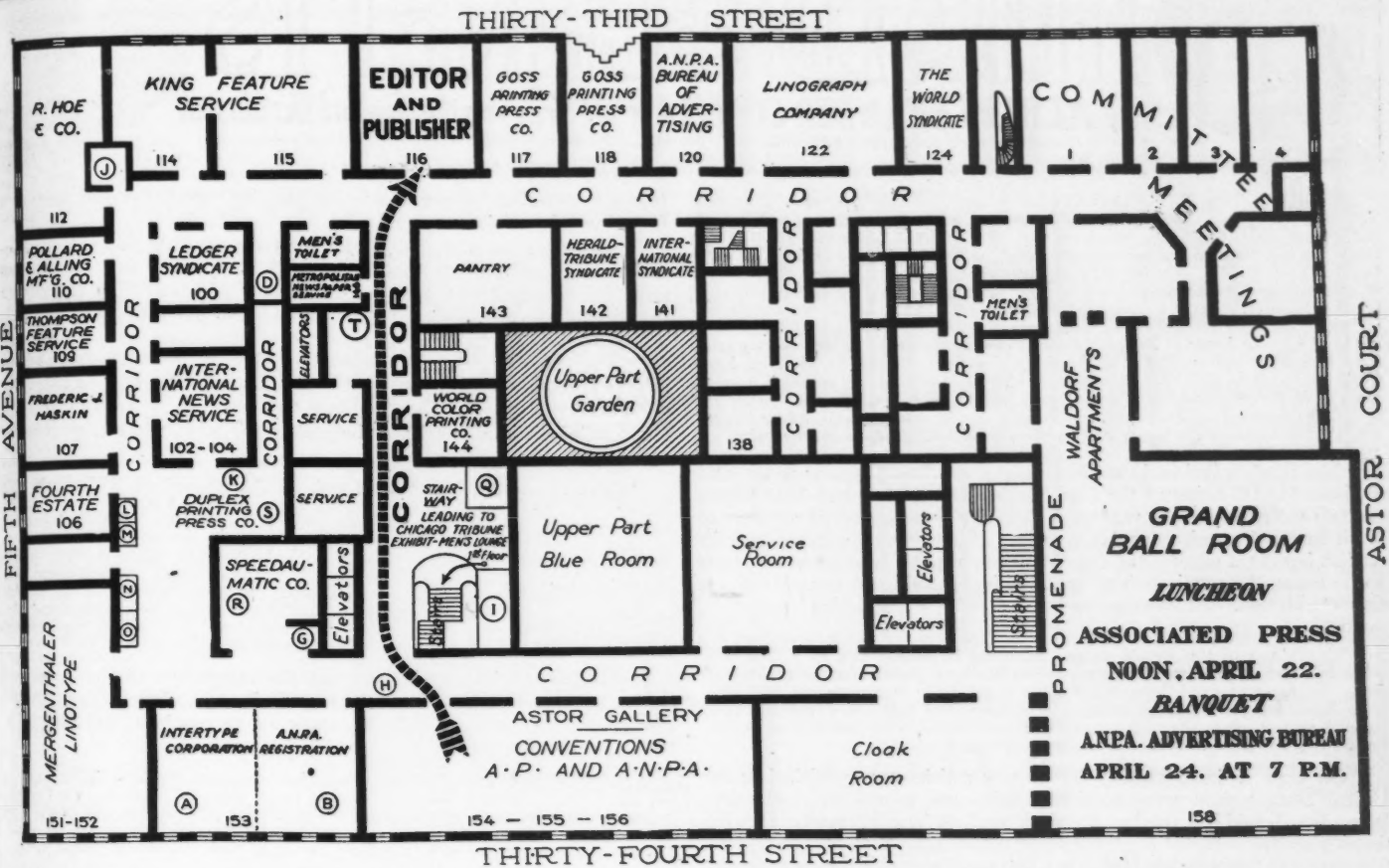
#### Furniture Store Takes 16-Page Ad

Muskogee (Okla.) Daily Phoenix on March 30 printed a 16-page advertising section purchased by the Harbour Furniture Company of Muskogee. It contained 2,352 inches, believed to be the largest single advertisement ever carried by a retail firm in Oklahoma.

#### Brown Edits New Texas Daily

Amarillo (Tex.) Globe, an afternoon paper, has made its appearance with Carl Brown, formerly of the Atchison (Kan.) Globe, editor. The paper carries the United Press leased wire report.

CONVENTION GUIDE TO SYNDICATE AND SUPPLY EXHIBITS



**AMERICAN NEWSPAPER PUBLISHERS' ASSOCIATION**  
 Convention, Astor Gallery, Rooms 154, 155, 156  
 Headquarters, Room 153, Space B  
 Committee meetings, Rooms 1, 2, 3, 4  
 Committee service, Room 143  
 Bureau of Advertising headquarters, Room 120  
 Bureau of Advertising banquet, Grand Ballroom  
 General offices, 63 Park Row  
 Registration Room 153 B

**ASSOCIATED PRESS**  
 Convention, Astor Gallery, Rooms 154, 156  
 Annual luncheon, Grand Ballroom  
 Committee meetings, Rooms 1, 2, 3, 4  
 Committee service, Room 143  
 General offices, 383 Madison Avenue

**ARTGRAVURE CORPORATION**, Space H in corridor  
 A. H. Sherin R. N. Getches  
 F. D. Murphy W. A. Milanese

**BASIL L. SMITH SYSTEM**, Classified Advertising, Fifth Avenue Corridor, Convention Floor

**BELL SYNDICATE**, Space D in Corridor  
 John N. Wheeler Homer Sprague  
 Henry M. Sneyily James J. O'Connell  
 Jay Jerome Williams Marie Cleary

**BENJAMIN ADVERTISING CORPORATION**, Space G in Corridor

**BUREAU OF ADVERTISING**, A. N. P. A., Room 120  
 William A. Thomson William C. Flad, Jr.  
 Thomas H. Moore E. M. Johnson  
 F. Douglas Campbell E. L. Bode

**CHICAGO TRIBUNE**, Men's Lounge, main floor

**CLINE ELECTRIC & MANUFACTURING COMPANY**, Space O in Corridor  
 A. J. Cline C. A. Dresser  
 A. H. Parks H. S. Patterson

**CUTLER-HAMMER MANUFACTURING COMPANY**, Space S in Corridor  
 T. H. Rodman H. R. Eliertson  
 F. W. Schnell George E. Booth  
 F. W. Barneccott F. S. Wilhoit  
 George R. Heffner

**DUPLEX PRINTING PRESS COMPANY**, Space K in Corridor  
 I. L. Stone Sam R. Young  
 Henry F. Bechman H. E. Vshlage  
 I. K. Stone H. G. Samsal  
 Charles S. Brown B. M. Phelps  
 I. C. Squirer H. K. Allwardt  
 Wesley Dammes

**EDITOR AND PUBLISHER**, Room 116  
 Mr. Brown Mr. Kane  
 Mr. Pew Mr. Roche  
 Mr. Rebb Mr. Stansfield  
 Mr. Schuyler Miss McMahan  
 Mr. Bassett Miss Higgins  
 Mr. Keeney Miss Ferro  
 Mr. Dowling Miss Sheldrick  
 Mr. Straite Miss Clougher  
 Mr. Tanner Miss Smith  
 Mr. Drummond Miss Lovett  
 Mr. Lambert Mrs. Robbin  
 Mr. Walker Miss Breck

**ELROD CASTER COMPANY**, Space M in Corridor

**FOURTH ESTATE**, Room 106

**GOSS PRINTING PRESS COMPANY**, Room 117 and 118  
 George A. Eddy R. T. Thomas  
 M. L. Redfield H. D. Bell  
 M. W. Brueshaber H. S. Mount  
 J. W. Spencer Harry Sheldon  
 E. M. Arnold

**FREDERICK J. HASKIN**, Room 107

**R. HOE & CO.**, Room 112  
 Howard Reynolds  
 Oscar Roosen Charles Peterson  
 H. V. Ball P. H. Gallien  
 O. L. Crain Gilbert H. Higgins  
 E. L. Johnson Edgar Rodd

**HIGHWAY LIGHTHOUSE COMPANY**, Corridor, Convention floor  
 Val A. Schmitz

**J. M. HUBER**, Room 144  
 A. H. Gere Fred Allen  
 C. W. Luttinger

**IMPERIAL TYPE METAL COMPANY**, Space T in Corridor  
 Harry A. Bray H. W. McGrath

**INTERNATIONAL FEATURE SERVICE**, Rooms 114, 115 (See King Feature Syndicate)

**INTERNATIONAL NEWS SERVICE**, Rooms 102, 104  
 George Shor W. B. Goode  
 Barry Paris

**INTERNATIONAL SYNDICATE**, Room 14

**INTERNETRY CORPORATION**, Room 153-A  
 H. R. Swartz F. H. Dunham  
 G. C. Willings Albert Sterling  
 Charles Chidsey W. R. Coleman  
 T. A. MacElwee O. J. Houck  
 H. Palmer F. H. Hayles  
 F. A. Hill Richard Hennelley  
 W. S. Scudder J. W. Schuh  
 T. S. Homans W. C. Lund  
 C. W. Gaskell W. H. Borden, Jr.  
 W. K. Young

**KING FEATURES SYNDICATE**, Rooms 114, 115  
 F. J. Nicht F. E. McIntyre  
 I. F. Alofsin John Brogan  
 S. S. Paquin W. W. Williams

**LANSTON MONOTYPE COMPANY**, Space O in Corridor  
 Harvey D. Best H. H. Rossiter  
 Frederick W. Goudy Richard Beresford  
 T. Frank Morgan Louis Seipp  
 David H. Mallalieu William Kirby  
 H. H. Morley S. E. Haigh  
 G. Walter Leib H. F. McMahon  
 F. L. Rutledge

**LEDGER SYNDICATE**, Room 100  
 John E. Watkins Frank R. Margeson  
 Edgar E. Parker

**LUDLOW TYPOGRAPH COMPANY**, Space L in Corridor  
 W. A. Reade M. O. Menaige  
 H. H. Muir R. McLaughlin  
 W. F. Mulcaby E. Benny  
 D. E. Roseman V. V. Evans

**McNAUGHT SYNDICATE**, Second floor  
 V. V. McNitt Chas. V. McAdam

**MERGENTHALER LINOTYPE COMPANY**, Rooms 151, 152  
 Fred C. Grumman Jack Sterrett  
 Walter H. Savory Alfred Archer  
 Walter C. Bleloch Mark H. Boynton  
 Fred W. Bott F. C. Schaick  
 Thomas Butler Harry E. Reid

**METROPOLITAN NEWSPAPER SERVICE**, Room 146  
 Maximilian Elser, Jr. E. J. Clods, Jr.  
 Earl J. Hadley Carter Lucas  
 A. L. Brandt Mrs. Helen Searl

**NEW YORK WORLD NEWS SERVICE**, Room 124 (See New York World Syndicate)

**NEW YORK WORLD SYNDICATE**, Room 124  
 F. B. Knapp W. H. Williams  
 R. E. Moyer H. C. Thiele

**NEA SERVICE, INC.**, Space 1 in Corridor  
 N. C. Ferguson

**NEWSPAPER FEATURE SERVICE**, Rooms 114, 115 (See King Feature Syndicate)

**NEW YORK HERALD-TRIBUNE SYNDICATE**, Room 142  
 W. H. Johnson C. O. Davidson  
 Harry Staton Miss O. Robde  
 Philip L. Dietz

**POLLARD-ALLING MANUFACTURING COMPANY**, Room 110  
 Wm. M. Stretch F. DeMinico  
 Frederick H. Alling Miss L. Demuth  
 Chas. R. Ketchum

**SPEEDAUMATIC COMPANY**, Space R in Corridor  
 William Ayer McKinney H. M. Pierce  
 Miss S. M. Johnson

**THOMPSON FEATURE SERVICE**, Room 109  
 R. S. Thompson A. A. Creclado  
 A. L. Fowle

**UNITED FEATURE SYNDICATE**, Room 235, Second floor  
 N. A. Huse H. A. Beierlein

**UNIVERSAL SERVICE**, Rooms 102, 104 (See King Feature Syndicate)

**CHRISTY WALSH SYNDICATE**, Space J in Corridor  
 Christy Walsh Joseph Bihler

**SAMUEL P. WESTON**

**WOOD NEWSPAPER MACHINERY COMPANY**, Space N in Corridor  
 Benjamin Wood Ray Sizer  
 Nathan Maynard Washington Wood  
 N. O. MacKinnon

**WORLD COLOR PRINTING COMPANY**, Room 144

**CLIFFORD YEWDELL**, Room 225, second floor  
 Thos. L. Fortune

**Koenigsberg Host at "Mudlark"**  
 M. Koenigsberg, chief of the Hearst feature syndicates and wire services, will entertain publishers and editors attending the A. P. and A. N. P. A. conventions at a "Mudlark" the evening of April 23 at the Friars' Monastery, New York.

**B. F. Grant Joins Deseret News**  
 Heber J. Grant, publisher of the Salt Lake City Deseret News, has announced that his brother, B. F. Grant, will hereafter have a part in the management of the daily as his personal representative.

**Advertising Organ Sold**  
 Advertising and Selling, monthly advertising journal, has been sold to Advertising Fortnightly. The two publications will be merged with the May 7, issue.



# NEW AND AUTHENTIC HISTORY OF THE HERALD OF THE BENNETTS

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

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*What Has Been Told*—James Gordon Bennett, born in Banffshire, Scotland, Sept. 1, 1795, left his native land and his studies for the Roman Catholic priesthood and, hardly more than a boy, found his way to the United States via Nova Scotia. Failing to succeed as a teacher of bookkeeping, selling books, or lecturing, he came to New York in 1823. During the next five years he rapidly learned the elements of contemporary journalism as a reporter for obscure journals, went to Washington for the Enquirer, effected a consolidation of that paper with the Courier and during the next few years shaped the national policies of the Courier and Enquirer until it passed into the hands of James Watson Webb, whose views clashed sharply with those of Bennett and resulted in the latter's resignation. He founded the New York Globe in October, 1832, but suspended it after a month, then purchased a small interest in the Philadelphia, Pennsylvania, whose debts also proved too heavy. In 1834 he returned to New York, and founded the Morning Herald, whose infancy was marked by many exchanges of compliments with the Sun, its great rival.

Mr. Bennett had early realized the demand for a Sunday paper, and on June 14, 1835, issued the first Sunday Herald. It had four pages, gave all the news for the past week carefully summarized, in addition to much interesting miscellaneous matter. People who were not regular readers bought it eagerly and the circulation rapidly increased. On June 15 he began the publication of the Evening Herald and later planned a Country Herald. At this time he boasted of his fast growing circulation, saying:

"The success of the Herald springs from the invariable laws of Nature. Its editor has been in training for his profession during a period of more than fifteen years. He has prosecuted these studies under every clime; in Europe and America—in the North and the South—in society and solitude. For nearly five years he helped to build up and adorn the editorial reputation of Major Noah and Colonel Webb, for which these gentlemen are kind, silent and grateful."

On June 15 he wrote the first money article ever published in the United States; these were continued daily and gained wide attention. When the Herald had reached the sixth week of its existence he declared that it already circulated ten times more papers daily than any newspaper that ever was attempted in New York had done in double the same period. The statement was followed by this fling at his rivals:

"Stimulated by the success of the Herald we see around us crowds of block-heads issuing small papers in floods. They are the mere flies of summer which the next thunder gust will sweep away!"

On June 19 the following slurring squib appeared:

"One-half the editorial matter in the Star, one-third in the Courier and two-thirds in the Sun and Transcript are cribbed from others papers; have a head, a tail and a few leads put into them and then are passed off for original thought, bright ideas, masterly lucubrations! Printers call such matter 'leaded' and so it is—heavy as lead."

To this the Sun replied with the following vicious slap next day:

"A little mushroom contemporary charges us with general plagiarism, whereas we write upon an average more original editorial matter than any other paper in the city."

The Sun was at this time engaged in a bitter warfare with the Courier and Enquirer, terming it the most mendacious and unprincipled of all prints."

## The Herald and Catholicism

About the middle of June, the feeling amid some classes of the community hostile to the Catholic Church and Irish residents was intensified by attacks that appeared in the Evening Star and the Courier and Enquirer. The Herald denounced these utterances, Mr. Bennett declaring:

"We like the Irish boys and will defend them."

Serious riots followed the newspaper discussions, and due to the disturbed state of public opinion then existing, Mr. Bennett with wonted impetuosity on June 27th printed an editorial attack on the Catholic Bishop, Mgr. Dubois, upon whom he partly placed the blame for the disturbances. He defended the Irish members of the Catholic clergy in New York as men of talented education, while terming those of other nationalities as "ignorant and vulgar." He went on to say that:

"The riots, the burnings and the outbreaks in various parts of the country, in relation to the Irish Catholics, have revealed some deep-seated, some radical defect in the whole Catholic system as now practised in this country. The Pope and the College of the Propaganda at Rome hold the Catholic Church in this country in a state of absolute colonial vassalage. The conduct of the Bishop here has been that of the veriest slave to the Vatican and an ignorant tyrant towards his educated and respected Irish clergymen."

His editorial was like a two-edged sword—he wounded friend and foe alike, and the deepest resentment was manifested, for on June 29, under the head of "Further Developments of Catholicity," he printed several threatening letters he had received. One writer termed him "an

infernal scoundrel," and added: "If you don't stop, Bennett, there is a few of us who will shute you."

Alexander Macdonald defended the Irish, denying that they had begun the rioting, but had "stood with clubs to protect their houses and themselves from the murdering Americans and many of them were dragged off because they would not give up their clubs, their only protection in this free country."

While Mr. Bennett again launched a bitter attack on Bishop Dubois, he also severely criticized the Courier and Enquirer's course on the Catholic question, attributing it to political motives.

On July 1, in a long leader he praised the Irish, while criticizing the methods of Bishop Dubois:

"To every one who is acquainted with the character of the Irish people it is apparent that to the weaknesses of human nature they join innumerable traits of heroism, magnanimity, talents, virtue and excellence. They are not so bad as many of their ignorant traducers would try to make us believe—neither are they those angels of perfection which their flatterers give out. We have found the Irish people of this city tyrannized over and borne down by a Roman bishop and a Bourbon king of ignorant, uneducated priests acting under the exclusive authority of the Church of Rome. We have found the Irish portion of the clergy, Mr. Powers and Mr. Levins, the only educated men among them, insulted and outraged by the impotent threats and empty interdictions of a despotic agent of the Vatican."

He then advocated reforms and the separation of the American Catholic Church from Rome and the formation of an independent American Hierarchy. These attacks naturally led to reprisals, and on July 1 he made this statement:

"On the Sunday before last, as we have been informed, the Rev. William Quarter, one of the Catholic priests who officiate in St. Mary's Church in Grand street, embraced the opportunity during the morning service to denounce and prohibit to his congregation the reading or perusal of the Morning Herald, under the usual penalties made and provided by the Holy See in all such and similar cases."

He then made a caustic editorial attack on the clergyman, winding up with this paragraph: "Let us therefore have an American Hierarchy acquainted with our feelings and understanding our institutions."

Mr. Bennett then and there discontinued his criticisms of the Church. The reckless freedom with which he had launched his attacks offended all parties and creeds and was denounced by Catholics and Protestants alike.

His comments on the stand he had taken are interesting:

"Many persons tell us, 'We admire your intrepidity, but are you not afraid?' We reply: 'No, we are afraid of nothing in the shape of man when public good is the object. \* \* \* The intrepidity of the course we have pursued on this question may astonish many who have been accustomed to the present race of dull, sleepy editors.'"

In "a little twaddle" about his prospects, printed on July 9, he again slashed the Sun, this time as to its boasted enlargement:

"In relation to improvements in the size, enterprise and general efficiency of the Herald we shall say nothing at present. As to the enlarging and improving which the Sun has recently perpetrated, it is all a farce. Any poor devil may, with a great propriety, rip down the hem of his shirt tail and cry out: 'there I am two inches taller and a smarter fellow to boot.'"

Toward the end of July Mr. Bennett talked of a marine news establishment as a great necessity, while he issued his evening edition only on the receipt of important foreign or domestic news.

On August 6 he thus epitomized the excellent news features of his little paper:

"With all the usual local, foreign and domestic news, the Herald contains each morning elaborate reports of the operations in Wall street; the state of the money market and the fluctuations of exchange. The general accuracy and fullness with which these reports have been got up have given great satisfaction to business men."

He then remarked:

"At the end of the first three months of its existence, the receipts of the Herald pay its own expenses, a fact which never happened before in any newspaper enterprise."

(Continued next week)





# DAMON RUNYON DISSECTS THE SPORTING PAGE

It Must Produce Circulation or It Has Failed, Declares Veteran New York American Sports Writer, Who Plays Up the Fans' Angle to Draw Readers

By WARREN BASSETT

INCREASED circulation is the only return newspapers can hope to realize from the money and space they devote to sports. If a sports writer can't get circulation he isn't worth a dime!"

Damon Runyon of the New York American was speaking—and Runyon ought to know. For 30 years—since he was a lad of ten—Runyon has been connected with newspapers. For 25 years, with a few interruptions, he has been covering sports. Today he is one of the luminaries in the field, known to newspaper readers in all sections of the country. Perhaps it is no exaggeration to say that his daily column is to the sporting fraternity what Brisbane's column is to readers of editorials.

To recount the places he has been and the historic contests he has witnessed would make the average fan dizzy with envy. He is a walking history of American sporting events. Take all the famous contests in the category in the past 20 years from bowling to baseball, trap-shooting to tennis, pugilism to pinocle—shake 'em up in a derby hat and draw three—it's an even bet Runyon saw and reported two of them.

But Runyon leaves speculation upon the pleasure and romance of his profession to readers less sophisticated than newspaper men. His chief concern is building circulation.

What is the secret? The big city room of the American was working full speed on the early 6 o'clock edition when EDITOR & PUBLISHER asked this question. Copy readers bent over typewritten sheets wielding agile pencils. Telegraph keys clicked and stuttered. Of all the staff, Runyon, at his desk in a corner of the city room, seemed to have plenty of time.

And as he talked the "secret" proved to be only a direct application of common sense.

"Get the psychology of the crowd," he advised sports writers who would recruit readers.

"Sporting events today are drawing the greatest crowds in history. After a baseball game or a prize fight the fans want to read a description of the contest as they saw it. Give it to them and they'll come back for more."

The man to keep in mind is not the professional follower of sports who sees everything and has little enthusiasm, Runyon believes, but the fan who sees only a few big contests a year and reads about the rest in the newspapers. When the latter goes to watch Dempsey slam Firpo to the ropes it is a gala day for him. He will always remember the picture of the huge Polo grounds on such an occasion—the tiers of humanity going wild as down in the brilliantly lighted ring the tense figure of the referee counts over a battered figure sprawled on the canvas. He buys a newspaper to get the round by round. In a sense, it is a slow motion picture of the bout. It recalls leisurely to his mind the frenzied milling—the music of padded knuckles caressing a Gibraltar jaw. He sees again each move of the pugilistic behemoths. And it also tells him what happened each time the big stiff in the seat just ahead leaped up and blotted out the view.

Besides covering contests from the fan's angle Runyon has another way of playing up to the crowd.

"I am often asked," he said, "why I give so much space to So-and-So. Right now it happens to be Berlenbach, the boxer. This is the answer. Five thousand members of the New York Athletic Club paid to see him in a recent Madison Square Garden fight. They were well-to-do business men, far above the ordinary prizefight crowd. When there is that much genuine interest in a sporting figure he is going to get plenty of 'play' in my

columns. It's purely a matter of news. I have heard much criticism of the amount of space given to Babe Ruth, but it doesn't mean anything. The public, through the newspapers, pay him \$30,000



Personal journalism is making its last stand in the sporting columns, believes Damon Runyon, who writes of diamond, ring, and gridiron, as the amateur fan sees them.

a year to read stuff he doesn't even write. You can hardly overplay a man like that. You can't go wrong giving space to the man in the public eye."

Remembering all this, the wise sports writer will do well to cultivate his Pollyanna instincts, Runyon intimated—in other words, don't continually "knock."

"The fans quickly tire of panning," he declared. "If they thought a contest good they won't thank you for proving it wasn't—even if you're right!"

Radio, instead of injuring newspaper circulations through the broadcasting of sporting events, boosts them, according to Runyon. It whets interest. Whether the result only is flashed, or whether a play by play account is given, newspapers are purchased for the complete story.

Despite the tremendous crowds which attend sport contests of every type today, Runyon is convinced that the Golden Age for both writers and contestants is ahead.

"Dempsey's \$500,000 purse was greeted with amazement, but the day is coming when a million dollar purse will go to one man," he prophesied. "The day of the \$100,000 sports writer is also coming. In fact, through syndication, that figure is approached by some even now."

There are three popular suspicions in regard to sporting contests which Runyon is inclined to term utter fallacies, namely: that a great many professional contests are "fixed;" that professionalism is rampant in the colleges; that purses today are proportionately much higher than they were 10 or 15 years ago.

In disposing of these ideas he declared: "More things which are untrue are suspected of sports than any other racket. It has always been so. Boxing, racing and baseball have been under suspicion. The charge was made that the Dempsey-Gibbons fight at Shelby was a stall; a come-on.

"Personally, I regard it as the best fight I have ever seen. Gibbons put up an amazing exhibition of boxing. In all my

experience I have seen only two bouts I thought were fixed.

"Syndicate ownership of big league ball clubs is another story often encountered. Professional baseball is a business built on public confidence. It couldn't survive crookedness.

"Colleges are freer today of the taint of professionalism than ever before. Sports are almost indispensable in the schools. They create prestige.

"I do not agree that purses nowadays are far out of proportion to what they were years ago. I can remember when newspapers thought it a crime for a heavy to ask \$1,000 to defend his title. That was big money in those days, as big as \$100,000 now, considering the gate."

Runyon does not admit that newspaper syndication of "big names" in the sporting world hurts sports writers.

"If a newspaper wants to contract Babe Ruth, Dempsey, or Tilden for a series of articles I see no harm in it to the profession," he declared. "The bad feature is that these contracts usually prohibit stars from giving interviews. They owe their success to the public and should not be inaccessible to any writer. But if they are good circulation builders I see no reason why they should not syndicate their stuff."

It has been said that personal journalism is making its last stand in the sporting columns. Here the sky is the limit, grammatically, stylistically—even intellectually. Sports writers say what they please in whatever manner they please. If the Battling Kid is a hulking four-flusher he is set down as just that. What chance has a reporter or editorial writer to say the same thing of a local Chamber of Commerce dignitary, even though it were equally as true?

Sports writers have the most colorful materials with which to work of any group of newspaper writers. Mixing slang with fancy and imagination with fact they are able to dish up a glittering and amusing hash carrying all the savor of the sport they are writing about. The copy reader's blue pencil is powerless. Runyon appreciates this and advises sports writers to cultivate a vivid, personal style.

"I prefer the semi-humorous vein," he remarked. "I was supposed to be a humorist once."

The "once" refers to time when he descended upon New York with Charles Van Loan to write short stories after a strenuous newspaper apprenticeship in the West. His father was a newspaper compositor in Manhattan, Kan. At 10, Runyon was before the cases sticking type. The first sport to attract him was

horse racing, and for a few years he traveled through the west as an apprentice jockey. When 14 he enlisted in the army and saw service in the Philippines. On his return he joined the Pueblo (Col.) Chieftain staff as reporter, later going to the Colorado Springs Gazette and the Glenwood Avalanche. He served as sporting editor of the St. Joseph (Mo.) Gazette, and at another time was managing editor of the Trinidad (Col.) Advertiser. During all this time he was an ardent follower of sports, organizing and promoting baseball and fight clubs. In 1908 he covered politics for the Denver Rocky Mountain News, later going to the Denver Post, where he staged the first Mile High Marathon.

In 1910 he came to New York with Charles Van Loan, who was then a fellow reporter on the Post, to write short stories with a sporting slant. Through Van Loan he obtained a place on the New York American sporting staff in 1911 and has remained there ever since.

Of all sports Runyon likes baseball best, although he has never been a player. Football is the most spectacular game from the standpoint of the crowd, he believes while of amateur sports golf match play is the most thrilling for the spectator.

Outside of his newspaper writing Runyon has published two volumes of verse, and written many short stories and articles for magazines. At present most of his magazine material appears in the Cosmopolitan and Saturday Evening Post.

