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THIS ISSUE:—THE INSIDE OF THE INCOME TAX MUDDLE.



# EDITOR & PUBLISHER



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

SUITE 1117 WORLD BUILDING. NEW YORK

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

Vol. 57. No. 23

NEW YORK, NOVEMBER 1, 1924

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

10c Per Copy

# Happy Radio “New Year”!

The Chicago Daily News wishes dealers and manufacturers of radio renewed and increasing prosperity in the “new year” now dawning. It “points with pride” to the achievements of the industry in Chicago in past months, and the resulting harvest now awaiting radio manufacturers and dealers who heed the call to “come and get it.” The Daily News is, and was from the very beginning, an ardent patron of radio in Chicago. “The fun of it,” as well as the potentialities of the industry, have led it to extend every assistance to fans and the trade in Chicago. The Daily News was the first newspaper in Chicago to erect a broadcasting station, and is today the only paper in Chicago that owns and operates its own station—WMAQ. For the coming season it has planned a radio program—editorial and broadcasting—that will meet the growing needs of the fans and the trade in Chicago. Radio advertisers will accordingly find in The Daily News a medium holding the keen interest of the fans—a medium in which their advertising will influence the buying interest of the great majority of radio enthusiasts and prospects in Chicago.

## THE CHICAGO DAILY NEWS

FIRST IN CHICAGO

No State Can Offer More or Better Opportunities  
for Successful Advertising than Can this

# Great Keystone State

Pennsylvania leads all states in mineral and industrial production. Its mineral riches are very great. Anthracite and bituminous coal produced are worth together about \$900,000,000. The coke output alone is \$160,000,000. The natural wealth in iron ore, oil and quarries is very large.

## INDUSTRIES OF STATE BUILT ON BASIC ELEMENTS

Pennsylvania produces nearly half the steel of the country, shipping it to all parts of the world. Its production in pig iron is about 14,000,000 gross tons.

## PRODUCTION VARIED IN ALL PARTS OF THE STATE

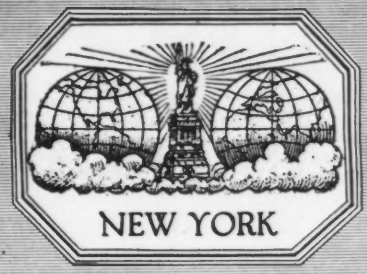
The state leads all Midwest States in cotton goods, is second in silk and wool goods, ranks first in leather output, glazed kid being the most important. There are more than 27,000 industrial plants, paying \$1,864,000,000 in wages to 1,523,000 employes.

## PROSPERITY IS PERMANENTLY PLANTED

This great commonwealth offers an excellent territory to any advertiser who seeks to test the appeal of his commodity to Americans of the substantial, discerning kind.

*Cultivate This Market With These Newspapers*

|   | Circulation | 2,500 lines | 10,000 lines |  | Circulation | 2,500 lines | 10,000 lines |
|---|-------------|-------------|--------------|--|-------------|-------------|--------------|
| *Allentown Call .....(M)                            | 29,446      | .10         | .10          | *Scranton Times .....(E)                     | 4,414       | .12         | .11          |
| *Allentown Call .....(S)                            | 19,425      | .10         | .10          | ***Sharon Herald .....(E)                    | 6,287       | .0285       | .0285        |
| †††Beaver Falls Tribune .....(E)                    | 5,702       | .025        | .025         | *Sunbury Daily Item .....(E)                 | 4,564       | .025        | .021         |
| †Bloomsburg Press .....(M)                          | 7,189       | .029        | .029         | ***Warren Times-Mirror .....(E&M)            | 9,090       | .036        | .036         |
| †Carbondale Leader .....(E)                         | 5,664       | .025        | .025         | †Washington Observer and Reporter .....(M&E) | 17,358      | .06         | .06          |
| *Chester Times .....(E)                             | 15,507      | .055        | .055         | †West Chester Local News.....(E)             | 10,883      | .04         | .04          |
| †Coatesville Record .....(E)                        | 6,529       | .035        | .03          | *Wilkes-Barre Times-Leader ....(E)           | 23,775      | .08         | .05          |
| ***Connellsville Courier .....(E)                   | 6,302       | .02         | .02          | *Williamsport Sun .....(E)                   | 19,766      | .07         | .07          |
| *Easton Express .....(E)                            | 21,439      | .07         | .07          | †York Dispatch .....(M&E)                    | 18,527      | .05         | .05          |
| ††Easton Free Press .....(E)                        | 12,711      | .05         | .05          | †††York Gazette and Daily .....(M)           | 17,435      | .05         | .05          |
| *Erie Times .....(E)                                | 26,258      | .08         | .08          | ††Government Statement, Sept. 30, 1923.      |             |             |              |
| ***Harrisburg Telegraph .....(E)                    | 38,546      | .095        | .095         | ***A. B. C. Statement, April 1, 1924.        |             |             |              |
| ***Oil City Derrick .....(M)                        | 6,765       | .035        | .035         | †††Government Statement, April 1, 1924.      |             |             |              |
| *Pottsville Republican and Morning Paper .....(E&M) | 16,284      | .08         | .07          | †Government Statement, Sept. 30, 1924.       |             |             |              |
|   |             |             |              | *A. B. C. Statement, Sept. 30, 1924.         |             |             |              |



# The Maximum of Concentration in the World's Greatest Market

ACCORDING to the statements filed with the United States Government covering the six months' period ending September 30, 1924, THE WORLD and THE EVENING WORLD have together maintained an average circulation during this period in excess of 700,000 copies daily. Their actual net average for the month of September was 741,199. This represents an increase of 28,986 in the circulation of THE WORLD over October a year ago, and a corresponding increase in THE EVENING WORLD of 57,139.

More than 90% of this huge distribution is confined to the shopping district of which New York is the center. This localized circulation represents the most powerful concentration of newspaper distribution purchasable in Greater New York.

The following comparison of circulation clearly indicates the steady, consistent growth of THE WORLD and THE EVENING WORLD during the past year:

|                   | Government Statement            |                               |                                 | Increase Over Preceding Period | Net Average September, 1924 | Increase Over October, 1923 |
|-------------------|---------------------------------|-------------------------------|---------------------------------|--------------------------------|-----------------------------|-----------------------------|
|                   | 6 Months Ending October 1, 1923 | 6 Months Ending April 1, 1924 | 6 Months Ending October 1, 1924 |                                |                             |                             |
| The World         | 382,739                         | 391,421                       | 404,377                         | 12,956                         | 411,725                     | 28,986                      |
| The Evening World | 272,335                         | 271,114                       | 314,489                         | 43,375                         | 329,474                     | 57,139                      |

Within the boundaries of the Metropolitan Shopping Area is sold the vast bulk of merchandise consumed by upwards of 7,000,000 people. From this area the local merchant draws his daily trade; here the national advertiser has his saturated distribution. In other words, *this* is where the goods are sold; is *this* where you are advertising?

*For a proper understanding of Greater New York's advertising problems, send for an interesting booklet, "Charting America's Greatest Market". It is sent free on request.*



PULITZER BUILDING, NEW YORK CITY

Mallers Building  
Chicago

Title Insurance Building  
Los Angeles

General Motors Building  
Detroit

Chancery Building  
San Francisco

Securities Building  
Seattle

Since it is true, that—  
**“In Philadelphia**

nearly everybody reads

**The BULLETIN”**

There can be no escape from the conclusion that the advertiser can reach nearly everybody in Philadelphia through The Bulletin.

**Dominate Philadelphia**

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

**The Evening Bulletin.**

**PHILADELPHIA'S NEWSPAPER**

Net paid circulation for the six months ending September 30, 1924—

**516,609 copies a day**

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



- NEW YORK—814 Park-Lexington Bldg. (46th St. & Park Ave.)
- CHICAGO—Verree & Conklin, Inc., 28 East Jackson Blvd.
- DETROIT—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Blvd.
- SAN FRANCISCO—Harry J. Wittschen, Verree & Conklin, Inc., 681 Market St.

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# EDITOR & PUBLISHER



Issued every Saturday, forms closing ten P. M. Thursday preceding publication, by  
The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor;  
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Vol. 57

NEW YORK, NOVEMBER 1, 1924

No. 23

## Whole Press Confused By Treasury Officials' Startling Conflict of Tax Orders

Editor & Publisher Herewith Presents the Mischievous Official Documents—Question of Legality of  
Publicity May Reach Highest Court—Editorial Opinion Everywhere Divided and Hot Controversy  
Ensues

**W**IDESPREAD confusion over the legal right of newspapers to publish income tax returns under certain provisions of the Revenue Act of 1924 has apparently not been abated.

Conflicting opinion as to the intent of Congress when it provided publicity for income tax lists in enacting the law is expected to continue among lawyers until the entire question is threshed out in the courts.

There are legal experts who agree with the opinion expressed by Attorney General Stone that newspapers continuing to publish income tax returns "will do so at their peril."

There are other legal experts who obviously do not share the opinion.

The "best minds" of the bench and bar will probably differ on the subject even after Mr. Stone has carried out his intention of making a test case of the law in the courts.

It is predicted in some quarters the United States Supreme Court may be reached before such a test case is determined finally. It is also thought even a decision by the highest legal tribunal of the country may not quite still what has already developed into one of the strangest controversies ever provoked by an act of Congress.

Among the first to be faced with the conflict of laws, legal opinions, sense of news and idea of the proprieties were the press associations. The Associated Press announced that it would not carry the lists made public by the several tax offices.

The United Press and the Hearst services, the I. N. S. and Universal, on the other hand, determined that the lists were news and supplied them to their clients.

Metropolitan newspapers generally published the local lists and some carried long columns of names and tax payments from other centres. In New York the *Evening Post* on Thursday night stated that it would not publish the names furnished reporters by the revenue office, not only for legal reasons, but because it considered such publication an unwarranted prying into the private affairs of the people. A similar stand was announced by the *Philadelphia Public Ledger* and the *Baltimore Sun*.

The *New York Times* daily since October 24 has published lists of taxpayers obtained in cities all over the country. Other New York papers have concentrated largely on the metropolitan district of New York. The *Herald Tribune* printed no lists on October 25, stating that the second treasury ruling that publication violated the law guided its action, but on Saturday and daily since then, it has published the information "under protest."

To even those Washington correspondents long experienced in unravelling the legal tangles often incident to national legislation the peculiar situation created is proving more and more puzzling.

Secretary of the Treasury Mellon

originally expressed himself definitely of the opinion that publication by newspapers of income tax returns was unlawful. But a series of statements issued by the Treasury Department on how such returns should be thrown open for "public inspection" under the present revenue law appeared to leave some room for "reasonable doubt."

The entire subject assumed such national importance by Tuesday it was discussed by President Coolidge with his Cabinet. Upon leaving the White House following the Cabinet meeting, the Attorney General stated he and Mr. Mellon were in thorough accord.

Mr. Stone called the newspaper correspondents into his office at the Department of Justice later in the day and distributed among them a statement he was careful to explain was not an "opinion."

The statement is herewith presented by **EDITOR & PUBLISHER** in full for comparison with those issued several days previously by the Treasury Department which are reproduced in their entirety later on:

"Section 257, Subdivision (a) of the

Revenue Act of 1924 provides, among other things, that Income Tax Returns 'shall constitute public records; but they shall be open to inspection only upon order of the President and under rules and regulations prescribed by the Secretary and approved by the President.' Subdivision (b) of the same Section makes it the duty of the Commissioner of Internal Revenue 'as soon as practicable in each year' to cause to be prepared and 'made available to public inspection in such manner as he may determine, in the office of the Collector in each Internal Revenue district and in such other places as he may determine, lists containing the name and the post office address of each person making an Income Tax Return in such district, together with the amount of the Income Tax paid by such person.'

"Section 1018 of the same Act reenacts Section 3167 of the Revised Statutes as amended, which provides among other things 'It shall be unlawful for any person to print or publish in any manner whatever not provided by law any Income Return, or any part thereof or source of income, profits, losses or

expenditures appearing in any Income Return; and any offense against the foregoing provision shall be a misdemeanor and shall be punished by a fine not exceeding \$1,000 or by imprisonment not exceeding one year, or both, at the discretion of the court.'

"The effect of these provisions is to allow *general inspection of income tax returns* only under such rules and regulations as may be prescribed by the Secretary of the Treasury with the approval of the President. Subdivision (b) above referred to, however, makes it the duty of the Commissioner of Internal Revenue *to make available to inspection* in such manner as he shall determine in the office of the Collector and such other places as he may determine, lists containing only the post office address of the person making a return and 'the amount of income tax paid by such person.'

"We are informed that the Commissioner of Internal Revenue has authorized the inspection of such lists only in the office of the Collector in each Internal Revenue district. He has authorized no publication of such lists in the newspapers or otherwise. Publication of this information in newspapers is nowhere specifically provided for by the law and appears not to have been authorized under the provision of Section 257 (b). Section 3167 of the Revised Statutes reenacted in the Revenue Act of 1924 makes it a criminal offense to print or publish in any manner whatever not provided by law, 'any part' of an Income Tax Return. Just what purpose Congress had in mind in reenacting this provision after it had made it the duty of the Commissioner to make available for public inspection the amount of Income Tax paid by each taxpayer can only be surmised. The provision, however, is expressly made a part of the present tax law, and it appears clearly to be the duty of the Department of Justice to have an appropriate case presented in the courts so that the full force and effect of this provision may be judicially determined. This will be done at an early convenient date."

The first of the Treasury statements, issued October 20, was apparently intended as a notice to the newspapers of the country income tax returns were to be made public property in compliance with the law.

Treasury officials insisted later the instructions issued to collectors of internal revenue embodied in the statement had been formulated merely as a part of regular departmental routine.

Mr. Mellon himself later denied there was any "partisan purpose in the compliance by the Treasury with the mandatory provisions of an Act of Congress."

**EDITOR & PUBLISHER** believes its readers will desire to have the full text of the statement identified as "Document A" before them for their guidance. It follows:

(Continued on page 32)

### HOW INCOME TAX STORY BROKE

**H**OW did this income tax story happen to break? How did the newspapers learn that the information might be available for use at local collectors' offices? These are two points that the welter of buck-passing, recrimination, and conflicting legal opinions during the past week have left unrevealed.

Picking up the threads of the available information and unravelling from them all elements of partisanship and doubt, **EDITOR & PUBLISHER** gives its readers an insight into the mechanics of this story, one of the most important and puzzling breaking in Washington since the war.

It is stated at the Treasury Department that the original instructions issued by Commissioner of Internal Revenue Blair to collectors on Oct. 20 (see Document A in accompanying story) were not originally "intended for newspaper use," but merely for the collectors themselves.

The real "tip-off" to newspapers that income tax returns were accessible came from a canned statement issued by the Bureau of Internal Revenue in Washington on Oct. 23, three days after the original instructions were sent out. (See Document B.)

On the same night, the following confidential telegram was sent by Mr. Blair to all Collectors of Internal Revenue:

"With reference to Mimeograph 3249 (Document A), the law does not authorize preparation of copies of the income tax list by public. To permit persons to prepare duplicate lists of income taxpayers would seriously obstruct the efficient management of your office. Post conspicuously and call to attention of all who wish to examine income tax lists the pro-

visions of Section 3167, Revised Statutes, particularly that provision making it unlawful to print or publish any income tax return or any part thereof under penalty of a fine of \$1,000, or imprisonment for one year or both.

"BLAIR, Commissioner."

The storm had broken.

It was suggested at the Treasury Department on Wednesday of this week that the first intimation newspapers had that the income tax returns were available for "public inspection" was the release above referred to as "Document B." Mr. Blair's instructions of three days before had gone forth without notice to the newspaper corps.

Newspaper correspondents on requesting copies of the latter from the publicity division of the Treasury Department were furnished with copies of Mimeograph 3249 (Document A).

Wires were kept busy Oct. 24, as newspaper men covering the Treasury Department sought to clarify the situation. Statements were forthcoming frequently. It was suggested that newspaper reporters sent to ask local collectors as to the meaning of the canned statement of Oct. 23 have their attention directed to Mr. Blair's first instructions.

Responsibility for the mix-up is apparently being shifted from shoulder to shoulder in the Treasury Department. Treasury officials insist that the whole matter is purely routine. Meanwhile newspaper men are kept running in circles to obtain for their newspapers copies of Mimeograph 3249, which was never carried in full from Washington by the news services.

# NEWSPAPERS ARE RAPIDLY DESTROYING TRIAL BY JURY, SAYS DARROW

## Dailies Guilty of Contempt of Court Day After Day in Important Cases But Judges Afraid to Act, Asserts Noted Lawyer

By WARREN BASSETT

TRIAL by jury is rapidly being destroyed in America by the manner in which the newspapers handle sensational cases, Clarence Darrow, noted Chicago attorney told **EDITOR & PUBLISHER** this week in an exclusive interview.

There is no important tribunal case in which newspapers are not guilty of contempt of court day after day, but judges and lawyers are afraid to act, he declared.

Mr. Darrow's opinion on the subject of so-called "trial by newspaper" was asked because of the statement he made during the Leopold-Loeb trial in Chicago that the whole effort of the defense was being exerted to counteract the poison in the mind of the public placed there by the newspapers.

"In all cases that attract any attention the newspapers with their publicity and their eagerness to get special stories destroy the real right of trial by jury," he stated. "And not only do the newspapers publish all the facts but they spend time and money working with detectives to hunt up every weird tale possible that may prejudice the jury and the court.

"Everybody knows the effect of these continuous publications both in the news columns and in editorials. Everyone knows that it deprives the defendant of a fair and impartial trial if the case is made sufficiently public.

"Trial by jury is being rapidly destroyed in America by the manner in which the newspapers handle all sensational cases. Of course it could not happen in England, as far as I know, or in other European countries. It is a species of mob law more insidious and dangerous than the ordinary mob law.

"I don't know what should be done about it. The truth is the courts and the lawyers don't like to proceed against newspapers. They are too powerful. As the law stands today there is no important tribunal case where the newspapers are not guilty of contempt of court day after day. All lawyers know it, all judges know it, and all newspapers know it. But nothing is done about it.

"With the present attitude toward the newspapers I see no way to prevent this growing evil.

"No new laws are necessary. The court has full jurisdiction to see that no one influences a verdict or a decision. But everyone is afraid to act!"

A kindly cynic, the veteran Chicago attorney does not concede that the activities of newspapers in exposing injustices in the courts and in running down criminals is in a sense compensatory or laudable.

"What does it amount to?" he asked with a trace of weariness in his voice. "Do they think the troubles of the world are solved by the imprisonment or execution of one man?"

Mr. Darrow did not appear to be particularly impressed with the fight of Carl C. Magee, editor of the *Albuquerque* (N. M.) *State Tribune* against Judge D. J. Leahy of Las Vegas, N. M.

"I understand he was pardoned by the governor from the original sentences," Darrow said. "If he had been a little fellow he would probably not have been pardoned."