**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

The Business Men of Your Town Want to Read

**John T. Flynn's DAILY BUSINESS REVIEWS**

We Can Prove It By The Written Endorsements of Hundreds of Leading Merchants Representing Every State In The Union

Write for Particulars to

**U. P. C. NEWS SERVICE, Inc.**  
243 West 39th Street  
New York, N. Y.

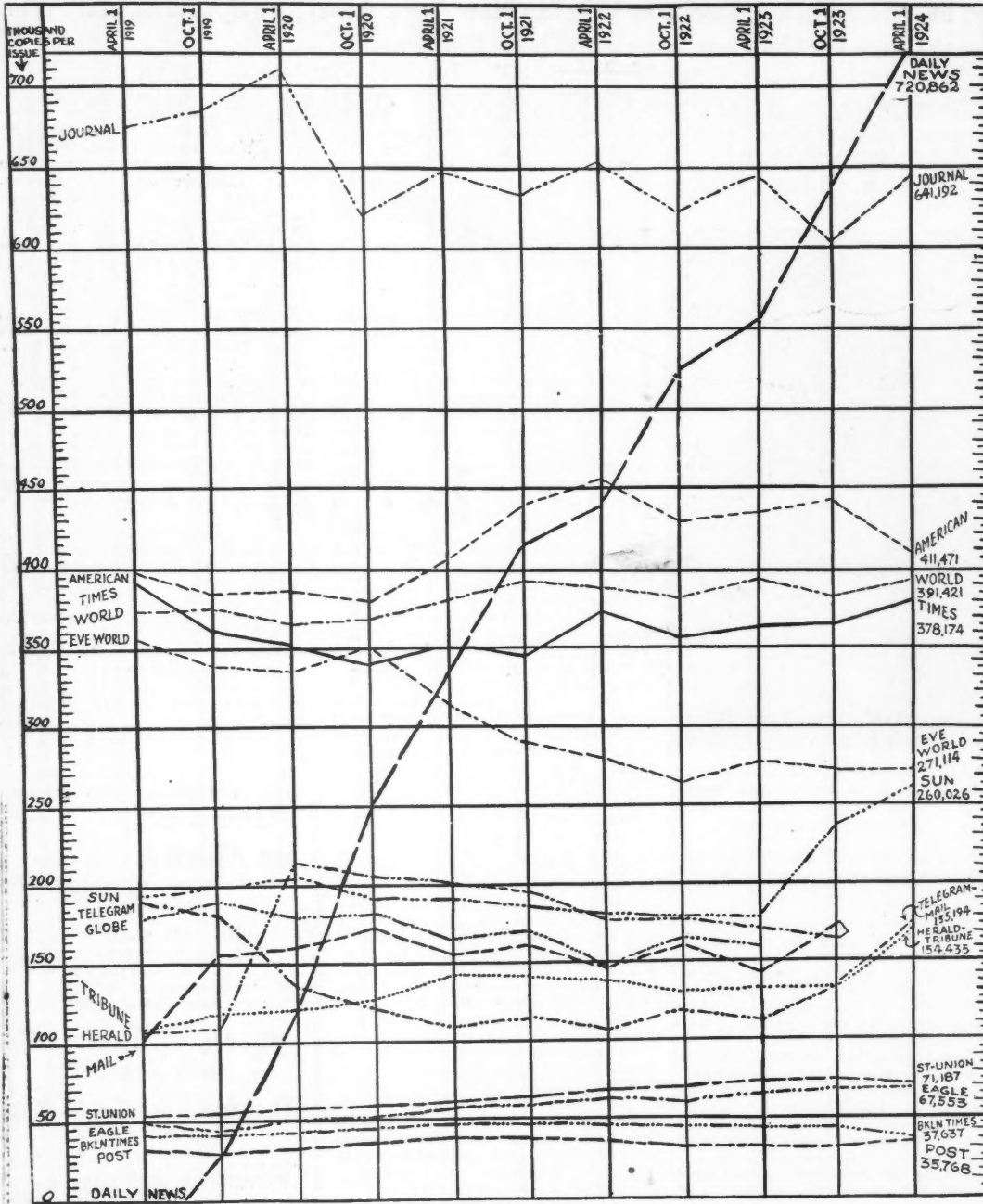
**Facts About The Sun**

NEW YORK

The Sun gained three-quarters of a million lines of advertising in the first quarter of 1924 over the corresponding period last year. More than 450 advertisers now make their announcements exclusively in The Sun among New York evening newspapers.

Circulation more than 250,000

**MERGERS NOT YET REFLECTED IN NEW YORK CIRCULATIONS**



CIRCULATION statements filed by New York City newspapers for the six months ending March 31, 1924, do not yet reflect the results of the suspensions and consolidations that crowded in to the end of that period. While the general tendency of individual circulations is upward, the indications of gain for most of the papers are by no means as sharp as they would be were a shorter period taken as a basis. In the consolidations of the Herald and the Tribune and of the Telegram and Evening Mail especially are the six-months averages poor indices of present conditions. The Herald Tribune circulation is now somewhat less than double the 154,000 sworn to for the six months, only the last ten days of which figure in that figure. The Telegram-Mail figure is stated by its publishers to be approximately thirty-three and one-third per cent too low for present circulation.

The Daily News again showed the largest gain, on the accompanying chart of over 90,000 daily. The Sun climbed from 235,000 to 260,000 in its second statement following its purchase of the

Globe. The Journal also swore to a handsome increase, and the Evening Post, for the past three months under C. H. K. Curtis ownership, is 2,500 ahead of its old figures, despite an increase in price from three to five cents per copy. Gains were also made by the Times, World and Brooklyn Eagle, while the Evening World and Brooklyn Standard Union noted a slight drop. The American is also below its figures for October.

All daily and Sunday papers, except the Daily News include their Sunday figures with the six-day in the Post Office statement. The Daily News average covers six-day circulation only. No figures are shown for the Herald, or the Evening Mail, both of which suspended before March 31.

**News-Sentinel to Build**

Fort Wayne (Ind.) News-Sentinel recently purchased a site 125 by 100 feet upon which the News Publishing Company will erect a modern newspaper plant. Plans are now being drawn and construction will begin immediately upon their

completion. The new structure will afford 50,000 square feet of floor space.

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."

**On-to-Britain Circles Quiet**

Quiet pervaded On-to-Britain circles in New York this week, pending arrival from London of Andrew Milne, convention secretary, due April 11, aboard the S. S. Aquitania. Milne is coming to this country to arrange co-ordination of American and British departmental programs at the international convention at Wembley, next July. Conferences are scheduled in New York over the week-end between Milne, Lou Holland, A. A. C. W. president, Harry Tipper, chairman, and Earle Pearson, secretary of the London Program Committee.

**39 Clubs Join A. A. C. W.**

Associated Advertising Clubs of the World, conducting a membership drive, has added 39 clubs to its list since the Atlantic City convention last year, according to a report made public this week. Earle Pearson, in charge of the drive, expects at least 12 more clubs will be added before July. Lou Holland, A. A. C. W. president, this week approved a new ruling, which makes possible payment of the \$150 entrance fee in 4 1/2 installments. The report shows 301 clubs affiliated.

**150 Chicagoans Sign for London**

One hundred and fifty Chicago advertising men and women have signed for the A. A. C. W. London convention, Advertising Council of the Chicago Association of Commerce announced this week. The group will leave for New York by special train July 2.

**McKinstry Named Editor**

Directors of the West Chester (Pa.) News have named Edwin L. McKinstry editor, succeeding the late Wilmer Thompson. George M. Huey was elected a director and Charles Stoneback advertising manager. McKinstry has been connected with the News for 31 years.

**A Security Market**

with complete newspaper financial service.

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

The News, with its effective coverage and responsive reader interest, offers the financial advertiser the complete audience in the Buffalo territory. A. B. C. Sept. 30, 1923, \$19,754 total net paid

Cover the Buffalo Market with the

**BUFFALO EVENING NEWS**

\*Present average circulation 128,710

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

**FIRST IN PUBLIC SERVICE**

**The World.**

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

Advertise in Newspapers by the Year

**The Evening World**

Pulitzer Building, New York  
Mallers Building Chicago  
Ford Building Detroit

# The Detroit News FIRST

In Automotive Advertising  
Sunday and Weekdays  
For First 3 Months  
1924

*another proof of  
Detroit News  
superiority*



**A**UTOMOTIVE advertisers of the world's greatest automotive center have again signally honored The Detroit News by showing a marked preference for its columns during the first three months of 1924.

And it is no wonder that they do so. Here is a newspaper with a circulation of more than 300,000 Sunday and 280,000 weekdays—by far the greatest in Michigan with a coverage of its field unequalled by any other Detroit newspaper.

Here, too, is a newspaper with an automotive section that is equalled by few newspapers in the country for real information and news. The automotive section of The News has a reader interest and confidence that is invaluable to the advertiser. Motorists look to The News for information about roads, routes and the newest in the automotive field, for in its columns they are sure to find it—accurate, authentic and uninfluenced. The News is the Detroit motorist's guide.

## *Leads in Automotive Advertising, Weekdays, Sunday*

During January, February and March of this year The Detroit News printed, weekdays, 136,682 lines of automotive advertising, while the second paper printed 111,664. Sundays, The News during the same period printed 282,450 lines, while the second paper printed 264,586 lines.

This is the best proof of results. Automotive advertisers seeking to cover the Detroit field and wishing to do so economically must employ The

Detroit News. No other city of Detroit's size can be covered so thoroughly as Detroit is by The News.

# The Detroit News

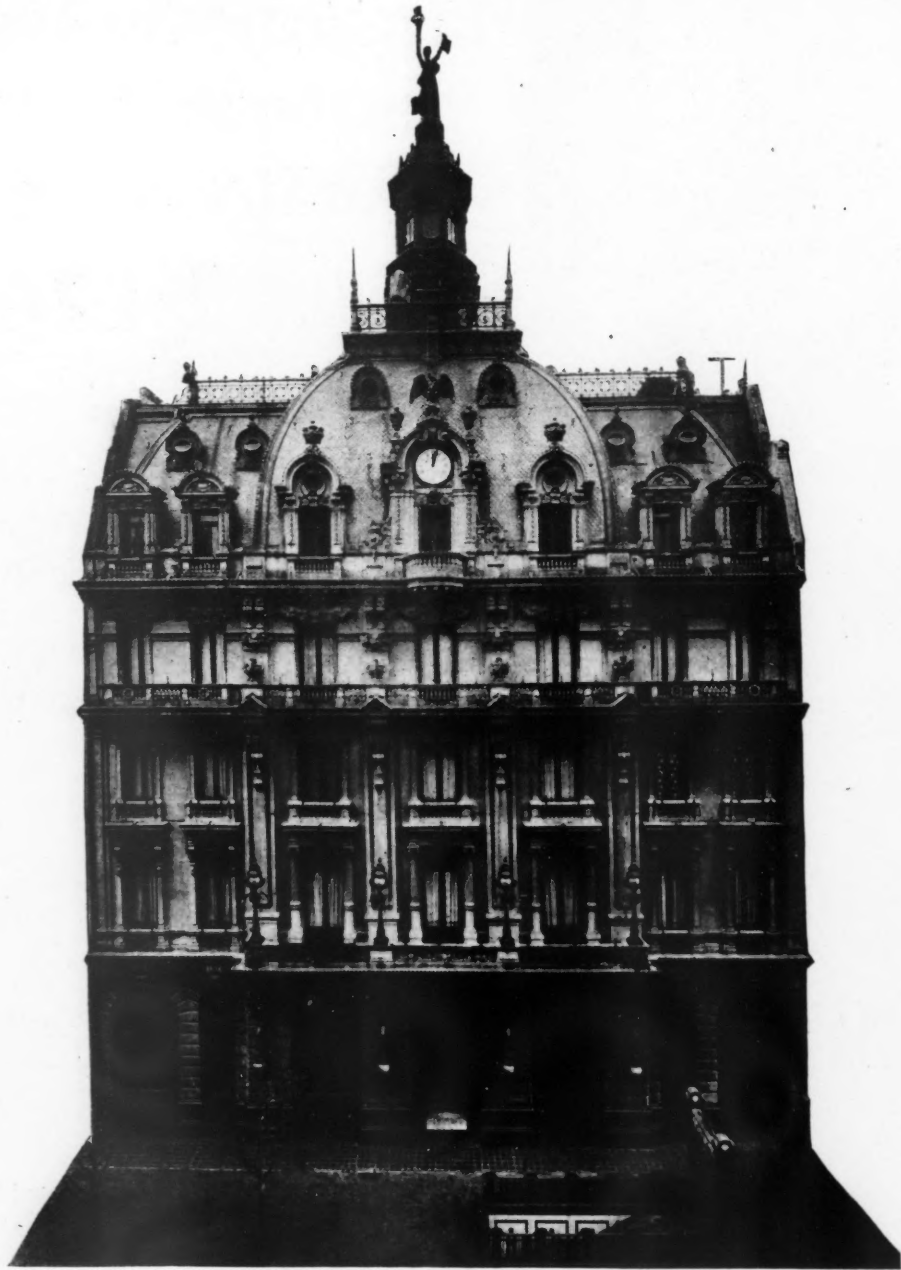
News Square

Detroit, Michigan

More Than 300,000 Circulation Sunday—285,000 Weekdays

# LA PRENSA

BEATS THE WORLD ON DAWES COMMITTEE REPORT



Main Office of La Prensa of Buenos Aires

# LA PRENSA

*South America's*

# FIRST!

TEXT OF EPOCH-MAKING DOCUMENT  
PRINTED FIRST IN BUENOS AIRES

The Dawes committee report was released in Paris to all newspapers at 5:45 a. m. (Buenos Aires time), April 9. Thirty-five minutes later La Prensa was on the street with the text *in Spanish*—the first newspaper in the world to publish the text in any language. The Dawes report, said to be the longest single cable dispatch ever transmitted, was delivered to La Prensa by United Press, which supplies La Prensa's world news service.

# BUENOS AIRES

*Greatest Newspaper*

## GEDDES' JUMP TO OIL PRESS AGENCY STIRS A. P. AND ITS CRITICS

Washington Superintendent Warns Staff That Former Associates Have No Special Privileges; a Charge Made Subsequently by "Labor," a Rail Union Publication

By SAM BELL

(Washington Correspondent, EDITOR & PUBLISHER)

WASHINGTON newspaper men have not come off the Senate investigations wholly unscathed.

The action of Band P. Geddes, formerly of the Associated Press Capitol staff, in joining the Sinclair oil forces has raised the question of the propriety of a newspaper man accepting a publicity job with a big corporation, particularly a corporation involved in the news the reporter has handled.

One Washington publication—Labor—a weekly owned by the railroad labor organizations, has made capital of Mr. Geddes' move, intimating that he was employed by Sinclair because of his long Associated Press service.

Labor's attack appeared in a front page seven-column editorial last week.

"Associated Press Chief to Direct Propaganda for Indicted Oil Magnate," was the streamer head-line that carried the editorial. The direct question was asked whether Mr. Geddes' appointment was a reward for past services or made in the belief that he could influence Associated Press reports in the future.

The Associated Press made no answer to Labor, but the Geddes incident did give an opportunity to L. C. Probert; superintendent of the Washington Bureau, to state the Associated Press attitude toward men who leave the service for publicity jobs. Mr. Probert's statement, a letter to his staff, was made upon March 25, before the editorial was published in Labor. Whether Mr. Probert expected such an attack is not known, but it is apparent that he was determined that members of his staff should conduct themselves so that no one could be misled into believing that a former employee could accomplish anything with the A. P. that any other person might not do properly. The letter follows:

"TO THE STAFF: The occasion of another member of the Washington Bureau staff leaving our service to enter the employ of a corporation as a publicity agent, leads me to re-state to you what I have said before on the subject, in order that the matter may be fresh in your minds and that you may guide yourselves accordingly.

"Several men of the staff have from time to time taken similar employment. I cannot say that I ever have known any of them to misuse his personal acquaintance with any of us, or his knowledge of office procedure, to take any unfair advantage. On the other hand I do know of many specific instances in which these men have been helpful in connection with matters of legitimate news.

"But there is another feature of the matter which must be regarded very seriously. If corporations employ these men on the sole consideration of their ability as newspaper men, we hope they will not be disappointed. If they employ them seeking any improper entree to the Associated Press in any degree, however slight, we intend that they shall be disappointed.

"In the present state of affairs, there is a certain innate embarrassment, which we all feel, although none may be intended, in having a man of this staff join a corporation, particularly one of those which is under fire in the Congressional investigations. For that and other obvious reasons all of us need to be very circumspect in our relations with these men.

"We are glad to deal with them, as we deal with other publicity agents, so long as we have reason to feel that they are dealing fairly with us; but we must be scrupulous not to permit the equation created by personal associations and friendships to lead us any further. When these men come to the office they must be received and dealt with as are other business callers, on a strict business basis, and under

no circumstances are they to have the run of the office or enjoy any other liberties which would not be accorded to any other business caller.

"Any news which they may have to offer should be received and handled as news, subject to the same investigations and verifications as news coming from other sources, and particularly because we know them personally we should be careful not to accept something which we would not accept from someone else in similar circumstances. All of us must be circumspect to insure that none of our dealings or relations with any of these men can be subject to misconstruction or criticism.

"We all know, of course, that no man has any more influence than any other man in dealing with news in the Associated Press. But in the present state of affairs it is especially important that we shall all so conduct ourselves that no one may have the least ground on which to mislead anybody into believing that any one of our former employees is in any position to accomplish anything with us, which any other person might not properly do.

"L. C. PROBERT,  
"Superintendent."

The fact that Mr. Geddes covered the Teapot Dome investigation in its early stages and the additional fact that little space was given the hearings in any news reports, Associated Press or otherwise, until Archie Roosevelt told his story, was cause for Labor to intimate that the A. P. sought to cover up or minimize the story. As a matter of fact the early hearings failed to develop sensations and newspaper men with few exceptions found them without vivid news interest. Most of the exhaustive stories carried out of Washington when Senator Walsh first began his probe, were sent because of their "local" interest.

The editorial in Labor is reproduced below:

"Bond P. Geddes, for several years chief of the Capitol staff of the Associated Press, has resigned to become chief publicity agent for Harry F. Sinclair, the oil magnate, who secured a lease on the Teapot Dome naval oil reserve from former Secretary Fall and who is now under indictment for refusing to answer questions propounded by the Senate committee which is probing the crooked deal.

"In the opinion of Labor this is the most significant—not to say, SINISTER—of recent developments in the oil scandal.

"The Associated Press is the greatest news agency in the world. It serves the vast majority of the newspapers of this country.

"Millions of Americans know nothing about what is going on in Washington except what the Associated Press tells them through their morning and evening newspapers.

"The man who can dictate the Associated Press reports from the national Capitol is in a position to mold public opinion as he sees fit.

"Last November, when the Senate committee began its investigation of the naval oil reserve leases the Associated Press broadcasted reports indicating that the whole affair was only a tempest in a teapot.

"For weeks thereafter the newspapers were so impressed by these misleading reports that they practically ignored the highly sensational testimony submitted to the committee.

"It was not until after McLean confessed he had lied, and Doheny admitted he had shipped \$100,000 to Fall, via a suitcase, that they awoke to the fact that the original Associated Press reports were untrue.

"Now, the 'chief of the Capitol staff of the Associated Press' takes his place on the payroll of the Sinclair interests.

"The incident has been ignored by the newspapers, except for a formal little notice of Mr. Geddes' change of position.

"But the agents of 'Big Business' know that it means.

"In a 'confidential' report, 'for clients only,' issued this week by one of the high-priced 'information' bureaus maintained in Washington by business interests appears this paragraph:

"There are many indications that Doheny and Sinclair are going to put up one of the most dramatic fights the country has ever witnessed, according to current reports of the preparations being made. The Sinclair interests have employed for this publicity work the recent head of the Associated Press offices here."

"That means that the country is to be flooded with propaganda showing that the leasing of

the naval reserves was a good thing and that Fall, Denby and Daugherty were faithful public servants.

"Was Mr. Geddes' selection as head of this propaganda machine a reward for service rendered in the past, or was it made because Sinclair believed Mr. Geddes could influence Associated Press reports in the future?"

## OWEN BILL HAS TUSKS FOR NEWSPAPERS

Would Enact French "Reply Law," Force Publication of All Owners' Business Ties and Signature of Stories

By SAM BELL

WASHINGTON, D. C., April 9.—Denial of the mails to newspapers failing to comply with what he terms "the law of reply" is provided in a bill introduced by Senator Robert L. Owen of Oklahoma and sent to the Senate Judiciary Committee for consideration.

"The law of reply" is defined by Senator Owen as one requiring newspapers "assailing or reflecting on citizens or companies in their columns to publish an answer to such injurious publicity by printing in precisely the same place the answer of the one assailed or injured." Enforcement of the law is placed in the hands of the Postmaster General.

The text of the measure, which may be regarded as the first step in Senator Owen's program to bring about government regulation of the press on the grounds that newspapers are agencies of public service, follows: That no publication may be accepted at any post office for transmission in the mails of whatever class, after certification to the postmaster thereof by the Postmaster General or any qualified assistant to whom the Postmaster General may delegate authority to furnish such certification, to the effect that such publication has refused to publish, upon receipt, and in precisely the same page and position on the page as that in which it shall previously have published, a specific name or reference to any person or persons, whether natural or artificial, a sworn or affirmed statement of correction, explanation or denial of said reference reasonably proportional as to length to the latter.

"SECTION 2: The Postmaster General is authorized to prepare and promulgate such regulation as may be deemed essential to give effect to this action.

"SECTION 3: Jurisdiction over proceedings arising under this act shall vest in the several District Courts of the United States.

SECTION 4: This act shall take effect thirty days after its approval."

"The measure proposed should not be objected to by publishers who use their great powers in good faith," said Senator Owen, who spoke briefly on the bill when he submitted it, "but it is of importance in abating the influence of those who act in bad faith and abuse the facilities of the postal and transportation services afforded them by the public."

A memorandum prepared for the Sena-

tor from Oklahoma in 1918 and outlining his views on the general subject of regulation of the press, was read into the Record at his request. Senator Owen believes every paper should publish a statement demonstrating the financial obligations of its proprietors, and the financial associations. Each item, news or editorial comment should be signed by the author and the paper should carry daily the citizenship of all those writing for the paper.

His argument for regulation of newspapers is based upon the statement made by Frederick W. Lehmann, in arguing the case of the Associated Press against the International News Service in May, 1919. Mr. Lehmann contended, and his contention was upheld, that news was a commodity and that a news report has value. The assembly and distribution of news, the Owen memorandum holds, should be a public service and those engaged in it "subject to the same careful and delicate restriction as those who engage in other public or semi-public service.

### Plan Newspaper for Lubbock, Tex.

Plains Publishing Company has been formed at Lubbock, Tex., for the purpose of launching a newspaper by J. C. Nance, Rosa A. Nance and C. A. Keen, with a capital stock of \$27,500. Lubbock has been designated as the site of the new Texas Technological College. A \$1,000,000 structure is being erected.

### Iowa Daily Awarded Cup

Iowa State College Chapter of Sigma Delta Chi, honorary journalistic fraternity, has awarded the Storm Laid (1a.) Pilot-Tribune a silver loving cup for leading all Iowa weekly newspapers in community service in 1923.

### Newark News Prints Ad Booklet

Newark (N. J.) News has compiled a booklet "Of Interest To Advertisers" carrying its lineage figures and circulation analyses for 1923.

**first!**  
~in daily circulation  
~in lineage  
~in reader interest  
~in proved results

The Indianapolis  
**NEWS**

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

The Washington Herald  
Largest Sunday Circulation  
Any Washington Paper  
The Washington Herald  
morning  
and  
The Washington Times  
evening  
Largest Daily Circulation at  
attractive combination rate.  
Concentrate in These Papers  
G. Logan Payne  
Publisher and Gen. Mgr.

**CONTENTS**

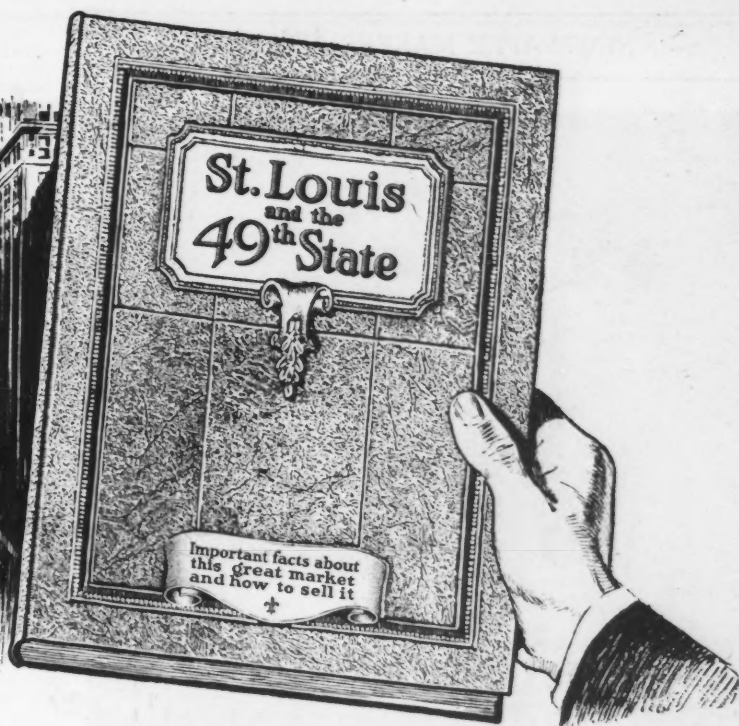
**Facts About the St. Louis Market**

Concentration of Purchasing Power.  
Economic Characteristics.  
How St. Louis Divides Itself Into Two Parts.  
Rents and Homes Owned.  
Automobile Ownership.  
Industrial Importance.  
Description of Wards and Suburbs.  
The NEW St. Louis.  
The "More Time to Read" Factor.  
Morning Paper Stays in the Home.

**Facts About the 49th State**

A Naturally Concentrated Market.  
Purchasing Power.  
Roads and Railroads.  
A Million 49th Staters a Month Come to St. Louis.  
Efficiency of Globe-Democrat Coverage.  
Dealer Influence.

Analysis of Globe-Democrat Circulation, Daily and Sunday. Summary of Population, Buying Power, Wholesale and Retail Outlets.



**Here Are New and Valuable Facts About One of America's Greatest Markets ~ and how to sell it**

Here in this book, "St. Louis and the 49th State," just published, are new and valuable facts and all the facts about St. Louis and the surrounding territory as a market for your product. Facts never before compiled or published!

This analysis is based upon an impartial survey conducted by the Research Bureau of the D'Arcy Advertising Co., St. Louis. It deals with the circulations of the St. Louis newspapers, the reading habits of their readers, and the degree of public acceptance accorded to each paper.

**Magnitude of The St. Louis Newspaper Survey—80,797 Effective Interviews!**

Months of field work by an army of fifty highly trained investigators were necessary . . . 110,000 of the 226,224 homes in the district were called upon . . . Practically one hundred square miles of territory covered thoroughly . . . 80,797 effective interviews obtained—one for every third home in the entire area!

The results—1,200,000 facts—were secured, tabulated and analyzed under the complete supervision of a large organization especially fitted for the work—unprejudiced and unbiased!

**A True Picture of Public Opinion**

In words, photographs, drawings, charts and maps, "St. Louis and the 49th State" pre-

sents a true picture of what the million people of Metropolitan St. Louis think of their several newspapers—

How they choose them . . . Why they prefer one to another.

**Reaching the Purchasing Power of Metropolitan St. Louis**

Here, too, is the first real thorough analysis ever made showing the concentration of purchasing power in this responsive market—in the high ranking mass-class section—based on the weighted average of eight primary economic characteristics.

Whatever you desire to know about Metropolitan St. Louis is here at your finger-tips.

**The New St. Louis**

Here, also, are the facts about the New St. Louis—a great, progressive metropolis in the center of the main producing area of the United States. The logical central market for practically 70% of the country's agricultural products, 75% of the lumber and forestry products, 60% of the minerals, and 70% of the petroleum. Know this market! Sell it!

**The 49th State—**

**A Market of 4 1/4 Million People**

Spreading out 150 miles in every direction from St. Louis, its natural trading center,

is a great new commonwealth known as the 49th State.

Within this circle, not including St. Louis, are 4 1/2 million people—over 1,100,000 families—

A rich market! The very center of the Mississippi Valley!

Here is tremendous buying power! A large market naturally concentrated and reached every day by St. Louis' one morning newspaper, The Globe-Democrat!

If you are seeking a market particularly adapted to efficient sales effort, center your efforts on the 49th State! It is easily and quickly covered! Selling costs are low!

**"St. Louis and the 49th State"**

**Sent to Executives**

The book, "St. Louis and the 49th State," together with booklets giving a detailed description of how the St. Louis newspaper survey was conducted, and "How the People of St. Louis Choose Their Newspapers," have been mailed to certain executives of manufacturing concerns, selling organizations, advertisers and advertising agencies throughout the United States.

Executives who did not receive them, and are interested in the sales opportunities of this big, responsive market, may obtain copies by requesting them on their business stationery. At last, in one large market at least, facts have supplanted guesswork!

**Globe-Democrat**  
St. Louis Largest Daily

F. St. J. Richards . . . . . New York  
Guy S. Osborn . . . . . Chicago  
F. R. Sclario . . . . . Detroit

C. Geo. Krogness . . . . . San Francisco  
Dorland Agency, Ltd. . . . . London  
Assoc. American Newspapers . . . . . Paris and London

## NEWSPAPER MAKERS AT WORK

By ROY M. EDMONDS



Youth No Handicap—E. LANSING RAY.

THE president of the St. Louis Globe-Democrat has always been its editor as well as publisher. This dual authority is in the hands of the youngest man who ever held it—E. Lansing Ray, who was only 34 years old when he took charge 5 years ago.

Mr. Ray's responsibility is far greater than any of his predecessors. Since he took charge the Globe-Democrat has become the only morning paper in St. Louis, which, with its suburbs, has a population of more than 1,000,000.

Out in Missouri, they take their politics very seriously; their campaigns are as bitter as can be found anywhere. And yet, the Globe-Democrat, an independent newspaper, gets along with all parties. They regard the Globe-Democrat as fair, giving both sides of all political questions.

Before the Globe-Democrat absorbed the Republic in 1919, its editorial leanings were Republican. Overnight the Globe-Democrat was placed in the field of absolute independence.

"What we wanted to do was made practicable by the absorption of the Republic," said Mr. Ray. "With only one morning newspaper in the field, we felt it was our duty towards the readers of all parties to be an independent paper."

The spirit of fairness towards politics, religion and people in the treatment of news, dominates E. Lansing Ray.

"We want the facts and all of the facts in the Globe-Democrat," he said. "We offer our columns to print both sides of all questions."

Even before the change from a Republican to an independent paper, the Globe-Democrat advocated the League of Nations, and continues that advocacy. It supported President Wilson during the

war, and Mr. Ray was one of a party of editors that visited Europe in 1918 to learn conditions over there.

Besides directing the Globe-Democrat, Mr. Ray is interested in civic affairs, in which he believes not only the newspaper should lead, but that publishers, as well, should be active. However, he believes the newspaper man should hold himself free to criticize, if criticism is necessary.

He is president of the St. Louis Publishers' Association, vice-president of the Missouri Association, a director in numerous civic organizations, and chairman of the executive board of the Board of Curators, University of Missouri. Last year he was vice-president of the Missouri Press Association.

Mr. Ray has been a director of the Associated Press since 1922, and has served on a number of committees of the American Newspaper Publishers' Association.

Mr. Ray obtained his education at Smith Academy, a leading preparatory school of St. Louis in his youth, and had planned to go to Princeton. Instead, he went to work on the Globe-Democrat, after a short time spent in travel. In 1903, he started in the business office of the Globe-Democrat, taking want ads. He was a bookkeeper, then cashier, then advertising manager. In 1908, he became a director. In 1910, he was elected sec-

retary, continuing as advertising manager.

When D. M. Houser died in 1916, Charles H. McKee was elected president and editor to succeed him, and Mr. Ray became vice-president and general manager. Charles H. McKee died in 1918, and Mr. Ray became president and editor.

E. Lansing Ray is a direct descendant of William McKee, one of the founders of the Globe-Democrat. His father, Simeon Ray, was secretary and business manager for many years before his death in 1891. Ownership of the paper is still vested in the descendants of William McKee and D. M. Houser. The latter's son, Douglas B. Houser, is vice-president and advertising director, and his grandson, W. C. Houser, is secretary and treasurer.

Among the great men who have served the Globe-Democrat are John Hay Nicolai, Henry M. Stanley, Joseph McCullagh and Myron T. Herrick.

### Castoria Made Him \$2,754,553

Charles H. Fletcher, pioneer advertiser, head of the Centaur Company, makers of Castoria, left a net estate of \$2,754,553, according to an appraisal filed by the New York State Tax Commission.

### Gundersen Writes Classified Booklet

New York Telegram and Evening Mail has just published "The Story of Classified Ads," a 59-page booklet, written by Gilbert N. Gunderson, classified advertising manager. Nearly a year of research and investigation work was spent in compilation of the story, Gunderson claims.

The history of classified advertising is carried from 1795 until the present day.

### Providence News Sued for Libel

Suit for libel was entered this week against the Providence (R. I.) News and also against John A. Hennessey, former editor of the paper, by Wayne H. Whitman, an attorney. The complaints, which are similar, allege that the Providence News published, Feb. 26, a story to the effect that at a meeting of the Ku Klux Klan held in Anthony, Mr. Whitman's car was parked outside and the number of the license taken when he left the meeting. He alleges that because of this "false, malicious libel" tending to convey the impression that he was a member of the Klan, he was discharged as attorney in a case.

### Brazil Press Fights for Freedom

Freedom of the press in undergoing a test in Rio de Janeiro, Brazil, in a suit brought by former President Epitacio Pessoa against a newspaper, according to the Chicago Tribune. The former president is suing the newspaper, Correio da Manha, for charging that he misappropriated a \$25,000,000 loan raised in the United States to electrify the Central Railway of Brazil. Action was brought under the new press control law.

### To Launch Sports Magazine

Sports Graphic, an illustrated semi-monthly magazine, will make its appearance April 26, with Thornton Fisher, formerly sports editor, New York World, as editor, and Don M. Parker, business manager.

## The Ludlow Gives The Waterloo Tribune Improved Typography

AFTER three months experience with the Ludlow, Mr. William A. Reed, co-publisher of The Waterloo (Iowa), Tribune, writes about their Ludlow equipment as follows:

"A few weeks ago, we printed an edition containing 4,000 inches of advertising. We would have failed in getting the edition out in time had it not been for the Ludlow. We would not have had enough type, nor enough slugs.

"Not only in composition is the Ludlow a time-saver, but in the fact that there is no distribution; in the fact that there is no time lost hunting sorts; in the fact that we are never out of 36 point, 48 point or even any of the smaller sizes. Our men are never pulling letters or figures out of forms, never searching for something they can't find on the 'dead' stone, at a great waste of time and tax on the disposition.

"The Ludlow casts a wonderfully true slug. It gives the Tribune improved typography and impresses our advertisers."



## Ludlow Typograph Co.

2032 Clybourn Avenue

San Francisco:  
Hearst Bldg.

CHICAGO

New York:  
World Bldg.

LUDLOW QUALITY COMPOSITION

Few Papers—(if any)—surpass the

TRENTON  
NEW JERSEY TIMES

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 36,483 Member A. B. C.

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

## There is no unemployment in PORTSMOUTH, OHIO

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

EVENING TIMES  
MORNING SUN  
SUNDAY SUN-TIMES

They cover South Central Ohio like the dew.

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



# Do You Need Presses This Year?

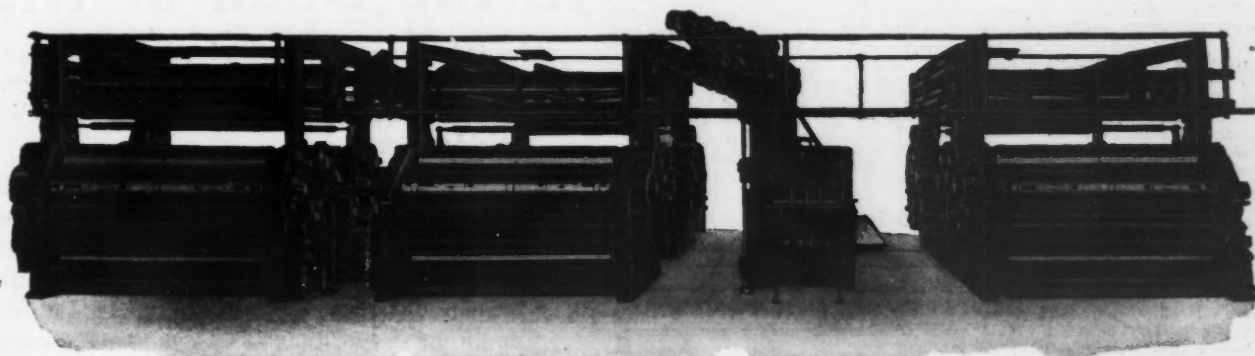
We have space in our Production Schedule for a few additional presses for shipment before the end of 1924. Owing to our superior and enlarged Manufacturing Facilities, our Standardization of Units and Folders, our Organization for Two-Shift Operation which has now been running successfully for eight years, and our Modern Production System, we are Actually Ahead of our Schedule, and

## We Are Making Deliveries When Promised

In fact, for the past two years we have had practically all presses ready for delivery On Time or sooner—and in many cases earlier than the purchasers were ready to receive them.

### Quick Action

We can supply either "Multi-Unit" or "Straight-Unit" Presses, Floor-fed or Underneath-fed, and can fit practically any pressroom condition. Telephone or Telegraph us and our representative will promptly bring you complete information, prices, delivery date, etc.



SCOTT "Multi-Unit" DOUBLE SEXTUPLE PRESS Underneath-fed Pattern

With Solid Forged Steel Printing Cylinders, in Roller Bearings, driven by Steel and Fabroil Gears —with Scott Heavy-Duty 64 Page Folders, Double-size Knife Cylinders and Steel Folding Cylinders. The Strongest, Smoothest-running Press Built.

---

# WALTER SCOTT & COMPANY

New York  
1457 Broadway

MAIN OFFICE AND FACTORY

PLAINFIELD, NEW JERSEY, U. S. A. 1441 Monadnock Block

Chicago

## ALERT MERCHANDISING DEPARTMENT IS DAILY'S GREATEST ASSET, SAYS LUTZ

By LUCILE BRIAN GILMORE

AN efficient newspaper merchandising department is the greatest aid to the selling of advertising which has been developed in recent years. There is virtually no limit to the possibilities of business for a daily which has alert, efficient men in this department.



J. E. Lutz

work in Chicago for nearly 25 years. Since 1917 he has had his own business at 6 North Michigan avenue.

"Successful selling of national advertising depends first on convincing the advertiser of the possibilities of your market," Mr. Lutz said. "You must make him know that there is buying power and a demand for his product in your territory. Then show him that your newspaper covers that market most effectively and will help him to take advantage of the existing demand for his product and to create additional demand.

"A wide-awake merchandising bureau is an asset of untold value to any advertising department," he continued. "Representatives of this bureau should make frequent friendly calls on advertisers who have accounts with other newspapers. It is just as important that they should see their own advertisers frequently and be of maximum service to them. Such work makes it comparatively easy for the man who closes contracts for space.

"One of the most encouraging tendencies in the advertising field in recent years is the co-operation among advertising salesmen and the manner in which they, almost without exception, make their work constructive. Absolute honesty in dealing with the advertiser is essential to success and it prevails among the solicitors of 1924."

Mr. Lutz reminisced interestingly on the changes in the character of newspaper advertising even during his comparatively short career. He recalled the day when advertisements of patent medicines filled a huge proportion of newspaper space, then the era of pushing foods, followed by the rise of the automobile industry and the large extent to which it used advertising. Now, he said, no one industry is using a large proportion of the newspaper space, but all have been convinced of its effectiveness and are using it.

Mr. Lutz was born in Ohio and reared in Tacoma, Wash. After being graduated from Northwestern University, Evanston, Ill., in 1899 he spent a year in a business college. In 1900, when 20 years old, he became a stenographer in the Scripps-McRae office in Chicago. After six months in this position, he became assistant to I. S. Wallace in the same office. His work was soliciting.

Six years later Mr. Lutz started work

with C. George Krogness, newspaper representative in Chicago, and a few years later became manager of the western office of the Munsey papers.

Mr. Lutz started his own business in 1917. At the start he represented the Baltimore News, the Indianapolis News, the Washington Star and the Montreal Star. He still represents all of these except the Baltimore News, which has changed ownership. In addition he now is representative for the New York Telegram and Mail, the Booth papers of Michigan and the Detroit News.

Mr. Lutz was married in 1907 and he and Mrs. Lutz have one daughter. Their home is at Winnetka, a suburb north of Chicago. Golf at the North Shore Golf Club is Mr. Lutz' chief diversion.

### HARRIS'S CODE APPLAUDED

#### Columbus (Ga.) Editor Seeks Public Good But Won't Obey Its Whims

Southern editors are commending the principles set forth for the first time a few days ago by Julian Harris on the editorial page of his Columbus (Ga.) Enquirer-Sun for the conduct of that newspaper.

Mr. Harris, for many years an executive of the New York Herald under James Gordon Bennett and a close confidant of the "Commodore" in his later years, is characterized as "just the man to uphold and follow out these principles" by the Macon Telegraph, which reproduces them as follows:

"The Enquirer-Sun as a property is privately owned, but as a newspaper it is dedicated to the service of the public.

"Its aim is to contribute as much as it may to the life, growth, and cultural development of the community, the state and the nation.

"It seeks to reflect the best thought and sentiment of the people, but it will not cater to passing public opinion.

"It desires to assist the people to achieve their legitimate aspirations, but will not knowingly encourage their illusions.

"In politics, it is uncontrolled, with factions it has nothing in common, with the political feudist and demagogue, no patience.

"Its position on public questions shall be conscientiously taken, fairly presented, and faithfully maintained.

"It knows no classes, recognizes no interests, seeks no favors, but shall strive to merit the public's confidence, respect and support."

### Paint Industry Ad Men to Meet

The annual conference of the Paint and Varnish Manufacturers' Advertising Managers' Group will be held at the Hotel Statler, Detroit, on June 3.

Newspaper Buildings  
Plant Layouts  
Operation. Production  
Newspaper Engineering  
Circulation and Advertising  
Surveys  
Appraisals—Valuations

## S. P. WESTON

120 West 42nd St.  
New York

Bryant 3815

### NEW BUILDING STARTED

#### New Rochelle (N. Y.) Standard-Star to Have Modern Plant

Work on the new two-story brick and stoneplant for the New Rochelle (N. Y.) Standard-Star, published by Westchester Newspapers, Inc., began last Monday. The building will be 20 by 140 feet, embracing the latest efficiency features. Mechanical equipment will consist of a 24-page Scott press and nine linotypes.

The new plant was necessitated by the growth of the Standard-Star since the merger of the Evening Standard and the Daily Star last July by Westchester Newspapers, Inc.

#### Newmark Launches Own Agency

J. H. Newmark, for 15 years with the Durant and General Motors interests, has started a general advertising agency in the Fisk Building, New York, under the title of J. H. Newmark, Inc.

#### Omaha Daily Changes Name

Omaha (Neb.) Daily Drivers Journal-Stockman has changed its title to the Omaha Daily Journal-Stockman.

### ADDRESSES WANTED

D. S. MacRAE  
T. J. YOUNG  
SAM LITTLE  
GEORGE O. McCARTHY  
JAMES H. STEVENS, JR.

#### New Labor Weekly for New York

For the benefit of "the 750,000 organized men and women belonging to unions affiliated with the Central Trades and Labor Council who are "without a mouthpiece," the Council is laying plans for a new labor weekly to start publication about Jan. 1, 1925. It is expected that by that time \$50,000 will be subscribed by the unions interested "to insure a proper start and guard against failure."

#### Distant Points Hear Daily's Radio

The new radio broadcasting station of the South Bend (Ind.) Tribune is proving to be one of the powerful stations of the country. Tribune broadcasting has been heard from the Virgin Islands to Long Beach, Cal., officials state.



## In the Dead of Night

In the dead of night a fire breaks out—the alarm must be given. A child is taken sick—the doctor must be called. A thief enters the home—the police must be located.

In the dead of night the American turns to his telephone, confident he will find it ready for the emergency. He knows that telephone exchanges are open always, the operators at their switchboards, the wires ready to vibrate with his words. He has only to lift the receiver from its hook to hear that calm, prompt "Number, please." The constant availability of his telephone gives him security, and makes his life more effective in wider horizons.

Twenty-four-hour service, which is the standard set by the Bell System, is the exception in the service of Continental Europe. An emergency may occur at any time. Continuous and reliable service has become a part of the social and economic fibre of American life.



AMERICAN TELEPHONE AND TELEGRAPH COMPANY  
AND ASSOCIATED COMPANIES

BELL SYSTEM

One Policy, One System, Universal Service

## EVENING HERALD

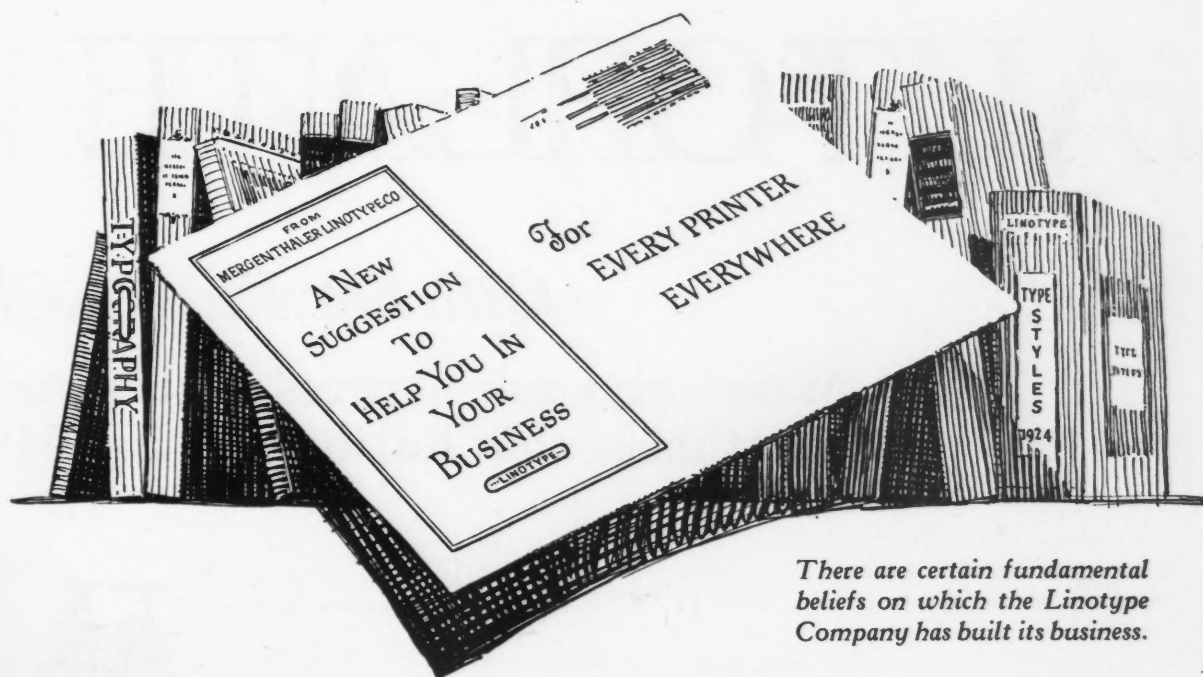
Los Angeles, Calif.

Gained 29,347 Daily Average Circulation.  
Sworn Government Statement, Six Months  
Ending March 31, 1923, 166,500 Daily. Six  
Months Ending Sept. 30, 1922, 145,953  
Daily. Increase in Daily Average Circulation,  
20,547.

IT COVERS THE FIELD COMPLETELY

REPRESENTATIVES:

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



*There are certain fundamental beliefs on which the Linotype Company has built its business.*

## UNFINISHED BUSINESS

The sale of a Linotype is only the beginning of our obligation of service. It is your machine but it remains our business to do all that we can to make it increasingly useful to you.

TRADE **LINOTYPE** MARK

**Mergenthaler Linotype Company**

*Brooklyn, New York*

SAN FRANCISCO

CHICAGO

NEW ORLEANS

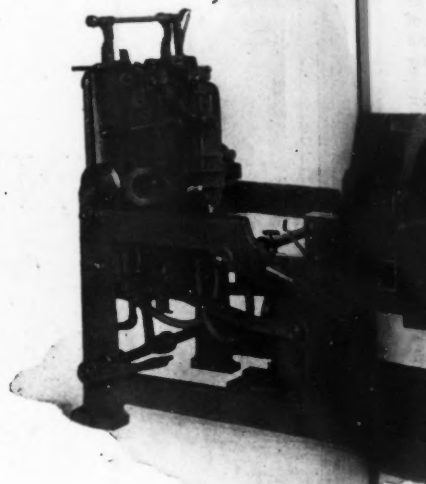
CANADIAN LINOTYPE LIMITED, TORONTO

*Agencies in the Principal Cities of the World*

# AUTOPLATE P

*Quicker Plates, Cheap Pl*

When you ask a press builder to quote you  
ment insist that he include in his propo a



You should do this because the hand worked stereotyp  
presses is no longer suitable to the needs of the day. It w  
pressroom from broken sheets in the press.

As the AUTOPLATE way is the only modern way of  
makes them in any other way—you should not adopt a p  
newspapers everywhere throughout the world.

To follow this suggestion will save you endless trouble and

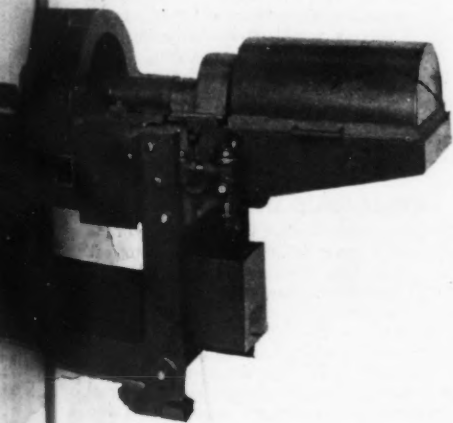
WOOD NEWSPAPER MCH

501 Fifth Avenue, New York

# PRINTING PLATES

## *Plates and Better Plates*

not you upon a press and stereotyping equip-  
pp a PONY AUTOPLATE MACHINE



tereotyping apparatus that press builders supply with their  
y. t wastes time, labor, and space, and causes delays in the

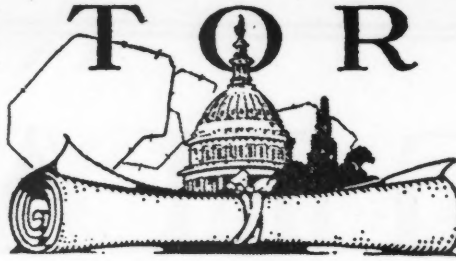
w of making printing plates—no metropolitan newspaper  
ado a practice that has long been discarded by progressive

oub and expense.

R MCHINERY CORPORATION

Ave New York City

# EDITORIAL



## A PROFESSION BY FIAT

**A** FREE press irks some people in Oklahoma, it would seem from the repeated attempts to bring the State's newspapers under the control of politics. Now the project is to legislate journalism into a profession, giving the Secretary of State power to suspend a "licensed" journalist after a conviction for libel.

It doesn't even look innocent. It is a thinly disguised boon for the gentry who have every reason to fear an alert press, who have found even the drowsy journalism of the past few years an obstacle to their campaigns to defraud the Indians, flout the liquor laws, loot public mineral reserves, debauch public officials and commit any crime that might for the moment add to their fortunes.

These greedy spoilers are the real beneficiaries under the proposed act and the honest people who are urging such a law will find their last state worse than their first.

Journalism cannot brook the gift of professional status from government, even if government had the power to confer the gift. The spark of professional spirit which is now glowing in the ranks of newspaper workers cannot be fanned from without. Neither can its quenching be permitted. Journalism has ample opportunity to attain professional status within the scope of the First Amendment to the Constitution and any efforts, local or national, to limit or apparently broaden that scope cannot be regarded as other than hostile.

## "IMMORAL CONDUCT"

**D**R. EDDIE L. HEWSON, a Buffalo dentist, is fighting to prevent the State Board of Dental Examiners from executing their recommendation that his state license be revoked and his registration cancelled.

The heinous crime charged against this man is that he advertised that he would crown a tooth for \$6, do bridge work for \$6 per tooth, sell a rubber plate for \$10.

The Board of Dental Examiners went on record with the opinion that advertising fixed prices constituted unprofessional conduct. It was not denied that Dr. Hewson adhered to his advertised prices. Dr. Hewson's conduct was called "immoral."

The matter is now before the Regents of the University of the State of New York.

The stuffy snobbism of professional institutions sometimes becomes oppressive beyond endurance. Dr. Hewson, whoever and whatever he may be, if he really sold his six dollar teeth as promised in his advertisements, should carry his cause to the last court and demonstrate that there is no constitutional provision upholding a mockish professionalism which forbids a dentist to name in the public prints a price for his work.

Rather than less advertising, honest dentistry needs more advertising, not only possibly fixing prices, but advising the public as to the care of teeth, the deadly dangers of neglect, the false economy in postponing action, and removing from the public mind an entirely false and misleading preconception that dentistry is too expensive for the average purse and entails unendurable pain.

## HOW TO LOSE MONEY

**T**HE truth, whole truth, nothing but, is said to be the advertising policy of the Saturday Evening Post, and so we cannot and do not question the veracity of statements found in a one column space, issue of April 5, 1924, signed by Nelson B. Shivers, of Philadelphia, who offers cigars direct to the smoker. Says he: "I don't make a penny on the first box of cigars sold to a new customer. Suppose, for instance, you and 399 other men order a box of cigars from this advertisement. Dividing 400 into \$1,750 (the cost of this advertisement) gives \$4.37. In other words, it costs me \$4.37 to sell you a \$1.98 box of cigars."

The advertisement is headed "Try These Cigars Free." That means that Mr. Shivers knows he can't possibly get his advertising money back. He assumes throughout that he may sell only 400 boxes from an advertisement costing \$1,750.

Well, with palms up and a rising inflection of the voice, what's the answer?

## BRANCHES OF PALM TREES

ST. JOHN, XII—12 to 14

**O**N the next day much people that were come to the feast, when they heard that Jesus was coming to Jerusalem,

Took branches of palm trees, and went forth to meet Him, and cried, Hosanna: Blessed is the King of Israel that cometh in the name of the Lord.

And Jesus, when he had found a young ass, sat thereon; as it is written.

## SPECIALIZATION

**T**HERE is nothing the newspaper man knows better, from his intimate contacts with life, than the fact that this is a day of specialization.

In all the professions, arts, business, men who are really succeeding have cultivated special knowledge or skill. It is true, in a measure, in the newspaper profession, yet the rank and file of men both "upstairs" and "downstairs" seem content with general knowledge.

The "all-around" newspaper man is not to be sneered at, by any means. He has been the back-bone of journalism. He will continue to carry the heavy load.

It is our opinion that high and varied specialization will be a development of the daily press of the next ten years. Young men and women who prepare for it will not be disappointed.

Within two weeks we have talked with perhaps a dozen first-class newspaper men in New York who were out of jobs and, in instances desperately in need of them. Most of them could do any ordinary work on any newspaper, and two had been high executives of metropolitan newspapers. Not one, however, could qualify as a specialist on any specific subject.

This may be revealing to the professors of Schools of Journalism. Perhaps it would be better to train more young men in specialty writing, than for general newspaper work.

A significant incident of recent weeks was the appointment of Walter Lippmann as head editorial writer of the New York World, an enviable position, presumably carrying a high salary. He is the work-

ing successor of the late Frank Cobb. There is in America no more accomplished writer on political economy. He is author of half a dozen books which are universally respected. He is a clear thinker and crystal writer. He has never worked, to our knowledge, for a day as an assignment reporter or news editor. He is a journalist of the new type. His editorials, particularly on international affairs, are unmatched for brilliancy.

Newspapers are under criticism, sometimes justly, for superficiality. This will more and more be met by the employment of specialists. There will be, for instance, a labor reporter who is capable of writing news from the viewpoint of an economist. There will be more political reporters selected for the work, not because they know individuals but for what they know of history, science of government, law and social and economic conditions.

The day will come when a city editor, employing a new man, will ask: "What is your specialty? We need a man who can write intelligently and authoritatively on agriculture, or religion, or transportation, or specified industry, or aesthetics; you will have general assignments, but we shall expect you to develop your specialty in our columns."

If every general-minded man employed on every newspaper in this country would start today to take on a specialty as his own, passionately cultivate it as a study, and when ripe pour it out in the columns of his newspaper, he would find his situation in life not only more secure but his personal outlook vastly brightened.

If every boy entering the field felt a superior knowledge in some one department of news interest, his chances of success would obviously be improved over his brother of only general knowledge.

Future specializing will by no means be confined to the editorial departments. It is winning great success even now in advertising and in circulation. The simple trick is to know, from hard mental plugging, more than the other fellow—your competitor.

## RELIGIOUS DAILIES

**N**EITHER business wisdom nor knowledge of the newspaper industry is apparent in the proposal of New York State Methodists that the denomination establish daily newspapers in three large American cities. Laudable zeal for the cause of placing Christian ideals before the nation will not meet pay-rolls or printing bills, which have to be met even in the Lord's vineyard. It has been demonstrated beyond contradiction that newspapers made by and for a limited group, will not overlap the boundaries of that group—and it is this outside circulation that is most to be desired by these proposed dailies.

Many attempts have been made to found a religious daily, but only two have succeeded. Of these, the Christian Science Monitor goes so far into secular fields and so little into denominational affairs that it is primarily a newspaper of world information. The other is the Daily American Tribune of Des Moines, a Roman Catholic paper. It is well and profitably managed by an old newspaper family. Its circulation is approximately 20,000, with nation-wide influence. Its problem appears relatively uncomplicated.

With newspapers everywhere giving more and more attention to things spiritual, it would seem wiser for the churches to spend their money in other channels and devote real effort to improve the spiritual character of the established daily press.

## ROTHERMERE SPEAKS OUT

**W**HEN a New York Times man asked Lord Rothermere whether he was really aiming, as has been suggested, at a "monopoly of opinion" in England, the British publisher exclaimed: "Ridiculous! I am far too much of a Briton to desire such powers. If I had them, I should become a rebel against myself. . . . I should be bored to death by what you call a monopoly of opinion. Besides, I am not a politician."

Intelligent citizenship and sound business judgment, we call that and it throws light on the interesting fact that this brother of the late Lord Northcliffe has, according to report, doubled or even tripled the earnings of the huge publishing concern which was suddenly thrust upon him, as he himself says, two years ago.

April 12, 1924 Volume 56, No. 6

EDITOR & PUBLISHER

Published Weekly by

THE EDITOR & PUBLISHER CO.,

1115 World Building, 63 Park Row, New York

Marlen E. Pew, Editor.

Arthur T. Robb, Jr., Managing Editor

Associate Editors,

Warren L. Bassett, Philip N. Schwyler

Rosalie Armistead Higgins.

James Wright Brown, Publisher.

J. E. Keeney, Business and Advertising Manager.

Fenton Dowling, Promotion Manager.

George Strate, Circulation Manager.

Washington: Sam Bell, 26 Jackson Place.