Mr. Darrow was in New York Oct. 26, to debate capital punishment with Judge A. J. Talley of General Sessions.

### Millerand Buys Paris Daily

Alexandre Millerand, former President of France, has acquired control of the *Paris Avenor*, a morning newspaper, according to cable advices reaching this country.

In next week's **EDITOR & PUBLISHER** will be printed a Supplementary Directory of Syndicate Features to take care of omissions which may have occurred in the Annual Directory, which appeared in the issue of Oct. 25.

### CHURCHES DISCUSS PUBLICITY

#### Chicago Federation Holds 6th Annual Conference—McCormick Speaks

A better understanding and a greater co-operation between the pulpit and the press was the keynote emphasized at the

sixth conference on church publicity, held under the auspices of the Chicago Church Federation at the Hotel Morrison on Oct. 27. Addressing the 300 persons present at the session, Rev. J. T. Brabner Smith, chairman of the Chicago Church Federation publicity commission, declared that "a closer cooperation between the pulpit and the press will be for the uplift and the betterment of both the pulpit and the press and also the nation."

Among the other speakers were Col. R. R. McCormick, editor of the *Chicago Tribune*, Edward R. Mahoney, city editor of the *Chicago Evening American*, J. B. Wootan of Chicago, formerly head of the publicity department of the Presbyterian Church, Homer J. Buckley of the advertising council of the Chicago Association of Commerce, Maude Ballington Booth, head of the Volunteers of America, ex-Governor Carl E. Milliken of Maine and several leading local pastors.

### Walton Joins A. A. C. W. Staff

G. O. Walton, formerly with the United States Lines, has joined the sales staff of the extension division of the Associated Advertising Clubs of the World, New York.

## AGENCY MEN EAT WHITE HOUSE BREAKFAST



SUCCESSFUL administration of the nation's business is dependent upon the support and co-operation of all interests, among which advertising is highly important, President Coolidge told more than 40 advertising men, representing the Coolidge and Dawes Advertising League Club, who breakfasted at the White House Wednesday.

"Advertising is now properly recognized as a great constructive force," said the President, "The Associated Advertising Clubs of the World with 20,000 and more members, and their expenditure of millions of dollars annually, is undoubtedly a potent factor in industrial and social development.

"It is a great pleasure to have you gentlemen as my guests, I fully realize the sacrifices all of you have made by laying aside your private affairs to journey to Washington to tell me of your appreciation of my efforts and to pledge your support in my campaign.

"The government is a great business, the successful administration of the nation's business is largely dependent upon the support and co-operation of all interests, among which advertising is highly important. The government, besides being a business, has a great humanitarian interest in the welfare of all the people and the means of advertising has been of great assistance in making

this possible. You gentlemen know this and you appreciate it, and I am happy and fortunate to be able to count on your support."

"One of the great consolations I have," the President continued, "is to know that I have the approbation and approval of men of business like yourselves and who have expressed your genuine sympathy and have given me your support. In return I can only say I am grateful and in return I give you my pledge that I shall continue those policies that have brought peace and prosperity to this nation.

"I wish to convey to you my hearty sympathy with their efforts for the continuing of betterment of business through the enforcement of the best ethical standards in advertising. To the extent that this shall be accomplished, they will contribute to the extension of prosperity and the elevation of all the ideals of the business world."

The delegation, which came under the auspices of the Coolidge-Dawes Non-Partisan League, arrived at the White House at 8 o'clock and after a welcome from the President and Mrs. Coolidge sat down to an old-fashioned New England breakfast of cereal, bacon and eggs, buckwheat cakes, Vermont maple syrup and coffee. Later the advertising men were photographed with the President on the south lawn of the White House,

### HITS PRESS MONOPOLY

#### Strachey Says English Press Combinations Harmful and Demoralizing

J. St. Loë Strachey, the editor of *The Spectator*, told Guildford Rotarians last week that all sensible people could not help thinking that since several newspapers had been in the hands of a syndicate, the independent newspapers found their problems more difficult than ever. Newspapers were too much in the hands of one man, who called the tune. It would be all right if that man only called the tune in one paper, but the trouble was that the same thing was said by the same man in several newspapers, and people, seeing it in more than one paper, conclude that it must be so. The way out was to get back to the more independent Press as it once existed.

The provincial newspapers were representative of that idea—independence. He thanked heaven that the great paw of syndication had not reached out to the provincial Press to any great extent. There was no doubt, he said, that one of the factors working for the machine-made mass production syndicate was the cost of production.

and several spokesmen for the delegation explained why the delegation came to Washington.

Frank Presbrey, of New York, president of the Coolidge-Dawes Advertising League, asserted that the 20,000 advertisers and agencies represented by the delegation wanted the present prosperity of the country continued.

Edward Gibbs, member of the Advisory Board of the A. A. C. W. said the advertisers and advertising agencies of the country are interested in the election of President Coolidge because prosperity has a direct bearing on advertising.

"Advertising," said Mr. Gibbs, "has become one of the powerful forces of the world. The chicanery, the deceit, the untruthfulness with which, I regret to say, it was formerly invested, have practically been eliminated. We stand on the threshold of a new era—advertising has come into its own."

He went on to relate the aid given the government by advertising men during the war.

Others who spoke were Lynn Summers of Scranton, vice-president of Association of National Advertisers; George L. Kleiser of San Francisco and Edward Noble of Chicago.

Presbrey headed the delegation. The complete list of names will be found on page 26 of this issue.

# CAN WOMEN SUCCEED IN MODERN JOURNALISM?

Mrs. Winifred Black, "Star" Woman Writer of the Hearst Organization Says Only One of Every 500 Get Ahead—Remarkable Story of Her Own Career as Reporter and Syndicate Writer—Called "Jane Addams of the Profession"

By TRUMAN HANDY

ONLY about one of 500 women applicants for newspaper work ever succeeds today.

Somehow the modern girl with her dash and diablerie and over-abundance of self doesn't fit the journalistic pattern.

"Because," said Winifred Black, "star" woman of the entire Hearst service, "they are entirely too pleased with themselves to take the program. They all have a 'message' to deliver nowadays and nobody wants a 'message.' What people want is *news*—lots of it and interestingly written."

The white-haired, keen-eyed Mrs. Black is the striking example of what every journalist in his mind's eye would like to be. Calm, poised,—efficient. Arrived at a point in her career when she can sit in the sunlit studio of her home atop a hill that overlooks entire San Francisco and write what she pleases, when and how she pleases with such aplomb that no mere editor would dream of blue-pencilling her copy.

The seasoned legionnaire of a thousand combats of woman's wit against the world-at-large in the struggle for news, she has dedicated her life to getting the news in such a fashion as to have become an almost world-wide figure journalistically in a career dating back some 30 years.

In her own profession she is as distinctive as Jane Addams or Ethel Barrymore and at an age when a majority of women would be content to ruminate on the laurels of a well-ordered life she is still actively in the newspaper harness,—a producer whose prolific copy output is a by-word.

She speaks of newspapering not as a "game" or a "profession" but as a "business" and, throughout a career in which she has been closely associated with such newspaper nabobs as the late Sam Chamberlain, Ambrose Bierce, Charles Dryden, Julian Hawthorne, Homer Davenport, Arthur McEwen, and hosts of others whom out of regard for space we will not mention, Mrs. Black has held every post an editorial room can offer including news editor, copy reader, Sunday editor, assistant managing editor, acting managing editor and editorial editor as well as a reporter and special writer.

Reporter! That's the essence of her. A nose for news and no obstacle too great to be overcome to get the news.

But her own expression—as she dictated it to her secretary—is the most graphic.

"Every newspaper office in the country is besieged by women who want to get into it—old women and young women, bright women and dull women, heartless women and scheming women,—out of every 500 of whom there ought to be at least one good 'prospect.'"

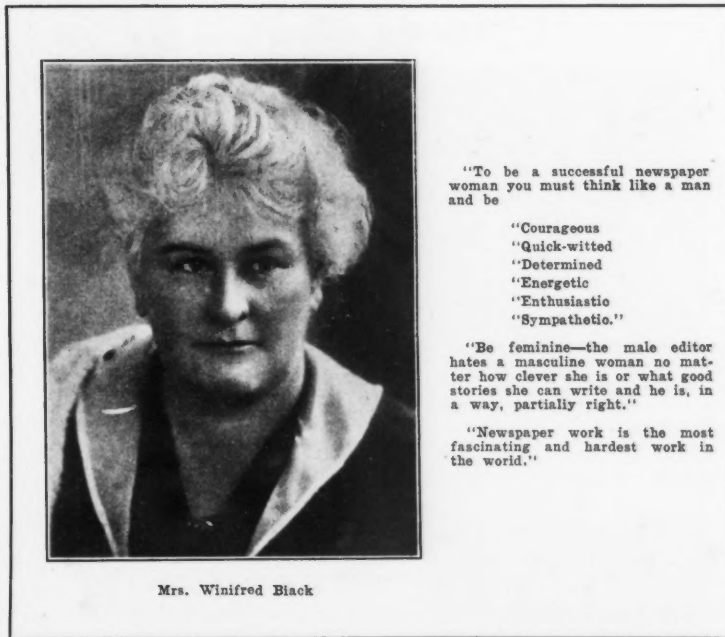
"Very few of them succeed and when they get the job not more than one of the 500 makes good at it.

"There's no mystery about that at either end of the story. Newspaper work is the most fascinating and the hardest work in the world.

"To be a successful newspaper woman you have to act like a woman and think like a man.

"You must be courageous, resourceful, quick-witted, determined, energetic, obstinate, dogged, hopeful, enthusiastic, light-hearted, easily moved to tears, sympathetic, in love with life and deeply interested in human beings of all grades and both sexes.

"And you must wear as a mask over these qualities an exterior of some sort of feminine appeal, for the male editor hates a masculine woman no matter how clever she is or what good stories she can write,—and he is in a way partially right.



Mrs. Winifred Black

"To be a successful newspaper woman you must think like a man and be

- Courageous
- Quick-witted
- Determined
- Energetic
- Enthusiastic
- Sympathetic."

"Be feminine—the male editor hates a masculine woman no matter how clever she is or what good stories she can write and he is, in a way, partially right."

"Newspaper work is the most fascinating and hardest work in the world."

"A newspaper woman can get a lot of stories that a man can't touch just because she is a woman.

"Half her value to her paper is not only her feminine appearance and appeal but her feminine point of view.

"She must be first of all a human being and after that a woman and after that a newspaper reporter!

"And no woman can do real newspaper work unless she starts in as a reporter and keeps on reporting in one way or the other until she dies—or quits the game.

"That's the trouble with a lot of the girls who want to go into the business. They like to meet distinguished people. They want to see their own names in print and they are crazy to give their opinions to the world before they're old or experienced enough to have any opinions to give. They all want to write editorials and signed stuff from the day they walk into the office and ask for a job.

"Newspaper editors make a great mistake when they allow a woman to do either of these things until she's been in the game long enough to know something about newspapers and what newspapers are really trying to do."

Mrs. Black's first "break" into the game came when, as a young girl, some letters she had written her sister were published in the *Chicago Tribune*. That gave her the newspaper idea. Later, her family sending her to San Francisco, she applied for a berth with the *Examiner*, claiming she had had years of experience.

"The city editor gave me a chance and sent me to write the opening of a big flower show. I didn't know what to do or how to do it but I never said a word. I wrote the story on the steps of a step-ladder in the hall where the flower show was, turned it in to the office and went home with a raging sick headache. I was up before daylight in the morning and there was my story on the front page. I nearly died of heart failure.

"When the mist cleared from before my eyes, I observed, however, that somebody had written three paragraphs to start my story and in those three paragraphs was everything of the least importance in the article. *I had forgotten to tell where the flower show was, who was conducting it, who won the prizes,*

*how long the show would be open and what the prizes were.*"

But, for her first big story, she went out onto the street, fainted and was taken to the receiving hospital so she could investigate conditions there.

The feature was the means of an entire rebuilding of the city hospital system of San Francisco, the purchase of ambulances and the employment of matrons in both police stations and hospitals.

Her next "beat" was her visit to the leper settlement on the Island of Molokai.

By that time she was fairly launched in the newspaper world and did police reporting, murder trials, breach of promise cases, church quarrels, elopement stories, deserted mother "sob" stories, club activities, society; was dramatic critic for two years and supplemented this with book reviewing.

She was the first "foreign" newspaper correspondent—man or woman—to get into Galveston and send out the story of the great flood.

She interviewed Governor Taylor of Kentucky when he was hidden in the state house at Frankfort with militia surrounding the capital building and all the newspapers in the country trying to get a look-in.

When President Harrison made his celebrated tour of Western America and refused to be interviewed she "scooped" the world by hiding under the dining table in his private car until she'd gotten an edge on his conversation.

But what she is chiefly beloved for in the West is her newspaper work in behalf of incurable children. Under her signature of Annie Laurie, which she uses today in the *San Francisco Examiner* she sponsored a movement in behalf of—and was largely responsible for—the building of special hospital wards for incurable children, eye-and-ear cases and for tubercular children.

When William Randolph Hearst bought the New York American she went to it from San Francisco with Homer Davenport, the cartoonist, and Charles Dryden, the baseball writer.

But the following is illustrative of one of her "stunts." She went to Denver for a six weeks' leave of absence with Julian Hawthorne, Ella Wheeler Wilcox and Homer Davenport, married a Denver newspaper man and stayed there for 12

years, going to Kansas City to help her husband build up the *Kansas City Post*. In a year that daily's circulation was raised from 20,000 to 125,000.

"We woke up Kansas City," she reminisced, "with a series of performances calculated to stir even the most sluggish blood, which included getting up the first Fourth of July procession ever held there since the War of the Rebellion."

During a subsequent Independence-Day celebration these several children were badly hurt by firecrackers, and the next year Mrs. Black and her husband put over an ordinance prohibiting the use of dangerous fireworks by publishing the names and telephone numbers of the entire board of aldermen on the front page and telling the women of Kansas City to let the "city fathers" know how they felt about the matter.

On the third day of this personal exploitation the aldermen visited the newspaper office in a body and begged Mrs. Black to call the women off, by promising to pass the ordinance.

Again, in Kansas City, Mrs. Black was instrumental in getting out the first extra of a murder verdict ever published in that intrepid city and sold 10,000 copies on the steps of her rival paper's office within ten minutes after the edition was out!

In all this time, however, she never lost her connection with the Hearst newspapers, with her details including the Thaw case, the San Francisco earthquake-fire and the St. Louis cyclone, and making an investigation of Lloyd George's old-age pension.

On her return to Denver from the scene of the Frisco fire disaster, she was instrumental in ferreting out various unreliable insurance companies that refused payment of policies during the fire, by publishing a classified list of the firms together with the degree in which they were or were not co-operating with their stricken policy-holders.

"I got my information first-hand from San Francisco by confidential telegrams," she remarked, "and kept up with the situation day by day. Other newspapers in the country saw what we were doing and followed suit."

Twelve years ago she returned to San Francisco,—her "home office,"—where she at once became one of the most potential influences of the *Examiner*, and where everybody knows her as Annie Laurie through her featured editorials.

In addition to these, however, she is one of the drawing cards of the Newspaper Feature Service, and receives unlimited correspondence from women in all parts of the globe asking her counsel and opinions in diverse matters.

She is a woman with a heart in her and a brain that is true as steel. Evidence of this is the powerful influence she exerted two years ago when she visited every paper in the Hearst group in what she calls a "stirring-up" campaign against the narcotic evil.

She is a known friend of the struggling newspaper man or girl who can show bona fide talent, yet she hates a work slacker.

"City editors," she said, "are always complaining they can't get good newspaper women any more. Part of it is the woman's fault,—and part of it, the editor's."

"Some city editors fall in love with every girl who comes into the office and when the city editor falls in love with a girl—she will either have to show him 'where to get off' as she would probably say, or she might as well give up the business. Everybody in the office will hate her, the city editor will 'shield her' from hard work and unpleasant ex-

(Continued on page 37)

## A. N. P. A. MOVING UPTOWN AFTER 20 YEARS IN WORLD BUILDING

History of 37 Year Old Association of Publishers Told—Began with 51 Members, 500 Now Enrolled—Present Committees Named

AFTER 20 years of continuous operation from the World Building, 63 Park Row, New York, the American Newspaper Publishers Association this week completed arrangements to move November 2, to new offices in up-town New York at 270 Madison avenue, where it will occupy the fifteenth floor.

This represents the third change of headquarters in the association's 37 years of history.

Prior to occupying offices in the World Building the A. N. P. A. was first located at Temple Court and then in the Potter Building, New York.

The move up-town is in line with the general newspaper migration and in order to be in a more central location for the convenience of out-of-town members visiting New York.

Continuous and steady growth has characterized A. N. P. A. history since its organization in 1887 under the direction W. H. Brearley, *Detroit Evening News*; J. Ambrose Butler, *Buffalo News*, and J. C. Briggs, *Columbus (O.) State Journal*. The first president was W. M. Slingerly, of the *Philadelphia Record*.

From a membership of 51 newspapers, the association now numbers in excess of 500. S. E. Thomson, *Chicago Tribune*, is the present president. L. B. Palmer is in his 20th year as general manager.

In 1912 the association boasted of handling 6,000 claims of members annually. During 1923, 13,000 claims were received for collection. In 1923 also 15,000 reports were supplied to members.

An important highlight in the association's history is the establishment in 1913 of the Bureau of Advertising. The Bureau is the result of a consolidation in that year of the Daily Newspaper Association, United Newspapers, Inc., and the National Newspapers Association. The Bureau of Advertising's first committee consisted of J. F. MacKay, *Toronto Globe*; H. F. Gunnison, *Brooklyn Eagle*; Hilton U. Brown, *Indianapolis News*; Fleming Newbold, *Washington Star*; Jason Rogers, then of the *New York Globe*, and the late John R. Rathom, of the *Providence Journal and Bulletin*.

The Bureau has grown considerably since its formation in 1923. Now it has offices in Chicago and San Francisco, in addition to headquarters in New York.

William A. Thomson, is director of the Bureau of Advertising; Thomas H. Moore, associate director; F. Guy Davis, western manager; and Thomas L. Emory, Pacific Coast Manager.

The present committee in charge of the Bureau has as chairman, William F. Rogers, *Boston Transcript*, and Harry Chandler, *Los Angeles Times*, vice-chairman.

Other members are J. M. Cleary, *Chicago Tribune*; Howard Davis, *New York Herald Tribune*; W. C. R. Harris, *Toronto Star*; William I. Hofmann, *Portland Oregonian*; D. D. Moore, *Fort Worth Record*; Fleming Newbold, *Washington Star*; David B. Plum, *Troy Record*; George M. Rogers, *Cleveland Plain Dealer*; Allison Stone, *Providence Journal*; Louis Wiley, *New York Times*, and John B. Woodward, *Chicago Daily News*.

The work of both the American Newspaper Publishers' Association, and its Bureau of Advertising, is efficient and continuous, rather than sensational.