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

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

London Editor: Herbert C. Ridout; Special Commis-

sioner, H. Rea Fitch, Hastings House, 10, Nor-

folk 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 Lymstone Avenue, Law-

rence Park.

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

**PERSONALS**

**MR. GEORGE FENWICK**, managing director of the Dunedin (New Zealand) Otago Daily Times, sailed with Lady Fenwick from New York for England on the S. S. Celtic, April 5.

**William R. Hearst** has purchased the Mirondele, the glass-bottomed steam yacht, which formerly belonged to the Prince of Monaco.

**Mrs. Thomas Blagden, Jr.**, daughter of Frank B. Noyes, publisher of the Washington Star, sailed for abroad April 6 on the S. S. Belgenland.

**R. Charlton Wright**, publisher of the Columbia (S. C.) Record, has resumed his editorial activities on the Record, which he was forced to give up early in 1923 to care for other interests.

**William H. Ukers**, editor and publisher of the Tea and Coffee Trade Journal, and member of the National Advertising Commission, A. A. C. W., is starting this month on a tour of the tea countries of the world.

**William W. Gibson** of the Washington Post arrived in New York this week from Europe on the liner George Washington.

**IN THE EDITORIAL ROOMS**

**FRANK J. PRICE**, managing editor of the New York Morning Telegraph, and Mrs. Price celebrated their 43rd wedding anniversary April 3. Price has been connected with the Telegraph for 20 years.

**Roy K. Moulton**, column conductor on the New York Evening Mail before its merger with the Telegram, is conducting a column for the Brooklyn edition of the New York American.

**Alfred W. McCann**, food expert, formerly with the old New York Globe and later the Evening Mail before its sale to the Telegram, is now conducting a pure food column for the Bronx Home News.

**Oscar Pogue**, night editor, Cleburne (Tex.) Review, has resigned to go to Dallas as salesman for a farm implement firm. His duties have been taken over by Mr. and Mrs. W. L. Tisdell.

**Thomas W. O'Neill** of Tampa, Fla., has joined the staff of the Hagerstown (Md.) Herald.

**Miss Marguerite Montgomery** has joined the society department, St. Paul Dispatch-Pioneer Press, succeeding Miss Marguerite Defiel.

**Ernest J. Haycox** has resigned from the Portland Oregonian staff to go to New York. He is succeeded by Alexander G. Brown from the night desk of the Oregon Journal.

**Benjamin D. Kornfield**, formerly feature writer on the old New York Globe, is now editor and publisher of the Brooklyn Kings County Observer, a weekly.

**Raymond Francis Yates** has been appointed radio editor of the New York Herald-Tribune, succeeding Jack Binns, resigned.

**A. C. Olmstead**, formerly editor of the Eaton (O.) Register-Herald, is now conducting an advertising service in Phoenix, Ariz.

**Clinton B. Stanley** has resigned from the city staff of the Buffalo (N. Y.) News to become a bond salesman.

**Ford O. Barker**, head of the flying squadron, Toledo Blade, has resigned.

**Paul P. Foster**, formerly reference librarian on the Youth's Companion, is now librarian of the Boston Herald-Traveler, succeeding the late Rodney Walsh.

**Hugh S. Ahern**, former A. P. operator with the Jackson (Miss.) News, has joined the News staff as state editor.

**Joseph F. Palmer**, formerly of the city staff, Buffalo (N. Y.) News, has purchased an interest in the Bath (N. Y.) Steuben Advocate, a weekly.

**Sanford Griffith**, London correspondent of the Wall Street Journal, is spending a month in New York.

**Paul G. Morris** a writer on music for

the New York Sun, has resigned and will sail for Europe in a few weeks.

**James S. Metcalfe**, for years dramatic critic for Life, is now writing dramatic criticism for the Wall Street Journal.

**Theodore Church**, formerly of Cleveland, O., **Joseph E. Fleischman** and **Miss Murial Vernon** are new staff members, Chicago Daily Journal.

**Miss Olivebelle Hamon**, daughter of the late Jake Hamon, millionaire Oklahoma oil man and Republican national committeeman, has joined the staff of the Chicago Evening American as a special feature writer.

**Julian Mason**, managing editor, New York Tribune, was a visitor last week in Chicago where he formerly was managing editor of the Evening Post.

**Larry Woltz** has returned to the sports staff of the Chicago Herald and Examiner.

**IN THE BUSINESS OFFICE**

**DONALD O'NEILL**, for the last five years with the New York Times, has joined the business staff of the New York Sun as production manager.

**H. C. Harvey**, of the Des Moines (Ia.) Register and Tribune, has joined the classified staff of the Cedar Rapids (Ia.) Gazette.

**A. A. Wickstrom** has retired from the circulation department, St. Paul Pioneer Press after 40 years' service.

**Lewis M. Nachman** of the Syracuse (N. Y.) Journal, has joined the promotion department of the Washington (D. C.) Post.

**J. W. Egan**, of the advertising staff, Chicago Herald and Examiner, has joined the Brandt Advertising Company, Chicago.

**HOLDING NEW POSTS**

**ALFRED MILLER**, from New York staff, Boston News Bureau, to financial department, New York Evening Post.

**Hugh J. Schuck**, from staff, Los Angeles Record, to Japan Advertiser.

**Donald H. Short**, from associate editor, New York Mail-Telegram radio supplement, to staff, New York American radio tabloid.

**Roy E. Dickerson**, from copy desk, Milwaukee (Wis.) News, to telegraph editor, Great Falls (Mont.) Tribune, replacing L. E. Spainhower, who goes to the Tribune's makeup desk. Spainhower succeeds Gene Dye, who has joined the Associated Press at Denver.

**Myron Townsend**, from sporting staff, Oakland (Cal.) Tribune, to sporting staff, Washington (D. C.) News.

**H. Rolland Welch**, from the suspended Houston (Tex.) Evening Post, to local staff, San Antonio News.

**John Mooney**, from Hammond (Ind.) Lake County Times, to reportorial staff, Cleveland Plain Dealer.

**Pierce Munsey**, from editor, Woodward (Okla.) Press, to staff, Cisco (Tex.) News. He is succeeded by R. L. Grimes of Oklahoma City.

**Thomas Langdon**, from Laurel (Miss.) Leader, to Jackson (Miss.) Clarion-Ledger.

**J. P. Ferguson**, from New York Telegram, to rewrite staff, New York Daily News.

**George Straight**, from Cleveland (O.) News, to staff, Toledo Blade.

**Lee W. Martin**, from Houston (Tex.) Post, to local staff, San Antonio Express.

**Bruce Cross**, from San Antonio News, to Austin (Tex.) American.

**Frank O'Connell**, from sports writer, New York Telegram to copy desk, New York Morning Telegraph.

**William J. Duchaine**, from reporter, Danville (Ill.) Commercial-News, to city editor, Marinette (Wis.) Eagle-Star.

**John B. Main** from rewrite desk, Chicago Evening American, to editor, Manufacturers' News, Chicago.

**FOLKS WORTH KNOWING**

**CARL Hunt**, manager of the A. A. C. W., is one of the small army of former newspapermen who, while not actively engaged in the newspaper business, is still closely allied with the industry and is devoting a great deal of his time to the up-building of his first love—the newspapers.



CARL HUNT

**Carl Hunt's** entire newspaper life was spent in Indianapolis where after 5 years on the old Sentinel, Sun (now Times), and News, he spent 10 years on the reportorial staff of the Indianapolis Star. He left the Star to become editor of Associated Advertising, the official magazine of the A. A. C. W., and after more than 8 years with the Association became its manager more than two years ago.

**Hunt's** other duties include the staging of the twentieth annual convention of the A. A. C. W. in London, July 13-18, next, at which approximately 6,000 delegates from all parts of the world will be in attendance.

**MARRIED**

**MARSHALL McNEIL**, sports editor, Beaumont (Tex.) Journal, to Miss Edna Margaret Wallace of San Antonio.

**WITH THE ADVERTISERS**

**F. M. COCKRELL**, until recently manager of industrial advertising at the New York office of the Campbell-Ewald Company, is now with the Society for Electrical Development, New York.

**E. M. Paget**, for the last 9 years sales manager of the Iliff-Bruff Chemical Company, Chicago, has been made vice-president and sales manager, Continental Chemical Corporation, Chicago, manufacturer of Purity brand phosphates.

**W. B. Baldwin**, formerly with Henri, Hurst & McDonald, is now advertising manager, Pierce-Arrow Motor Car Company, Buffalo.

**Robert N. King**, advertising manager for Earl & Wilson, E. & W. collars and shirts, has moved his office from Troy, N. Y., to New York.

**H. A. Sass** has succeeded the late A. J. Bailey as advertising manager, the Meyer-cord Company, Inc., Chicago.

**IN THE AGENCY FIELD**

**KUNSMAN AD SERVICE**, Reading, Pa., has moved from 528 Washington street to 29 Reed street.

**James Goldstein**, formerly connected with advertising agencies in Chicago and Baltimore, has joined the Charles J. Plambeck advertising service in San Diego, Cal.

**Frank W. Prescott**, recently with the Babson Institute, has joined the Greenleaf Company, advertising counsel, Boston, in the service department.

**St. Elmo Lewis**, vice-president, Campbell-Ewald Company for the second consecutive year, has been appointed to the lecture staff of the Wharton School of Finance and Commerce, University of Pennsylvania.

**Frank Presbrey** of the Frank Presbrey Company, New York, has been appointed chairman of the Advertising Division in the current Home Service Appeal of the Salvation Army for a fund of \$512,500 for its work in Greater New York during 1924.

**E. E. Garrison**, **C. P. Huntington**, **E. D. Griffin** and **H. D. Parsons**, all previously associated with Durant Motors, Inc., have joined the staff of J. H. Newmark, Inc., New York.

**Basil W. Matthews**, formerly with the Tracy-Parry Company and the Joseph Richards Company, will join Foote & Morgan, Inc., New York agency, April 15.

**Don Wright**, formerly with the Charles H. Fuller Company, Chicago, has joined the Porter-Eastman-Byrne Company, Chicago.

**Thomas Wylie**, vice-president of Wylie & Sutton, Inc., New York, is now associated with the E. T. Howard Company, Inc., also of New York.

**H. H. Schaeffer** and **Warren Teskey** have joined the Hanser Agency, Inc., New York, as production manager and space buyer, respectively.

**Peck Advertising Agency**, New York, has opened a Philadelphia office with **Joseph H. Potsdamer** in charge.

**WITH THE SPECIALS**

**BENJAMIN & KENTNOR COMPANY** has been appointed national representative for the Camden (N. J.) Post-Telegram.

**American Press Association** has been appointed national representative for the Baton Rouge (La.) News and Arctic (R. I.) Times.

**Alcorn-Seymour Company, Inc.**, has been named national representative in western territory for the New York Staats-Zeitung Herold.

**Guy S. Osborn, Inc.**, has moved from

Frederic J. Haskin

invites you to call on him  
in Room 107, at the  
Waldorf Tavern, during  
the A. P. and A. N. P. A.  
Conventions.

the Tribune Building, Chicago, to 1618 London Guarantee and Accident Building, 360 North Michigan avenue.

Charles H. Eddy Company, publishers' representative, Chicago, has moved from 122 South Michigan avenue to 666 Wrigley building, 410 North Michigan avenue.

Denver Rocky Mountain News and Times has appointed Ralph W. Mitchell of Kansas City, Mo., its advertising representative in that territory.

**SPECIAL EDITIONS**

**CLARKSBURG** (W. Va.) Telegram, a Spring Fashion edition, March 27.

Topeka (Kan.) State Journal, a special Scrapbook Edition, March 22, carrying the daily articles written by Frank P. MacLennan, publisher, while a member of the party of editors who watched the naval maneuvers in Southern waters as guests of the Navy Department.

Macon (Ga.) News, a 42-page Peach Blossom Festival edition, March 27.

Rockford (Ill.) Morning Star, a 14-page Rotary Convention edition, April 4.

Peoria (Ill.) Star, 12-page supplement marking opening of Schradzki Clothing Company's new home, April 2.

Springfield (Ill.) State Register, a 12-page Rotary Convention edition, April 1.

Onawa (Ia.) Sentinel, a 60-page Historical Edition.

Cleveland (O.) Times-Commercial, a 40-page Second Anniversary edition, March 27.

Sioux City (Ia.) Tribune, a Rotary Club edition, April 3.

Omaha (Neb.) World-Herald, a 12-page Building Show section, March 30.

Chicago Daily Journal, a 12-page annual rotogravure Spring Fashion Supplement, April 3.

**ON THE MECHANICAL SIDE**

**LESLIE C. COFFELT**, formerly with the Metals Refining Company in New York and Pennsylvania, has joined the Linograph Company as western Ohio representative.

John McNaughton has been named manager of the Ohio-Michigan division, Publishers Autocaster Service Company, Inc. Harry S. Keates is representing this company in Indiana.

Arthur J. Charon, superintendent of the Salt Lake City Tribune pressroom, recently celebrated his 25th year in that position.

**PRESS ASSOCIATION NOTES**

**BYRON L. ABERNETHY**, A. P. correspondent at Topeka, Kan., has been transferred to the Louisville, Ky., bureau, succeeding H. M. Sheppard who has been transferred to Chicago to replace O. L. Scott, resigned.

Walter T. Brown of the Oklahoma City bureau of the A. P. has been transferred to the Topeka bureau.

International News Service has opened a new bureau at Tallahassee, Fla. G. D. Tyson, formerly manager of the Atlanta bureau, has been put in charge.

Rolland Krebs has been transferred from the International News Service bureau at Chicago to the Washington bureau. He is succeeded in Chicago by C. W. Harris, Pittsburgh manager. James Connor Jr. manager of the Des Moines bureau has been sent to

Pittsburgh. Dale Schilling succeeds Connor at Des Moines.

Edna Lee Booker, Shanghai correspondent of the International News Service is returning to her home in Los Angeles on vacation.

Carl Turner has left the Kansas City bureau of the International News Service to become manager of the Columbus, O., bureau. He is succeeded in Kansas City by A. E. Garvin.

R. A. Thornburgh has rejoined the Indianapolis bureau of the International News Service after an illness.

Hudson Hawley, Paris correspondent, New York Sun, has resigned to join the Associated Press Paris staff, effective April 15.

**NEW PLANTS AND EQUIPMENT**

**VANCOUVER** (B. C.) Province, in which William Southam & Sons of Hamilton, Ont., now have controlling interest, has purchased two large buildings and will convert them into modern newspaper offices. New presses will be installed.

Lawrence (Kan.) Journal-World's new home will be completed about the latter part of March.

Monroe (La.) News-Star has installed a Duplex tubular press, with a capacity of 30,000 copies per hour.

Battle Creek (Ind.) Enquirer-News has purchased a site for a new building.

**CHANGES OF OWNERSHIP**

**BYRON F. BROWN** has purchased the Belding (Mich.) Herald.

Edward Dodson, publisher of the Heflin (Ala.) Cleburn News, has sold his interest to John B. Fitzgerald, former city editor, Anniston (Ala.) Star.

R. A. Franklin of the Bastrop, (Tex.) Advertiser, has bought the Holland (Tex.) Progress.

Logan (Utah) Republican, tri-weekly, has purchased the Logan Daily Journal and will publish as the Journal.

**ASSOCIATIONS**

**MINNESOTA** Editorial Association has appointed W. P. Kirkwood, editor of the publications of the department of agriculture, University of Minnesota, field secretary.

Washington (D. C.) Ad Club is conducting a "What-I-Think-About-Washington-Week." Prizes of \$500 are to be given for best letters on "What I Think About Washington Advertising." Contest is to continue through April 12.

Oklahoma Editorial Association, Group 2, met at Cherokee, Friday,

April 11. Walter Ferguson, Oklahoma City, was toastmaster at the annual banquet. His mother, Mrs. T. Ferguson, widow of the late Territorial Governor Ferguson, now editor of the Watonga (Okla.) Republican, presided. "Making a Newspaper Pay."

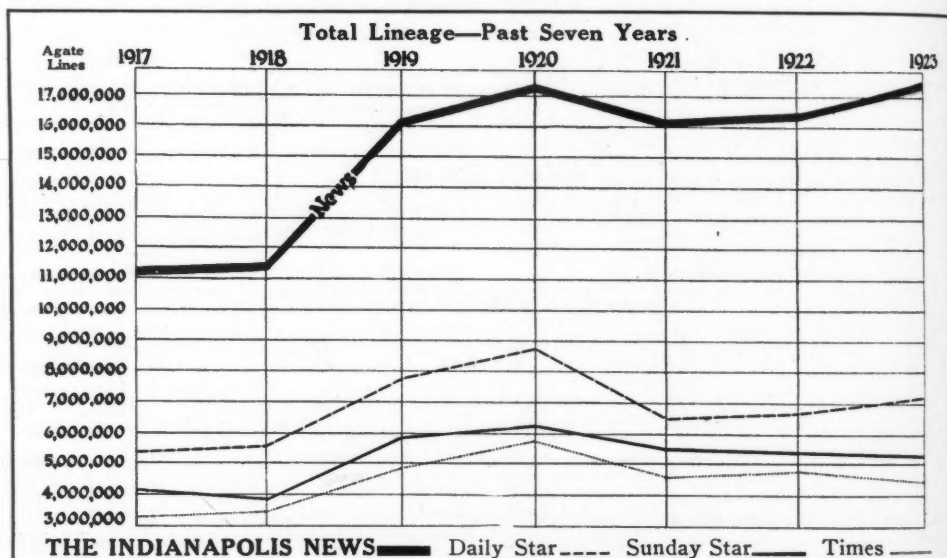
**Lake Erie Press Association** met recently in Buffalo. George J. Mead, publisher of the Amherst Bee, president of the association; J. Shaw, field secretary of the New York State Press association; and R. Kellogg, director of the Empire State School of Printing, spoke.

**Mississippi Press Association** held its annual convention at Meridian May 20-22, it was decided at a meeting of the board of governors held in Jackson, April 5.

**Omaha Press Club** had as its speaker former Senator Gilbert Hitchcock, owner of The Omaha World-Herald, at its April 4, meeting.

**Cleveland Graphic Arts Club** recently re-elected James D. A. Cannon of Davis and Cannon, president. George F. Buehler was chosen vice president and Walter Husted treasurer.

**Spokane Advertising Club** will feature "Pages from the Book of Advertising," a pantomime pageant, the fifth annual Animated Ad Ball to be given April 20 and 21.



**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 several

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**

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

Frank T. Carroll, Advertising Manager

Chicago Office  
J. E. Lutz  
The Tower Bldg.

**The Desert News**  
SALT LAKE CITY, UTAH  
—agriculturists predict crops of 1924 will be far in excess of 1923.  
Foreign Representatives  
CONE, HUNTON & WOODMAN  
New York Chicago Detroit  
Kansas City St. Louis Atlanta  
Pacific Coast Representatives  
CONGER & JOHNSTON  
Los Angeles San Francisco



# ANNOUNCEMENT

A Swiss stereotyping apparatus is being offered in the United States which casts Printing Plates from an overhead metal pot.

Contrary to modern American practice its plates are trimmed and cooled by hand, and are sent to press without first having been reduced to uniform thickness by shaving.

We are nevertheless making a similar machine for those who want it. It is of American design—by Henry A. Wise Wood—and is faster, simpler, and more easily handled than the Swiss.

Its price is \$5,000 f.o.b. cars, Plainfield, New Jersey.

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WOOD NEWSPAPER MACHINERY CORPORATION  
501 Fifth Avenue, New York City

**FLASHES**

Nothing unusual appears in the history of Mr. Harlan F. Stone, excepting that he seems to know a law book when he sees one.—*Detroit News*.

Undeveloped peoples: Those that never have invented a new poison gas.—*Baltimore Sun*.

Frank Vanderlip told New York reporters the other day that he had nothing to say, and it is believed that somebody has been giving him some advice.—*Cleveland Plain Dealer*.

Bill Hays gets \$822 each and every day for worrying about the movie actors. The extra 800 is on account of Mabel.—R. H. L. in the *Chicago Tribune*.

Congressional blocs are developing "not" holes.—*Washington Post*.

A Chicago agitator for one of our more improbable candidates announces he is devoting 24 hours a day to the cause of his chief. Sort of an all-day sucker.—*Detroit News*.

There is a movement afoot to eliminate bill board advertisements. If a certain condensed milk company joins it how will New Yorkers know what a cow looks like?—*New York Herald Tribune*.

Even if women do have more sense than men, you never see a man wearing a shirt he can't button himself.—*Miami (Fla.) News-Record*.

It is safe to predict that no French statesman will discuss ideas of loan cancellation in connection with money advanced by J. P. Morgan & Co.—*Hattiesburg (Miss.) American*.

"More light on the investigation," craves the Topeka Capital. Boy, light the scandalabra.—F. P. A. in the *Conning Tower, New York World*.

An Oregon citizen who hurled a platter and a steak through the plate glass front of a fashionable restaurant was pretty tough himself.—*Detroit News*.

Insane asylums are reported filled to overflowing. The overflow may be observed daily driving motor trucks about New York streets.—H. I. Phillips, *New York Sun*.

Adjusted compensation for dollar-a-year men may mean giving them a few more years.—*New York Telegram and Mail*.

One of the favorite colors this spring is banana. Thus may a trifling song sway the destinies of a nation.—*Detroit News*.

Has the Young Idea learned yet that there are three branches of our Government: Executive, Judicial and Obstructive?—J. K. McGuinness, *New York Sun*.

If they call a man that takes a drink a

**MOST NEWS**

The largest morning daily circulation in Pittsburgh

**The Pittsburgh Post**

MORNING AND SUNDAY

Daily Circulation...118,000

Sunday Circulation...175,000

Member A. B. C.

**FORESHADOWED EVENTS**

April 12—Central New York Press Assn., meeting, Syracuse, New York.

April 14—Associated Press Editors of Ohio, meeting, Middleton, O.

April 15-16—New York State Circulation Managers Assn., spring meeting, Rochester, N. Y.

April 17-21—Associated Press Directors, meeting, New York.

April 17-18-19—Florida State Press Assn., Cocoa, Fla.

April 18—Southeastern Nebraska Press Club, meeting, Falls City, Neb.

April 19—New York Tribune Staff, dance, Hotel Astor, New York.

April 21—A. N. P. A. Advertising Bureau Committee, Paper Committee, Agency Committee, and Board of Directors' Meeting, New York.

April 22—Associated Press, Annual Meeting, Waldorf-Astoria, New York.

April 22—Southern Newspaper Publishers Assn., banquet of Board of Directors and Committee Chairmen, Hotel Vanderbilt, New York.

April 23-25—A. N. P. A., annual convention, Waldorf-Astoria, New York.

April 24—North American Newspaper Alliance, Lotos Club, New York.

April 25-26—American Society of Newspaper Editors, Ritz-Carlton, Atlantic City.

April 26—Pasadena Press Club, gridiron dinner, Pasadena.

scofflaw, what would you call Secretary Fall?—*Baton Rouge (La.) News*.

Now that Station KDKA, Pittsburgh, has managed to broadcast heartbeats to Great Britain, international amity should be easy.—*New York World*.

**Three Stations to Broadcast Coolidge**

The speech of President Coolidge, given at the Associated Press luncheon, Waldorf-Astoria, New York, April 22, will be broadcast by stations WJZ, New York, and WGY, Schenectady, operated by the Radio Corporation of America, and WEA, New York, operated by the American Telephone and Telegraph Company. Arrangements are being made to relay the speech, making it available to other sections of the country.

**Stock Exchange Invites A. P. Editors**

Delegates to the A. P. convention in New York have been invited by Jason Westerfield, right hand man of Seymour Cromwell, president, New York Stock Exchange, to attend lunch at the Exchange, April 21.

**391,887**

Copies

Average net paid sale, daily and Sunday editions, of The New York Times as reported to the Post Office Department for the six months ended March 31... **378,174**

Average net paid sale, daily and Sunday editions, of The New York Times for the month of March ..... **391,887**

**WHAT'S WHAT IN THE FEATURE FIELD**

**FINLEY PETER DUNNE** is reviving his "Mr. Dooley" for the Bell Syndicate, New York. Syndication starts May 18.

NEA Service announces the opening of its new southwestern bureau at Houston, Tex. Elmer Roessner, former city editor of the San Francisco Daily News and San Francisco Bulletin, has been appointed manager.

Jay Jerome Williams, sales manager of the Bell Syndicate, New York, expects to return to New York next week from a business trip to the Pacific Coast.

Roy Crane, cartoonist, is drawing a new comic strip for NEA Service, called "Washington Tubbs II."

Charles A. Dochez, news editor, New York News Bureau Association, has been elected a director of the association.

Fontaine Fox, cartoonist, is drawing a color page for Sunday newspapers called "Toonerville Folks" to start May 4, for the Bell Syndicate, New York.

North American Newspaper Alliance plans a dinner to be given at the Lotos Club, New York, April 24. George E. Miller, president, will preside. There will be no speeches. Annual meeting of the Alliance is set for April 24 at the Waldorf-Astoria.

Loring Pickering, general manager North American Newspaper Alliance, returned to New York from a trip Havana, Cuba.

Within a month, King Feature Syndicate will start syndication to newspapers of the "Best Laugh Stories" written by leading humorists of the country. Stories were contributed in a contest staged by the syndicate, which offers \$5,000 prizes. Readers will decide the winners.

**Hearst President of Albany Daily**  
A trust mortgage filed in the clerk's office at Albany, N. Y., following the sale of the Albany Times-Union by Martin H. Glynn to W. R. Hearst, week listed Mr. Hearst as president of the Evening Union Company. James Kane was named secretary.

**Rogers Plans N. Y. Daily**  
Jason Rogers, publisher of the New York Globe before it was sold to Frank Munsey, plans publication of a new New York evening newspaper. He is ready yet to announce the date. Rogers is now editor of "Advertisers' Weekly" trade journal, the first of which appeared last January.

**New Southern Daily**  
Hattiesburg (Miss.) Herald is name of a seven-day morning newspaper which made its appearance last September. It is owned and edited by Ben S. Dever.

**Used One Series Wants Another**

The Camden, N. J., Post-Telegram has been using Series No. 4 of church advertisements issued by the Associated Advertising Clubs, and now asks for Series 3 to continue the page a week which the paper has been running on behalf of all the churches in and around Camden.

Business men of the city pay for the page. The copy costs that paper less than 30 cents a week. This gives exclusive use in the city.

Church advertising in your city is worthy of study—and cultivation. Often a campaign can be sold more easily if tested copy is available. Series No. 3 has been used by papers in all parts of the United States and Canada in communities in which religious beliefs vary. These ads urge people to attend the church of their choice as a benefit to the individual and the community.

Proofs on request to Herbert H. Smith, 518 Witherspoon Bldg., Philadelphia.

**CHURCH ADVERTISING DEPARTMENT**

A. A. C. W.

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

Associated Advertising  
383 Madison Ave.



Clubs of the World  
New York City

**RADIO FIRMS USING NEWSPAPER SPACE AND THEIR AGENCIES**

FOLLOWING is a list of radio concerns which have been advertising in newspapers, with their agency connections:

FIRM NAME	AGENCY
<b>CHICAGO:</b>	
Bregstone Radio Co.	Cruttenden & Eger
Bremer-Tully Mfg. Co.	Shuman-Haws Adv. Co.
Buell Manufacturing Co.	Osten Advertising Corp.
Chicago Radio Apparatus Co.	Cruttenden & Eger
Electrical Research Laboratories	Charles H. Fuller Co.
The Garod Corporation	Bertram May Adv. Agency
Grigsby-Grunow-Hinds Company	Porter-Eastman-Byrne Co.
Howard Radio Products Co.	Shuman-Haws Advertising Co.
Lane Manufacturing Co.	Direct
Liberty Transformer Co.	Cruttenden & Eger
Mitchell Blair Co.	Direct
Pfanstiehl Radio Service	Direct
H. G. Saal Co.	Sehl Advertising Agency
Stromberg-Carlson Mfg. Co.	Lyddon & Hanford, New York
Telephone Maintenance Co.	R. A. Mathews Co.
Walbert Manufacturing Co.	Cruttenden & Eger
Walhart Electrical Mfg. Co.	Shuman-Haws Adv. Co.
Winkler-Reichman Co.	N. W. Ayer & Son
<b>ATCHISON, KAN.:</b>	
Steinite Laboratories	W. B. Finney Adv. Co.
<b>DETROIT, MICH.:</b>	
Jewett Radio & Phonograph Co.	Power, Alexander & Jenkins
<b>GRAND RAPIDS, MICH.:</b>	
Michigan Radio Company	Shuman-Haws Advertising Co.
<b>MINNEAPOLIS, MINN.:</b>	
Cutting & Washington Radio Corp.	Reinecke-Ellis Company
<b>KANSAS CITY:</b>	
Universal Radio Sales Co.	Direct
<b>St. Louis:</b>	
Colin B. Kennedy Co.	Anfenger-Jacobson Co.
<b>CINCINNATI:</b>	
Crosley Radio Corp.	Sehl Advertising Agency
<b>CLEVELAND:</b>	
Sterling Manufacturing Co.	Direct
<b>MILWAUKEE:</b>	
Allen Bradley Co.	A. H. Fensholt
Central Radio Laboratories	George J. Kirkgasser Co.
Cutler-Hammer Mfg. Co.	George J. Kirkgasser Co.
<b>MISCELLANEOUS:</b>	
Acorn Radio Company	Barnard Advertising Agency
Airway Radio Corporation	Fred M. Randall Co.
Leon Lambert Co.	Besack-Sands Advertising Co.
Long Distance Crystal Co.	Henry B. Flarsheim Co.
Simplex Radio	Direct

**SNODGRASS TO WASHINGTON**

Transferred from Milwaukee to Publish Hearst's Morning Herald

Rhey T. Snodgrass, former publisher of the Milwaukee (Wis.) Wisconsin News and Telegram, owned by W. R. Hearst, has been appointed publisher of the Washington (D. C.) Herald.