A list of A. N. P. A. committees, with the names of the various chairmen, perhaps best of all sums up the association's annual work. Such a list, the committees of 1924, are herewith published for the first time:

Special Standing Committee: H. N. Kellogg, chairman.

Paper Committee: E. P. Adler, *Davenport (Ia.) Times*, chairman.

Postal Committee: J. D. Barnum, *Syracuse (N. Y.) Post-Standard*, chairman.

Committee on Federal Laws: A. L. Miller, *Battle Creek (Mich.) Enquirer-News*, chairman.

Committee on Arbitration Contracts: Victor F. Lawson, *Chicago Daily News*, chairman.

Committee on Open Shop: D. D. Moore, *Fort Worth Record*, chairman.

Committee on National Forest Resources: E. H. Baker, *Cleveland Plain Dealer*, chairman.

Committee on Circulation Audits: Hilton U. Brown, *Indianapolis News*, chairman.

Committee on Printing Trade Schools: W. J. Pattison, *Seranton Republican*, chairman.

Committee on Traffic: E. M. Antrim, *Chicago Tribune*; Jos. A. Blondell, *Baltimore Sun*, and James P. Conidine, *Philadelphia North American*, members, no chairman.

Topics Committee: H. C. Adler, *Chattanooga (Tenn.) Times*, chairman.

Committee on Radio: W. A. Strong, *Chicago Daily News*, chairman.

Budget Committee: Howard Davis, *New York Herald Tribune*, chairman.

### Sells Lebanon Pioneer

Ben F. McKey, editor and owner of the *Lebanon (Ind.) Pioneer*, has sold the newspaper to Alva H. Wyncoop and J. Ralph Cunningham, of the *Lebanon Daily Reporter*.

### ADVERTISE PEACE

Gov. W. R. Farrington Thus Urges Advertising Men

Advertising is the best pathway to peace, in the opinion of Gov. Wallace R. Farrington, of Hawaii, organizer of the Honolulu Advertising Club, who, recently addressing the San Francisco Advertising Club, spoke a message to all advertising men everywhere.

"The advertising of peace," he said, "is one of the most powerful weapons we have against future wars.

"The most important duty of an advertising club, I believe, should be to sell the idea of the responsibilities of citizenship to our people.

"The principles of good advertising are based on truth with an honest product behind the advertisement. We should apply that same principle of truth and honest goods to our civic and community affairs.

"Let us sell our own country to our own people."

With this plea Governor Farrington told how advertising had benefited the Hawaiian Islands.

He cited the wide publicity given to the idea that Hawaii is the key to the Pacific ocean in time of war or peace as the main factor in influencing the American people to accept Hawaii's plea for annexation in 1898.



W. R. FARRINGTON

## NEWARK PAPER STARTS PROFIT-SHARING PLAN

L. T. Russell, Publisher Newark Ledger, Will Give Stock Equal to 5 Per Cent of Yearly Wages to Employees

L. T. Russell, owner of the *Newark (N. J.) Ledger*, has announced a profit-sharing plan for employees of the newspaper by which each employe who saves 5 per cent of his yearly salary is given a share of 7 per cent preferred stock in the company equal to 5 per cent of his salary.

Each participant in this co-operative plan must carry \$1,000 life insurance for each member of his or her family, if acceptable as an insurance risk, in case he or she has dependents.

Well-known bankers will be trustees of the profit-sharing arrangement and men will be elected from each of the various departments to carry on the work.

The equivalent of 5 per cent of each worker's wages will be presented on the following conditions:

That each worker to share in this co-operative plan signify his or her intention within 10 days; that the 5 per cent stock bonus is contingent upon the worker making a like saving out of his wages, as will be evidenced by savings bank account, Building & Loan, or other approved security, resulting in the worker having at the end of the year a net saving account of 10 per cent of the full year's wages.

The only other condition is that the employes' attitude toward the institution is such as to satisfy his or her associates that they are in good faith living up to the spirit of the co-operative ownership as though it were their own property and the responsibility personal.

## BUTLER (PA.) EAGLE OCCUPIES NEW \$250,000 PLANT



THE *Butler (Pa.) Eagle*, now in its 55th year, last week celebrated the opening of its handsome, new \$250,000 newspaper plant, when in one evening more than 12,000 persons inspected the various departments.

The new building has a frontage on Diamond street of 60 feet, and extends a distance of 108 feet on Jackson street. It was constructed of Indiana limestone, brick, cement and steel, thoroughly fire-proof throughout. There are 18,444 square feet of floor space.

A New Home Edition of 40 pages was issued recently in which the plant was described by word and pictures.

Business offices are located on the main floor in a large lobby with U-shaped marble counters. This office is 60 x 35 feet, the woodwork being of mahogany. The composing room at the rear is 60 x 50 feet, containing a battery of five Linotypes.

The editorial rooms are on the second floor, occupying the front of the building, while a job printing department is at the rear of this floor.

The pressroom is located in the basement, lighted on two sides by large windows. The *Eagle* recently installed a 32-page Hoe press. When the newspaper moved into its new home, the plant was

equipped with all new, modern machinery for printing an evening edition of approximately 13,000 circulation.

It is published in the county seat of Butler county, Pennsylvania, and is the only daily newspaper in the county, distributing more *Eagles* daily than there are homes in the section.

Levi M. Wise is president of the *Eagle* Printing Company; B. L. Wise is business manager; John Laing Wise, managing editor; and Vernon L. Wise, advertising manager. The *Eagle* Printery, commercial printers, is a separate organization, of which Gerald L. Wise is the proprietor.



# PUSHCART CRADLED CIRCULATOR'S FORTUNE

Louis Weinstock, Immigrant Boy Who Began Vending Foreign Language Dailies on New York's East Side Now General Manager of Company Which Distributes More Than Half a Million Newspapers Daily

By WARREN BASSETT

O. HENRY would have liked Louis Weinstock.

The gifted weaver of stories about "Bagdad-On-the-Subway" would have recognized in him the hero of an East Side romance.

It is a business romance, of course, minus the dramatic twist, the startling denouement, but inextricably woven with the pulse of life in that curious teeming section of New York which lies east of Third avenue.

Twenty-nine years ago Louis Weinstock was an immigrant boy selling newspapers from a pushcart on Orchard, Rivington, Forsyth and Chrystie streets in the heart of the Ghetto.

Today he is part owner and general manager of the Metropolitan News Company, the largest independent company in the world specializing in newspaper delivery.

Every day a fleet of 60 motor trucks from the Metropolitan News places more than half a million newspapers on 4,200 dealers' stands. These stands are dotted over an area more than 12 miles long and several miles wide from Park Row to the distant fringes of the Bronx.

Nearly half of these newspapers are English dailies, the remainder foreign papers printed in a half-dozen different languages. The company handles 22 foreign and 12 English papers.

Regarded merely as a remarkably efficient newspaper delivery system, the Metropolitan News Company is interesting, for efficient distribution is one of the most important keys to newspaper success in New York where carrier systems are unknown and circulation depends entirely upon newsstand sales.

But a more interesting angle is the part the news company has played in promoting the sales of English newspapers in sections where they hardly penetrated. Today the company delivers approximately 200,000 English morning dailies. It also delivers more than 300,000 foreign language papers. It takes orders from the 4,200 dealers for the 34 newspapers on its list and buys wholesale from the publishers. It is an intricate business. The prices of the papers vary, the size of the individual orders vary. Forty bookkeepers are employed to keep accounts straight.

With its fleet of motor trucks, its carefully planned routes, and dealer contacts, the company is in a strategic position either to aid or neglect a publisher. But it has always aided, and for that reason has grown to its present proportions. It maintains a sliding scale of delivery charges to the dealers ranging from \$1.50 to as low as 10 cents per week. For a dime a week the small dealer in an outlying section gets his stock of papers as regularly as the subway station dealer whose order runs well into the hundreds. He is encouraged to stay in business, and it helps newspaper sales by furnishing the dailies one more place to display their wares.

The company aids newspapers in other ways—for instance, by delivering mail copies of foreign language papers to post-offices and railroad stations. New York's foreign papers have almost as many out-of-town subscribers as they have sales in the city. The outgoing mail is a problem. The Metropolitan News Company handles this mail taking it to the post-offices before the regular city delivery begins. For a charge, of course. But it is far cheaper than if each publisher bought his own trucks and employed his own handlers.

And then they tell the story of the newspaper that needed new presses. Its funds for improvement were low, but its circulation was good. Louis Weinstock believed the paper had a great future. He came to the rescue, and the Metropol-



Louis Weinstock at his desk today.

itan News Company lent the money which bought the presses.

Beyond all this the outstanding service of the Metropolitan News Company has been its development of English newspaper sales in foreign sections.

How this was done brings us back to Louis Weinstock and his pushcart.

The general manager of the Metropolitan News Company, now 42, came to the United States from Austria with his parents at the age of 11. Like most immigrants, the Weinstocks settled on the East Side. Louis could not speak English, but neither could the majority of dwellers in his section which lies above Canal street and east of Chrystie.

In those days it was a tough district, and it is no drawing-room even to-day. The population was predominantly foreign. Italian, Yiddish, Polish, German, Russian, and a dozen hybrid languages were spoken.

It was as hard to buy an English daily there as it would be to-day on the streets of Moscow or Vienna, perhaps harder. The demand for papers was so low New York circulators refused to go to the expense of delivering in this tortuous, crowded section. Virtually the only newspapers read were Jewish dailies.

Eleven-year-old Weinstock jumped into the circulation business as a newsboy. He sold only Jewish papers. After a year of this he got the idea of a delivery service to newsdealers. At that time each

Weinstock and his first delivery cart.

dealer had to carry his own bundle of papers from the newspaper offices. Weinstock planned a route, interviewed the dealers, constructed a pushcart and inaugurated his own independent delivery system. The pushcart was more like a baby carriage—a short, deep box set on four wheels of slightly varying sizes. He handled three evening Jewish papers.

For five years Weinstock trundled his pushcart over his route, collecting ten

cents a week from each dealer for his services. He kept the orders in his head and collected the money for the papers in advance, for now he was buying directly from the publishers. If a dealer was prosperous and sold a larger number of papers than the average he charged a little more—15 cents.

Nineteen hundred was the year of the great East Side newspaper delivery merger. With four other East Side route owners, Weinstock formed the Metropolitan News Service. His partners at that time were Morris Eisenman, Meyer Rosen, Charles Hertzog and Joseph Kalmanoff, and they are still his partners. Into the common pool Weinstock placed his route, which was netting him at that time an income of \$18 a week. The five shareholders voted themselves a salary of \$10 a week each. Their office was a basement which opened into a coal cellar. It was here they stored their papers at night. At one time their revenue was so low they discussed abandoning the partnership and returning to their old routes. Then the *Jewish Morning Journal* started, and the increased business tided them over.

The five partners worked efficiently and



the business grew. The East Side grew also; English was mastered, and there began to be a demand for English newspapers. In 1912 they entered the English field. They encouraged their dealers to take a few English dailies along with the large orders of foreign papers. They worked consistently, and soon the *New York Herald*, the *Times*, the *Tribune* and others began to appear on stands that had never carried them before. And slowly the circulations of these papers in the foreign sections covered by the Metropolitan News Company began to mount.

Within a few years the company was placing 40,000 English language newspapers on East Side stands every day, in addition to a larger number of foreign papers. The company bought from all publishers, delivered, and charged the dealers a delivery fee. With the advent of automobiles, the company motorized its equipment and became the first automobile news company delivery service.

As the Jewish population north of 125th street and in the Bronx began to grow the Metropolitan News expanded its service to embrace this territory.

This brought a friendly territorial conflict with the American News Company, which for many years had held exclusive delivery rights for all English morning newspapers in all parts of the city. "Friendly contest" is correct, as the correspondence files will show. The American News distributed magazines as well as newspapers. The publishers had allowed Weinstock's company to deliver English dailies on the East Side because the American News maintained no delivery in this unproductive section. Uptown the American News delivered both Jewish and English dailies; the latter by contract the former by purchase on order.

The American News requested Weinstock to discontinue distributing his quota of 40,000 English dailies. A conference was called. The Metropolitan News Company asked a compromise which would portion certain territories between the companies, allowing both to deliver English and foreign papers. This compromise failed.

It was time for ultimatums.

"I agreed to drop the English dailies," Weinstock declares, "but I warned the American News I would contract with the German, Jewish, and Italian dailies for exclusive delivery."

Weinstock kept his word. He obtained exclusive contracts. The situation changed.

The orders for these foreign papers were so large, delivery could be maintained by the Metropolitan News at a reasonable cost. But orders for English dailies were so small the American News could not make deliveries in outlying sections now that they had lost the foreign papers.

This was in January, 1923. A year later, on Jan. 1, 1924, because of the increasing cost of delivery the American News Company gave up its New York City newspaper contracts, recommending that the Metropolitan News Company be given much of the business. In the resulting readjustment of the New York delivery system the Metropolitan News took over the distribution of more than 200,000 English dailies in the section it had developed—and the lower and upper East Side, and the Bronx.

The Metropolitan News Company is an intricate business to-day. It employs more than 200 men, and owns a large garage and office building at 47-53 Chrystie street. It has not deserted the East Side, where the five pushcart news vendors first formed their partnership.

And what does Louis Weinstock, who supervises the delivery of half a million newspapers a day know about newspaper

(Continued on page 37)



# NEW AND AUTHENTIC HISTORY OF THE HERALD OF THE BENNETTS

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

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## CHAPTER TWENTY-THREE

### Illness and Death of James Gordon Bennett, Sr.—Editorial Tributes to Him—His Funeral and Various Comments on His Career

MR. BENNETT, Senior's health had begun to fail in 1871, and during the summer he rarely left his picturesque home at Fort Washington, intrusting the management of the Herald almost entirely to his son. There, in peace and quietude he rested from his arduous labors, spending hours in his large grape arbor, with his feathered pets—macaws and parrots; with his greenhouse and son's gymnasium in the rear, and the flower garden overshadowed by tall forest trees in front. In slippers and feet, with stacks of books and a complete Herald file at command in the house, he leisurely read and wrote, thus passing the hours in what was his Elysium. An interesting incident in this connection was related by Embree Hill, a policeman who was transferred to Carmansville, his post being along what was called the Bennett road.

"On my first patrol," said he, "I saw under an arbor a tall, white haired man, who looked as if he might have been a soldier, sitting reading. He said, 'Good morning, officer,' and I replied, 'Good morning, Sir.' 'Then he invited me to come into the arbor and sit down. When I demurred that I might get a complaint for doing so, he said:

"'God won't report you, and I'm sure I won't!'"

"He was a wonderfully scholarly man with a great memory. He had been reading Burns when I came in, and could repeat to me from memory much of what he had read. I valued the talks which I had with him then and other occasions more than most anything else."

At this time the Rev. Henry A. Brann, assigned to the Fort Washington section as a parish, began his efforts to erect a Catholic church, and from his published Reminiscences, we quote the following interesting account of Mr. Bennett's liberal contribution to the new church:

"I called on James Gordon Bennett, then ill in his home on the Heights. He impressed me deeply as a very clever man, with a vein of sarcasm peculiarly Scotch, in his conversation. Hearing from me that I had been partially educated in Paris, he said:

"Well the French are fond of opera bouffe, and now they have an opera bouffe republic!"

"Mr. Bennett gave the ground on which the rectory of St. Elizabeth's Church is built and also \$5,000 in cash. His son had the deeds made out, and handed me the check and was exceedingly courteous and generous to me. He was a good shot and fond of pigeon shooting and I always benefited by it, for after any of his shooting matches, I always lived sumptuously on the squabs he sent me."

All the Bennetts were good to St. Elizabeth's, including Miss Jeannette, who was then a school girl at Manhattanville Convent. Mrs. Bennett before her last trip to Europe, promised to put a steeple on the church, but unfortunately she died before accomplishing her purpose. She was kind and charitable to the poor, as was also Mrs. Charles O'Connor, although neither was a Catholic.

The present beautiful picture in the church is a copy by May of Murillo's "Immaculate Conception" and was the generous gift of the present Bennett's son.

Joseph Fisher gave the ground on which the church was built and his two daughters donated the main altar. The cornerstone was laid by the then Archbishop McCloskey on April 30, 1871.

The account of the laying of the cornerstone was written for the Herald by Joseph I. C. Clarke, the well known author of the poem, "Kelly and Burke and Shea."

#### Last Illness of Mr. Bennett

In the spring of 1872, Mr. Bennett's condition became serious, and he was permanently removed to his luxuriously furnished town house at 425 Fifth avenue, northeast corner of 38th street. He occupied the front room on the second floor of the mansion. Everything possible was done to effect a cure. Three eminent physicians, Doctors Ceccarini, Hammond and Lusk were in attendance and for a while his health improved under their treatment, and in fact at one time he was able to leave the house and walk a few steps on Fifth avenue. All the members of his family were then in Europe, where he had designed shortly to join them. He had been anxious a year previously to make the tour of Europe with his daughter Jeannette, intending to go with her after her graduation from the Convent of the Sacred Heart, but the state of his health pre-

vented. However, in the spring of 1872, he again hoped to make the trip, though feeble and constantly under medical care, and his strong will and great anxiety to join his children abroad, buoyed him up almost till the end.

In May his son and daughter had sailed for Europe, where his wife was at the time, and he resolved if at all able, to join them in June.

However, it was not to be, for a short time after his last walk in front of his residence, he had a relapse and was thereafter confined to his bed until the end.

On May 21, realizing his critical condition, at his own request Archbishop McCloskey visited him at his bedside, heard his confession, and administered the last sacraments. He had repented of his sins and was again received into the Catholic Church, whose tenets and claims his independent spirit had frequently antagonized.

He was failing rapidly and his wife, son and daughter were cabled to, when it was seen that his end was near.

On Saturday, May 25, he experienced a slight convulsive attack, accompanied by epileptic symptoms, in the nature of a paralytic stroke, repeated 12 hours later with greater severity, exciting the gravest apprehension among his friends and medical attendants. The lower portion of his limbs had become partially paralyzed and helpless, but his mind was clear and he had the papers read to him each morning, commenting occasionally on the news of the day. As Mr. Hudson said:

"He entertained no false hopes; he was fully aware of his approaching end and spoke to his friends with philosophical resignation. He had had a presentiment of his death, for as far back as May 1, when the workmen had begun tearing down the old Herald Building on Nassau and Fulton streets (where the famous Bennett Building was to be erected), he said: 'Well, the old house is going; I must soon follow; my time has come.'"

The last hours of his existence were passed in an unconscious state, and during this time an ominous event occurred in the Herald Building—the main shaft of the presses broke to the great consternation of the mechanical staff.

When "the last hour arrived," as the Herald said: "he sank to sleep in death, calmly and peacefully and his soul passed away without a struggle." His death occurred at 25 minutes past 5 o'clock on the evening of Saturday, June 1, in the 77th year of his age.