R. T. SNODGRASS

G. Logan Payne who has been publisher of both the Washington Times and the Herald since their acquirement by Mr. Hearst, will devote his entire attention to the Times. Prior to going to Milwaukee, Mr. Snodgrass was connected with the Cosmopolitan Magazine in New York and for years was New York manager of N. W. Ayer & Sons. He introduced himself to Washington with an informal dinner to the editorial executives and the advertising staff of the Herald.

**A.A.A.A. to Meet in Chicago**

Chicago was chosen as the site for the next convention of the American Association of Advertising Agencies at the quarterly meeting of the executive board

held in New York this week. Date of the convention is October 14, 15 and 16.

**Coast Daily Sued for \$10,000**

Suit for \$10,000 has been filed against the Eugene (Ore.) Register by Fred Withrow who says that the Register referred to him erroneously as a "convicted bootlegger."

**Dallas News Opens Mexico Bureau**

Dallas (Tex.) News this week opened a new bureau in Mexico City with George W. Wythe in charge.

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

**THE DALLAS MORNING NEWS**

Supreme in Texas

**When You Think of the Altoona Field It's the Mirror**



OR, Mr. Space Buyer, the Altoona field and the Mirror are synonymous. One might just as well try to separate the moon from the stars as to separate this great industrial bee-hive from its favorite newspaper, the Altoona Mirror.

Altoona is a city of home owners, the brains and sinew of the greatest railroad shops in the world. Its future is assured, millions are being spent here by the Pennsylvania Railroad Company in an expansion program, thousands more men will be added to its pay-rolls, and now Mr. Manufacturer, is the opportune time to put your product across if you have the same confidence in the Mirror that its readers have.

Altoona's suburban field includes rich agricultural sections, much of it underlaid with great veins of bituminous coal, thriving towns and villages, all dotted with diversified industries that go to make a happy and prosperous people with money to spend on life's comforts.

**To All These the "Altoona Mirror" Is the Source of Trade Information BECAUSE**

The Mirror goes into practically all of the homes in Altoona and vicinity

**Circulation Almost 27,000 Daily**

A. B. C. STATEMENT—BUSINESS DIRECT

**THE MIRROR PRINTING CO. Publishers**

### INTERNATIONAL PAPER SHOWS BIG GAINS

**President Dodge Reports \$3,809,540 Profit in 1923 Compared With a Book Loss of \$7,572,390 for 1922**

International Paper Company showed a net gain for the fiscal year 1923 of \$3,809,540.55, compared with a book loss of \$7,572,390, in the previous year. This 1922 loss was due in part to adjustment of pulpwood inventories. The company produced in 1923, according to the annual report of President P. T. Dodge, 537,927 tons of paper, of which 352,518 tons were newsprint.

Growing proportions of the higher grade papers in the company's production were attributed by Mr. Dodge to the low prices quoted for foreign newsprint, increasing cost of wood and freights, and lack of tariff protection for newsprint manufactured in the United States.

Total newsprint production in the United States, Mr. Dodge states, was 1,485,000 tons in 1923, the International share being approximately 25 per cent. Canadian production in 1923 was 1,263,000 tons, of which more than 80 per cent entered the United States, duty free. Mr. Dodge again refers to the Canadian prohibition of exports of wood cut from Crown Lands of several provinces in which American mills have large investments, calling it a "gross injustice."

"A still greater danger menacing the mills of our country is the proposal now under consideration in Canada to prohibit the export of pulpwood to the United States from privately owned lands," he adds.

Later in the report it is stated that "owing to free trade conditions and the failure of the American government to protect the industry or assist in obtaining a recognition of our equitable rights in Canadian wood, any future extension of the company's newsprint mills will probably be in Canada, where the company not only possesses vast holdings, but also extensive water powers and the right to a large additional amount of electric power at a low price under an existing contract with a Canadian public service corporation."

The Three Rivers mill, in Quebec, was designed for a normal production of 240 tons a day when it opened about a year ago. It is now producing 310 tons daily, "as cheaply as any other mill in North America." The company controls 2,700 square miles of timber limits behind this mill.

Consumption of wood in 1923 amounted to 692,400 cords, at an average cost delivered of \$18.75 per cord, compared with \$9.86 per cord in 1912. Because of the volume of wood now in hand, cutting operations will be greatly reduced during 1924, the report states.

Woodland holdings of the company now comprise 1,639,000 acres owned in fee and control of 2,875,000 acres of crown and leased lands in Canada.

Forestry operations are carried on carefully and scientifically, the report declares, care being taken to leave the young timber which seeds the land and retains the snow. This protects the young plants from freezing and also prevents destructive floods. New lands have been obtained within the United States since the close of the fiscal year, Mr. Dodge reports.

Federal reforestation, carried on along sane and profitable lines, is hampered by "absurdly inadequate" appropriations, the report goes on, adding that the annual appropriation of an amount equal to the cost of one battleship would bring results of vast national benefit.

Gross revenues of the company and subsidiaries for the year were \$8,074,577.33. Depreciation was charged at \$1,144,737.55, a total for this account of \$17,000,000 since 1913.

Interest on bonds totaled \$962,799.23 and reserve for taxes was \$157,500, leaving net revenues of \$3,809,540.55. Dividends on preferred stock totaled \$1,500,000. The year's addition to sur-

plus account was \$2,309,540.55, making the total surplus \$17,112,330.25.

### OBITUARY

**GEORGE W. SMITH**, 68, editor and publisher of the Columbia (Ill.) Star, died in a St. Louis hospital April 5, after a long illness. He had been engaged in newspaper work for more than 50 years.

**GEORGE W. MOREY**, 77, former librarian of the Minneapolis (Minn.) Journal, died last week.

**JUDSON I. WOOD**, formerly editor of the Gardner (Mass.) Journal, died April 3.

**ANDREW M. BLAIR**, 55, editor of the Duquesne (Pa.) Times-Observer died at his home, April 4.

**GEORGE F. ROWLEY**, 67, associated with his son F. P. Rowley in the publication of the Turner (Ore.) Tribune, died April 1.

**EDWARD BATCHELLER LONG**, 83, publisher for more than 50 years of the White Plains (N. Y.) Westchester News, died March 31 at his home.

### Oregon Editor's Operation Fatal

Charles H. Fisher, 59, editor and owner of the Eugene (Ore.) Daily Guard, died in a Eugene hospital April 5, following an operation for appendicitis. Mr. Fisher was formerly publisher of the Salem (Ore.) Capital Journal, and prior to that owned and edited newspapers at Roseburg, Ore., and Boise, Idaho.

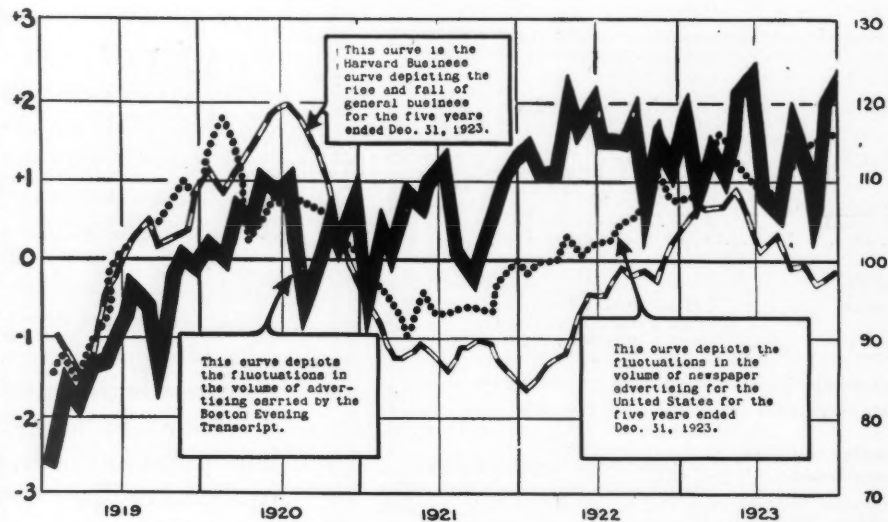
### Duplex Press Opens Chicago Office

Duplex Printing Press Company has opened a new branch office on the tenth floor of the Temple Building, Washington and Clark streets. Charles S. Brown, who has been with the Duplex Company since 1908, is manager.

### Grasty's Estate Totals \$60,000

Charles H. Grasty, editorial correspondent of the New York Times in Europe at the time of his death in London, Jan. 19, 1924, left an estate of \$60,000, according to the petition filed by his widow in Washington, D. C., last week.

# Harvard Economic Service made this chart



This chart was prepared gratuitously and of its own initiative by the Harvard Economic Service. It shows that advertisers now buy graded, selected Ad readers — no more run-of-the-mill readers

Study the chart above. It proves conclusively that men with goods or service to sell recognize the **Boston Evening Transcript** as the indispensable ally of successful business.

Note the last three years! When business is fighting for survival, when every dollar must do double duty, see how the Transcript volume holds up!

Compare the rate of growth—observe that advertising in the **Boston Evening Transcript** has increased at an emphatically higher rate.

What underlies this phenomenal comparative showing? **DISCRIMINATION!**

No longer do advertisers buy simply circulation. They insist on—Buying Power. They choose the paper whose readers are in that happy class whose buying is steady, whose incomes put them beyond the reaches of depression, whose buying does not fail the merchant when he needs it most.

**Boston Evening Transcript** readers represent an unequalled concentration of buying power—and advertisers are proving that they know it.

## Los Angeles Times

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

World Leader in Advertising for Three Consecutive Years

Charles H. Eddy Co.  
New York  
Boston  
Chicago

## Boston Evening Transcript

Highest Ratio of BUYERS to Readers

R. J. Bidwell Co.  
San Francisco  
Los Angeles

# GROWTH OF MANUFACTURES IN THE SOUTH

The Southern States are now passing through an era of great industrial development. For many years, considered a purely agricultural section, the South is now developing its natural resources and is preparing to meet modern industrial conditions in a most progressive spirit.

The industrial future of the South, from a banking standpoint, is fully assured as far as meritorious and bonafide enterprises are concerned.

The banks of the South fully realize as do the leaders in business circles that the future of her industrial growth depends primarily upon encouragement given, public service facilities afforded and banking credits extended to enterprises.

With this viewpoint before them the banks of the South are fully alive to the situation.

Southern industrial leaders and bankers have drawn outside capital into textile mills, shoe factories, chemical works, oil refineries, fertilizer plants and numerous other enterprises.

With this industrial growth, the South is a fertile and profitable market for national advertisers to capture, who will tell by advertising in the daily newspapers what they have and where to get it.

These dailies are home papers. Get your product asked for by name. This list will do it for you.

	Circulation	5,500 lines	10,000 lines		Circulation	5,500 lines	10,000 lines			
<b>ALABAMA</b>				<b>NORTH CAROLINA</b>						
**Birmingham Age-Herald (M)	82,057	.86	.86	††Asheville Times (E)	9,900	.94	.94			
**Birmingham Age-Herald (S)	49,508	.10	.10	**Asheville Citizen (M)	11,700	.055	.055			
**Birmingham News (E)	72,947	.15	.15	**Asheville Citizen (S)	15,421	.055	.055			
**Birmingham News (S)	89,481	.15	.15	**Greensboro Daily News (M)	21,530	.97	.96			
Mobile News-Item (E)	19,292	.96	.96	**Greensboro Daily News (S)	23,008	.97	.97			
Mobile Register (M)	21,304	.97	.97	**Raleigh News and Observer (M)	26,423	.94	.94			
Mobile Register (S)	32,718	.885	.885	**Raleigh News and Observer (S)	26,942	.96	.96			
**Montgomery Journal (E)	18,516	.98	.98	**Winston-Salem Sentinel (E)	13,540	.95	.95			
<b>FLORIDA</b>				<b>SOUTH CAROLINA</b>						
**Florida Times-Union, Jacksonville (M&S)	80,139	.09(.108)	.09(.108)	**Columbia State (M)	23,226	.94	.94			
Pensacola News (E)	4,750	.93	.93	**Columbia State (S)	24,898	.94	.94			
St. Petersburg Independent (E)	8,420	.93	.93	Greenwood Index Journal (E&S)	4,937	.025	.025			
**Tampa Times (E)	14,459	.95	.95	Spartanburg Journal (E)	4,105	.94	.94			
**Tampa Tribune (M&S)	51,214	.97(.988)	.96(.978)	Spartanburg Herald (M)	8536	(S)	7,159			
<b>GEORGIA</b>				<b>TENNESSEE</b>						
††Augusta Herald (E)	13,435	.95	.95	**Chattanooga Times (M)	24,058	.97	.97			
††Augusta Herald (S)	12,428	.95	.95	**Chattanooga Times (S)	24,146	.97	.97			
**Macon Telegraph (M)	28,422	.97	.97	††Nashville Banner (E)	47,738	.10	.10			
**Macon Telegraph (S)	29,359	.97	.97	††Nashville Banner (S)	47,732	.11	.11			
**Savannah Morning News (M)	29,535	(S)	23,457	.06(.078)	.06(.078)	<b>VIRGINIA</b>				
<b>KENTUCKY</b>				* Alexandria Gazette (E)				3,900	.023	.023
**Lexington Leader (E)	17,761	.95	.95	**Denver Register and Bee (M&E)	12,958	.96	.96			
**Lexington Leader (S)	17,227	.95	.95	Newport News Times-Herald (E)	9,041	.98	.98			
**Paducah Sun (E)	5,072	.94	.94	Newport News Daily Press (E&M)	6,981					
				**Roanoke Times & World-News (M&E)	23,954	.97	.96			
				**Roanoke Times (S)	18,878	.97	.96			
				**Stanton News-Leader (M), Leader (E)	6,870	.93	.93			

\* A. B. C. Statement, April 1, 1923.  
 † Government Statement, April 1, 1923.  
 \*\* A. B. C. Statement, Sept. 26, 1923.  
 †† Government, Sept. 20, 1923.

## THE MAJOR MARKETS OF AMERICA

A New and Exclusive EDITOR & PUBLISHER Service to  
Space Buyers

### XXIV—LONG BEACH—Another California Wonder

By HARRY R. DRUMMOND

LONG BEACH, Cal., 23 miles from Sixth and Main streets, Los Angeles, and just across the street from the seaport of Los Angeles (which was formerly San Pedro) is another of those wonder cities of Southern California.

Before it was "improved" Long Beach had everything God could give it. An ideal location, a wonderful climate, a marvelous beach, sunshine, good air—all the natural advantages Divine wisdom could place in any one spot.

The natural advantages of Long Beach rival those of Atlantic City, Palm Beach, or even the beauties ascribed to the Riviera by those who have been there—that is before man took a hand in things and "improved" the place.

The original improvements were made by the old settlers who, back home, drove to town on Saturdays and had a helluva time watching the trains go through.

The beautiful beach has a board walk—oh! such a board walk. Wide enough for four people! There are two fairly good looking resort hotels—and there are "Shoot the Chutes," "Scenic Railway" and other fine 10 cent amusements which make Long Beach a fair rival for Venice, which is a rather pitiful imitation of Coney Island.

Many of the present leading citizens of Long Beach realize this, and it is said that every good people are very devout, praying every now and then for fire from heaven, or hell fire, or almost any kind of fire to happen along and wipe these places out, furnishing an excuse for the rebuilding of the waterfront part of Long Beach into a thing of beauty and a joy forever.

Even in Southern California people sometimes die of old age, and eventually the town will fall into the hands of younger men, men of vision who will turn the penny arcade into a resort that will give the money spending tourist an excuse for visiting it.

In the mean time, however, Long Beach, despite its old timers, has developed, and is rapidly expanding into a business proposition that bids fair to make the resort idea one of more or less indifference, commercially speaking, and one which, eventually will be converted merely as a matter of local pride.

Do not glean from these remarks that there is no tourist business in Long Beach. There is a lot of tourist business—people of the good, sturdy, middle western type; people who have money when they arrive, and who still have most of that same money when they depart; people who pride themselves on their ability to travel economically and firmly believe that it is sinful to buy a meal for \$2.50 when one may be satisfied for 75 cents.

Being so close to Los Angeles helps Long Beach. Citizens of Los Angeles living in the suburbs—such as San Pedro and Wilmington, are 23 miles away from the retail part of Los Angeles, and it costs 85 cents to go to the store—the same as it costs from Long Beach—but these Angelicans may go to Long Beach in a very few minutes, and for 5 cents, so Long Beach gets quite a bit of Los Angeles trade.

In 1920 Long Beach produced 55,593 people for Uncle Sam's Census hounds to count, and now—well, you know how it is in California. At this time nearly half way between the last "official" census and the next "official" count, Long Beach being so close to Los Angeles, admits that there are not many more than 100,000 permanent residents.

The inner harbor at Los Angeles has been selected by the Dollar Steamship

Company and the United Fruit Company for a steamship terminal, which is to be erected at the cost of \$5,000,000.

In addition to this the Pacific Steel Company has already paid \$1,000,000 for property on Long Beach Harbor, on which they propose erecting immense steel mills.

These two projects are mentioned to indicate how Long Beach is progressing, commercially.

At present Long Beach has 246 manufacturing plants, employing 7,850 people who draw \$960,000 every month and spend most of it in Long Beach.

These industries represent an investment of \$25,800,000 and produce \$27,000,000 worth of goods annually.

During 1923 there were 32 new industries started.

East Long Beach, North Long Beach, Virginia City, together with those points of Los Angeles formerly known as Wilmington and San Pedro are all included in the trading territory of Long Beach and collectively support 1,200 retail establishments—distributors of merchandise.

Buffum's Department Store, the largest and best in the city, does some \$3,000,000 annually. The Cash Store, the Army and Navy Store, each do approximately \$1,500,000 and Marti's, Wall's and the Emporium each do close to \$1,000,000, making more than \$8,000,000 collectively.

There are 20,000 dwellings in Long Beach and they are being built rapidly. Obviously, with the great influx of people who work for their living there must be increased housing.

One of the really pleasing features of Long Beach is the great number of tremendously pretty homes. They are, for the most part, comparatively new, and especially those facing the ocean are veritable dreams of homes—modern, substantial, artistic and homey.

Long Beach retail stores, Buffum's, Marti's and the Cash Store, are all building new stores—and will practically double the floor space within the next year. This is an indication of good business, of substantial business—of growing business, and one merchant told the writer that, while he is doubling his floor space, the business will have outgrown the new plant by the time it is completed.

Do not get the idea from this yarn that all the Long Beachers are old timers. They are far from it, but most of the choicest real estate—the part that nature intended for pure beauty—for appointment, is owned by the old fellows—while newer ones—the hustlers, (and they are legion) must wait their time in patience until they can get hold of it.

Meantime they are making the best of their opportunities, and when the fire does sweep the joke "resort" section that will be about all that will have to be rebuilt to make Long Beach the Atlantic City of the Pacific Coast.

#### Washington Post Offers Insurance

Washington (D. C.) Post announced April 6, the establishment of an insurance department for subscribers. Under one group a \$500 life policy is offered for a small fee in addition to the price of an annual subscription. A \$2,500 accident insurance is offered free to daily and Sunday subscribers for a year. Arrangements were made between the Post and the Gem City Life Insurance Company, Dayton, O., and the Inter-Ocean Casualty Company of Cincinnati.

# LONG BEACH

CALIFORNIA

a city of more than  
**125,000**

## The LONG BEACH PRESS

with a circulation  
of **24,000**, is the  
leading paper in this  
prosperous field

**14,670,200**  
lines of advertising  
carried during  
**1923**

the greatest lineage  
of any paper in Long  
Beach during the year

these lineage figures  
are taken from the  
records of De Lisser  
Bros. nationally known  
auditors, 32 court St.  
Brooklyn, New York.

a gain over 1922 of  
**3,464,138** lines

an average of more  
than one million lines  
per month ranks The  
Press among the  
leading newspapers  
of the country

advertising rate  
**.07** per line

write for interesting  
booklet on Long Beach  
sent free on request

#### Representatives

**Charles E. Miller**  
225 Fifth Ave., New York City

**W. H. Stockwell**  
Peoples Gas Bldg. Chicago

**M.C. Mogensen & Co.**  
723 Title Ins. Bldg. Los Angeles  
Securities Bldg. Seattle  
564 Market St. San Francisco

TIP:  
N. W.  
Philadelph  
10 times  
Making  
Inc. (Fac  
Baer A  
avenue, 2  
Consolida  
Barrow  
New York  
Weir Stio  
George  
New  
mutit Co  
Belhel  
Using 10  
and June  
Campbe  
Bldg., D  
for Gene  
Caples  
New York  
10 times  
Chaun  
New Orle  
Mrs. Mc  
Nelson  
street,  
Energie  
land, O.  
on Van  
Mo., br  
orders fo  
E. H.  
Jackso  
schedules  
Citchf  
conlevar  
orders on  
Preparin  
Company  
Dorem  
York. I  
Corpora  
of Neutr  
Dorman  
street, 1  
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Chicago;  
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& Co., 9  
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street, S  
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other we  
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**TIPS FOR AD MANAGERS**

**N. W. Ayer & Son**, 300 Chestnut street, Philadelphia. Sending out 18 inches, to run 10 times for Dethol Manufacturing Company. Making yearly contracts for F. A. D. Andrea, Inc. (Fada-Radio).

**Baer Advertising Agency, Inc.**, 350 Madison avenue, New York. Making contracts for the Consolidated Cigar Corporation.

**Barrows & Richardson**, 19 West 44th street, New York. Making 2,000-line contracts for Weir Stove Company.

**George Batten Company**, 383 Madison avenue, New York. Placing account for Permut Company, 440 4th avenue, New York.

**Behel & Harvey**, Hearst Bldg., Chicago. Using 100 lines once a month in April, May and June for Gage Brothers (hats).

**Campbell-Ewald Company**, General Motors Bldg., Detroit. Making 10,000-line contracts for General Motors Corporation.

**Coplen Agency**, Grand Central Terminal, New York. Sending out 18-inch orders to run, 10 times for the Remington Typewriter Company.

**Chambers Agency**, 339 Carondelet street, New Orleans. Making 3,000-line contracts for Mrs. McCormick's Beauty Cream.

**Nelson Chesman & Co.**, 509 North Dearborn street, Chicago. Sending out orders on Emergine (Cummer products Company, Cleveland, O.) and preparing newspaper campaign for Van Blatz Brewing Company, St. Louis, Mo., branch office. Sending out 52-time orders for A. H. Lewis Medicine Company.

**E. H. Clarke Advertising Agency**, 28 East Jackson Boulevard, Chicago. Preparing schedules on Humphrey Heater Company.

**Critchfield & Company**, 223 West Jackson boulevard, Chicago. Sending out general orders on Firestone Tire and Rubber Company. Preparing list on Scolding Locky Hairpin Company.

**Doramus & Company**, 44 Broad street, New York. Planning campaign for the Hazeltine Corporation, Hoboken, N. J., manufacturers of Neutrodyne radio receiving sets.

**Dorrance, Sullivan & Co.**, 120 West 42nd street, New York. Making contracts for Charles A. Eaton Shoe Industries (Crawford Shoe).

**Eastman & Co.**, Monadnock Block, Chicago. Placing accounts for C. E. McArthur & Co., Chicago; Lammert & Mann Company, Chicago; Pressed Steel Tank Company, Milwaukee.

**Federal Advertising Agency**, 6 East 39th street, New York. Making 3,500-line contracts for American Safety Razor Company. Usually makes up lists in May for Bedding Brothers & Co., 902 Broadway, New York.

**Field Advertising Service**, 129 East Market street, Indianapolis, Ind. Placing account for the Lumber Mutuals.

**Charles H. Fuller Company**, 623 South Wabash avenue, Chicago. Making 2,000-line contracts for the Channell Chemical Company.

**Gardner Advertising Agency**, 1627 Locust street, St. Louis. Making 3,000-line contracts for Sealy Mattress Company.

**Gray Advertising Company**, Halls Bros. Bldg., Kansas City. Using 28 lines every other week for Florence Laboratories.

**Charles C. Green Agency**, 450 4th avenue, New York. Making 1,500-line contracts for Smith & Brodhead Company.

**Hoops Advertising Company**, 9 East Huron street, Chicago. Making 1,000-line contracts for Paige-Detroit & Jewett Motors.

**H. W. Kastor & Sons**, 14 East Jackson boulevard, Chicago. Sending orders to Florida papers on Lyko Medicine Company.

**J. Roland Kay Company**, 163 East Erie street, Chicago. Placing account for Foster-Johnson Reamer Company.

**Lord & Thomas**, Wislisy Bldg., 400 North Michigan avenue, Chicago. Sending out general contracts on Palmolive Company. Making 5,000-line contracts for All Year Club of Southern California. Sending out orders on Mother's Oats (Quaker Oats Company).

**MacManus, Inc.**, 82 Hancock avenue, East, Detroit. Making 10,000-line contracts for Drupp Motor Car Corporation.

**Matteson-Fogarty-Jordan Company**, 215 North Michigan avenue, Chicago. Issuing schedules on Premier Malt Products Company.

**H. K. McCann Company**, 61 Broadway, New York. Using 1,000 inches in one year for Standard Oil Company of New Jersey.

**McJunkin Advertising Company**, 5 South Wabash avenue, Chicago. Making yearly contracts for Chero Cola Company.

**Robert M. McMullen Company**, 522 5th avenue, New York. Making contracts for George Washington Refining Company.

**Mitchell-Faust Advertising Company**, 7 South Dearborn street, Chicago. Issuing 2,500-line schedule on Drake Hotel, Chicago. Started copy April 6, in metropolitan papers on Reliance Manufacturing Company (Big Yank Shirts).

**Morse International Agency**, 449 4th avenue, New York. Making yearly contracts for the Potter Drug & Chemical Company.

**Moser & Cotina**, 206 Paul Bldg., Utica, N. Y. Placing account for Ekernberg Company, Cortland, N. Y., manufacturers of "Teco," self raising pancake mixtures.

**Nevell-Emmett Company**, 120 West 32nd street, New York. Placing accounts for T. A.

Snider Preserve Company, 1018 Wabash avenue, Chicago.

**Daniel E. Paris**, 80 Boylston street, Boston, Mass. Placing account for American Writing Paper Company.

**Irvin F. Paschall, Inc.**, McCormick Bldg., Chicago. Placing account for Mann & Bridges Mfg. Company, Chicago.

**Patterson-Andrews Company**, 1 Madison avenue, New York. Making 5,000-line yearly contracts for Lehigh Portland Cement Company.

**Potts-Turnbull Company**, 6 North Michigan avenue, Chicago. Handling account of Tinker Toys.

**E. P. Remington Advertising Agency**, 1,280 Main street, Buffalo, N. Y. Planning 13 week campaign in New York and Pennsylvania newspapers for the Jackson Hotel, Dansville, N. Y.

**Ruthrauff & Ryan**, 404 4th avenue, New York. Making contracts for Clinical Laboratories.

**Smith & Ferris**, Pacific Finance Bldg., Los Angeles. Making 2,000-line contracts for Professor J. H. Austin.

**Stack Advertising Agency**, Heyworth Bldg., Chicago. Making 3,000-line contracts for Northern Pacific Railroad; making 2,000-line contracts for Swift & Co.

**Sweet & Phelps**, 210 East Ohio street, Chicago. Placing account for the J. I. Case Threshing Machine Company.

**Thomas Advertising Service**, Graham Bldg., Jacksonville, Fla. Sending out 15 inches to run 12 times for Columbus Brick & Tile Company.

**Tracy-Parry Company**, LaFayette Bldg., Philadelphia. Planning national campaign for the Nogar Clothing Manufacturing Company, Reading, Pa.

**Vanderhoof & Co.**, Vanderhoof Bldg., Chicago. Planning national campaign for the Burdick Cabinet Company, Milton, Wis., and the Acme International X-Ray Company, of Chicago. Sending out orders for Allaire, Woodward & Co.

**Wales Advertising Company**, 141 West 36th street, New York. Making 3,000-line contracts for Michelin Tire Company.

**C. C. Wingham**, 10 Peterboro, West, Detroit. Making 10,000-line contracts for Hudson Essex Motors.

**Wood-Futnam & Wood**, Oliver Ditson Bldg., Boston. Planning newspaper campaign for the Town Taxi Company, Boston, Mass.

**AWARD DECLARED HOAX**

**Book Won Prize Which Never Existed, Medical Journal Reports**

A story which went through the press on Jan. 31, last, dated Los Angeles, is now alleged to have been a hoax. It announced that the "Benjamin Franklin Fund," for a book on mental and spiritual healing, had been awarded in the sum of £2,500 to one Pierson Worrall Banning, of Los Angeles, with a second award of £1,000 to the late Charles P. Steinmetz and a minor award to a Japanese living in Tokyo.

The story was that "Dr. Franklin C. Wells, Medical Director of the Equitable Life Insurance Company," was the judge of the books.

Now the Journal of the American Medical Association brands the story as a hoax. All concerned with the story except Banning are dead, with the exception of the Japanese, who cannot be located. The medical journal declares that the Benjamin Franklin Fund does not exist.

**GREETINGS:**

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

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

**BOWERY SAVINGS BANK BLDG.**

**GEO. B. DAVID CO.**

NEWSPAPER REPRESENTATIVES

110 East 42nd Street

Opp. Grand Central Terminal

**GUY S. OSBORN, INC.**

NEW ADDRESS

1618 London Guarantee & Accident Bldg.

360 NORTH MICHIGAN AVE.

CHICAGO, ILL.

Telephone: State 7847

*Begin The Golf Season With*

**MAX MARSTON'S GOLF IMPRESSIONS AND EXPERIENCES**

By the National Amateur Champ Himself

A Series of 24 800-Word Articles For Release Every Week Day.

Giving the High-Lights of his experiences covering 13 years of competition for the National Championship.

*For Terms Wire*



**LEDGER SYNDICATE**

INDEPENDENCE SQUARE

PHILADELPHIA

**Low Advertising Cost**

THE buying tide is always at a high level in the Milwaukee-Wisconsin Market of nearly 3,000,000 people. Milwaukee is the first city of America in diversity of industry—and Wisconsin is the world's richest dairy center.

**The Milwaukee JOURNAL**  
FIRST—by Merit

**WHAT'S THE REASON?**

It isn't every well established business that triples its clientele in three years' time.

But in this month of April, 1924, we find ourselves serving three newspapers for every one with which we had service connections in April, 1921.

To get all the reasons for this condition of affairs, we would have to refer you to all of our clients, scattered over twenty-four states.

But without going into so many details, we can still give you one comprehensive and convincing reason: *Our service is growing better and stronger every year.*

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

### YAKIMA BUSINESS MEN BACK TO DAILIES

Shopping News Brought No Returns, Was Opinion of Majority—Large Stores Contract for More Space in Herald

Six months' experience with their own Shopping News has been plenty for merchants of Yakima, Wash., whose advertising will henceforth go into the two Yakima newspapers. Arrangements have been made with the publisher of the Morning Herald and Evening Republic to continue the Shopping News for two years, or until the advertisers ask that it be discontinued, the four-page sheet to be circulated on rural routes through the mails and to consist of advertisements lifted from, or scheduled for use, in one of the daily papers. The latter plant will print the Shopping News.

Twenty-four advertisers contracted for space in the 8-page circular 7 months ago. About half of them refused to renew on expiration on the ground that they had received no returns. This conclusion was shared by all advertisers except the three who had promoted the venture. The publication had suspended for a month before its resumption on the new arrangement last week.

Proprietors of the 6 dry goods stores divided evenly on whether the Shopping News brought them business commensurate with the cost of space. Renewals for the revamped News were secured by personal canvass by two of the largest store proprietors. The latter obtained by the settlement for themselves and two other stores reduction of rates of slightly less than 10 per cent in the morning paper, conditioned on taking out larger contracts than they had ever made before. The larger advertisers had deserted the morning paper in a body last year.

The newspapers regard the settlement as complete and amicable and believe that they have demonstrated, at the loss of considerable business for a time, that there is no satisfactory substitute for newspapers as an advertising medium.

### BASSFORD RESIGNS

Leaves St. Louis Times for Rest After Nervous Breakdown

Following a nervous collapse in his office Thursday, April 3, Homer Bassford, general manager of the St. Louis Times since it was founded in 1907, has resigned and will go away for a long rest. Mr. Bassford, who has been ill for several months, is under the care of a physician at his home, 6 Shaw place, St. Louis.

G. A. Buder, president of the American Press, publishers of the Times, ascribed Mr. Bassford's nervous breakdown to overwork. He said that he had been granted an indefinite leave of absence in order to regain his health.

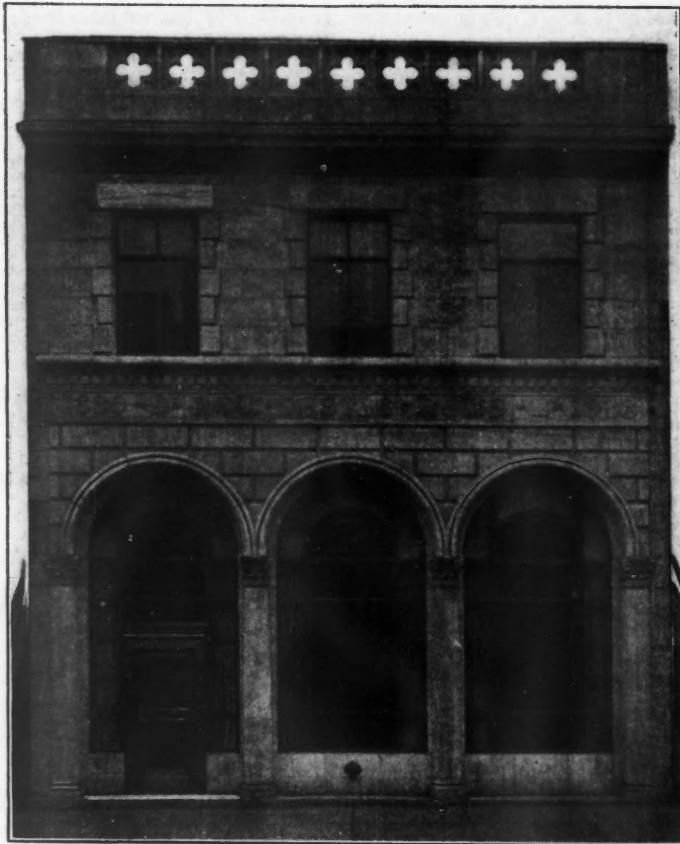
Mr. Bassford, who is 54, began his newspaper career on the Mexico (Mo.) Ledger as a youth. His first metropolitan experience was on the Kansas City (Mo.) Times, of which he became Sunday editor in 1889 and subsequently city editor. In 1893, he moved to St. Louis and became drama and music critic on the old St. Louis Republic, of which he later was made news editor.

In 1907, Mr. Bassford left the Republic to assist in establishing the St. Louis Times, and has been its chief executive and in active charge until his recent illness.

### Editor Turns Revivalist

Howard S. Williams, at one time city editor, Jackson News (Miss.), and recently publisher of the Hattiesburg (Miss.) American, is now an evangelist with an outfit including a tent, 5,000 portable seats, a nursery tent, and a radio outfit for broadcasting. Mr. Williams is conducting a revival now at Moss Point, Miss.

### BEAUTY AND UTILITY MERGED IN NEW PLANT OF NEWCASTLE (PA.) NEWS



BUILT of Georgian marble, the new home of the Newcastle (Pa.) News is of the Italian Renaissance style. Within, beauty and utility are merged in the business, editorial, and mechanical departments, all completely furnished with up-to-date newspaper equipment.

Marble from Belgium and Italy, a decorated paneled ceiling leading down to lunettes, within which the history of the printing art is pictured, furniture of the Italian Renaissance, and a great bronze chandelier, combine to make the business office unique in the small city newspaper world.

The depth of the building is 161 feet. One enters to the business office, back of which is a huge vault for newspaper files. A corridor leads to the press room, 2 stories in height, housing a Goss press.

From the business office a stairway leads to a front mezzanine balcony, where a waiting room and the offices of Fred L. Rentz, general manager, and Jacob F. Rentz, his assistant, are situated. Up a further flight of stairs is the office of city editor, reportorial rooms, telegraph room and composing room. An archway from

the composing room leads into the stereotyping room.

The basement, which runs the entire length and width of the building, is a solid concrete shell, capable of holding 7 carloads of newsprint.

One feature of the building is the newsboys' room. It is separated from the mailing room by a counter and large enough to accommodate all the carriers.

### Seitz Completing Pulitzer Biography

"The Life and Letters of Joseph Pulitzer," written by Don C. Seitz of the New York World, will be published next fall by Simon & Schuster, Inc. Seitz has been collecting material and doing preliminary work on the volume since 1911.

### Globe Square Renamed

"Globe Square," New York City, has been changed by Mayor Hylan to "Telegram Square." The New York Telegram and Evening Mail, Munsey newspaper, now occupies the old Globe plant. The square runs from Greenwich street to the North River.

### SIMPLIFIED SPELLING GAINING SLOWLY

Only 56 Dailies and Magazines Converted to Cause Since 1918 Backers of Move Hear at Annual Meet

Magazines and newspapers are gradually adopting "simplified spelling" report made at the 18th annual meeting of the Simplified Spelling Board held at Columbia University, New York, April 1, indicates.

The report shows that 556 newspapers and magazines now use 12 simplified words, the adoption of which marks the first step in the program of the organization.

The 12 words are: tho, altho, thruout, thro, thoro, thorofo, thorofo, prolog, catalog, decalog, pedagog.

That the Simplified Spelling Board is experiencing difficulty in gaining adoption of their "simpler words" is seen by the fact that only 56 magazines and newspapers have been added to the list since 1919, when it was announced 500,000 had adopted the 12 words. In 1906 the new orthography was inaugurated.

In urging adoption of the words the board advanced the following argument:

"They effect a saving of 31 letters in 12 words; they are reducible to three groups easily remembered by compositors; they are recognized by the common dictionaries; they allow head writers to use a catching and appropriate head by fitting words such as thru, thruout, thoro, thorofo into an allotted space; they often avoid hand-spacing which costs time."

At the meeting Tuesday the general officers of the board were re-elected.

# 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.

## A Safe Landing Field

**DON'T ENTER THE FOURTH STAR BLINDLY**

**OHIO**

850,000 PROSPEROUS PEOPLE IN THIS CIRCLE OF EIGHTEEN COUNTIES

"A Safe Landing Field for the National Advertiser"

Sent upon request to sales and advertising managers. In this fertile field of eighteen counties there are \$2,667,855.00 spent each year for necessities and luxuries. It's 93.2-10% native born territory. Four hundred and thirty-two national advertisers covered Central Ohio alone through The Dispatch in 1923.

**The Columbus Dispatch**

OHIO'S GREATEST HOME-DAILY





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

**The Scottish Trips:**—Arrangements are almost completed for the entertainment of the 200 delegates to the Advertising Convention at Wembley during their visit to the West of Scotland in July. It will not be the fault of the Glasgow Publicity Club, who are their hosts, if the delegates do not have an enjoyable time. Arriving in Glasgow on July 21 the visitors will be entertained at dinner in the Central Station Hotel, the following day there will be a trip to the far-famed Trossachs, and some time will be spent at Gleneagles, the wonderful golf course in the center of Perthshire where the professional golf tournaments are played for the thousand pounds in prizes offered by the Glasgow Herald. On July 23 a sail down the Clyde to Loch Long, Kyles of Bute, and around Arran has been arranged, one of the most beautiful trips and magnificent scenery Scotland has to offer to visitors. While in the evening a civic reception will probably be accorded. The next day will be developed to a visit to the Burns Country and Turnberry.

The Edinburgh party, also numbering 200, will arrive in that city on the same day. A representative committee of which Sir John R. Findlay (chief proprietor of the Scotsman) is chairman, has been formed to make arrangements for entertainment. A provisional program has been drawn up as follows: Tuesday, July 22, visit to Holyrood Palace, the Royal Mile, the Castle, and other places of historic interest; luncheon in the Freemason's Hall as the guests of the Edinburgh Publicity Club, the Chamber of Commerce and the Merchant Company; a civic reception in the City Chamber in the evening, to be welcomed by Lord Provost Sleigh and magistrates. On Wednesday some of the delegates will go to St. Andrews and others will visit the Border country and Melrose, Abbotsford House (the home of Sir Walter Scott) and Dryburgh (where he was buried). On this tour the delegates will be the guests of the Scottish Woollen Trade Mark Association and the South of Scotland Chamber of Commerce.

**Among the Publicity Clubs:**—At the inaugural meeting of the newly formed Publicity Club of Bradford, March 21, unanimous approval was accorded the plans of the club. H. C. Derwent, Bradford Daily Telegraph, chairman of the Executive Committee, presided.

The Advertising Club of Ulster inaugurated its new premises in the Scottish Provident Buildings, Donegall Square, Belfast, with a housewarming party on March 21, at which Mrs. S. G. Haughton, wife of the president, and Mrs. Herbert Warnock, wife of the chairman of the entertainments committee, acted as hostesses.

At a Fleet Street Club luncheon on March 21, Sir Charles Higham extended

his criticisms of a non-advertised Wembley Exhibition. He said the period for advertising Wembley was almost getting too late. The publicity could not all be done in this country. The people at home and abroad had got to be told of the Exhibition, and the place in which to tell them was the modern newspaper.

**To Honor Convention Delegates:**—The English-Speaking Union announces that it will make the American and other overseas delegates to the Convention, with their wives and families, Honorary Members of the English-Speaking Union while they are in London.

**\$3,000 FOR TEA ESSAYS**

**India Growers Holding Contest in Connection With Ad Campaign**

The India Tea Growers Association, extensive newspaper advertisers, are offering \$3,000 in prizes for the best essays on "Why I Like India Tea." The first prize will be \$1,000, the second, \$500 and the third, \$250. One hundred prizes of \$10 each will be awarded for the next 100 best essays, and 50 prizes of \$5 each.

According to the terms of the contest, the essays must not exceed 50 words in length and must be written on a postcard. According to the William H. Rankin Company, New York, which is handling the account, more than 12,000 answers have already been received, and they are still coming in at the rate of 250 a day. Judges in the contest, which closes May 1, will be Sir Charles Higham, William H. Rankin, Hector Fuller and Dr. Olga Neyman.

The India Tea Growers Association is spending \$200,000 this year in the newspapers of New York, Boston and Philadelphia. They will spend \$200,000 a year for 5 years, gradually spreading over the entire country. The account was brought to the United States by Sir Charles Higham, advertising man of London.

**Central N. Y. Press Meets**

Central New York Press Association is holding its annual meeting at Syracuse University today. Speakers include: Rev. Bernard C. Clausen; Gerritt S. Hyde, Waterville (N. Y.) Times; and Fay Parsons, Cortland (N. Y.) Democrat. President M. V. Atwood is in charge.

**THE Daily Mail**

with its **WORLD'S RECORD NET DAILY SALE**

enables the advertiser to obtain in a single day, at a single cost, complete coverage of the whole of the British Isles. It is the recognized medium for national advertising in England, Scotland, Wales and Ireland.

**DAILY MAIL**  
NEW YORK OFFICES  
280 Broadway  
Telephone: Worth 7270

**DAILIES FEATURE BABIES**

Halifax Herald and Mail Print Baby Edition March 31

While most everyone is thinking about advertising possibilities from a radio supplement, the publishers of the Halifax Herald and the Halifax Evening Mail have the quaint conception that their readers and advertisers would like to have a "Baby Edition," and they have just produced an interesting, wholesome and apparently highly profitable section devoted to the interests of the tiny new citizens of Halifax.

It is something new in supplements. Physically, it is a half-fold, like many of the radio supplements we are seeing, and makes 16 pages. It is called "Baby Edition." The front page has a big flash-line in baby-blue reading "BABIES" and then there is a design in blocks, one side of each showing the half-tone of a pretty kiddie and another side showing the name and address of the youngster.

The section is crowded with first-class matter about babies, their care, needs and rights, with a few pictures of choice Halifax specimens of boy and girl life.

There's plenty of advertising, showing that old industries need not be forgotten for the new. All kinds of ads—milk, clothing, furniture, photographs, perambulators, shoes, books, toys, bread, drugs, soaps and powders, biscuits, hosiery, bathroom equipment, pianos, and such material for the health and happiness of future citizens.

**Daily Fetes Veteran Employee**

William A. Orr, 68, of the Akron (O.) Beacon Journal composing room force, was tendered a dinner April 5, by executives of the daily celebrating the 50th anniversary of his arrival at the Beacon Journal office as typesetter. Charles L. Knight, former congressman and publisher of the newspaper, spoke.

**LINKS WITH BRITAIN.**

**BABWORTH, NOTTS.**

*Richard Clyfton,*

At Babworth, near Retford, Notts., RICHARD CLYFTON, by his preaching, laid the foundations of the Pilgrim movement. The interesting old village lies a mile west of Retford. RICHARD CLYFTON was inducted to the living on 11th July, 1586, when he was thirty-three years of age. By 1608 Clyfton had given up his charge at Babworth to settle at Scrooby, where he became Pastor of the Reformed Church with JOHN ROBINSON as his assistant. CLYFTON was educated at Cambridge, where he was brought into close association with JOHN ROBINSON, BREWSTER, and SMYTH. Subsequently this quartet came together in a small district in the Midlands. CLYFTON at Babworth, BREWSTER at Scrooby, Notts., and ROBINSON and SMYTH at Gainsborough, Lincs.

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

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

**H. J. KETCHAM**

General Agent,

London & North Eastern Rly., 311, Fifth Avenue, (at Thirty-Second St.), New York



"A National Campaign in Itself"

**Britain's Dominant Weekly**

JOHN BULL is a paper with a purpose. Imbued with the real Crusading spirit, it fights fearlessly for Truth and Right against the forces of Ignorance, Tyranny and Dishonesty wherever these be found. Its pages are a forum from which prominent public men speak to the people. Every week it carries a wave of sane Optimism throughout the length and breadth of Britain.

That is why JOHN BULL has such a hold on the British Public. It is read by the man who walks to save his car-fare and the magnate who goes to his office in his own Rolls-Royce; by the parson in the pulpit and the woman at the wash-tub.

To advertise in JOHN BULL is to cover the whole country and to reach every spending section of the community.

Latest Certified Net Paid Sales per issue (less all Free Voucher and Return copies)

**830,197**

an increase of over 42,000 in six months.

**JOHN BULL WEEKLY 2d**

Write for Advertising Rates (which are based on a 600,000 Net Sale) to:

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

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

Published every Saturday in London

# CLASSIFIED ADVERTISING

The New Public Service

## XIV.—THE OTHER SIDE OF THE FENCE

By BASIL L. SMITH

THE Scotch poet, Burns, voiced a universal desire when he wished for the power "to see ourselves as others see us."

This most useful gift is refused, except through the aid of mirrors, photographs and the remarks of our friends. And mirrors, to say nothing of friends and photographs, are as liable to flatter us as they are to go to the other extreme.

But if it is hard for an individual to gain this right perspective of himself, how much more difficult is it for a business institution to see its true reflection in the general consciousness—particularly when it strives to render an important public service to all the members of a community!

How, in other words, can a classified advertising organization judge fairly of the service it gives its public?

careful censorship and accurate indexing, and we have an instrument of public service as nearly perfect in its way as the system of the telephone company. It requires just as much interest, just as much study and attention as the intricate electrical details of the telephone company, if it is to function satisfactorily and give uniformly valuable service. Any lapse in mechanical service to the readers of classified should be as zealously guarded against as a break in the circuits of telephone subscribers.

From the other angle of service on the part of personnel, a classified department must meet much more exacting demands than those made on telephone operators and employees of the business office. The telephone operator takes your number and makes the connection that you want. She serves you in a fraction

### JUST WHO ARE THE PEOPLE WHO BUY CLASSIFIED ADS?

DEALERS in almost every other known commodity or service have their market thoroughly analyzed.

They know who buy their products—and why? Mr. Smith thinks that classified organizations should have this same sort of knowledge of the people who buy classified ads—from the lady who wants to recover her lost Pomeranian to the auto accessory dealer who advertises every day.

He covers this subject thoroughly in his article for next week: "Who Buy Classified Ads?"

This is a rather large assignment, but it can be practically and satisfactorily accomplished by the members of a progressive classified department. It requires thought and patience and the desire to give increasingly better service to readers and advertisers.

The simplest way in which to understand anything is to get far enough away from it to see it as a whole, as it really is. This outside point of view, this look from the other side of the fence, is important in the case of any business because it is the point of view held by the hundreds or thousands of people who patronize it.

Let us think, then, of the classified medium and department in the terms of some other public utility—the telephone company. Let us see how we get our opinions of the telephone service and whether other people do not get their ideas about classified service in much the same way.

When we are in a hurry, when we want to make an immediate business or personal call, we turn to the telephone. We get our party at once—our business is transacted. And we call that genuine service—which it is. Our personal contact with the telephone company is limited to those frequent moments when we give our numbers to the operators and the rare occasions when we call at the telephone offices to have our bills adjusted or our telephones moved. We never come any closer than this to that intangible thing—the system and spirit of service of the company—but from these contacts we know that it exists in all its strength.

The average member of your community comes in about the same sort of contact with classified service, in proportion to the extent in which it is used.

Instead of the miles of wire and conduits, the thousands of instruments and the central exchanges of the telephone company, the physical and mechanical end of classified service is represented by the perfectly catalogued medium in the newspaper. Add to this full description ads, ordered for multiple insertions,

of a minute and passes on to the next subscriber. Her work is largely mechanical.

But the case of the telephone ad-taker is far different. She must be equally courteous and accurate, but her position demands much more of her than that. She needs more than a mere "voice with a smile." She needs a voice that can keep its smile throughout the long minutes of selling full description copy and week's insertions to advertisers who do not understand the fundamental service value of these things. She needs to be a diplomat in telephone salesmanship. She has to be tactful and helpful often when she feels like cutting off the connection with the party on the other end of the wire. And on top of all this, she has to have a knowledge of classified advertising that enables her to give the sort of service that will bring results for individual advertisers and plant the seeds of good will for her medium.

The work of the ad-takers at the front counter is not a bit less difficult. They are there to give service that is not as yet understood by many people, but a service that, once established, will give certain dominance to their medium.

In the adjustment of complaints and the settling of mistakes in bills, classified workers are called on for a high degree of tact and service. They know that one old customer is worth three prospective ones in value to the newspaper. They have to remember that it is just as important to keep good will as to create it.

There are all sorts of other features of classified service that lend themselves to comparison with the service given by other businesses and that will come into the minds of classified workers.

The best rule is always to remember everything that you, as an individual, know about your work, and then to put yourself in the place of the other individuals to whom you give service. Learn to look at things from both sides of the fence and you will see them clearly. Service depends on the right vision—every time!

# GET AT THE CENTER OF THINGS

# The Center is ILLINOIS

Geographically, Illinois is Central—

It is the Center of Rail Transportation—

It is the Center of Water Transportation—

It is the Center of Agriculture—

It is the Center of Farm Land Value—

It is the Center of Grain Distribution—

It is the Center of Food Distribution and Manufacture—

It is the Center of Farm Implement Manufacture—

It is the Center of Merchandise and Manufacturing Distribution and

Practically the Center of Population.

As a tryout state Illinois is second to none. Illinois newspapers are to the Middle West what New York newspapers are to the East.

They cover a tremendous territory outside of the state in which they are published and exert a potential influence.

Illinois newspapers are decidedly the Best Mediums for getting Illinois Business.

	Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
**Aurora Beacon-News . . . . . (E)	16,351	.06	.06
††Chicago Herald & Examiner . . (M)	335,270	.55	.55
††Chicago Herald & Examiner . . (S)	932,415	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 Star . . . . . (E)	27,083	.075	.06
††Rock Island Argus . . . . . (E)	10,405	.045	.045
**Sterling Gazette . . . . . (E)	5,755	.04	.04

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

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# OUR OWN WORLD OF LETTERS

By JAMES MELVIN LEE

"ARE Newspapers Doing Their Duty?" This question is asked and answered by Roger William Riis in the Independent. This answer, however, is somewhat statistical and is based upon analysis of 5 issues each of: The Boston Globe, New York Times, New York World, New York Evening Post, Philadelphia Public Ledger, Philadelphia North American, Atlanta Constitution, New Orleans Times-Picayune, St. Louis Globe Democrat, Kansas City Star, Chicago Tribune, Minneapolis Tribune, St. Paul Pioneer Press, Portland Oregonian, San Francisco Chronicle, Sacramento Bee, San Diego Union, and Fort Worth Star Telegram.

By way of comparison a few English, French, and German newspapers are also included. In putting his printer's rule alongside newspaper columns, Mr. Riis found that the American newspaper was not one long story of crime, divorce, murder, and larceny. A grouping of this kind of news under the head of "police news" did not locate enough such items to reach 10 per cent. of the material printed. In England he found that this type of news occupied 6 per cent. of the space, and France 7 per cent, and in Germany three per cent. An editorial in the New York World in commenting on this observation remarked that yellow journalism is evidently not so prevalent as has been supposed. In America, business news gets first place. In England, foreign news heads the list.

This quotation raises a question of doubt:

In the English papers a considerable space is given to gardens—how to raise flowers, in fact. This is a piece of contented domesticity found in the press of no other nation.

When I purchased a little place out on Long Island, I certainly found a good deal about poultry in the New York World; much about raising small fruits in the Evening Post. It might be well, therefore, not to take the figures compiled by Mr. Riis too seriously.

Such statistical compilations, however, are valuable. Other analyses, however, ought to be compiled. Mr. Riis is frank enough to admit that a similar test by another person at another time would probably give different conclusions. From a number of such tests, however, deductions would doubtless be logical and accurate.

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The jest of the comic artist and thequip of the vaudeville comedian have placed the country editor in a false position before the American people. Charles Harger, editor of the Abilene (Kan.) Reflector in an article in Scribner's for April, entitled "The Changing Country Press," presents quite a different view of the man who sits in the editorial chair of the progressive community weekly:

The modern country editor does not take merchandise from the dry-goods merchant or the alchemist in exchange for advertising; he does not receive potatoes and sausage on subscription. If his paper is anything more than a patent-medicine repository, he does business

on a business-like basis, with a cost-accounting system that enables him to receive for his services a legitimate and living wage. The early newspaper was notably careless in finances and consequently ever struggling with its expense account and often dependent on political patronage for its existence. The modern publisher either carries on his business at a fair profit or he quits. It is possible that because he is absorbed in the financial side of his business, he is less inclined to spend hours studying public questions and evolving profound discussions of their relation to party progress. He finds satisfaction in added self-respect and personal freedom from party-boss dictation.

In the opinion of Mr. Harger, the country press is not without editorial influence as the following quotation will show:

Yet the country paper that prints a well digested, timely editorial, discussing earnestly public matters, secures a reaction. The congressman reads it and "sits up and takes notice." The publicity departments of the corporations and utilities gather from it what the people of that section are thinking. A half-dozen editorials from country papers in a State will have more effect than all the heavy utterances of a city journal.

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THOSE who want to keep in touch with German books relating to the press will find a detailed list of such items in Literarisches Beiblatt, edited by Dr. Hans H. Bockwitz, Leipzig, Germany.

### Radio Rescues Sunday Edition

Miss Agnes A. MacLaren, Telegraph editor, Ludington (Mich.) Daily News, recently "made bricks without straw," when, with wires down in a sleet storm, she went home and using "Dad's radio" got enough news from the air to fill a void in the Sunday edition of the paper.

## 1893 SERVICE 1924

as visualized by  
**BENJAMIN & KENTNOR CO.**

**SERVICE TO PUBLISHERS**, as we see it, means much more than merely getting business. That, of course, is important, but the caring for it, keeping it giving satisfaction, preventing mistakes that work harm, all enter into the service we render.

There are hundreds of ways, some of them seemingly unimportant, others of supreme importance, where we find chances to do things for publishers which increase revenue and make standing that counts.

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

# SHOWS GREAT GAIN IN PERCENTAGE OF AUTOMOBILES

West Virginia has 162,191 automobiles and yet you will rarely see a make of car that is not advertised in West Virginia newspapers.

West Virginia is now spending fifty million dollars on additional improved highways.

Last year \$2,608,508 was collected from registration fees and licenses; also \$366,490 from a gasoline tax.

People who have money to spend such as this, constitute a pretty good territory to win.

West Virginians respond so readily to advertising of worthwhile articles in their local daily newspapers, that you Mr. National Advertiser, cannot afford to stay out of this prosperous state.

These papers will deliver your advertising message and it's up to you to deliver the goods.

	Circulation	Rate for 5,000 lines		Circulation	Rate for 5,000 lines
Bluefield			Parkersburg		
**Telegraph ..... (M)	10,485	.84	††News ..... (M)	7,327	.825
Charleston			††News ..... (S)	8,919	.825
**Gazette ..... (M)	19,097	.86	**Sentinel ..... (E)	7,486	.85
**Gazette ..... (S)	24,135	.87			
Clarksburg			Wheeling		
**Telegraph ..... (E)	10,410	.84	**Intelligencer ..... (M)	12,231	.825
**Telegraph ..... (S)	13,190	.845	††News ..... (S)	13,700	.85
Fairmont			**News ..... (S)	18,794	.87
**Times ..... (M)	7,675	.83			
Huntington			**A. B. C. Statement, Sept. 30, 1923.		
††Advertiser ..... (E)	10,588	.835	††Government Statement, Sept. 30, 1923.		
**Herald-Dispatch. (M)	13,500	.835			
**Herald-Dispatch. (S)	13,458	.84			
Martinsburg					
**Journal ..... (E)	3,976	.83			

## New Haven Register

is New Haven's Dominant Paper

Circulation over 40,000 Average

Bought every night by More New Haven people than any other TWO New Haven papers COMBINED.

**New Haven Register**

The Julius Mathews Special Agency  
Boston—New York—Detroit—Chicago

Rate for Lines  
10,000  
.06  
.55  
1.00  
.24  
.80  
1.15  
.025  
.045  
.06  
.045  
.04

## CAREER OF DR. W. T. ELLIS SHOWS VALUE OF SPECIALIZATION IN JOURNALISM

Although a Layman, His Religious Writings Are Authoritative and Reach Millions Through Syndication—  
Began As Printer's Devil

By MARLEN PEW

IN another column of EDITOR & PUBLISHER this week appears editorial advice to young men and women entering journalism to find a special interest and pursue it through life, on the theory that the newspapers of the future shall more and more be written by specialists than by men of general knowledge.