Frederic Hudson, for 30 years associated with him in the editing and management of the Herald; his cousin, James Reid; Mr. Connery, the managing editor, and Dr. Ceccarini, the family physician, were present at the time of his death; but sad to say, none of his own family were there to take his hand and bid him a fond farewell as he passed away.

A telegraph instrument had been installed in the back parlor of the Bennett mansion early in the progress of its owner's illness, placed in charge of Miss Jennie Sibley, of the Herald's business staff, and the sad news of Mr. Bennett's decease was instantly made known to the world.

#### Tributes to the Great Editor

The death of Mr. Bennett was received by the entire press of the United States as an event of signal importance, and all the New York City newspapers, with one exception, published long and adequate obituaries. The Herald itself in an editorial review of his career, dwelt on his great journalistic achievements, and made special mention of his characteristic generosity.

"He was a man of large and ready charity, but he gave without ostentation and preferred that his contributions should be known only to their recipients. No appeal for a worthy object was ever made to him in vain; and there are many living witnesses to the promptness and liberality with which he responded when invited to relieve distress or to aid a useful or deserving enterprise."

The Tribune's editorial tribute was the most elaborate, exhaustive and heartfelt of any, and was from the pen of Mr. Greeley.

The New York Associated Press adopted the following resolution on the death of Mr. Bennett:

"Resolved, That his long and eventful connection with the newspaper press of the country, in a career of unexampled success and prosperity, was the result of his great foresight, energy and industry; that in all these qualities, the example of Mr. Bennett inspired the greatest enterprise in journalism in the United States and throughout the world, and must, therefore, for all time, leave their impression for good in the diffusion of knowledge and the advancement of the Press."

(To Be Continued Next Week)

# SIXTEEN DAILIES WILL BROADCAST PRESIDENTIAL ELECTION RETURNS

**United Press Furnishing Its Report to WEAF and Allied Stations—Hearst Newspapers Also to Place Results On the Air**

NEWSPAPERS all over the country are planning to make use of radio as "an extension of the bulletin board" in broadcasting election returns next week. This is apparent from a list compiled by **EDITOR & PUBLISHER** this week, which shows that at least 16 newspapers intend to give their readers first news on the outcome of the political campaign via the air. These 16 newspapers, operating from different stations, virtually blanket the nation.

Returns which will be broadcast will be supplied by the United Press Associations and the Hearst newspapers.

Operating from station WEAF, the United Press Associations' returns will be used by the *New York Sun*. Two special wires are being laid from U. P. headquarters into the WEAF studio, where Hugh Baillie, member of the U. P. staff, will prepare the returns for radio announcing.

From WEAF the same announcements will be relayed to broadcasting stations which for election night will be taken over by the *Baltimore Evening Sun*, *Detroit News*, *Boston Post*, *Pittsburgh Press* and *Buffalo Evening News*.

Although United Press returns are being used, the various stations will announce that the broadcasting is through the courtesy of the local newspaper.

The *Cleveland Press*, the *Cincinnati Post*, and the *Rochester Times Union* will broadcast through their own local stations.

The *New York Sun* will have as competitor the *New York American*, which will broadcast the returns through WNYC, the municipal broadcasting station.

In this service, according to the *American*, will be combined "the extensive news-gathering forces of the Hearst newspapers throughout the country." Station WNYC claims a broadcasting record of more than 7000 miles.

Edwin Jones Clapp, editor of the *American*, will be at the WNYC microphone. In addition to returns, an elaborate entertainment program has been planned.

Reception of the *American's* returns will not be confined to those owning receiving sets. Five receiving outfits, equipped with amplifiers, will be installed in different sections of the city.

Ralph Edmunds, program manager of station WRC, Washington, telegraphed **EDITOR & PUBLISHER** this week that election returns will be handled by the *Washington Times* from their studio and will be broadcast through his station.

News bulletins on the election will be sent to the *Times*, through Universal Service, International News Service, Postal Telegraph Company, and Western Union," Edmunds said.

In addition, correspondents of the *Washington Times* in nearby states will send supplementary returns, he stated. Special wires from the National Headquarters of the three political parties are also being installed in Station WRC. In the *Times* studio a corps of expert political analysts will read and digest returns for the radio audience. A musical program has been arranged to cover intermissions between announcements.

Avery C. Marks Jr., managing editor of the *Times*, wired that it was probable that during certain periods WRC, Washington, will be hooked up with the Radio Corporation of America's stations in New York and Schenectady.

The *Milwaukee-Wisconsin News* will broadcast election returns over WSOE, the Milwaukee School of Engineering.

The *Chicago Herald-Examiner*, according to F. W. Carson, managing editor, is making plans to use Station KYW, to broadcast returns. The *Herald-Examiner* has no regular broadcasting station.

Barrett Andrews, publisher of the *Boston American*, announced his newspaper would broadcast returns gained from independent sources over WNAC, the station operated by the Shepard Stores, Boston. He was careful to state that he would not make use of the Associated Press service for radio purposes.

On the Pacific Coast election returns will be put on the air by the *Oakland Tribune* and the *San Francisco Bulletin*.

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## Classified Men Reelected Miller

Association of Newspaper Classified Advertising Managers, Southeastern Division, re-elected A. T. Miller, classified manager of the *Nashville* (Tenn.) *Banner*, chairman at its annual convention held in Atlanta, Ga. The main speaker at convention sessions was John L. Irwin, of the *Des Moines Register and Tribune*, president of the national association.

## Planning New French Paper

An evening newspaper printed in the French language and in support of the conservative party, will start publication in Montreal in January, according to an announcement made by Hon. Rodolphe Monty, at a meeting of the Liberal Conservative Association, October 27.

## COMPTROLLER NAMED FOR R. HOE & CO., INC.

**R. Earle Anderson Appointed by Directors of Re-organized Corporation—Other Officers Continue—Open Shop Approved**

R. Earle Anderson was appointed Comptroller of R. Hoe & Co., Inc., printing press manufacturers, at the first regular meeting of the board of directors of the company, since its control passed into the hands of a syndicate of New York bankers, headed by the Guaranty Company of New York. The meeting was held Oct. 30, at the company's office in New York.

Directors of the board include: Richard Kelly, president, R. Hoe & Co., Inc.; Harold Stanley, president, Guaranty Company of New York; John W. Cutler, of the Edward B. Smith & Co.; Arthur I. Hoe, R. Hoe & Co., Inc.; F. G. Coburn, manager, industrial department, Sanderson & Porter; and Boudinot Atterbury, assistant vice-president, Guaranty Company of New York.

At the request of the board, Mr. Kelly, who has been with the business since 1886 and has been president since 1920, has agreed to remain as president and general manager in entire charge of operations and personnel. Other officers will continue as before, with the addition of Mr. Anderson.

The board discussed various plans for increasing service to customers and enlarging output to take care of the growing demand for Hoe presses. Mr. Kelly spoke of the favorable experience of the company under open-shop methods since the successful conclusion of the strike in 1923 and expressed his intention to continue the open-shop policy, which policy was approved by the board.

## FLAHERTY RESIGNS

**Quits as General Manager, N. Y. Bulletin—Succeeded by P. H. Desmond**

Frank B. Flaherty has resigned as general manager of the *New York Evening Bulletin*, a newspaper established late last June by Frederick W. Enwright, Boston and Lynn, Mass., publisher.

He has been succeeded by Peter H. Desmond, who on Monday this week resigned as general manager of the *Boston Telegram*, also an Enwright publication. Desmond has been associated with the *Telegram* four and a half years. Lewis Fuller, formerly business manager of the *Telegram*, has been promoted to fill Desmond's place.

When Flaherty became associated with Enwright in the management of the *Evening Bulletin*, he informed **EDITOR & PUBLISHER** that he was "making money in real estate, and was drafted by Enwright for this general management position much against my will."

Flaherty was for many years in charge of the *New York Evening Telegram* and later the *New York Herald* under James Gordon Bennett.

## NIND HEADS BUSINESS PAPERS

**Association Announces Agency Rating System at New York Meet**

Formation of an advertising agency rating system similar to that now directed by the American Newspaper Publishers' Association was announced at the annual convention of the Associated Business Papers, Inc., held in New York this week.

The committee on advertising agency relations, in charge of this new department of the association, reported that advertising agencies were paying more attention to business publications than ever before.

John M. Nind, Jr., of the Periodical Publishing Company, Grand Rapids, Mich., was elected president. Malcome Muir of the McGraw-Hill Company was named vice-president, and E. A. Scott was re-elected treasurer. Jesse Neal remains as executive secretary.

## SONGS OF THE CRAFT

(Written exclusively for **EDITOR & PUBLISHER**)

By Henry Edward Warner

### THE STAR REPORTER

I'm a pippin; I admit it!  
Did you guess it? Well, you hit it!  
I'm the Guy that  
Does assignments  
That are so par-tic-u-lar

That the man who owns the sheet is  
Hypnotized; that's how complete is  
My influence  
In the Office  
Where I'm headlined as a Star!

I'm Aurelius, Epictetus,  
Dickens, Balzac, Meningetus!  
I'm a liter-  
ary Wonder!  
And they let my copy run!

Every blooming, blasted, blighted  
Line of mine is copyrighted,  
And the Copy  
Desk was never  
Known to cut a single one!

All the Cubs look on and wonder  
At my Literary Thunder!  
How they chew their  
Nails and hope that  
They may climb to where I am!

I can mix my moods and tenses,  
Put my shoe-shines in expenses;  
I can split In-  
finitives and  
Never care a tinker's dam!

I'm a Star! . . . A Star Reporter!  
I'm the Editorial Snorter!  
When I go to  
Draw my pay the  
Cashier stands Eyes Front! Salute!

So you've guessed it? . . . Well, you've hit it!  
I'm a Wonder; I admit it!  
I'm the Office  
Cap Courageous,  
With a System that's a Beaut!

## Probing New York Political Ads

District Attorney Joab Banton started probe this week of a charge made by Arthur Garfield Hays, state chairman of the La Follette-Wheeler campaign that eight New York Corporations were publishing advertisements in New York newspapers urging the election of Coolidge and Dawes. Mr. Hays cited the corporations as violating the New York law against political aid for candidates.

## Jewish Daily Builds in Chicago

The *New York Jewish Daily Forward* is erecting a new two-story stone building in Chicago for the accommodation of its western readers and advertisers, at Kedzie avenue and 13th street. The new equipment in the new building will con-

sist of a Goss speed press and additional linotypes.

## Duplex S. F. Address Changed

The western office of the Duplex Printing Press Company has been changed from the Chronicle Building, San Francisco, to the De Young Building. The local staff has been increased. F. H. Boynton is manager.

## Winnipeg Daily to Use Color

A new recruit to use of color in newspaper advertising is the *Winnipeg* (Man.) *Free Press*, according to an announcement made this week by Bruce Campbell, promotion manager. Color page advertising will be printed commencing Nov. 12, in the *Free Press Prairie Farmer* and the *Free Press Saturday* magazine section.

## JOURNALISM TEACHER PRAISES SMALL TOWN AS NEWSPAPER FIELD

Stanford Man Says Large Opportunities There for Reporters Who Are Disinclined to Leave the "Old Home Town"

By ANDREW R. BOONE

LEAVE home? Go to the city? It's an old problem and plenty of answers have been duly prepared and issued, but after all, why leave home?

The questions come from Buford O. Brown, assistant professor of journalism at Stanford University, champion of everything that is small town—including newspapers.

He politely agrees with H. I. Phillips who wrote recently in *Error & Publisher* urging young men and young women to start their journalistic careers in a small town, to "stay six years, but don't stay longer," as far as the starting is concerned.

But he is even more enthusiastic than Mr. Phillips and openly declares that opportunity knocks as insistently and as loudly in the smaller communities as in the cities, even though the pinnacle of income-earning may be shared only by a few in the more crowded places.

When Professor Brown graduated from the University of Missouri in 1912 with the degree of Bachelor of Journalism, he considered joining a city staff, but turned, finally, to the small town.

He was editor of the *Plainview* (Tex.) *Evening Herald*, issuing to 1,800 subscribers on Tuesday and Friday, for two years.

He ran the *Vernon Record* in 1919 and 1920, and in both those years, the *Record* won the Texas State Press Association's prize for being the best small newspaper in the Lone Star state. The *Record* issues bi-weekly to 3,000 readers.

His last assignment saw him as editor of the *Electra News*, a weekly with 1,500 circulation.

A year ago he went to Stanford University as assistant professor, where he now champions the small paper, weekly, bi-weekly or daily, to his students in journalism.

"Why leave the old home town?" he asks the boys and girls in his classes. "Why not stay there forever?"

"If you like the small town, hang up your hat and make yourself at home."

And he cites examples calculated to win them over to the less hectic life he espouses. For example:

"A few years ago there came into my office at the University of Texas a young man whose introductory remark was, 'It's to live in a town like this; I'm going to Chicago!'"

"For that man there was no place in the small town. However, if a man cares for the small town, he need not seek the city in order to be adequately remunerated. And I will not drag in those forms of compensation other than money which are so often urged in favor of the small town.

"Only this week I saw an advertisement in *EDITOR & PUBLISHER* of a newspaper in an Illinois town of 10,000 whose managing editor received \$150 a week.

"Yesterday I learned of a tri-weekly published in a California town of 4,500 whose editors say they 'only made \$20,000 during the past two years—and conditions were bad.'

"I saw the auditor's report on a weekly paper in a town of 4,300 in Texas which paid \$1,200 rental, \$1,000 depreciation, allowed the manager a salary of \$3,600 and showed a trifle less than \$4,000 net profit for 1922.

"A graduate from the University of Iowa landed 14 years ago in a northwest Texas town of 1,200 without any other property than a suit of clothes and went to work on the town weekly at \$25 a week. He has for several years owned the paper, including a substantial brick building, a good home and some other property. His income is more than \$5,000 a year.

"Nor is it all confined to California and Texas. Last year the plant of a weekly

newspaper in an Iowa town of 3,000 sold for \$50,000. Undoubtedly such a paper adequately recompenses its editors.

"It is doubtless true that similar examples might be dug up pretty generally in every part of the country.

"I see no more reason why the country newspaper should be considered a stepping stone to the city than should the country bank be used as a stepping stone for getting into banking in the big towns.

"Of course, training in a country bank is valuable for the boy who wants to get



Prof. Buford O. Brown

into the city game later on. Nevertheless the country bank stands on its own feet and is generally thought of as providing a field amply large without serving as a training school for city banks.

"And surely, if we are not to become a nation of city dwellers the country must begin to stand on its own feet and be willing to pay adequately for men and women who enter its service.

"That is just the point I make—the country newspaper offers a salary at the start which compares favorably with that offered by the metropolitan daily, and the chances for advancement (even if there are no \$25,000 jobs in the small towns) compares favorably with such chances in the city.

"Surely the opportunities for acquiring a competence, for helping work out the problems of the community, and for becoming an independent, representative, and respected citizen are amply adequate in the small town.

"I do not hesitate to say to aspiring reporters—If the problems of the small town and country appeal to you; if you want really to know the folks around you; if you care to share the joys and sorrows of your fellows in an intimate way, then you can find no better place than the country newspaper.

"The work is hard and hours are long, but it is a much more leisurely task than in the city.

"And any community of 2,000 or more into which a man goes will reward him adequately if he puts his life into it and in any reasonable way masters its problems."

### Beaverbrook Buys London Mansion

Lord Beaverbrook, publisher of the *London Daily Express*, and a group of British newspapers, has purchased for his home Stornoway House, one of the finest mansions in London. It is in the precincts of St. James Palace.

### FORESHADOWED EVENTS

Nov. 3-8—Canadian National Newspapers and Periodicals Assn., annual meeting, Toronto.

Nov. 16-19—New England Advertising Clubs, annual convention, Hartford, Conn.

Nov. 17-19—Sigma Delta Chi, national convention, University of Indiana, Bloomington, Ind.

Nov. 19-20—National Forestry Conference, Washington, D. C.

Nov. 20-22—Michigan University Press Assn., annual fall session, Ann Arbor, Mich.

Nov. 20—Pacific Coast and Inter-Mountain Newspaper Executives, second annual meeting, San Francisco.

Nov. 23-25—Fourth District, A. A. C. W., annual convention, Nashville, Tenn.

## W. E. LEWIS, PUBLISHER N. Y. TELEGRAPH, DIES

Succumbs After Two Years' Illness—Began Long Career on Old Kansas City News, Later Serving with Hearst Organization

William Eugene Lewis, president of the *New York Morning Telegraph*, died October 28, at his home in Great Neck, L. I., following two years illness.

Mr. Lewis was born about 63 years ago in Cleveland and educated in Painesville, O., and the Cleveland public schools. He deserted the practice of law for journalism, becoming a reporter for the old *Kansas City News*. He became city editor and managing editor of that newspaper.

In 1891 he was offered and accepted the managing editorship of the *Chicago Times*, going to Washington three years later as correspondent.

When William Randolph Hearst purchased the old *New York Morning Journal*, he engaged Lewis as his representative at Washington, but at the outbreak of the war with Spain, put him in command of the Hearst dispatch boat.

After the war, he first became an Albany correspondent for the Hearst newspapers, and then was made managing editor of the *Morning Telegraph*. He held this position less than two years, when he went to the *Philadelphia North American* as managing editor. In 1903, when Edward R. Thomas obtained control of the *Morning Telegraph*, Lewis returned to that newspaper, this time forming an association that ended only with his death.

### New Jewish Weekly

Richmond (Va.) *Virginia Jewish News*, weekly, with A. Chardkoff as editor and owner, began publication recently. It is the only paper of its kind in the State, carrying only Jewish news printed in English.

### WHY SOME TEXAS CAMPAIGNS FAIL?

Because

The BEAUMONT ENTERPRISE AND The BEAUMONT JOURNAL

were not on the list. Some Sales Managers think they can cover Texas with four papers. They can not.

Ask Beckwith—He Knows.

Over—

200,000

CIRCULATION

in less than 3 years.

—because Detroiters want it.

DETROIT TIMES

Agencies Heartily Approve

The consensus of opinions that prevail in the Agency field is expressed by the George Batten Company of New York:

"We are sure that you will continue to operate as efficiently in the future as you have in the past, and we hope that you will substantially increase the list of your papers, as we find that your service is the only means of solving the problems which both the Advertising Agencies and the Publishers have been attempting to overcome for years."

To "know" our proposition—is to use our service. Want more details?

The Advertising CHECKING BUREAU Inc.

538 So. Clark St. CHICAGO 15-19 East 26 St., NEW YORK

A NEWSPAPER CHECKING PROOF SERVICE

\$2,000,000.00

*The Printing Industry's Annual Tribute to Fire*

Our first duty is to reduce this enormous economic waste by every possible means.

Our second duty is to face squarely the possibility of disaster and to plan in advance for any emergency.