It is the specialist who is winning in every department of life.

The story of the life of Dr. William T. Ellis, points a significant moral to the average generalizing newspaper man.

Dr. Ellis, as readers of this paper know, is famous as a religious editor, but few are aware that he is not a clergyman. His writings upon religious subjects are perhaps more widely read than those of any contemporary in the world. He began newspaper service 35 years ago, a boy of fifteen, by cleaning galleys, sweeping floors and doing other dirty work in a Philadelphia newspaper composing room and has been working at the daily newspaper business ever since, except for a seven-year excursion into religious journalism, with considerable magazines writing and public speaking on the side.

It is only the rare paper that has an expert upon religion on its staff; and rarer still the one whose religious editor is primarily a newspaper man, with newspaper traditions nurtured in his bones.

Even rarer is the paper that can afford to send its religious editor, at frequent intervals, to Bible Lands, or to range over America and Europe, keeping in touch with religious thought and activities.

That is one reason why there has long been a place in scores of daily papers for the weekly article upon the International Sunday School Lesson written by Dr. Ellis. Quietly, persistently, throughout 25 years, he has built up this distinctive newspaper feature; now with more than four-score papers on his list, and a circulation of more than 2,300,000. His only theological training was in his newspaper activities, private reading and personal service to the churches.

A preacher could make an interesting homily out of the new forms of religious outreach which our press has developed. Here is a layman, without theological training or ecclesiastical position, or any kind of authorization or support by any religious organization, who has attained a weekly circulation for a straight-out study of life from the Bible standpoint which is greater than that of any book, or than of all the religious weeklies combined.

As an active Sunday School man, Dr. Ellis originally set out to write a Lesson that would be entirely supplemental to the dry and conventional "Lesson Helps" that the churches provide. Without abandoning that purpose, he found that his primary objective has come to be a popular article upon religion for the average reader. He is constantly running into his readers—from that President of the United States who said, "You brought me up," to the Texas librarian who, showing him her mother's portrait, said, "For many years before she died, you were my mother's only pastor." It is a not uncommon experience for Dr. Ellis to hear his Lessons used verbatim in the pulpit—usually without credit; and sometimes to the confusion of the preacher when he meets his auditor. There are no ecclesiastical lines in a newspaper; and Protestants of all names, Roman Catholics and Jews have reported themselves as readers of these Bible Talks by a layman.

Dr. Ellis points out that the Bible is a unique and unending spring of intellectual stimulus and of moral suggestion. Its eternal contemporaneity is uncanny. When to the Bible is added a newspaper man's contacts with the realities of life, and oft-repeated travels to

the scenes of the Bible story, it becomes at once apparent that a column and a quarter a week scarcely affords room for the material that crowds upon the writer for publication. Dr. Ellis has made three trips completely around the world, besides frequent journeys into the remote



DR. W. T. ELLIS

corners of the earth, especially in the Near East.

Wherever he has gone, he has written his weekly Sunday School Lesson. "Some lessons," he said, "have been written on the Mediterranean; some on a raft floating down the Tigris River toward the Garden of Eden; some on houseboats on the Chinese canals; some on the bosom of the sluggish Volga; some in the silence of Sinai's mountains and desert; some in the roaring capitals of Europe and Asia; some in the shell-torn billets during the war; some on the heights of the Lebanon Mountains, and upon the quiet shores of the Lake of Galilee; many in Jerusalem, and amid the other scenes of Bible History." Thus the freshness of touch with the living reality of the Biblical world has been maintained, as well as that sense of today which is the mark of a real newspaper man.

Dr. Ellis was made an LL.D., one time when he wasn't looking, by the venerable and conservative college of the Southern Presbyterian Church, Davidson, N. C.

His home is in Swarthmore, Pa. His family consists of Mrs. Ellis, two sons and a daughter of eleven. The older boy, Franklin C. Ellis, is on the staff of the Springfield Republican. The younger, Mackinnon Ellis, will be graduated from Princeton next June, and will take up the study of medicine. Although he has not done office work in a newspaper for a number of years past, Dr. Ellis has, in addition to his foreign correspondence and religious articles, been reporter, department editor, editorial writer or column conductor on Philadelphia papers.

### Gilland at New Post

E. W. Gilland has just been appointed sales manager of the Newspaper Information Service of Washington.

# WIRE NEWS

For Evening and Sunday Newspapers

International News Service  
21 Spruce St., New York

## PLANNING AD DRIVE SIMPLE AS O. HENRY PLOT—AND AS HARD TO LIVE UP TO

By KENNETH GROESBECK

PRESIDENT, GROESBECK, HEARN & HINDLE, INC.

THE way to produce a successful advertising campaign is to find out whom you want to sell, and say the right thing to them in the right place.

This is positively all there is to any successful advertising campaign, outside of the attendant jobs of merchandising and distribution, and the formula is as simple as the formula of an O. Henry story—and as hard to live up to.



K. E. GROESBECK

Point number one—find out to whom you want to talk. If you are a wise advertising man, you will spend long and weary months answering this question. You won't guess at it because you're not a typical person yourself, and people who judge the rest of the United States by their own reactions are almost invariably wrong.

In the case of Girard cigars we have formulated an imaginary American who is the typical Girard smoker. We know how old he is, about how he lives, how many cigars he smokes a day, whether or not he buys them by the box, what he does for a living, whether or not he is married, how many children he has, what his other smoking habits are, what shape and color of cigar he prefers, how much he wants to pay for it, and where he likes to buy it.

There in the nutshell of one paragraph is the result of several hundred closely typewritten pages of information to find out who smokes or should smoke Girard Cigars.

Point number two—find out what to say to him.

Of course, if you want to sell a man anything it's a great help to know him very well, instead of attempting to approach him cold and jumping in the dark. It is a helpful thing to know the line of least resistance to his mind—to know what he's interested in, to know what he wants to hear you say.

It takes a pretty good salesman, however, to say correctly what the prospect wants to hear, and it takes a still better salesman to put this on paper, so that the average typically educated American

will get out of the printed word the message you want to put into his mind.

They tell a good story about a nationally advertised brand of raisins, whether or not it is true it is worth repeating. They say this company many hundreds of thousands of dollars on the advertising slant that raises certain iron and were healthful to eat, but they discovered that this appeal worth 7 per cent, whereas the appeal "tastes good" was worth 92 per cent. That's inexcusable, of course, for an advertiser, since it is so easy to determine the important appeal of any product, and when you have one appeal which is predominantly stronger than all others, what's the use of spending money on other unimportant thoughts?

The reason so many campaigns have hashed up into sixteen different methods of appeal is because the advertising manager or the advertising agency feels the presentation will create more of an impression if the advertisements are different, and if they show as many different appeals as possible. This is a natural human weakness, but it is scientific advertising.

The third point in the formula right place to tell the story—in simplest of the lot.

Advertising at its best is a very simple thing. It is a truism to say it is a man's job on paper, and after all salesmanship is the highest kind of human nature and mixability. The best campaign mixes with its reader the way it sells. The more friendly and straightforward and honest it is, the better it sells.

## IN NEW ORLEANS NO 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, 1,625,000 lines.

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

Represented by

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

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

## 4,500,000 MEN

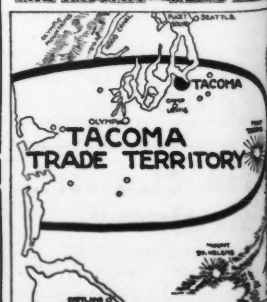
live within 50 miles of 5th Ave. This paper carries more men's wear advertising than any two evening papers in the City.

## NEW YORK EVENING JOURNAL

In New Orleans it's

# THE ITEM

## THE TACOMA NEWS TRIBUNE



Frank S. Baker President  
Charles P. ... Editor and Co.  
ADVERTISING REPRESENTATIVE  
David J. Randall Ford, Pa.  
341 Fifth Ave. 360 No. Michigan  
New York City Chicago, Ill.  
R. J. Bidwell & Co.  
San Francisco and Los Angeles, Cal.

# "OHIO FIRST"

MANY national advertisers have made "try out" campaigns in the State of Ohio, and have demonstrated that it was a field for sure and quick results.

Ohio buyers are keen in their perception of values and ready and willing to buy at a moment's notice.

National advertisers often wonder at the unusual response to their campaigns in Ohio first newspapers—the list printed below.

Ohio merchants never wonder at it. They know that well directed sales campaigns backed by careful advertising in this list of publications will always get results.

Ohio is one of the greatest producing states in the Union and is also one of the leading territories in buying.

OHIO people are FIRST to buy and last to turn your product down if it has merit.

The purchasing wealth of Ohio is confined to no particular class. The riches of her cities are known to the world and even her farmers occupy an unusual financial position. More than 28,000 of them are worth more than \$10,000 each.

These Ohio daily newspapers cooperate and the merchants who use them to sell your merchandise will cooperate with you in merchandising your product.

HERE IS A REAL LIST OF PRODUCERS  
FIRST IN OHIO

		Circulation	2,500	10,000
		lines	lines	lines
**Akron Beacon Journal	(E)	39,177	.10	.10
**Akron Times	(E)	24,591	.06	.06
**Akron Sunday Times	(S)	23,415	.07	.07
††Bellefontaine Examiner	(E)	4,631	.02	.02
††Cincinnati Enquirer	(M&S)	76,789	.17-.35	.17-.35
Columbus, Ohio State Journal	(M)	50,147	.12	.11
Columbus, Ohio State Journal	(S)	33,124	.12	.11
†Conneaut News Herald	(E)	3,040	.0225	.0225
††Dover Daily Reporter	(E)	4,771	.025	.025
††Ironton Irononian	(M)	3,400	.0179	.0179
Kenton Democrat	(E)	2,500	.014	.014
**Lima Republican-Gazette	(E&S)	10,545	.05	.05
Lorain Journal	(E)	4,866	.025	.018
††Middletown Journal	(E)	5,279	.025	.025

		Circulation	2,500	10,000
		lines	lines	lines
††Newark American-Tribune	(E)	7,643	.025	.025
New Philadelphia Times	(E)	6,780	.025	.025
Piqua Call and Press Dispatch	(E)	6,071	.03	.03
††Portsmouth Sun and Times	(M&E)	17,746	.06	.06
††Portsmouth Sun-Times	(S)	12,575	.04	.04
**Springfield Sun	(M)	14,022	.035	.035
**Toledo Blade	(E)	107,009	.27	.25
**Youngstown Vindicator	(E)	27,856	.07	.07
**Youngstown Vindicator	(S)	26,559	.07	.07

†Government Statement, April 1, 1923.

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

††Government Statement, Sept. 30, 1923.

†††Government Statement, April 1, 1924.

# DOLLAR PULLERS

Advertising and circulation managers are always on the lookout for new ideas that will increase advertising receipts and win new circulation. Your idea for increasing advertising or circulation may not appeal to your manager, but it may be just the thing that some other manager wants. EDITOR & PUBLISHER will pay \$1 for each idea printed under this head. The fact that the idea is now being used in your city does not bar it from the department. Address your communication to the DOLLAR PULLER EDITOR. When they appear clip them and mail them in and receive payment. Unavailable ideas will not be returned.

## BUSINESS TICKLER



IT'S getting warm!  
Time to think of  
advertising  
Ice-cream freezers  
Lemons  
Grape-juice  
Poison Ivy cures  
Mosquito catchers  
Fly-paper  
Wayside Inns

Spring tonics  
Light Fiction  
Summer furniture  
Linoleum  
Kerosene Oil Ranges  
Knock-down bungalows  
Garages  
Thermos bottles  
Lunch kits  
Men's shirts  
Topcoats  
Raincoats  
Binoculars  
Goggles  
Cameras  
Screens  
Storage for furs, rugs and draperies  
Safe deposit vault for silverware  
Couch hammocks  
Lawn outfits  
Beach umbrellas  
Bathing suits  
Slip covers  
Wedding present for June brides  
"Putting next winter's coal in at April prices"  
Golf equipment  
Tell the boys to wear linen trousers, white shoes, white cotton socks, open weave underwear, linen shirts, with attached collars which do not button down, bow ties in bright colors, Norfolk coats for outings  
Roads might advertise Sunday outings  
Paper cups  
Incubators  
Day old chicks  
Canoes  
Garden tools  
Garden hose.

Material reduction in supply costs has been secured by placing charts in each department, showing the relative cost of supplies in each department, with monthly comparisons, and topped off across the top with: "Let's cut it down!" Interest of every employe in bringing the lines to a lower mark each month has been aroused, and the result shows distinctly.—Bert A. Teeters, Lock Box 295, Springfield, Ohio.

Some groceries make a specialty of handling phone trade. They have special telephone clerks who do almost nothing but handle the trade of people who call up by phone. Why not get up a page of ads of these firms with an appropriate heading calling the attention of the public

**America's Best  
Magazine Pages**

Daily and Sunday

**Newspaper Feature Service**

241 WEST 58TH STREET  
New York City

to the fact that the advertisers are splendidly equipped for handling phone trade and solicit such patronage? Frank H. Williams, 1920 Spy Run Ave., Fort Wayne, Ind.

A Builders' Page would likely go strong during April and May. Building contractors, real estate dealers, electrical contractors, garden and lawn nurseries, furniture dealers, etc., are prospects.—A. R. Malsberger, Reading Times, Reading, Pa.

Ottawa Citizen in its classified pages runs a 2-col. x 10 announcement pointing out that experienced advertisers secure quicker results at lower cost because they pay for 6 insertions at the price of 5 and as soon as their wants are filled they advise the department and obtain refund for balance of prepayment. The benefit of this arrangement to the classified advertiser is demonstrated by a reprint of about a dozen ads ordered for more than one insertion. Against each is printed the number of insertions ordered, results secured, and cash refunded.—J. L. Love, 27 Wellington East, Toronto.

"IS YOUR CAR READY?" is a department of miscellaneous display advertisements appearing in the Boston Herald. A slightly higher rate is charged to cover the space occupied by the heading and explanation.—James M. Mosely, 39 E. Concord St., Boston, Mass.

The Evening Journal of Washington, Iowa, carries a double page truck once a month of the advertisements of 40 merchants who feature one item at a special price. This was secured through working closely with the committee and is very profitable business as all copy is brought in the office and no promotion work is needed.—Donald O. Ross, Cedar Falls (Iowa) Record.

An Iowa newspaper in a small farming community has adopted an idea which is bringing increased advertising from farmers. Each day, under the heading, "Dates Claimed for Sales" is a list of farm sales to be held within two months. When a farmer wants to advertise his sale, he will naturally refer to this list.—DONALD O. ROSS, Washington, Iowa.

April is the best month during the Spring season for clean-up and paint-up campaigns. See your civic authorities and arrange for "clean-up" week,—then scout after your local paint and hardware stores for their ads on this special

**READING  
CARPENTER  
IS  
SEEING  
THE WORLD**

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

week.—A. R. Malsberger, Reading Times, Reading, Pa.

We secured a large cut of a house and arranged advertising spaces in the windows, doors, roof, yard, and other places. It took up a full page and across the top was a heading, "The Home Beautiful." We called on the lumber dealer, painter, plumber and all other tradesmen. The page was sold with little trouble as suggested copy had been prepared for each prospect.—Donald O. Ross, Washington, Iowa.

A telephone canvass of poultrymen should yield a continuous patronage in poultry and eggs for sale classification. Classify the various breeds of poultry alphabetically, like the St. Louis Post-Dispatch does the names of automobiles that are advertised for sale. Instead of saying "For sale—White Wyandottes," say "White Wyandottes—." The classification, "Poultry for Sales" or whatever classification you use indicates what is advertised is for sale, so why repeat it. Chicken fanciers and they are legion are continually improving their flocks and selling and buying, so why not make this column a year round affair.—J. M. Williams, Lock Box 84, Danville, Ill.

A new classification, "Business Changes," can be worked up on the classified pages of any daily. Go to every business place that has changed hands, changed policy, just been started, re-organized or that has done anything of a news value, and get them to tell of this change in five to ten lines space and run it for a week under "Business Changes." Cities of 50,000 and up should provide a good field for this column or classification.—J. M. Williams, Lock Box 84, Danville, Ill.

Each month there are a number of office rooms for rent in most cities. So toward the end of each month it would be a good idea for the paper to run a little section on its financial and business pages in which all offices that were for rent could be advertised. By putting the section on this page the men most interested in offices would be most likely to see it.—Frank H. Williams, 1920 Spy Run Ave., Fort Wayne, Ind.

Buyers hunt and talk but do most of their Easter purchasing a week or 10 days before Easter. Run a small black-faced

**Million  
Dollar  
Hearst  
Features**

The World's Greatest Circulation  
Builders

International  
Feature Service, Inc.  
New York

**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.

ad on the front page calling attention to special Easter offerings at the local stores. Then on the classified page start a column headed "Easter Suggestions." Every retailer will be glad of the opportunity to call special attention to certain articles and the column should be a money getter for both the advertiser and the newspapers.—Fred E. Beane, Manchester (N. H.) Union-Leader.

Mail order houses continue to get a growing amount of business from the rural population, in spite of the fact that the automobile and other modern conveniences have brought the farmers within easy reach of the cities. They do this because their advertising tells the farmer exactly what he wants to know about the merchandise he can use, a farm journal editor said recently. It proved a good tip to an Iowa paper.—L. J. Jellison, Dubuque (Ia.) Times Journal.

## Our Features:

Samuel G. Blythe  
Irvin S. Cobb  
R. L. Goldberg  
Ed Hughes  
O. O. McIntyr  
Penrod and Sam  
Will Rogers  
H. J. Tuthill  
Albert Payson Terhune  
and others

The McNaught Syndicate, Inc.  
Times Building, New York

**BEDTIME  
BIBLE  
STORIES**

BY FLORENCE VINCENT  
FULL COLOR ILLUSTRATIONS  
FROM WORLD FAMED PAINTINGS  
By  
TISSOT

An elaborate book that will attract an unusual number of solicitors who will double past earnings and records in securing six months' subscriptions for your newspaper. The cost is only fifty cents including book and solicitor's commission. Old subscribers can be supplied without expense to you. Wire for sample copy, option and plan.

KEANE BROTHERS  
Brokaw Bldg., Times Square, N. Y.

**CIRCULATION  
BUILDING  
SUPREMACY**

Proven time and time again  
by the many thousands of  
NEW, paid-in-advance sub-  
scribers we gain for newspapers  
in all parts of the country.

Wire or Write Care of Wichita  
Beacon

**HOLLISTERS**  
CIRCULATION ORGANIZATION  
300 Merritt Building - Los Angeles, Cal.

# NEW ENGLAND'S SHARE

## OF NATION'S MANUFACTURES

In the production of brass and hardware, boots and shoes, silverware and cutlery, silk and felt hats, textiles, clocks and many other lines, New England far excels any other section of the country.

New England manufactures more clocks than any other section of the country. More than one-fourth of all men's felt hats are New England made. Over fifty per cent of all the brass made in the United States is produced in New England.

Despite competition in the textile group from other sections of the country, New England produces over one-third of the total for all the United States.

Eleven and a half per cent of all products made in the United States is manufactured in New England.

With these tremendous resources New England becomes a great buying power. Every day the families of New England spend millions of dollars.

*Use these dailies intensively and win this market for yourself*

MASSACHUSETTS—Population, 3,852,358				RHODE ISLAND—Population, 804,397			
	Circulation	2,500	10,000		Circulation	2,500	10,000
	lines	lines	lines		lines	lines	lines
**Attleboro Sun .....	(E) 5,344	.0275	.0175	††Newport Daily News .....	(E) 6,134	.0336	.0296
†Boston Globe .....	(M&E) 282,437	.45	.45	†Fawcett Times .....	(E) 25,970	.10	.07
†Boston Globe .....	(S) 822,418	.55	.55	††Providence Bulletin .....	(E) 64,075	.17	(A).33
**Boston Post .....	(M) 362,982	.60	.60	**Providence Journal .....	(M) 33,534	.10	(A).33
**Boston Post .....	(S) 866,782	.55	.55	**Providence Journal .....	(S) 81,148	.15	.15
**Fall River Herald .....	(E) 15,271	.045	.045	††Providence Tribune .....	(E) 21,270	.10	.09
**Fall River Herald .....	(E) 11,191	.035	.045	**Westerly Sun .....	(E&S) 4,601	.025	.025
**Fitchburg Sentinel .....	(E) 15,500	.055	.04	**Westerly Sun .....	(E) 18,553	.04	.04
**Haverhill Gazette .....	(E) 16,517	.06	.045	(A) Combination rate Daily Journal and Eve. Bulletin.			
†Lynn Item .....	(E) 21,696	.06	.06	VERMONT—Population, 352,428			
†Lowell Courier-Citizen and Evening Leader. (M&E)	21,696	.06	.06	**Barre Times .....	(E) 6,719	.03	.025
**New Bedford Standard-Mercury .....	(M&E) 82,565	.08	.08	†Bennington Banner .....	(E) 3,051	.0125	.0125
**New Bedford Sunday Standard .....	(S) 27,394	.08	.06	**Burlington Free Press .....	(M) 12,230	.05	.05
†North Adams Transcript .....	(E) 9,334	.0375	.03	**Rutland Herald .....	(M) 10,245	.04	.04
†Pittsfield Eagle .....	(E) 16,007	.04	.035	†St. Johnsbury Caledonian-Record .....	(E) 3,810	.0214	.015
**Salem News .....	(E) 21,130	.09	.07	CONNECTICUT—Population, 1,380,631			
Taunton Gazette .....	(E) 8,263	.04	.03	†Bridgeport Post-Telegram .....	(E&M) 45,301	.14	.14
††Worcester Telegram-Gazette .....	(M&E) 84,365	.24	.21	†Bridgeport Post .....	(S) 19,926	.09	.09
††Worcester Sunday Telegram .....	(S) 46,539	.18	.15	**Hartford Courant .....	(D) 33,157	.08	.08
				**Hartford Courant .....	(S) 50,185	.11	.11
				†Hartford Times .....	(E) 45,125	.12	.12
				**Meriden Record .....	(M) 7,212	.045	.03
				†Middletown Press .....	(E) 7,897	.03	.025
				††New Haven Register .....	(E&S) 40,106	.11	.10
				**New London Day .....	(E) 11,341	.06	.045
				††Norwich Bulletin .....	(M) 12,494	.07	.05
				†Norwalk Hour .....	(E) 5,300	.03	.03
				**Stamford Advocate .....	(E) 3,627	.0375	.03
				**Waterbury Republican American .....	(M&E) 22,327	.06	.07
				**Waterbury Republican .....	(S) 15,238	.06	.05
				† Government Statement, April 1, 1923.			
				** A. B. C. Statement, Sept. 30, 1923.			
				†† Government Statement, Sept. 30, 1923.			
				** A. B. C. Statement, April 1, 1924.			
				†† Government Statement, April 1, 1924.			
MAINE—Population, 768,014				NEW HAMPSHIRE—Population, 443,633			
††Bangor Daily Commercial .....	(E) 14,448	.05	.04	**Concord Monitor-Patriot .....	(E) 5,178	.0375	.025
**Portland Press Herald .....	(M&S) 82,473	.08	.08	†Keene Sentinel .....	(E) 3,422	.03	.024
**Portland Express .....	(E) 22,400	.10	.07	**Manchester Union Leader .....	(M&E) 23,277	.10	.07
**Portland Telegram .....	(S) 28,734	.10	.07				
(Sunday Edition Express)							
††Waterville Sentinel .....	(M) 5,886	.035	.025				

**EDITORS TO WITNESS ARTILLERY "BATTLE"**

**Ft. Sill's Big Guns Will Go Into Action for N. E. A. Delegates May 26—Buffalo Barbecue Planned**

Delegates to the National Editorial Association convention in Oklahoma next month will be treated to the "greatest artillery battle" ever "fought" in the United States.

Stored at Fort Sill, the army's artillery school, is a vast quantity of ammunition, world war surplus, rapidly deteriorating which must be used at once if it is not to become useless even for demonstration purposes.

The battle to be staged May 26, will include a barrage laid down as on the front in France; airplane maneuvers and air attacks with live bombs; infantry going over the top with machine guns and hand grenades.

Three regiments of artillery, four squadrons of airplanes, infantry and all the staff troops stationed at Fort Sill will be in action. Three hundred guns of various calibers will be in action at the same time.

Editors will witness the maneuvers from a nearby mountainside.

On May 25, the day before the artillery "show," the visiting editors will be served a buffalo and elk meat barbecue at Buffalo Lodge in the Wichita Mountain game and forest preserve. Cowboys and Indians will kill animals for the barbecue in a hunt staged in the presence of the visitors.

Walter M. Harrison, managing editor, Oklahoma City Oklahoman and Times, is chairman of the Oklahoma City entertainment committee preparing for the convention during its business sessions there May 22, 23 and 24.

Meetings will be held in the Huckins Hotel, Masonic Temple, and the senate chamber at the state capital. The Oklahoma Publishing Company, publisher of the Oklahoman-Times, will serve luncheon to the editors.

**TRADE JOURNAL ACCUSED**

**Perfume Organ Said to Have Used Rival's Nickname**

The question of whether a publication has the right to take advantage of a popular nickname given a competing publication, will be decided by the Federal Trade Commission on May 14, when argument is heard on a complaint the Commission has lodged against the "Perfumers' Journal and Essential Oil Recorder," of which Joseph Byrne of New York is publisher.

The complaint, charging unfair methods of competition, was filed by Louis S. Levy of New York, publisher of "The American Perfumer and Essential Oil Review," who claimed that his publication has been popularly known in the

trade for years as the "Perfumers' Journal."

According to the complaint, Byrne in 1920 purchased a trade journal known as "Perfumery Art" and changed the name to "Perfumers' Journal and Essential Oil Recorder," frequently cutting down the title on "the outside of the front cover to the form 'Perfumers' Journal.'"

This, says the complaint, has "misled and deceived persons in the trade throughout the United States into the belief that the respondent's journal is the competing journal 'The American Perfumer and Essential Oil Review' commonly known to the trade as the 'Perfumers' Journal' and has caused persons to subscribe to and advertise in the respondent's journal."

Mr. Byrne is given 30 days in which to file answer.

**STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, OF EDITOR & PUBLISHER**

published weekly at New York, N. Y., for April 1, 1924.

State of New York, County of New York, ss.:

Before me, a Notary Public in and for the State and County aforesaid, personally appeared J. B. Keeney, who having been duly sworn according to law, deposes and says that he is the Business Manager of EDITOR & PUBLISHER, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, to wit:

1. That the names and addresses of the publisher, editor, managing editor, business manager, promotion manager and circulation manager are:

Publisher, James Wright Brown, 234 Valentine Lane, Yonkers, N. Y. Editor, Marlen E. Pew, 3 West 8th Street, New York City.

Managing Editor, Arthur T. Robb, Jr., 1481 East 15th Street, Brooklyn, N. Y.

Business Manager, J. B. Keeney, 606 West 135th Street, New York, N. Y.

Promotion Manager, Fenton Dowling, 51 Vreeland Avenue, Rutherford, N. J.

Circulation Manager, George Strate, Y. M. C. A., 8 E. 3rd St., New York, N. Y.

2. That the owners are:

THE EDITOR & PUBLISHER CO., 63 Park Row, New York, N. Y. James Wright Brown, 234 Valentine Lane, Yonkers, N. Y.

3. That the known bond holders, mortgages, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities, are: None.

4. That the two paragraphs next above, giving the names of the owners, stockholders and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholders or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona-fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest, direct or indirect, in the said stock, bonds, or other securities than as so stated by him.

J. B. KEENEY Sworn to and subscribed before me this 25th day of March, 1924.

HENRY F. REALANDER (My commission expires Mar. 30th, 1924).

**SUPPLIES & EQUIPMENT**

For Newspaper Making

**Wanted.** 24 or 32 page Hoe or Goss Printing Press with complete stereotype equipment, state condition and lowest price. High Point Enterprise, High Point, N. C.

**Printers' Outfitters** Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

**Goss Sextuple Presses for Sale.** We are about to install in the Christian Science Publishing Society plant, Boston, Mass. three High Speed Super-Imposed Type Octuple Presses. By reason of this installation we can offer to publishers two exceptionally good Goss Straightline Sextuple machines. As is generally known, the Christian Science Monitor is one of the very best printed papers in the United States, and printed exclusively on Goss presses. These desirable machines and offered for early installation. Motor equipment available with presses if desired. Full particulars upon request. The Goss Printing Press Company, 25 South Paulina St., Chicago, Ill.

**N. Y. DAILY NEWS**

HALF-TONES

Best in the World

Made by

**POWERS**

NEW PROCESS

FOR SALE

**14-HOE Presses**

These presses range in capacity from 20 to 64 pages. If you are in the market for a 2nd hand press

Let us know your wants.

**THE GOSS PRINTING PRESS CO.**  
1535 So. Paulina St.  
Chicago

Cline-Westinghouse Double Motor-Drive with full automatic push button control.

USED BY THE

**Ottawa Journal**  
Ottawa, Canada

We refer you to them for their opinion.



MAIN OFFICE: Fisher Building, 343 S. Dearborn St., CHICAGO  
EASTERN OFFICE: Marbridge Building, Broadway at 34th St., NEW YORK

**AS USUAL**

Our exhibit will be held in the **Gold Room (110)**

**Waldorf Astoria Hotel** during

**A. N. P. A. Convention**

**POLLARD-ALLING MFG. CO.**  
Addressing, Mailing, Listing Machines

220-230 W. 19th 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, rubber, check woods, matrix paper, imported and domestic tissue, brushes, chemicals, counters, paper roll trucks, etc., all at the lowest prices consistent with Hoe high quality.