Mergenthaler Linotype Company

Brooklyn, New York

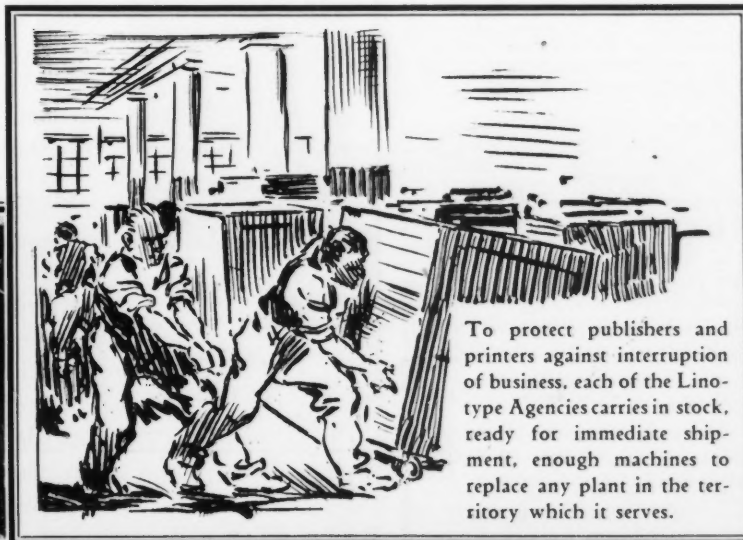
San Francisco

Chicago

New Orleans

Canadian Linotype Limited, Toronto

Agencies in the Principal Cities of the World



To protect publishers and printers against interruption of business, each of the Linotype Agencies carries in stock, ready for immediate shipment, enough machines to replace any plant in the territory which it serves.

# AMERICAN TOBACCO COMPANY'S HUGE GROWTH DUE TO ADVERTISING

Newspapers Will Be Used More Than Ever in 1925, Harwood Declares—Stresses Value of Sunday Sport Page Position

NEWSPAPERS will be used more than ever before by the American Tobacco Company in its 1925 campaign, Frank Harwood, advertising manager, informed EDITOR & PUBLISHER this week.



PERCIVAL HILL

Harwood would not disclose the company's budget. The advertising appropriation each year is based upon a percentage of the gross business, and it is understood this year's allotment will be increased.

During last year, American Tobacco Company spent a little less than \$2,000,000 in newspaper advertising, and approximately \$250,000 in the magazines.

"I am a firm believer in newspaper advertising, especially Sunday newspaper advertising," Harwood said.

"We are using more and more newspaper space all the time.

"This year, for practically the first time in history, we used the Sunday newspapers.

"For attracting a male audience the Sunday newspaper is one of the best ways I know of. Advertisers generally have not yet realized the value of the Sunday sporting pages.

"We put on a very successful drive this spring for Tuxedo tobacco, using the Sunday newspapers exclusively."

Details of all the company's 1925 advertising campaigns are to be handled by the following advertising agencies:

Williams & Cunningham, Chicago, handling the account of Bull Durham tobacco; W. K. Cochran Advertising Agency, Chicago, Lord Salisbury cigarettes; Dorland Agency, Inc., New York, Piccadilly Little Cigars; Van Patten, Inc., New York, One Eleven cigarettes; H. K. McCann Company, New York, Piper Heidsieck Chewing Tobacco; Frank Seaman, Inc., New York, Riz La Croix Cigarette Papers and Omar cigarettes; Lord & Thomas, New York, Blue Boar Smoking Tobacco and Lucky Strike cigarettes; The Harry Porter Company, New York, Melachrino, Milo Violets and Stroller cigarettes; Federal Advertising Agency, New York, Herbert Tareyton cigarettes; Ferry-Hanly Advertising Company, Chicago, Roi Tan cigars; Dorrance, Sullivan & Co., New York, Tuxedo smoking tobacco; Lennen & Mitchell, Inc., New York, Pall Mall cigarettes and humidor sampler.

Mr. Harwood is a firm believer in the service which the agencies afford advertisers.

This last year Lord & Thomas, which handles the Lucky Strike account, put on a campaign using evening newspapers in every city in the United States, introducing the cigarette at special rates. This was a new idea taking place of the old plan used in the tobacco trade of giving away samples in the streets, and Mr. Harwood is particularly gratified at the response which came following the use of newspaper space.

From log cabin factory in little more than 50 years to a business whose net worth along with the financial resources of the company totaled \$185,800,000 last December.

That is the thumbnail history of the American Tobacco Company.

And woven around that one paragraph is a story big enough to fill a weighty tome, which might well be captioned, "The Power of Advertising."

A member of the sceptic club or an anti-cigarette group might say it was the biography merely of "Mr. Cigarette Habit."

But how was the habit started in the first place? is the Socratic question in answer.

Fifty years ago Washington B. Duke manufactured tobacco in a little log shanty near Durham, N. C.

James B. Duke and Benjamin N. Duke, his sons, then young boys, peddled the product from door to door. As James grew older, he was attracted by that new-fangled idea, advertising. The founding of the American Tobacco Company was his work. Mr. Duke created the American Tobacco Company while still in his thirties, saw it become the greatest enterprise of its kind in the world, withdrew from it and gave his attention to the international tobacco trade and in his later years has seen his interests multiply in many forms of commercial endeavor from the tobacco trade to the cotton industry and water power and electrical development.

He is about 67 years old now. But he has not forgotten how the loud shout of advertising preceded him, made his products known to the world, and assisted in their selling.

When the small tobacco firm of W. Duke Sons & Co. was expanding in its early days one of the first companies it purchased and merged was Blackwell's Durham Tobacco Company, which dated back to the days of the Civil War.

This concern made tobacco of good quality, but did not have what has since come to be known as advertising vision. True, a lucky moment of inspiration had caused the owner of the firm to take the picture of a bull off a sauce bottle as he sat in a restaurant and adopt it as the trade-mark for his tobacco. So "Bull Durham" was originated. But Blackwell's Durham Tobacco Company was content with just having a trade-mark.

It took the young, hustling James B. Duke to see its advertising value. It was under him that the picture of the bull advertising Bull Durham tobacco came to glower from barn walls, fences and billboards from one end of the country to the other.

The present head of the American Tobacco Company is Percival Smith Hill, who was elected president in 1912, after service for 10 years previous in important posts. The administration of Mr. Hill and his associate officials have been the American Tobacco Companies biggest years.

Mr. Hill believes in advertising and he has kept the names of the American To-



Fifty years ago Washington B. Duke manufactured tobacco in this little log shanty near Durham, N. C.; James B. Duke and Benjamin N. Duke, his sons, peddled the product from door to door. A persistent advertising policy has built up this concern until today it is a business whose net worth, along with financial resources of the company totaled \$185,800,000 last December.

bacco Companies' products continuously before the eyes of the people, through the newspapers, magazines, billboards, and last year through the latest type of advertising—sky-writing.

Because of this persistent advertising policy, there are but few men who do not know the companies' cigarettes and tobacco.

And now in charge of the company's advertising department, appointed by Mr. Hill, is Harwood, who is also vice-president of the Advertising Club of New York. Mr. Harwood came to the American Tobacco Company the first of this year, after ten years as advertising manager of the General Cigar Company.

## Who's Who in the CONSOLIDATED PRESS



A. F. HARRISON



F. HARRISON, Business Superintendent of the Consolidated Press in the Eastern Division, has an outstanding record in press association work. His notable service has been in the positions of field representative and sales manager, but he also has to his credit the covering of many big news events.

With the United Press for a number of years, Mr. Harrison played an important part, especially, in developing that system in the Central West and became General Sales Manager with offices in New York. He was Sales Manager of the Autocaster Service with John H. Perry's organization when he resigned to join the staff of the Consolidated Press.

Mr. Harrison has charge of the great Eastern field and makes his headquarters in the C. P. A. New York City offices, eighth floor, World Building.

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

246,043

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

Six-Month Period  
Ending Sept. 30

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

Everything in Baltimore  
Revolves Around

THE SUN

Morning Evening Sunday

## EDITORS HAVE CHOICE OF 1000 FEATURES

Sixty-Six Different Syndicates Supply Great Selection—146 Comics Listed in Editor & Publisher Annual Syndicate Directory

For the first time in journalistic history, the magnitude of the newspaper syndicate field was dramatized in figures in the EDITOR & PUBLISHER'S Annual Directory of Syndicate Features, printed last week.

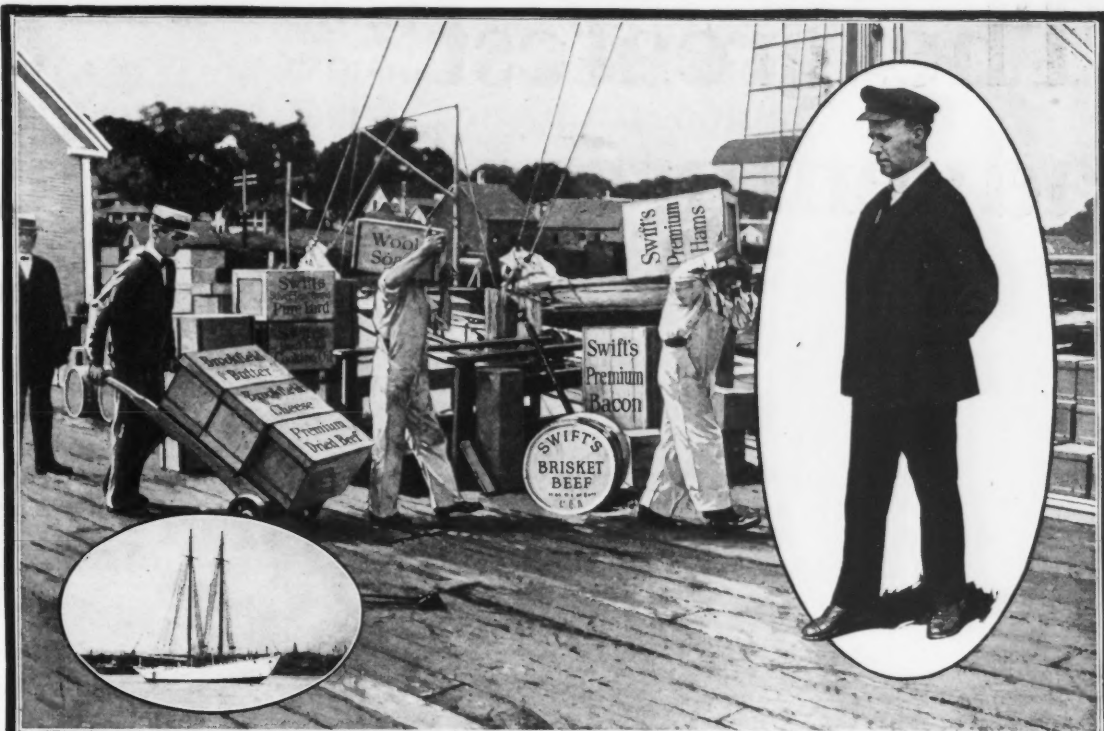
The directory lists nearly 1,000 different features, representing the output of 66 organizations.

This total, 906 in exact numbers, does not include the titles of hundreds of serial fiction and short stories offered to newspapers by 18 different syndicates.

Of course, comic strips lead the list, with 146 different titles, including both daily and Sunday releases. Sporting editors have the choice of 46 different sporting page features; editors of women's pages can choose from 26 separate fashion services; there are seventeen different radio features; 32 daily and weekly cartoons; 17 editorials; 14 automobile page features; and, because of the present craze, 9 different cross word puzzles.

The list of syndicates represented in the directory follows:

- American Radio Relay League.
- Lewis Wilson Appleton Jr., Syndicate.
- George Mathew Adams Service.
- Allied Publishers Service.
- Associated Newspapers.
- Associated Editors.
- Babson News Service.
- Bell Syndicate.
- Cosmos Newspaper Service.
- Columbia Newspaper Service.
- Chicago Tribune Newspapers Syndicate.
- Chicago Journal of Commerce Syndicate.
- Paul V. Collins Editorial Syndicate.
- Copic Feature Syndicate.
- Couch-Grimes Publishing Company.
- D-P Syndicate.
- Des Moines Register & Tribune Syndicate.
- The Ellis Service.
- Fairchild News Service.
- Federal Feature Syndicate.
- Giblin Feature Service.
- Robert D. Heintz Syndicate.
- Houghton-Miffling Syndicate.
- Frederic J. Haskin Syndicate.
- Hoosier News Syndicate.
- International Press Bureau.
- International Feature Service.
- International Syndicate.
- Interstate Commercial News Service.
- King Editors' Features.
- Keystone Feature Syndicate.
- King Features Syndicate, Inc.
- McNaught Syndicate.
- McClure Newspaper Syndicate.
- Edward Marshall Syndicate.
- Metropolitan Newspaper Service.
- Murray Feature Service.
- NEA Service, Inc.
- New York Feature Service.
- National Newspaper Service.
- Newspaper Feature Service.
- New York World Syndicate.
- New York Evening Post Syndicate.
- New York Herald Tribune Syndicate.
- New York American Features.
- Ledger Syndicate.
- Premier Syndicate.
- Putnam Syndicate.
- Quality Newspaper Features.
- Readers' Syndicate.
- Service for Authors.
- S. N. L. Technical Syndicate.
- Science Service.
- Smith Service.
- Scripps-Paine Service.
- Tri-Feature Co-operative Syndicate.
- Thompson Feature Service.
- United Feature Syndicate.
- Ullman Feature Service.
- U. P. C. News Service.
- C. V. (Vanderbilt) Syndicate.
- Christy Walsh Syndicate.
- Washington Radio News Service.
- Women's News Service.
- Wheeler Syndicate.
- World Color Printing Company.
- World Wide News Service.



Loading the "Bowdoin" for Arctic Trip—June, 1923

Capt. Donald B. MacMillan

## "All on Board Well"

Radio from Capt. Donald B. MacMillan on board "Bowdoin," Godthaab, Greenland, August 29, 1924:

"We are safe. Homeward bound with *all on board well*. Our little 88-foot schooner, which has been frozen in the ice for 320 days, 11° from the North Pole, has poked its way down the coast of Greenland."

While the Bowdoin was still in the frozen North, the following radiogram was received by Jack Barnsley at Prince Rupert, B. C.

"To Arthur White, Swift & Company, Chicago, Ill.: All food supplies from Swift & Company on Bowdoin in excellent condition and giving perfect satisfaction.  
—MacMillan"

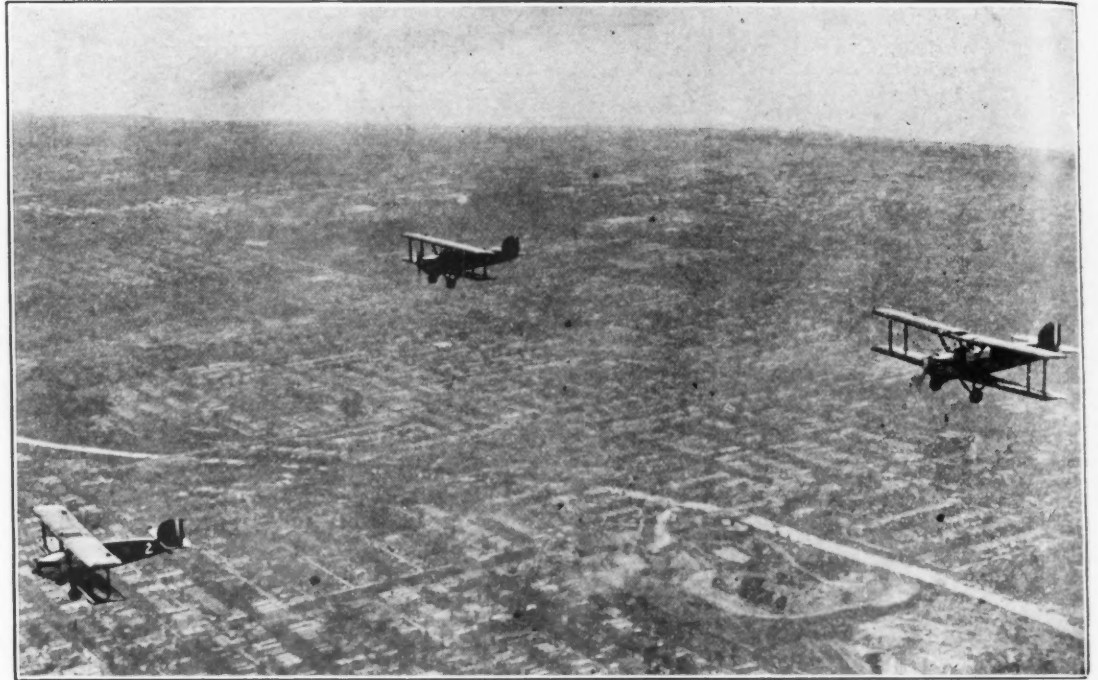
## Swift & Company Supplied the Meats

Among the supplies furnished by Swift & Company were:

- |                                      |                                 |
|--------------------------------------|---------------------------------|
| Swift's Premium Hams                 | Swift's Pickled Beef Tongues    |
| Swift's Premium Bacon                | Salt Pork    Tripe    Pigs Feet |
| Swift's "Silverleaf" Brand Pure Lard | Peerless Cooking Oil            |
| Brookfield Butter                    | Pumice Soap                     |
| Swift's Premium Dried Beef           | Wool Soap Flakes                |
| Brookfield Cheese                    | Wool Soap                       |
| Swift's Boneless Brisket Corned Beef | Sunbrite Cleanser               |

Swift & Company  
U. S. A.

# The greatest adventure of our time!



THE FLIERS OVER CHICAGO



SAFE HOME AGAIN



*Crossing the two great oceans, flying over desert, city, and mountain range; covering crowded continents and deserted wastelands; from the torrid zone to icebound Greenland—a summer of danger, discovery, exploration and adventure.*

**T**HE great story of the world flyers has been secured by The Chicago Tribune Newspapers Syndicate and The McClure Newspaper Syndicate. It is written by Lowell Thomas, intimate friend of the flyers, who is also an adventurer and a flyer as well as an author. The personal, day by day records of Lieuts. Smith, Nelson and Wade; the anxious moments waiting for Major Martin, who smashed into a mountain; the dangers of the Aleutians in the Northern Pacific; problems of flying in China and India; receptions in Europe; Wade's disastrous fall in the icy Atlantic; the impatient delay in Iceland; the long flight over ice and open sea to Greenland; and then Tickle Harbor, and the American continent, and home. **Many have called it the last great adventure left.**

Lowell Thomas has written a fascinating story of the experiences of the flyers in the first cir-

cumnavigation by air. There are innumerable facts of interest which hitherto have never been mentioned. And there is the authentic record of the flight.

Don't miss this chance to get the official story of a great historic event. There will be approximately forty to fifty thousand words arranged for Sunday and daily publication. Excellent illustrations and maps will accompany the articles. Exclusive rights are held by The Chicago Tribune Newspapers Syndicate and The McClure Newspaper Syndicate of New York. We expect a heavy demand for this remarkable account of the world flight. **Wire—or write at once—for rates and proofs.**

*Territory East of Pittsburgh WIRE The McClure Newspaper Syndicate*

*Territory West of Pittsburgh WIRE The Chicago Tribune Newspapers Syndicate*

**The CHICAGO TRIBUNE  
Newspapers SYNDICATE**  
*Tribune Square Chicago*

**The MCCLURE NEWSPAPER  
SYNDICATE**  
*New York*

*A feature like this is available only about once in a generation*

## MERCHANDISING SERVICE COST SHOULD BE ADDED TO LINEAGE RATE

Peoria Publisher Favors Cooperation With Advertisers on Common-Sense Basis—Believes Large Dailies Go Too Far

By CARL P. SLANE

PUBLISHER, Peoria Journal Transcript

I PREFER to deal with merchandising service and merchandising service policies under the name of "co-operation" because merchandising has more to do with distribution and sales with which the average newspaper has less in common than with what may be termed as ordinary help or co-operation.

Present day co-operation varies greatly in application. Generally speaking, competitive conditions govern the amount of help extended by a publication to the advertiser. The tendency today of co-operation seems to be to solve itself on a common-sense basis. The larger agencies are only asking for a moderate amount—in other words, they first select the newspaper and then say, "Give us what you have to offer." It is the smaller agency which has only one or two accounts that they are trying to hold or get away from other agencies, which plays up the co-operation they can get from newspapers. If the big newspapers in the country would cut down on co-operation, it would solve the whole problem, as where the big papers lead, the smaller must follow.

There is one subject which, after all, should be taken into consideration and that is that co-operation should be figured in the rate, for some newspapers give so much co-operation that it is really the same thing as a concession in rate to the advertiser. In a highly competitive newspaper market, the weaker papers often promise the "world with a fence around it" if given a schedule which is going to the stronger paper. Real, honest and effective co-operation is a product of recent years. Probably the most elaborate co-operation is given by the *Chicago Tribune* and the *New York Journal*. These papers have traiped investigators, merchandising men and salesmen, who do everything but take the product off the dealers' shelves. The advertising does that.

Considering the various forms of co-operation, I am going to list them in their entirety, although my subject only calls for recent developments in service and policies. I am doing this because it was surprising to me to learn the number of newspapers that maintain no merchandising department whatsoever, and the great number that are just opening or considering opening such department at this time. Let us consider the following forms of co-operation:

- (1) Furnish salesmen letters of introduction to the trade calling attention to the scope and character of the advertising and request co-operation.
- (2) Furnish route list of city retailers in all classes to salesmen. These lists are kept up to date by the newspaper representative who actually covers this territory afoot or by automobile.
- (3) Investigation of sale and distribution of products as against competitive lines.
- (4) Mail out letters and broadsides to the trade giving details concerning the

advertising and telling just what the retailers and wholesalers can do to cash-in on the campaign. Advertiser is expected to pay cost of postage and printing of broadside in all cases.

(5) Window and counter displays aid the dealer to link up with the advertising by placing the merchandise being advertised in the local newspaper in a conspicuous place in his window or on his counter.

(6) Check up on sale of product after advertising has run for some time.

(7) Publish trade aid bulletin on advertised goods. This bulletin should be a real trade newspaper so interesting that the retailers are certain to read it. It should demonstrate or spread the gospel of sound merchandising methods among the merchants and prove to them that it is to their pecuniary advantage to push advertised goods. It is also wise in publishing this trade paper to refrain from printing valueless "bunk" to please advertisers or their representatives.

(8) Urge upon local dealers value of selling and pushing advertised goods because of fast turn-over.

(9) Urge local dealers to tie up with national campaigns in newspapers. I say newspapers because some manufacturers have the nerve to ask us to sell space to local advertisers on the strength of magazine copy.

(10) Introduction of salesmen to important wholesalers, brokers and retailers. However, refrain from doing any actual selling of merchandise.

(11) Furnish portfolio containing some copy appearing in the newspaper, together with copy of non-cancellable contract and acknowledgment of contract from the paper to the manufacturer. This proves that the copy is actually running and aids the salesman.

(12) Some newspapers today send weekly notifications showing size of space and dates of insertion of advertisements to the grocers and druggists.

(13) Furnish facts and statistics relative to population, climate, industrial and agricultural conditions.

(14) To decline to publish reading notices or boosts in the news columns for advertisers.

Some newspapers have gained goodwill from local grocers, as well as manufacturers, on what they call a weekly "Market Basket Page." This is put on not by the merchandising department, but by the advertising solicitor that calls on the outlying grocers. Each week, on a page containing the advertisements of the small, outlying grocers, ordinarily non-advertisers, a market basket full of groceries is given one person whose name and address is picked from the city or telephone directory and inserted in one of the grocers' "ads" appearing on this page. This basket contains nationally advertised goods being advertised in the newspaper at the time the name appears. This has the effect of attracting housewives to this page of ordinarily unobtainable advertising. The grocer likes it because he can see results from his adver-

tising, and the manufacturer likes it, especially if the products contained in the basket are newcomers on the market. This basket is conspicuously displayed in advance of the day it is given out. The newspaper usually pays the retailer approximately \$2 for each basket.

Another thing that some merchandising service departments are doing at the present time is to sell the grocery advertisers in their cities on the idea of illustrating their advertisements by using newspaper cuts. The newspaper writes to all manufacturers of nationally advertised products asking them to send electros of not larger than 1/2 to 1 column in size, and are inducing the local retailers to embody those cuts of nationally advertised products in his advertising. This meets with a hearty response from the manufacturer and creates good-will for the newspaper. The local grocer is sold on the idea of using these cuts in his advertising to help produce quick turn-over.

One of my good friends in Texas wrote me that they are strictly adhering to the rules and regulations laid down by the A. N. P. A. and the A. A. A. regarding co-operation, but are having to do considerable explaining, as practically all the newspapers in his state and Oklahoma are giving the manufacturer anything he wants. He further states that he has only recently been informed that one of the biggest papers in Texas placed 100 window displays in grocery stores for one of their advertisers. He also knew of several instances where a selling crew was given an automobile and driver to take them around to the trade, and that he knew he had lost business by not doing these things, but he hoped that by not doing these things, he would be able to show to the newspapers in his vicinity the error of their ways. This association has

had a standard of practice in vogue for several years and has been adhered to religiously by a number of our members. Many newspapers have this framed and hanging on the wall of their advertising manager's office in a conspicuous place. We have used it in Peoria and have rarely ever deviated from it. A great many of the strongest newspapers today issue a printed statement regarding co-operation, making two lists—one under a caption of "What We Will Do to Co-Operate" and another under "What We Will Not Do."

The volume and character of merchandising service given depends on the type of the product's standing in the local market, whether the advertising is to be adequate and satisfactory assurance that there will be no cancellation of advertising.

For my part, I feel that a newspaper can give great help to manufacturers and still stay within the legitimate functions of a newspaper. I feel it is an obligation for a publisher to know and give advice about the market covered by his own paper. The publisher is selling more than white space. He is selling the entrance to a market and should be able and willing to tell what that market contains. If the manufacturer has no distribution and attempts to advertise, as is sometimes the case, the publisher should know of the condition and advise the sales manager and so avoid a pure waste of money and effort and probable black-listing of his city by the manufacturer.

The policy of a newspaper should be based on being of the greatest assistance to the manufacturer, but not doing for him those things which legitimately and logically can only be done by his own representative.

## To Have and To Hold Cincinnati Business

In the Cincinnati market the holding of trade is conditioned upon the same fundamental policy as the securing of distribution. Perhaps an analogy furnished by the local newspaper situation may point to the reason for this demonstrated fact.

For a generation the unquestioned leadership in local newspaper circulation has been consistently lodged in one evening paper, The Times-Star. This paper goes daily into four out of every five homes in this trading center, being read by practically every native, literate, white family in the twelve cities and towns included in the "local circulation area" of the Cincinnati newspapers. So much for "distribution."

But Times-Star leadership is not confined to distribution. It extends to display advertising as well. This dominance is both in the field of local display and in that of national advertising; it applies alike to the other evening daily and to the two morning newspapers, including their Sunday magazine editions. For thirty-three consecutive times, the semi-annual statements of display advertising lineage have showed the Times-Star leading the list. So much for holding trade.

During the first six months of the present year the Times-Star not only carried more display lineage than in any previous half-year, but it also registered a larger increase over all other Cincinnati newspapers.

To have business in the Cincinnati market and to hold it, profit by the experience of other successful merchandisers. Use the columns of the Times-Star to secure distribution and to sustain sales volume.

## CINCINNATI TIMES-STAR

CHARLES P. TAFT, Publisher

C. H. REMBOLD, Manager

Member of Audit Bureau of Circulations



### Live Advertising News of Far West

Each month 200 or more news items of activities of agencies, advertisers, printers and publications.

WESTERN ADVERTISING  
566 Market St., San Francisco  
6 months' trial subscription \$1 with Big January Annual

OF the entire population of the state of Utah, 263,340 people, or 53 per cent. live within a 44 mile radius of Salt Lake City.

### The Deseret News

THE Deseret News delivers daily to this territory 18,887 papers, or a paper to every 2.9 families.

#### Foreign Representatives

CONE, HUNTON & WOODMAN  
New York Chicago Detroit  
Kansas City St. Louis Atlanta

#### Pacific Coast Representatives

CONGER & JOHNSTON  
Los Angeles San Francisco

## STEWART NEW A.A.C.W. 2ND DISTRICT CHIEF

Vice-President of Philadelphia Record Succeeds Barrett as Chairman of Division Embracing Four Eastern States, 5,000 Members

Rowe Stewart, vice-president of the Philadelphia Record, has accepted the chairmanship of the second district of the



ROWE STEWART

Associated Advertising Clubs of the World, succeeding Paul V. Barrett, of the International Correspondence Schools, resigned.

Election to fill Barrett's position was held by mail. Stewart has long been actively interested in A. A. C. W. affairs, and is a former president of the association.

In point of numbers, the Second District is one of the largest in the A. A. C. W., the membership totaling close to 5,000. It comprises the states of New York, New Jersey, Pennsylvania, and Delaware.

Stewart is now arranging a date for the district's next convention, to be held in late April or early May. The date previously chosen conflicts with the international convention at Houston.

### MILLINERS PLAN AD DRIVE

Will Spend \$100,000 Annually in Co-operative Campaign

A national co-operative advertising campaign will be set in motion shortly by the millinery industry of the United States, with an annual appropriation estimated as between \$100,000 and \$200,000.

Plan for the drive, worked out by leading millinery men of the East and West, and advertising experts, was submitted at a dinner meeting in New York last week, to members of the Eastern Millinery Association.

An appeal for funds was made by Richard Sentner, president of the National Association of Ladies' Hatters, and before the meeting adjourned more than \$110,000 had been pledged for support of the movement.

In addition to Sentner, leading backers of the campaign include: Lawrence Ach, of the Samuel Ach Company, Cincinnati; Jacob de Jong, president of the Associated Flower and Fancy Feather Manufacturers, Inc.; Seymour Mittlemark, Fashion Hat Company, New York; Charles Stonehill, Chicago Mercantile Company, Chicago; and M. W. Amberg, of M. W. Amberg & Co., New York, president of the National Millinery Association.

### Syracuse Plant Nearing Completion

The new annex for the Syracuse (N. Y.) Telegram and Sunday American being erected at a cost of \$90,000 is rapidly nearing completion. The structure is being set flush with the present plant and when finished the intervening wall will be demolished to make a single building. Orders have been placed for \$200,000 worth of new equipment. The annex is expected to be ready for use by December 15.

### MARBLE DONATES N. E. A. TROPHY

Kansas Publisher Offers Prize for Best Community Service

The interest shown at the Oklahoma meeting of the National Editorial Association in the trophies awarded for the best editorial page, the best front-page make-up and for the paper indicating greatest community service has moved

the Association to make similar awards at the Richmond meeting next June. One has already been provided for, the president's cup for best community service. This trophy is presented by George Marble of the Fort Scott (Kan.) Courier-Tribune.

The Community Service Contest will be judged by Past President Wallace Odell of the Tarrytown (N. Y.) Daily News. Papers entering this contest are asked to submit one paper each month for the next four months to Mr. Odell at Tarrytown. The selection of the copies to be submitted is optional with the publisher.

### PITTSBURGH VETERAN DIES

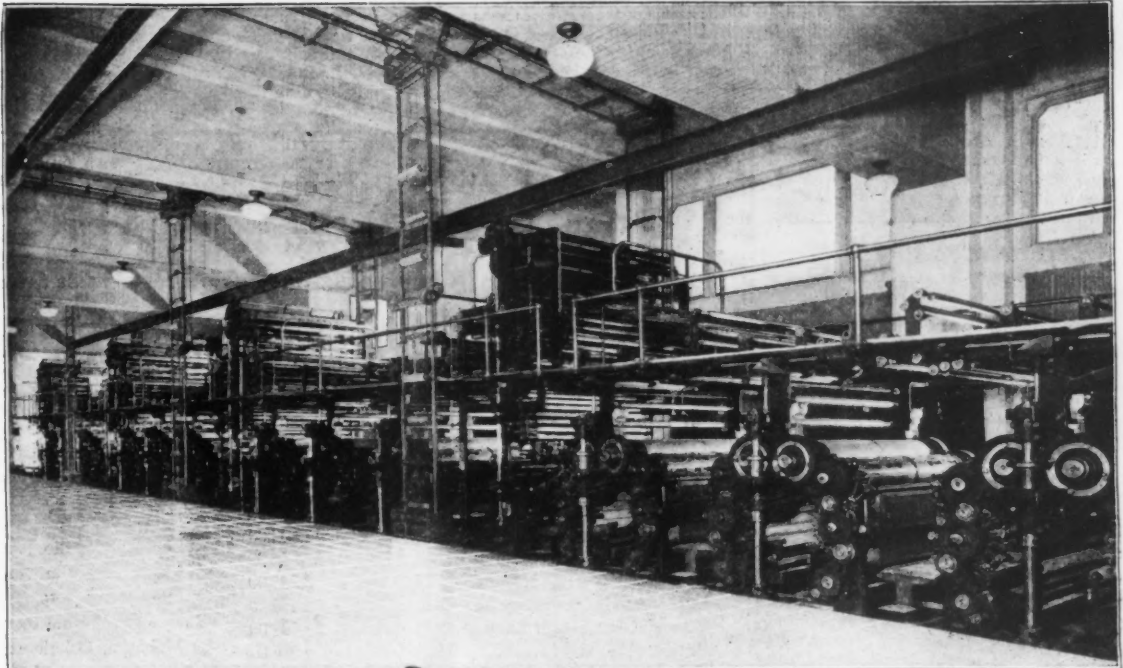
Lawrence McDonald, 30 Years in Newspaper Work, Succumbs to Pneumonia

Lawrence Sarsfield McDonald, dean of Pittsburgh's reporters, died at his home, in Pittsburgh, Monday night, Oct. 28, after a nine-day illness of pneumonia. At the time of his death he was on the staff of the Pittsburgh Press, and had previously been with the Gazette Times, the old Dispatch and the Post. Before coming to Pittsburgh he worked on Chicago papers. In all he saw more than

30 years' service in the editorial rooms. Early in his career McDonald gained an enviable reputation in his covering of the Johnstown flood, which is the classic assignment by which all Pittsburgh old-timers set their standards. He was a member of the association of the correspondents who covered the flood.

"Poems and Sonnets" written by McDonald is known to hundreds of verse lovers, rejecting the unquenchable idealism and persistent search for beauty which marked his life.

He is survived by his widow, Mrs. Emma McLeod McDonald, and three brothers.

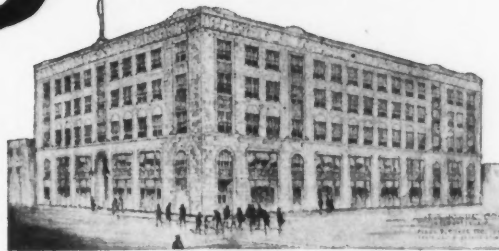


On the Fourth Street front is the "show place" of the new two million dollar home of The Milwaukee Journal. It is the immense pressroom, two stories high. The floor is raised a few feet above the sidewalk level so that passersby may observe, through the street windows, the operation of the entire press—as well as of the reels in the basement. Photograph, taken from inside, shows the battery of twelve Goss High

Speed Low Construction Press Units (making four unit type sextuple presses) installed with four pairs of Goss folders. In this new Goss-equipped pressroom it will be possible to print over 500,000 forty-eight page papers in the running time now given to printing The Journal's 140,000 daily thirty-two pages each.

# The Milwaukee JOURNAL

The Journal, at present, with its older Goss presses and plant designed for a maximum of 100,000 sixteen page papers, is printing 140,000 papers averaging thirty-two pages in size—an output 280% of what was originally contemplated!



The Milwaukee Journal's beautiful new \$2,000,000 edifice shortly to be occupied as its sixth home in 42 years, it is said will be the largest newspaper plant in the northwest. It is a five story stone and concrete structure, one-half block square. The facing is pink Kasota marble. One-fourth of the first floor—the main lobby—is devoted to serving the public with a tour bureau, information desk, general business desk, rest rooms, reading and writing rooms, telephone and telegraph stations. The basement will permit storage of a two months' supply of paper. Twelve trucks at one time can be lined up at the loading dock to receive bundled papers.

The Journal's new Goss presses are of the same type used by The Chicago Tribune and ordered for the Detroit Free Press, Buffalo Evening News, Columbus Citizen, Louisville Courier-Journal, Long Beach Press - Telegram, Pasadena Star-News and other leading newspapers.

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



## ANDREW MILNE JOINS LONDON CHRONICLE

**A. A. C. W. Convention Secretary Named Advertisement Manager by Horace I. Imber—Was Formerly With James Black Agency**

Andrew Milne, secretary of the London convention of the Associated Advertising Clubs of the World, has been appointed advertisement manager of the *London Daily Chronicle* by Horace S. Imber, the advertisement director.



ANDREW MILNE

The appointment came as a surprise to Fleet Street, where it was expected Milne would continue as organizer for District 14, A. A. C. W. Milne, it is now believed, will continue to act in an honorary capacity with the convention movement, the *Daily Chronicle* being anxious that he should be available for that work.

Milne was formerly in the James Black Advertising Agency, London, from which he was released to take up duties as Convention Secretary. He was for some time secretary of the Publicity Club of London.

### NEWS MAN ENTERTAINS PRINCE

**Britain's Future King Visits John Bassett of Montreal Gazette**

When he pays his next visit to the States and Canada, the Prince of Wales is likely to have a Canadian newspaper man as his line of communication with the press. He intimated this in the course of his visit to Ottawa, during which he perhaps established a record for continuous residence in one spot by remaining as the guest of a prominent Canadian newspaper man from 10 p. m. until 4 the next morning. The host was John Bassett, vice-president and Ottawa bureau manager of the *Montreal Gazette*, with whom Britain's future king discussed some of the foibles of the press of this continent.

The Prince's views on American newspaper enterprise have not been divulged, but it is known that he notes what is said about him and values accuracy. It is probably in the latter regard that he intends having a newspaper man accompany him on his next tour.