**504-520 GRAND STREET**  
**NEW YORK CITY**

No. 7 Water Street Boston, Mass. Tribune Bldg. Chicago, Illinois

**Directory of Leading Features**

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

**Comic Strips**

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

**Fiction**

**WORLD'S FAMOUS AUTHORS.**  
Unexcelled selection, serials, novelettes, shorts.  
Service for Authors, 33 W. 42d St., N. Y.

**TALES**

Lewis Wilson Appleton, Jr.  
1889 East Pacific St., Phila., Pa.

**Full Page Mats**

**8 COL. 12 EM.—ALSO 7 COL. PAGES**  
Camera News, Fashion, Feature, Children's Pages  
The International Syndicate, BALTIMORE.

**Motor Service**

**HINTS FOR THE MOTORIST—BY CLOUGH**  
Popular with both automobilist and advertiser.  
The International Syndicate, BALTIMORE.

**Newspaper House Organ**

**THE AD-ROUTE—A SIX YEAR SUCCESS**  
Booklets 6c per copy—or mats and copy.  
The International Syndicate, BALTIMORE.

**Radio**

**DAILY OR WEEKLY RADIO—BY CHAPMAN**  
Chapman is the Baltimore Sun's Radio writer.  
The International Syndicate, BALTIMORE.

**Religious Features**

**A "DIFFERENT" SUNDAY SCHOOL LESSON**  
The Standard Religious Feature  
Newsperiodic. Twenty-five years of continuous publication. Non-Controversial, Readable, Timely.  
The Ellis Service, Swarthmore, Pa.

**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.

**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



# The Market Place of the Newspaper

## SITUATIONS WANTED

A WORD for advertisements under this classification. Cash with order. For unemployed one insertion (adv. not to 10 words) FREE.

**Advertising Man.** Married, desires permanent position on live paper. Experienced solicitor-manager, good personality and education. Not afraid of work and will go anywhere. Available May 1st. References as to character and salary \$35 to start. Address Box A-792, Editor & Publisher.

**Advertising Man.** Single, May 1st; 15 years' all round experience as local and foreign advertising manager on both large and medium size papers; especially successful record for producing new business; strong copy writer; wide merchandising and organization; wide newspaper experience among national advertisers; space buyers; age 36; married; open for position on live paper, preferably in south or middle west. Address Box A-836, care Editor & Publisher.

**Advertising Manager.** Experienced, executive ability, references. Address Box A-837, Editor & Publisher.

**Advertising Manager.** Employed with Evening and Sunday paper in city of 500,000 is desirous of making change in management, a successful advertiser in retail, national and classified advertising. Age 35, married. Good salary for change. A-812, Editor & Publisher.

**Advertising Manager-Solicitor.** In connection with daily paper where experience, ability and hard work are needed. 12 years writing, selling and building up classified volume. Capable of teaching and soliciting how to write all copy. Is married, thirty-three years of age and not a roamer. Will accept straight salary or salary and commission. References bring last five years proving the above to be furnished. Address Box A-830, care Editor & Publisher.

**Advertising Solicitor.** Married, with initiative. Proven ability to create new business. New York City experience. Wishes position in or near New York City. Address Box A-832, Editor & Publisher.

**Business Executive.** Exceptional ability and sterling character commanding change. Long successful experience in management, a successful executive producer under any circumstances. Especially strong in advertising and business management. Provincial and metropolitan experience. Now in complete charge of Eastern paper. Salary and bonus position preferred. Age 36, married. Will accept A. N. P. A. meeting. Address Box A-831, Editor & Publisher.

**Business Manager.** Active and Cost Accountant. Specialist Accounting System, cost and general business management. Will consider change about first. Salary to start, \$5,000. Best of process, ability, character, etc. Address Box A-821, Editor & Publisher.

**Business Manager.** Wish to make connection with some good paper in the South-west. 35 years old and 15 years' experience in business end of both metropolitan and provincial dailies. One paper 14 years in city of 150,000. Auditor, Circulation Manager and last years Secretary-Treasurer and Business Manager. Good executive and can manage paper and economically a newspaper property. Tip top references. If interested address Box A-834, care Editor & Publisher.

**Journal Publishers:** Working Manager, now engaged, fourteen years' complete charge of both foreign and domestic display and classified advertising, contracts and correspondence, on leading Canadian daily (city of 26,000) carrying average over fifteen thousand lines display. Will be open for position in California June 1st. Could retain present position where enjoys confidence of manager and family, wife's health causes change. Position, where experience, courtesy, service and initiative ability, plus hard work is necessary success—and where I can settle permanently makes myself useful also to the community and scores of big business men in Canada. Write me direct. Charles W. Wilson, Advertising Manager, Times-Journal, Fort William, Ontario, Canada.

**Journal Publisher.** Experienced in photo retouching, layouts, and commercial art for advertisers. More interested in opportunity than in initial salary. Address Box A-833, Editor & Publisher.

**Journal Publisher.** Single, 30 years' experience, desires position with some newspaper in any Western Coast state. Can systematize and handle method of circulation, perform any mail or working detail. Opportunity for permanent connection desired. More than salary start. References furnished. Address Box A-832, Editor & Publisher.

## SITUATIONS WANTED

**City Circulation Man.** Desires to connect with a newspaper with about fifty thousand circulation, that needs a young ambitious city circulator. Have had four years' experience on Metropolitan newspapers. Let me prove my ability. Address Box A-828, Editor & Publisher.

**Classified Advertising Manager.** 35 years on present paper, city of 100,000, leading paper, using Basil L. Smith System. Age 28, married, family, Christians. Will go where there are opportunities. Prefer salary and bonus. State particulars. Address Box A-802, Editor & Publisher.

**A Composing Rooms Foreman.** Good executive, getting maximum production without friction, expert makeup, ad man, and operator, with experience on large and small dailies. Union, locate anywhere. E. B. Landfair, 594 Franklin Ave., Nudely, New Jersey.

**Desk Man.** 28 married, with ten years' newspaper experience, news feature, political and editorial writing; city and telegraph desks; understands makeup; good mixer and hard worker wants permanent position with chance for advancement in city of 50,000 up. Prefer Ohio or Middle West. Now employed, but can come around April 20. What have you? Address Box A-825, care Editor & Publisher.

**A Different Kind of Editor.** A progressive-minded editorial executive is looking for a similarly-minded publisher—one who still has genuine faith—democracy, even to the extent of desiring its extension to industrial organization—one who believes that people desire as never before unbiased news of the fundamental changes taking place in economic and political relationships. The publisher who wishes a man of ideals and practical judgment, whose experience fits him for an executive position on any daily paper in tune with the progress of the times, will find it profitable to make inquiries. A-806, Editor & Publisher.

**Editorial and Feature Writer.** With several years of newspaper experience desires position with a daily preferably in the Middle West. University graduate, 29 years old, good references. Looking for better opportunity. Address Box A-829, Editor & Publisher.

**General or Business Manager.** Thoroughly trained and experienced provincial and metropolitan newspaper executive immediately available for permanent connection, preferably in Eastern territory but will go elsewhere if mutually satisfactory arrangements can be made. Capable in all administrative duties and can successfully co-ordinate and co-operate, obtaining best results. Highest references. Address A-814, Editor & Publisher.

**Middle West Publishers.** Advertising and Merchandising man, now employed Metropolitan Daily, seven years national and local advertising. Thorough experience in merchandising and promotion work. Capable executive in building and promoting retail advertising. Wishes to join live and progressive daily. Age 26. Salary and commission. Write A-811, Editor & Publisher.

**Position As Advertising Manager Wanted.** Understand business managing; thoroughly experienced. Age 24, married, have family. Widely known in foreign field; capable of increasing business; well posted and able to create impelling advertising copy. Have selling ability and vision. Employed at present as business and advertising manager, afternoon daily city, ten thousand. V. D. Ringwald, Box 694, Cisco, Texas.

**Publisher, General or Circulation Manager** will consider connection for May 15th. 14 years' executive experience on leading Southern dailies. 32 years of age, family. Address A-819, Editor & Publisher.

**Resourceful Business and Advertising Manager** and associate, seeking greater opportunity, will consider the up-building of a Daily or small group of papers, on a fee and bonus or profit sharing basis—unquestionable character, and broad experience. Past and present accomplishments are conclusive proof of ability. Particularly interested in second or third papers, or one desirous of dominating its field. Will be at the A. N. P. A. meeting. Address Box A-714, Editor & Publisher.

## Society Leaders Stop Daily's Contest

Flushing, N. Y., society leaders stopped a popularity contest in the Flushing Journal, when three poor girls, one a negro were voted to the lead last week. First they tried to buy up the contest, according to George Quint, city editor, but were refused. The contest was to select a Queen for a society ball, in aid of charity. Coupons were printed in the newspaper to be used as votes. Quint said he received offers from rich people

## SITUATIONS WANTED

**Thoroughly Equipped Newspaper Manager.** versed in all departments of the business, executive, financial, mechanical and news; strong editorial writer; 17 years in present position with rebuilt afternoon daily to his credit; reliable in every respect and earnest worker, desires new connection on Republican or Independent paper, in full charge, assistant or in any branch. Thoroughly familiar with New Jersey and Pennsylvania, but will consider offer from any Atlantic Seaboard State. A-818, Editor & Publisher.

**Wanted—A Job.** A man with over 15 years' newspaper experience, working up from advertising solicitor to advertising manager and publisher is open for position. Will be at A. N. P. A. convention. Address Box A-826, Editor & Publisher.

**Web Color Pressman.** wishes connection anywhere. Write E. N. Holterbach, 26 Vermont St., Brooklyn, N. Y.

**Working Foreman (Newspaper and Job).** Expert in the production of an up-to-date newspaper; good executive and systematizer; desires to locate permanently. Box A-830, Editor & Publisher.

**Woman.** old enough to have judgment but not too old to produce seeks position as classified advertising manager on daily paper in city of 75,000 or over. Experienced on big city dailies. Now employed. Splendid production records. Box A-823, Editor & Publisher.

**Young Woman Reporter** of the "go and get it" specie wants permanent position; preference, afternoon daily in southern state. Can dig news, handle any news story, write features, conduct a column of interest to women and one of advice to the lovelorn and can talk an interview out of anyone she meets. Address A-837, Editor & Publisher.

## HELP WANTED

**6c A WORD for advertisements under this classification. Cash with order.**

**Desk Man.** Evening paper near New York wants desk man who has speed and accuracy. Experience on small paper essential. Write full particulars, salary wanted and when you can report for work. Address Box A-817, Editor & Publisher.

## BUSINESS OPPORTUNITIES

**6c A WORD for advertisements under this classification. Cash with order.**

**Have \$5,000 Cash.** To purchase working interest in daily in town of about 10,000, Ohio or adjoining states preferred. Live, aggressive young man with successful record as developer of advertising. To handle advertising and business end. A-833, Editor & Publisher.

**Wanted—Newspaper Property.** (Negotiations absolutely confidential.) Men thoroughly experienced in successful newspaper publishing, well financed, established reputations and able to meet every test of credit, take these means of locating in the United States a daily newspaper property of the following qualifications:

- (1) Located in a city of the second class.
  - (2) Evening and Sunday field preferred.
  - (3) Two-thirds or more of capital stock available for sale at flat price, on terms to be agreed upon.
  - (4) Cash payment of \$5,000 for 30-day option, to give full opportunity for confidential expert investigation of all accounts and seller's claims, said \$5,000 payment to be forfeited if deal is not closed, providing initial claims of seller are verified by 30-day inspection.
  - (5) A money-making paper, or a non-profitable paper in a good field equally entertaining.
  - (6) No brokers.
- Send particulars in confidence to Editor & Publisher, addressed: Three A's.

to buy up sufficient papers to put their favorite at the top. He declined their proposal. A statement that the queen had been privately selected wrote "30" on the contest.

## Daily's Staff Marooned by Flood

Members of the Cumberland (Md.) Times staff were obliged to resort to acrobatic devices to escape from the Times building recently when flood waters of the Potomac surrounded the office. Escape was not effected until 2 o'clock in the morning after a "rescue crew" had arrived. A rope was thrown from a Times building window to an adjacent building. The staff swung across hand over hand. Because of lack of "juice" the paper was written by the light of candles and published under great difficulties.

# Sales Appraisals

NEWSPAPER PROPERTIES

**PALMER, DE WITT & PALMER** 350 Madison Ave., New York

Pacific Coast Representative  
M. C. MOORE 515 Casson Drive  
Beverly Hills, Calif.

## Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of

**PURCHASE, CONSOLIDATION, SALE AND APPRAISAL**

of newspaper and magazine properties throughout the U. S.

**HARWELL & CANNON**  
Times Bldg. New York

## WE CONNECT THE WIRES

## WANTED—

Reporters  
Copy Readers  
Advertising Salesmen

FERNALD'S EXCHANGE, INC.  
THIRD NAT'L BLDG., SPRINGFIELD, MASS.

We can increase your business—you want it 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

## Nova Scotia to Advertise

Nova Scotia Publicity Bureau has announced it will spend \$5,000 in advertising the attractions of Nova Scotia for summer visitors. Space will be purchased in the following dailies: Boston Transcript, Baltimore Sun, New York Times, Washington Post, Brooklyn Eagle, Philadelphia Public Ledger, Boston Christian Science Monitor, Buffalo Courier, Montreal Star, Toronto Star. Efforts are being made to induce the New Brunswick Tourist and Resources Association to follow suit.

## Founder Youngstown Vindicator Dies

William F. Maag, 74, founder and general manager of the Youngstown (O.) Vindicator, died there, April 10.

## World Sponsors Jefferson Memorial

New York World is promoting the move to purchase and endow the home of Thomas Jefferson as a "Perpetual Shrine of Patriotism" by sponsoring the Thomas Jefferson Boys' Convention to be held in New York during June. New York boys will be selected by popular vote in an election the World is conducting. The World is co-operating with the Thomas Jefferson Memorial Foundation.

# 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.

WITH interest on the Washington oil scandals and implications of "graft" on the part of public officials, would this not be a favorable time to run a series of articles on various conscientious, able public officials in your city, county and state who conspicuously perform their duties well? It could take the form of interviews, biography or comments by others of what these faithful public servants are doing.—James M. Mosely, 39 East Concord street, Boston, Mass.

A boxed calendar of the social events of the coming week, listed by days, appears at the head of the society column of a northern Indiana newspaper each Saturday afternoon.—Yandell C. Cline, Columbus, Indiana.

Serial stories have become firmly established as one of the most popular newspaper features. By running the lines over two columns and putting rules every six or eight inches with marginal space the reader can cut out the stories from day to day, arrange them like the pages of the book and keep the stories either with a homemade cover or one given by the newspaper with its compliments.—Frank Hicks, University of Iowa, Iowa City, Iowa.

The Wabash (Ind.) Plain Dealer has done away with the "personal" column. Visitors and their addresses are listed under a box head "Visitors." Wabash folk who go to other cities are listed, with their destinations, under the heading "Travellers." The plan gets the information the reader wants and not so much space is used.—Yandell C. Cline, Columbus, Indiana.

This is the season when hens produce "over-size" eggs. Much interest can be aroused among poultry producers by publishing stories concerning the largest eggs "grown" in your district. One story usually results in bringing in other large eggs and competition is likely to become keen. A prize might be offered for the largest egg brought to your office.—Lowell C. Pratt, Star-News, Pasadena, Cal.

It is about time to start "where-to-go-vacation-time" stories. Pick out a jaunt that may be taken each week by car, boat or utility. One would be surprised to know the many ideal spots available and within easy reach for picnic parties and vacation trips.—L. J. Jellison, Times-Journal, Dubuque, Ia.

Our exchange editor studies carefully the Letter Box columns of all papers coming to his desk. When he finds a letter that would apply as well in Portland as it does in the city where it originated, he sends it along to a reporter to rewrite, localize or to add some pertinent local angle that makes the finished communication of real interest. We plan to keep a few of these letters in type to supplement letters we receive almost daily from our readers and thus maintain the department a certain length and standard. Initials, nom de plumes or even a manufactured name can be signed to such letters, care being taken to see that no such name really appears in the local directory. Of course we do not copy a letter verbatim, but borrow only the idea, elaborate it or condense it or localize it.—A. O. Elden, Portland Evening Express.

A New York reporter discovered that

the state income tax headquarters had received a soiled shirt with a tax blank appended, saying, "Take it. It's all I have left." Perhaps the tax collector in your territory has some good yarns to tell about curious returns.—W. L. B., New York.

## THRILLS AT HAMBIDGE DINNER

### Circus Savage's Roars Threaten Walls of Newspaper Club

The Newspaper Club of New York permitted Charles G. Hambidge, Times City Hall reporter, to retire as president after two years' gallant service, last Saturday night, but not without a degree of excitement hitherto unmatched in press club history in the "Lil' of town."

The noise was wonderful, a genuine Bushman from the circus at the Garden having volunteered to lead the cheering. What that dusky lacks in size he made up for in voice, the shrillness would strip paint from a barndoor.

The noise harmoniously blending with beefsteak and everything, continued for hours and hours. Hambidge, who hails from Kinderhook, the late Martin Van Buren's home town, made a speech—good one, funny and earnest concerning the welfare of the young men who tell New York the who, why, when, where, how and what's what.

There were many short speeches—Louis Wiley's w.k. wit turned on Hambidge's efforts in behalf of the club whilst drawing his pay regularly at the Times office. Among others called to the speaker's mat by Toastmaster Gene Fowler were: Jack Binns, boomed for next Club president; Hamilton Peltz, who worked a quarter of a century as a Herald reporter and now approaches his new subjects with a, "My name is Peltz, of the Her-a-l, I mean Times"; Prof. James Melvin Lee, who writes those nifty book reviews for Editor & Publisher; William P. Beazell, assistant managing editor of the World, and Bob Livingston, bright and gay.

Gene Fowler flashed this one hot from the wire: "Bulletin—Frank A. Munsey announced tonight that he had purchased the Newspaper Club, Inc."

"Add Bulletin: Mr. Munsey also made known that he had purchased the Martha Washington Hotel."

"Add all: Mr. Munsey will consolidate these two institutions."

The boys gave Hambidge a parchment signed by regular newspaper names which, if set end to end, would reach to the Bat-

tery and also a purse containing no less than 200 solid gold dollars.

In the background of this demonstration, which at times reached almost startling heights of enthusiasm, stood the calm and thoughtful figure of Wells Hawks, who from early Saturday evening until Sunday morning, presented a million dollars' worth of entertainment, liberally drawing upon the circus, the Opera and the stage.

## CELEBRATE "PULITZER DAY"

### Columbia School of Journalism Students Honor Birthday of Founder

"Pulitzer Day" was celebrated this week by students of the School of Journalism, Columbia University, New York, commemorating the birthday of Joseph Pulitzer, former owner of The New York World, and founder of the school. Mr. Pulitzer was born in Hungary, April 10, 1847.

More than 200 students attended a meeting in honor of the occasion. Harold S. Pollard, editor of the New York Evening World, and formerly one of Mr. Pulitzer's secretaries, was principal speaker. Professor Charles P. Cooper presided.

The School of Journalism at Columbia was founded by Mr. Pulitzer, who, in 1903, set aside \$1,000,000 to establish the institution. It was opened in September, 1912.

### New Weekly at Hempstead

Hempstead (N. Y.) Herald, a weekly, commenced publication recently, under the direction of the Davenport Press. Reuben Peterson, Jr., recently of the New York Tribune, is editor; George A. Hastings, formerly with the Syracuse (N. Y.) Post Standard and Yonkers (N. Y.) Statesman, contributing editor; and James F. Doyle, business manager. Doyle was at one time advertising manager of the Warren (Pa.) Tribune.

## A RADIO COMIC

by James Henderson

A Two Column Panel

The Brightest Radio Pages

Get the Radio Ads

Write for Samples

The McClure Newspaper Syndicate

373 Fourth Avenue  
New York City

## Your Paper Is No Better Than Its Automobile Section

The BIG THINGS IN MOTORING WRITTEN IN A BIG WAY

The Ullman Feature Service  
Home Life Bldg., Washington, D. C.

Home-making— for some persons—is a treadmill of dull routine.

### HELEN KENDALL

makes it an art, a delightfully interesting career, in her daily series of articles,

"Your Home and You"

Illustrated, for your Women's Page.

METROPOLITAN  
NEWSPAPER SERVICE  
Maximilian Elser, Jr., General Manager  
150 NASSAU ST. NEW YORK CITY

### Moore Announces Staff Changes

D. D. Moore, publisher of the Worth (Tex.) Record, has effected a universal copy desk and announced changes in personnel. Maurice Mings succeeds Ed Blake, resigned, of the copy desk. R. M. Bushnell succeeds Donald Culpepper, resigned, in the "slot" on the day side. Mrs. Blake, feature writer, has resigned. Minton of the Fort Worth Star-Telegram copy desk has joined the Record desk. Mr. and Mrs. Blake and Culpepper left Fort Worth for Los Angeles by automobile, expecting to spend at least weeks en route.

### Women Fight Billboards

Women's clubs in Toledo and Detroit this week launched campaigns to remove their cities of unsightly billboards.



WITH special writers and photographers covering all parts of the world, NEA furnishes Full Service clients the best of news pictures and news feature stories.

Write for samples and rates.



NEA SERVICE INC.  
1700 W. 3RD STREET  
CLEVELAND, OHIO

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

Utah, Southern and Eastern Idaho, Eastern Nevada and Western Wyoming—the territory served by

THE Salt Lake Tribune

We offer sections of the country the advertiser the opportunity of profitably covering four states by one newspaper.

FOREIGN REPRESENTATIVES

The S. C. Beckwith Special Agency

New York—Chicago—Detroit—St. Louis—Kansas City—Atlanta

PACIFIC COAST REPRESENTATIVES

M. C. Mogensen & Co., Inc.

Los Angeles—San Francisco—Seattle

# *Business Is Booming in Pittsburgh*

One of the richest markets and the most responsive field to advertising in the world.

# The Pittsburgh Press

during first three months of 1924

***gained***

165,282 lines in advertising

***gained***

10% in circulation over the government statement of April 1, 1923 and approximately 5% over the statement of October 30.

**The Giant of the Newspaper World—  
*and still growing!***

Nearly SIX MILLION LINES of paid advertising published this year during first three months.

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**FIRST IN EVERYTHING**

# The Pittsburgh Press

A Scripps-Howard Newspaper

H. C. Milholland, V.-Pres. & Adv. Mgr.

T. R. Williams, Bus. Mgr.

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*National Advertising Representatives*

**ALLIED NEWSPAPERS, Inc.**

52 Vanderbilt Avenue, New York

5 N. Wabash Avenue, Chicago

Cleveland—San Francisco—Cincinnati

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—how many advertisers are able

to *prove* that their advertising is completely successful?

To be able to say merely, "Our business has increased nicely, so the advertising must have paid" —is that a businesslike answer?

Through daily Newspapers you can tell definitely where your advertising has paid, where it has not and why. In the latter places, if any, you can correct the trouble or withdraw.

Put this up to your banker or your board of directors. They will not have to know the difference between a line cut and a half-tone to get the point.

Less mystery and more profits.

**Invest in Newspaper Advertising**

**E. Katz Special Advertising Agency**

Established 1888

**Publishers' Representatives**

Chicago

Kansas City

New York

Atlanta

San Francisco

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*Of our regular series, now in the sixth year, to advertise the value of Newspaper Advertising.*

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

TO THE A. N. P. A. CONVENTION, NEW YORK, APRIL 1924

## An Invitation to Newspaper Publishers and Representatives to Subscribe Money for a Campaign to Advertise the Advantages of Newspaper Advertising

To start the ball a-rolling the E. Katz Special Advertising Agency will contribute \$1,000.

The primary object is to increase national advertising in Newspapers.

### The Plan

We propose that a campaign be laid out to include advertising trade papers, periodicals appealing to the big executives (including bankers) not likely to be reached otherwise, newspapers in advertising centers, trade papers for retailers and jobbers, and direct by mail advertising, all to coordinate with the personal work of the Bureau of Advertising of the A. N. P. A. To avoid irrelevant controversy it is best not to suggest names of periodicals at this time.

### Newspapers to Subscribe \$5 per Thousand Circulation

An appropriation of \$100,000 is reasonable but if only \$25,000 can be collected now, let's start with that.

We propose that Newspapers subscribe on the basis of \$5.00 per thousand circulation or fraction thereof, as of March 31st, 1924, 6 months average, paid, as per P. O. statement. Thus if only 100 newspapers subscribe, ranging from 5,000 circulation to 500,000 and more giving a general average of 50,000, the fund will be \$25,000. For instance, a paper with 10,000 circulation would contribute \$50.

Representatives to contribute any amount they choose.

The handling of the funds, the preparation and execution of the campaign, to be under the direction of the Bureau of Advertising co-operating with a committee of publishers and representatives appointed by the Bureau. The final authority to be the Director of the Bureau. All mediums to be selected impartially on a business basis without regard for personal friendship or contributions.

### Development

The effective personal work of the Bureau of Advertising has proved its value. The Bureau today has a splendid working organization with offices in New York, Chicago and San Francisco. The pioneering for Newspapers deserves wholehearted support.

The Bureau has demonstrated that "the machine works." Further results will be in proportion to money contributed by publishers. The next and logical step is to give the Bureau of Advertising the support of a properly balanced advertising campaign.

The situation is somewhat like that of a manufacturer with his good product already

on the market, with his personal sales organization now functioning properly and with distribution expanding logically, and so his next step is an advertising campaign that will best coordinate with his sales organization.

The Bureau of Advertising through personal work can reach only a limited number of prospects and cover a comparatively limited territory.

An advertising campaign can multiply the Bureau's splendid work many fold. Advertising would reach countless executives, all of the principal trade centers, in fact it would be working everywhere, all the time.

### For Example

Newspapers want to convince the financial men who know nothing or little about advertising. And pretty soon you will find that some bankers, some Boards of Directors, will no longer authorize money for advertising in territory where the Company has no distribution or where the Company cannot sell at a profit.

Newspapers want to convince the sales managers who understand zone merchandising and show them how best results can be obtained through zone advertising.

Newspapers want to convince the advertising manager who is buying color in magazines merely for color's sake. He should first outline the job he has to do and then buy the form of advertising which will best attain the object.

Newspapers want to convince the national advertiser who sends to his retailers and jobbers a list of five women's magazines he is using and makes this unqualified statement: "This advertisement goes into five out of every eight homes in every community in the United States, which includes practically all of the best homes in your town." (sic) i

Newspapers want to give the retailers and wholesalers a better idea of what advertising can do and what it can not, and what form of advertising can best help them.

Why, the opportunity for the Newspapers is unlimited. What to say, how, where and to whom, are obvious to the man who knows what Newspaper advertising can do. This is not the place to point out the myriad advantages of Newspaper advertising—its timeliness, its complete coverage, its saturation, its adaptability, its quick action, its flexibility, its low cost, its big results, its dual consumer and trade effect—this is not

the place to amplify those things. You Newspaper publishers know them. It is your daily business, your stock in trade.

### Commercial Research Possibilities

And ultimately this little start will surely lead to the establishment of a Commercial Research Organization second only to departments of the United States Government. There is only one really great research department in advertising circles today, and, to his credit and profit, fostered by one publisher. Everyone knows that his organization can present to most manufacturers facts about markets and selling not only convincing, but nothing short of amazing.

Now if one lone publisher can do that, balance his opportunity and success against the combined resources of the Newspapers of America!

Advertising is not on trial here. What publisher will deny that the same selling force through advertising properly directed, can do at least as much for Newspapers as it can do for the advertisers in the publisher's own Newspaper?

### Appeal for Action

The question is, what is an equitable subscription basis and who will put up the money?

Many will contribute and few will immediately benefit, and some will gain who give nothing. But if we are in a good business, let's show our faith in it.

There is not the slightest doubt in our mind that such a campaign to develop National Newspaper Advertising will be not only a paying investment in lineage, but also a definite factor in raising the standard and understanding of advertising practise.

Our check for \$1,000 has been forwarded to Mr. L. B. Palmer with the respectful suggestion that this plan be submitted at the April, 1924, session of the A. N. P. A. This contribution is contingent upon the collection of a minimum of \$25,000 to be spent in various forms of printed advertising to start as soon as possible in 1924 and to cover not more than 12 months.

Therefore, we urge that the A. N. P. A. adopt in principle this or a similar plan, the details to be worked out by a committee duly appointed, and that an effort be made to start the subscriptions in open meeting at the present session.

## E. Katz Special Advertising Agency

Established 1888

40th Street  
NEW YORK

Harris Trust Building  
CHICAGO

Waldheim Building  
KANSAS CITY

Candler Annex Building  
ATLANTA

Monadnock Building  
SAN FRANCISCO

# *Selling Food Products in* **Philadelphia**

Do most of the half a million families in and around Philadelphia go to the grocery store or butcher shop and ask for your Breakfast Food or Meat Products?

How many of the three million and a half people in the Philadelphia district know as much about your article as they ought to?

Are you neglecting to educate them and leaving this third largest market in America to your competitors?

## **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 six months ending March 31, 1924—512,445 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

(Copyright 1924, Bulletin Company)

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

**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)