This occasion was the second on which the Prince has been the guest here of Mr. and Mrs. Bassett, he having made the acquaintance of the former overseas during the war.

### Southern Iowa Editors to Meet

The University of Iowa school of journalism, Iowa City, will be the scene of the next regular meeting of Iowa editors and publishers November 14 and 15, when the southern district of the Iowa Press Association holds its sessions. Although officially a district meeting invitations are going out to all Iowa publishers. Former Governor Henry J. Allen of Kansas, publisher of the *Wichita Beacon*, will speak November 14. Other men of national repute have been invited to appear. The program is under the direction of G. L. Caswell, managing director of the association, the school of journalism and the extension division.

### New Nebraska Campaign by Dailies

The Nebraska Association of Daily Newspapers, composed of 16 Nebraska dailies, has laid tentative plans for an extensive campaign drafted to advertise the state as a market for the products of eastern manufacturers. The proposed campaign is to include a series of display ads in central and eastern dailies. A

campaign of like nature was sponsored by the same organization last spring. Full page ads were used in Chicago and New York papers. The new schedule, as planned, will include more publications of that class. The expense of the campaign will be born by all papers in the association, divided proportionately according to each paper's advertising rate per agate line.

### New A. A. C. W. Publicity Director

L. M. Hughes, formerly telegraph editor of the *Sacramento* (Cal.) *Union*, has been appointed publicity director of the Associated Advertising Clubs of the World, with headquarters in New York. Before joining the *Sacramento Union* Hughes was a member of the Associated Press San Francisco staff.

### London Times Editor Returns Home

Geoffrey Dawson, editor of the *London Times*, and Mrs. Dawson, who have been visiting in this country returned to England, October 24, on the S. S. Olympic. Before leaving Friday, Dawson was the guest of honor at a luncheon at the Recess Club, New York, given by Sir William Wiseman of Kuhn, Loeb & Co. Following the luncheon, there was informal discussion of English business and politics, with Dawson answering the questions of American bankers.

### Weekly Suspends After 39 Years

The *Crawford County* (Pa.) *Sentinel*, a weekly which had been published without break for 39 years, has suspended. H. L. Bowen, publisher, will continue the job printing department of the newspaper.

### Dailies to Share Ad Budget

The \$75,000 special community advertising fund which the Salt Lake Chamber of Commerce-Commercial Club will collect this fall is to be spent early in the coming year. Of the total amount \$42,250 will be set aside for display advertising in newspapers and magazines.

### Radio Account With Churchill-Hall

Churchill-Hall, Inc., New York, has been appointed to direct the advertising account of the Adams Morgan Company, Inc., Upper Montclair, N. J., which manufactures Paragon radio receivers and radio parts. Newspapers will be used, as well as magazines, radio publications and farm papers.

## What the People of Every Iowa County Pay for Subscriptions to The Des Moines Register and Tribune

Advertisers will find it interesting to compare their sales in Iowa, county by county, with this table.

| County and County Seat       | Number of Families | Annual Expenditure for Subscriptions to Des Moines Register and Tribune | County and County Seat      | Number of Families | Annual Expenditure for Subscriptions to Des Moines Register and Tribune |
|------------------------------|--------------------|---|-----------------------------|--------------------|---|
| Adair, Greenfield.....       | 3,169              | \$7,370.00  | Johnson, Iowa City .....    | 5,881              | 13,042.00   |
| Adams, Corning .....         | 2,338              | 3,865.00  | Jones, Anamosa .....        | 4,135              | 2,530.00  |
| Allamakee, Waukon .....      | 3,841              | 2,345.00  | Keokuk, Sigourney .....     | 4,663              | 10,378.00   |
| Appanoose, Centerville.....  | 6,784              | 11,734.00   | Kossuth, Algona .....       | 5,574              | 15,293.00   |
| Audubon, Audubon.....        | 2,783              | 9,113.00  | Lee, Keokuk .....           | 8,817              | 2,307.00  |
| Benton, Vinton .....         | 5,354              | 5,737.00  | Linn, Cedar Rapids .....    | 16,445             | 14,682.00   |
| Black Hawk, Waterloo.....    | 12,572             | 11,602.00   | Louisia, Wapello .....      | 2,707              | 2,146.00  |
| Boone, Boone .....           | 6,644              | 32,656.00   | Lucas, Chariton .....       | 3,486              | 13,518.00   |
| Bremer, Waverly .....        | 3,717              | 3,233.00  | Lyon, Rock Rapids .....     | 3,429              | 2,637.00  |
| Buchanan, Independence ..... | 4,419              | 2,853.00  | Madison, Winterset .....    | 3,338              | 12,265.00   |
| Buena Vista, Storm Lake..    | 4,123              | 11,529.00   | Mahaska, Oskaloosa .....    | 5,838              | 15,054.00   |
| Butler, Allison .....        | 3,965              | 4,076.00  | Marion, Knoxville .....     | 5,546              | 24,920.00   |
| Calhoun, Rockwell City....   | 3,951              | 6,056.00  | Marshall, Marshalltown ..   | 7,251              | 18,427.00   |
| Carroll, Carroll .....       | 4,787              | 22,872.00   | Mills, Glenwood .....       | 3,427              | 1,522.00  |
| Cass, Atlantic .....         | 4,315              | 12,138.00   | Mitchell, Osage .....       | 3,094              | 5,798.00  |
| Cedar, Tipton .....          | 3,902              | 2,646.00  | Monona, Onawa .....         | 3,806              | 2,013.00  |
| Cerro Gordo, Mason City..    | 7,706              | 21,471.00   | Monroe, Albia .....         | 5,216              | 10,864.00   |
| Cherokee, Cherokee .....     | 3,946              | 4,677.00  | Montgomery, Red Oak .....   | 3,789              | 4,975.00  |
| Chickasaw, New Hampton..     | 3,429              | 4,910.00  | Muscatine, Muscatine .....  | 6,454              | 4,045.00  |
| Clarke, Osceola .....        | 2,326              | 7,467.00  | O'Brien, Primghar .....     | 4,234              | 5,287.00  |
| Clay, Spencer .....          | 3,480              | 7,567.00  | Osceola, Sibley .....       | 2,272              | 1,693.00  |
| Clayton, Elkader .....       | 5,561              | 3,350.00  | Page, Clarinda .....        | 5,364              | 8,257.00  |
| Clinton, Clinton .....       | 9,639              | 3,740.00  | Palo Alto, Emmetsburg ..... | 3,441              | 7,739.00  |
| Crawford, Denison .....      | 4,581              | 9,912.00  | Plymouth, Le Mars .....     | 5,241              | 2,309.00  |
| Dallas, Adel .....           | 5,582              | 33,403.00   | Pocahontas, Pocahontas ..   | 3,467              | 14,810.00   |
| Davis, Bloomfield .....      | 2,794              | 3,223.00  | Polk, Des Moines .....      | 37,239             | 384,330.00  |
| Decatur, Leon .....          | 3,682              | 10,783.00   | Pottawattamie, Co. Bluffs.. | 13,679             | 3,796.00  |
| Delaware, Manchester .....   | 4,041              | 1,298.00  | Poweshiek, Montezuma .....  | 4,424              | 17,806.00   |
| Des Moines, Burlington....   | 7,893              | 3,169.00  | Ringgold, Mount Ayr .....   | 2,871              | 6,544.00  |
| Dickinson, Spirit Lake....   | 2,276              | 6,260.00  | Sac, Sac City .....         | 3,889              | 10,455.00   |
| Dubuque, Dubuque .....       | 12,947             | 4,188.00  | Scott, Davenport .....      | 16,435             | 3,957.00  |
| Emmett, Estherville .....    | 2,806              | 10,319.00   | Shelby, Harlan .....        | 3,570              | 4,578.00  |
| Fayette, West Union .....    | 6,500              | 4,156.00  | Sioux, Orange City .....    | 5,879              | 1,761.00  |
| Floyd, Charles City .....    | 4,191              | 4,572.00  | Story, Nevada .....         | 5,819              | 34,387.00   |
| Franklin, Hampton .....      | 3,513              | 10,083.00   | Tama, Toledo .....          | 4,858              | 10,443.00   |
| Fremont, Sidney .....        | 3,433              | 2,294.00  | Taylor, Bedford .....       | 3,448              | 6,874.00  |
| Greene, Jefferson .....      | 2,806              | 17,783.00   | Union, Creston .....        | 3,837              | 11,477.00   |
| Grundy, Grundy Center....    | 3,205              | 5,941.00  | Van Buren, Keosauqua....    | 3,125              | 3,316.00  |
| Guthrie, Guthrie Center....  | 3,910              | 19,320.00   | Wapello, Ottumwa .....      | 8,430              | 10,206.00   |
| Hamilton, Webster City....   | 4,340              | 19,670.00   | Warren, Indianola .....     | 4,011              | 17,366.00   |
| Hancock, Garner .....        | 3,272              | 6,838.00  | Washington, Washington..    | 4,538              | 4,129.00  |
| Hardin, Eldora .....         | 5,187              | 18,070.00   | Wayne, Corydon .....        | 3,417              | 9,536.00  |
| Harrison, Logan .....        | 5,443              | 2,235.00  | Webster, Fort Dodge .....   | 8,357              | 28,544.00   |
| Henry, Mt. Pleasant .....    | 4,066              | 2,611.00  | Winnebago, Forest City....  | 2,998              | 5,084.00  |
| Howard, Cresco .....         | 3,046              | 2,689.00  | Winnesiek, Decorah .....    | 4,909              | 2,805.00  |
| Humboldt, Humboldt .....     | 2,878              | 9,353.00  | Woodbury, Sioux City .....  | 20,484             | 8,491.00  |
| Ida, Ida Grove .....         | 2,598              | 4,827.00  | Worth, Northwood .....      | 2,585              | 1,976.00  |
| Iowa, Marengo .....          | 4,133              | 7,856.00  | Wright, Clarion .....       | 4,522              | 17,842.00   |
| Jackson, Maquoketa .....     | 4,429              | 2,746.00  |                             |                    |   |
| Jasper, Newton .....         | 6,190              | 26,436.00   |                             |                    |   |
| Jefferson, Fairfield .....   | 3,653              | 3,344.00  |                             |                    |   |
|                              |                    |   | Total .....                 |                    | \$1,278,660.00  |

The net paid circulation of The Des Moines Register and Tribune for the 6 months ending Sept. 30 averaged—

143,214 Daily

130,908 Sunday

WHAT'S WHAT IN THE FEATURE FIELD

J. CARROLL MANSFIELD, creator of "High Lights of History," a new art strip feature added to the list of the McClure Newspaper Syndicate, New York, obtained the idea for his feature during his earliest school days, when he used to sketch illustrations of the daily lesson on the margin of his history book.



J. CARROLL MANSFIELD

"I can remember being dissatisfied with the histories we were given to study—dry, uninteresting affairs with little to intrigue the youthful imagination," he recalls.

"And so I was obliged to embellish any available white space on the page after reading between the lines."

The strip "High Lights of History" aims to tell in picture form, the outstanding events of history.

Mansfield was recently an illustrator on the staff of the *Baltimore Sun*. He started his newspaper art career on the old *Baltimore Star*, later working as artist for the *Baltimore News*.

During the war, Mansfield served with the Field Artillery in France. Returning to the United States, he studied art at the New York School of Fine and Applied Art. A collection of sketches he had made in France was published in book form.

Three years later he returned to Baltimore to illustrate the Sunday tabloid section of the *Baltimore American*. He was also required to cover murder cases, sensational trials, theatrical reviews, and conventions. He left the *American* for the *Sun*.

Science Service, Inc., Washington, this week announced it is handling exclusively the syndicate material on the White Indians of Central America, three of whom were brought to Washington by R. O. Marsh, discoverer of the White Indian nation. A 3,000 word story, illustrated by photographs of the Indians, their king, and their villages, is now being offered to newspapers by the Service. Dr. Edwin E. Slosson is director of Science Service, Inc.

And yet another! Climbing on the puzzle band wagon, the McClure Newspaper Syndicate, New York, announces this week that it has added a daily Cross Word Puzzle by R. H. Tingley to its list. EDITOR & PUBLISHER NOW KNOWS OF NINE DIFFERENT SYNDICATES OFFERING THIS FEATURE.

Ledger Syndicate, Philadelphia, has just created a new daily interior decoration feature under the title "Home Notes."

A new entrant in the syndicate field is the Vanguard Press, which has just been established at 70 Fifth Avenue, New York, with Richard Rohman, formerly of the Paris staff, *Chicago Tribune*, *New York Call*, and *Detroit Free Press* as managing editor.

Weekly articles are being offered to American newspapers by Henri Barbusse, author of "Under Fire"; Stefan Zweig, Franco-Austrian journalist and biographer of Romain Rolland; Andreas Latzko, author of "Men in War"; Marcel Fournier, Parisian journalist, editor of *Clarte*; and other notable Europeans.

Associated with Rohman is B. F. Sills, formerly of the staff of the *London Daily Herald*. Simon Doniger is business manager.

Lain C. Lane has written a new serial entitled "Smouldering Fires" for the Central Press Association, Cleveland.

The title of "Gleanings from the Book of Life," a daily editorial feature by Clark Kimmaid, handled by the Central Press Association, Cleveland, has been changed to "The Best of Advice."

"Bud" Fisher, whose "Mutt and Jeff" comic strip is handled by the Bell Syndicate, New York, sailed on a trip abroad last week.

The George Matthew Adams Service, New York, this month took over the "Fun Shop," humorous joke column feature, which had been previously handled by Maxon Foxhall Judell through the Fun Shop, Inc., New York. Judell continues as editor.

The Thompson Feature Service, New York, is handling the newspaper features created for Bernarr Macfadden's *New York Evening Graphic*, a tabloid.

John Bach is creator of a new daily one-column comic for the Ledger Syndicate, Philadelphia.

Marcel Wallenstein, European manager of the Pacific & Atlantic Photos, returned last Saturday to Europe, following a two weeks' visit in this country. Mr. Wallenstein was formerly connected with the *New York Daily News*.

"Darkened Windows," by Cornelia Kane Rathbone, has been added to the serial offerings of the Ledger Syndicate, Philadelphia.

The North American Newspaper Alliance, New York, obtained the services of no less a personage than George Bernard Shaw to write a story for them this week on the baseball game played in London, October 24, between the Giants and the White Sox, now touring England and the Continent, playing exhibition matches. Mr. Shaw couldn't remember the names of the teams. He called them the "famous Chicago Sioux and the New York Apaches." It was his first baseball game; and he witnessed it, he said, "as a sociologist, not as a sportsman."

Ernest Newman, known as Europe's foremost music critic, who recently joined the staff of the *New York Evening Post* as guest critic for the season of 1924-1925, is now writing a weekly article on music for the Post Syndicate, New York. The articles are distributed to newspapers for use Saturday or Sunday. Mr. Newman came to the Evening Post from the *London Sunday Times*.

Nellie Revell, the best known woman news writer and press agent on Broadway, who writes "Nellie Revell Says" for the McNaught Syndicate, New York, was given a rousing welcome, when she visited the office of the *New York Herald Tribune* last week. The Herald Tribune was the first newspaper office Miss Revell has entered, since she was taken ill four years ago.

A weekly New York Dramatic Letter, written by John Anderson, dramatic editor of the *New York Evening Post*, has been added to the list of features offered by the Post Syndicate, New York. It is to run under the title "Two on the Aisle," the same as used over Anderson's daily dramatic column in the Evening Post.

The Max Somers Feature Service has just been established at 204 Fitzpatrick Bldg., Portland, Ore. Max Somers, former owner of a commercial photograph studio, handles photographic, advertising and circulation features, while Naomi Swett is in charge of feature stories, news correspondence, and special editions.

For Editors Only

This copy is not put in competition with that which the publishers' advertising men write.

Nor is it addressed to the same audience.

\*\*\*

It is meant for editors: managing editors, editorial writers, city editors, dramatic editors, financial editors, book editors.

You have seen Scribner's Magazine mentioned frequently in James Melvin Lee's column, and realize that Scribner's Magazine has a special appeal to newspaper men because so many newspaper men contribute to it. But Dr. Lee only touches upon the work of journalists in our columns—and not all of that, of course.

Such things as E. P. (Editorial Page) Mitchell's articles, the stories of McCready Huston, "The Provincial Editor's Outlook" and "The Changing Country Press" and others have been mentioned by him.

\*\*\*

But the important thing to you editors is—each month in Scribner's Magazine there are articles which are editorial material, articles dealing with problems in which your paper is interested, which furnish ideas for follow-ups, or for news stories from a local angle.

\*\*\*

Take, for instance, the November number of Scribner's Magazine which is just published.

Has there been any attempt in your state to censor school histories? Or any controversy about propaganda in histories?

Then Albert Guérard's "The New History: H. G. Wells and Voltaire" will furnish you with much food for thought and for editorials.

\*\*\*

Are you interested in the problems which Japan and the Pacific are offering?

If so, Ramsay Traquair's "The Coming Commonwealth of the Pacific" is right in your line.

The whole country is concerned over the small number of qualified voters who actually exercise their right of franchise.

And Sarah Schuyler Butler, prominent political leader, toured 2,800 miles to find out why. "Women Who Do Not Vote" in the November Scribner's tells what she found.

\*\*\*

You are, of course, interested in community projects. Henry S. Pritchett's "A Tale of Two Cities" is the story of a contest between Philadelphia and Boston which Ben Franklin started and which has almost a hundred years yet to run.

\*\*\*

The dramatic critic will be interested in "Rip Van Winkle Goes to the Play" by Brander Matthews.

\*\*\*

And the book editor in William Lyon Phelps' "As I Like It" every month.

\*\*\*

And the art editor in "The Field of Art" by Royal Cortissoz, which discusses current phases of art in a fresh and vigorous manner with particular attention to America's progress in art.

\*\*\*

And the financial editor in Alexander Dana Noyes' "The Financial Situation."

\*\*\*

And after your office has finished with it, you will find that, above all, it is a magazine worth taking home.

\*\*\*

And here is one more fact—twenty-two papers, situated in widely different parts of the country and ranking among the nation's greatest dailies, contained editorials about one article in the September Scribner's.

Indications are that the number will be surpassed by those commenting upon one article in the October number.

# Merely a Pro

THE PUBLISHER is a manufacturer. He purchases newsprint at so much a pound and labor at so much an hour, and sells space at so much a line and his product at so much a copy.

He has other functions, of course, but, as the inventor sees it, the publisher is a manufacturer, who works under unusual difficulties.

News is the most perishable of all commodities, and publishing nearly always is done in the most crowded section of a community. The publisher accordingly must make rigorously economical use of time and of working space.

A minute of time and a cubic foot of space, therefore, become desiderata of the utmost importance to an inventor of newspaper machinery. My own designs invariably are conditioned by these and other requirements, namely, that they shall result in a machine which will produce the greatest number of products possible—whether they be printing plates or printed papers—per minute of time, per cubic foot of working space, per unit of man-effort, per dollar of operating cost.

Take the case of the PONY AUTOPLATE Machine. Before designing it a survey of all but the largest foundries disclosed an enormous waste of time, space, man-effort,

L. J. TARTE,  
Président

La rie

WOOD NEWSPAPER MACHINERY CORPORATION  
501 Fifth Avenue,  
New York, N. Y.

Gentlemen:

We are very well pleased with the  
When your Mr. Washington was in  
time ago, he watched the operation of the  
and was much pleased to see the  
spent in the Stereotyping plates  
delivered ready for the press.

There is no question but that the Pony  
purchased from you is the best investment  
this year.

LA PATRONG C

# Practical Talk

and operating cost. To make a plate five separate pieces of apparatus were used, and each occupied a space and required a working space, while a plate had to be lifted and carried five times.

Upon the application of my formula four spaces and four lifts and four carries disappeared. Now, only a single occupied space requiring a single working space and a single carry—to the press—are needed, while the work—better work—is done in only a fraction of the time formerly needed.

That the uncompromising application of scientific method to the foundry has been appreciated the universal adoption of the AUTOPLATE bears testimony.

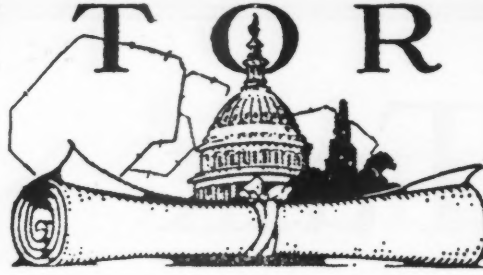
The popularity of the PONY AUTOPLATE Machine, for instance, could not be better shown than by the orders which are passing over our order desk at the moment of writing, from the Cedar Rapids *Gazette*, the Tampa *Tribune*, the Troy *Record*, the Youngstown *Telegram*, and the Windsor, Ontario, *Border Cities Star*.

It is not without good reason that Mr. Tarte says of the PONY that it is the best investment his newspaper has made this year.

HENRY A. WISE WOOD

arie  
 al, October 7th, 1924  
 CORPORATION,  
 well with the Pony Autoplate.  
 shing was in Montreal some  
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 J. TARTE,  
 President,  
 PATR...ING CO., LIMITED.

# EDITORIAL



## THE PRESS PROBE

ACCORDING to an article appearing in *The Ohio Newspaper*, written by Dr. Herbert A. Miller, professor of Sociology of Ohio State University, the proposed press investigation by a committee of the National Research Council, exclusively announced in **EDITOR & PUBLISHER**, has by no means been wrecked by the decision of the Laura Spellman Rockefeller Foundation to furnish no funds beyond the initial payment which that foundation granted for the first meeting of the scientists.

Dr. Miller writes in terms of the present saying that the committee, of which he is chairman, is neither recognizing nor rejecting the "many criticisms directed against the press" as the committee holds that much criticism grows out of conditions which cannot at present be helped, and perhaps never can be controlled. "Some of it," he says, "depends on conditions which arise out of human frailty and prejudice which can never be eliminated."

Dr. Miller says that the most pressing of all social problems is that of the relation of nations and, as this depends upon what nations know of each other, it is the purpose of the committee to make a study of the conditions under which news goes from one country to another. This study includes transportation of news by post, telegraph, cable, radio and films, and Dr. Miller says that there are conditions in the mechanical organization of these instruments which can give bias to news.

He discusses a study of American and European news agencies, which exercise a powerful influence on public opinion. "It will be possible to find out what may be their relations to their governments or to special interests," he says.

The statement concludes: "At present a newspaper may promote hostile or friendly attitudes between nations as it pleases. It is hoped of this investigation, not that there will necessarily be radical reform movements, but that fundamental principles will be outlined and correlated so that as time goes on and studies of this sort are continued, almost unconsciously there may be evolved ways out of what now seems to be insoluble dilemmas in the matter of the relation of the press to public opinion, and thus of the straight-forward relations of nations to one another."

*Your newspaper is not serving advertisers if any page is too dull to hold the reader's eye.*

## SHOCKING

"WHAT'S wrong with Albuquerque?"

There was a secret meeting of forty business men in the Chamber of Commerce on a recent Tuesday night to discuss the question.

After solemn weighing of causes and effects the unanimous conclusion was reached that the trouble with Albuquerque was that the newspaper editors of the city were publishing "scandal, personal squabbles of the editor and information concerning places far distant from Albuquerque on the first page, and relegating Chamber of Commerce boosting stories to the back page."

This was said and repeated all around after the chairman of the meeting had announced: "Gentlemen, we are quite alone—newspaper men are not here and nothing that you say shall go beyond these walls."

Next day there appeared in *The New Mexico State Tribune*, edited by intrepid Carl Magee, a shockingly old-fashioned piece of impudence. It was revealed that a reporter for that newspaper had concealed himself behind a few mailsacks of Chamber of Commerce reports, and had made a detailed report of every utterance, which was duly set forth in cold print on page one, with the additional fact that the meeting had selected a committee composed of regular advertisers to wait on the editors, or bring them together, for the purpose of plainly telling them how to edit.

The facts as stated here are confidently set down from the published account.

A comic feature of the reporter's quaint story deals with the arrival of a morning newspaper man on the scene of the meeting, after the business had been done and the doors opened.

"Hello, gentlemen, anything up?" quoth the reporter.

"No, nothing out of the ordinary; just a little booster meeting."

## ROMANS

Chapter III—20-21

Love worketh no ill to his neighbor; therefore love is the fulfilling of the law.

## NEWS SUPPRESSION

COMMENTING on the peculiar embarrassment a newspaper man feels when suppression of news is asked by personal friends, the editor of *Ottawa Journal* tells his readers that news is a commodity and that it is as absurd to ask an editor not to print an item as it would be to ask a butcher not to dispose of certain beefsteaks to customers, or importuning a music store proprietor not to handle certain songs.

News suppression is usually futile, benefitting no one and doing positive harm in many instances. In *Ottawa* it has been discovered, for instance, that when the local newspapers yield to the pleas of personal friends to "keep it out, like a good fellow," the special correspondents of out-of-town papers usually get the news and it gradually floats back by word of mouth and *Ottawa* newspapers are suspected of being either incompetent or cowardly.

Suppression of many news items also reacts against those who have sought it as a means of escaping supposed disgrace or humiliation. It only piles up their troubles.

This angle always reminds us of the Boston merchant who told an editor that he would withdraw all advertising if news of his daughter's elopement was published.

The editor replied: "You can't scare me into doing an injustice to your daughter and her husband. I shall not be party to a family conspiracy which proposes to make the happy and impulsive marriage day of a boy and girl something abnormal and mysterious and therefore a topic for backstairs gossip and indecency. Your daughter has a right to be known as a bride; her husband has a right to his social status as her husband. If you had sense, instead of stupid and half-baked pride in the shallow conventions of life, you would be here asking us to tell the whole town the glad tidings that your daughter had chosen her life partner, and was sufficiently independent and characterful to take him whether you and your wife approved or not."

Poor old daddy weakened and before the interview ended he not only gave permission to run a first page

story, but corrected the proof and asked for additional galley proofs to "send to the other papers." He did not "pull" his advertising, but increased it and for years was that editor's personal friend.

The best way to avoid embarrassment when the "good fellows" come around to suppress legitimate news is to tell them exactly what the logical consequences are, to them and your newspaper.

*"Though the human race degenerate,  
These are pleasant days, at any rate."*  
F. P. A.

## WHO'S LOONEY?

IRRESPECTIVE of diverse political interpretations, the income tax "didn't-know-it-was-loaded" blunder would be one of the most laughable incidents in modern newspaper experience if it were not so serious in its effects.

It is amusing that high government officials who are wont glibly to refer in public speeches to "harum-scarum" newspaper practices and invariably address full-grown newspaper men as "boys," should issue a premature or illegal order in a most delicate publicity matter and spill the cards in forty directions.

It is serious that the impression has gone to sections of the public that it was the newspaper press which initiated and executed this famous flivver; that many newspapers violated a law in making public income tax returns; that some newspapers did not publish the names of powerful men and interests as a special favor; that it was a high-handed piece of scandal-mongering by ruthless reporters; that in short the impudent adventure of prying into the affairs and secrets of many of the best guarded families was just another newspaper outrage.

A heated nation-wide debate is now in progress on the question whether there is any justification in principle, let alone law, for the publication of any man's financial status as revealed in an income tax return. It is said to be an unnatural invasion of privacy; it is also said to be as legitimate for news as records of the bureaus of vital statistics, the marriage license bureau, baseball box office receipt, or the proceedings of the courts, including divorce tribunals. In privileged news which now fills the press does not invade the privacy of individuals, should tax returns, if publicity is legal, be regarded as inviolate? These are points raised in the whirl-wind discussion that has followed the treasury action of making public those famous names and startling figures. One point should be kept clear: The press is not guilty of the offense, if any, and we do not believe any newspaper will be called upon to shell out a \$1,000 fine.

*If you regard syndicate drawings as evidence of a "canned newspaper," localize the captions where it is legitimate to do so—many newspapers are doing this so effectively that only an expert would know they were not made locally.*

## ENGLISH INSURANCE SCHEMES

ALL British newspapers have reduced the benefits of press insurance schemes, eliminating sickness and small accidents in the home, and it is predicted that there will shortly be increased restrictions.

Newspaper insurance has had a sensational run as a circulation maker in England for the past three years. Contracts were made for stated periods and the premium was regulated by increased sales. One paper vied with the others in giving increased premiums and in this hot competition hundreds of thousands of pounds were paid to beneficiaries.

Circulation leaped in many instances by the hundreds of thousands, but presently publishers discovered that much of this new business was artificial, as it gave small corresponding value to advertisers. The public was found buying four or five newspapers and reading one.

Evils also grew up, and it is estimated by one authority that 60 per cent of the claims sent in were fraudulent. As English newspapers are now tapering off on insurance schemes, they are applying methods which get newspapers into the hands of people who take them to read, and although there have been some heavy circulation declines it is said that publishers are better satisfied.

November 1, 1924 Volume 57, No. 23

EDITOR & PUBLISHER

Published Weekly by

THE EDITOR & PUBLISHER CO.,

1115 World Building, 63 Park Row, New York

Marlen E. Pew, Editor

Arthur T. Robb, Jr., Managing Editor

Associate Editors,

Warren L. Bassett Philip N. Schuyler

James Wright Brown, Publisher.

J. B. Keeney, Business and Advertising Manager.

Fenton Dowling, Promotion Manager.

George State, Circulation Manager.

Washington: J. Bart Campbell, Homer Bldg.

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

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

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

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

Tokyo: John R. Morris, Japan Advertiser.

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

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



**PERSONALS**

**M. H. DE YOUNG**, publisher of the *San Francisco Chronicle*, was honored by veterans of the San Francisco fire department, who called at his office, Oct. 23, with a garland of flowers for him in appreciation of what he had done and is doing for the city.

Edward E. Bartlett, president of the Bartlett Orr Press, New York City, and director of Linotype typography for the Mergenthaler Linotype Company, sailed for Europe on the Olympic, Oct. 25.

Charles E. Marsh of Austin, Tex., president of the Newspaper Publishing Company, publishers of the *Austin American*, *Waco News-Tribune*, *Wichita Falls (Tex.) Record News* and other papers, has been appointed by Gov. Pat M. Neff as a member of the board of regents of the University of Texas.

L. C. Brown, owner and business manager of the *St. Petersburg (Fla.) Independent*, and Mrs. Brown have returned from a visit to New York City and other northern points.

**IN THE EDITORIAL ROOMS**

**ALEXANDER CUSCADEN**, for 15 years on the *Los Angeles Examiner* and for 2 years on the *San Francisco Examiner*, has been appointed night editor of the latter paper. E. Cullenward has been made assistant managing editor; William Wrenn, city editor, and Vic Short, head of the copy desk. Raymond A. McNally, recently on the *San Francisco Examiner*, has been given the post of sports editor on the *San Francisco Bulletin*.

Walter Healy, city hall reporter on the *Bellingham (Wash.) Reveille*, has resigned on account of ill health. He has been succeeded by Benton Thompson.

Benjamin Lothridge, make-up man for the *Syracuse Journal*, is on a two weeks' hunting trip and vacation in the Adirondacks.

Forbes Watson, art critic for the *New York World*, will speak on "Nineteenth Century Art," before the newly formed Newark Art Club, on Dec. 18.

Ralph B. Flint, of the *Christian Science Monitor* of Boston, who has been covering the art events in New York has been appointed associate editor of the *Art News* and *International Studio*, in the place of William B. McCormick.

Alger S. Beane, recently on the night copy desk of the *Boston Herald*, has resigned.

Randolph Edgar, musical critic of the *St. Paul Pioneer Press*, has resigned.

Edwin S. Shortess, editor of the *Vinton (Ia.) Eagle*, has resigned and will go to Kansas City as an organizer for Co-Operative Clubs, a luncheon club organization.

Everard Jack Appleton, Cincinnati poet and columnist, formerly editor of the "Ginger Jar" and other comic material of the *Commercial Tribune* and latterly of the *Times Star*, is confined by illness to his home in Avondale.

Miss Mary K. Linn is now with the *Salisbury (N. C.) Evening Post* in charge of the woman's page.

James Townes, editor of the Merrimac valley edition of the *Boston American*, has been spending a vacation at Rangeley Lakes, Maine.

John G. O'Brien, in charge of the Lowell office of the *Boston American*, has joined the city staff.

L. S. McKenna, sports editor of the *St. Paul Dispatch-Pioneer Press*, went to Seattle to cover the games for the minor baseball league championship.

Fred A. Cummings, formerly managing editor of the *Lynn (Mass.) Telegram-News*, has been promoted to vice-president of the Eastern Massachusetts Street Railway Company. Until recently he has been chairman of the company's board of public relations.

Alvin J. Steinkopf, reporter for the *St. Paul Pioneer Press*, has gone to the

*Missaukee Sentinel* and is succeeded by Elliott K. Hayes.

Joseph Garretton, former managing editor of the *Cincinnati Times-Star*, who retired last year due to a stroke of paralysis, is reported to be much improved.

Mrs. Elizabeth Moline, society editor of the *St. Paul Dispatch-Pioneer Press*, has resigned, and is succeeded by the club editor, Miss Amy McGuffin, whose place is taken by Miss Alice Larson, editor of the children's page. Mrs. Stanley Miller takes charge of that page.

John J. O'Flanagan has returned from a trip of several months to Europe and assumed his duties as head of the *Boston American* copy desk.

Clarence L. Moody, city editor of the *Lynn (Mass.) Telegram-News* and Mrs. Moody, are parents of daughter, Barbara Louise.

Paul A. Davis, formerly of the *James-tonen (N. Y.) Journal*, has resigned as city editor of the *St. Petersburg (Fla.) Evening Independent*, to enter the real estate business. Al W. Burger succeeds him.

Harry A. Kenny, city political man of the *Cincinnati Commercial Tribune* has been appointed assistant city editor. The politics run has been assigned to Charles K. Swafford, formerly of Richmond, Ind.

Fred E. Hadley, for many years editor and publisher of the *Winnebago (Minn.) Enterprise*, has returned to San Diego, Cal., his birthplace. Citizens of Winnebago gave him a farewell dinner, which was attended by a large number of the leading newspaper men of the state.

A. J. O'Malley, city editor of the *Scranton (Pa.) Times*, recently spent his annual vacation in New York City.

Albert F. Phillips, reporter on the *Salt Lake City Telegram* passed his 74th birthday on Oct. 16. He is still as active as he was a half a century ago.

James Dempsey, assistant city editor, has resigned from the *Boston Post* to become managing director of the Eastern Newspaper Service, Boston, Mass.

John Brogan has resigned as managing editor of the *San Antonio Light*. L. A. Hoskins formerly news editor is now acting managing editor.

Frank T. Wright, sporting editor of the *Bellingham (Wash.) Herald*, has been appointed manager of the recently organized International Amateur Basketball League.

**IN THE BUSINESS OFFICE**

**C. H. CARSON**, formerly general manager of the *Johnson City (Tenn.) Staff* and later the *News*, has taken charge of the installation and management of a promotion and service department for the *Roanoke (Va.) Times* and *Roanoke World-News*. Mr. Carson assumed his new duties Oct. 20.

Fred I. Cook has resigned as circulation manager of the *Scranton (Pa.) Republican*.

James Aaron, formerly connected with the *Philadelphia North American*, has joined the *Trenton Times* advertising department.

George C. Nungezer, mechanical superintendent of the *Alexander (Va.) Gazette*, has been promoted to manager of that newspaper.

Roger Fergar, advertising manager of the *Cincinnati Enquirer*, has been elected as president of the American Business Club of Cincinnati.

H. P. Neuman formerly advertising manager of the *Pensacola (Fla.) Daily News* and more lately of the sales staff of the American Press Association has been appointed advertising manager of the *American Press*, monthly paper of the organization. Joe Brown continues as business manager.

Robert B. Miller, assistant advertising manager of the *Marion (Ind.) Chronicle* has resigned to join the advertising staff of the *West Palm Beach (Fla.) Palm Beach Times*.

P. G. Laughridge has joined the advertising department of the *Salisbury*

**FOLKS WORTH KNOWING**

**A MAN** with a record for seeing things through to completion with success is descriptive of Henry L. Freking, organizer, founder and now general manager of the *Mansfield (O.) Daily Journal*. Freking's latest venture in the newspaper field.



HENRY L. FREKING

Born in Louisville, Freking at an early age entered the newspaper field as a reporter on the *Louisville Commercial*. Following the purchase of that publication by the *Louisville Herald*, he became a member of the Herald's advertising staff. Seeking larger fields he went to Chicago where he became a representative of Standard Farm publications. Later he joined the Hearst organization where he remained until three years ago.

Freking then decided to enter the field independently. During the past three years, he not only organized but established three successful newspapers.

His latest achievement is the founding and organizing of the *Mansfield Daily Journal*. During the summer months of 1924, Mr. Freking entered this field and within a comparatively short time, he had a company of Mansfield's foremost citizens associated with him, installed a modern newspaper plant and on September 13, the first issue of 64 pages made its appearance on the streets.

(N. C.) *Evening Post*, in charge of the local advertising.

J. A. Matthews, late of the *San Antonio (Tex.) Light*, has been made circulation manager of the *St. Paul Dispatch-Pioneer Press* in place of W. E. Sherlock, who has been transferred to the editorial side.

Albert W. Sherer of Wheaton, Ill., has been appointed western manager of the Curtis Publishing Company, to succeed Earl Reeve.

Everett A. Holman has been appointed director of advertising of the *Seattle Post-Intelligencer*. He was formerly Pacific coast representative of the Hearst morning newspapers with headquarters at San Francisco.

Sam F. Goddard has been appointed

Western merchandising manager of Management Magazines, Inc., publishers of *Cafeteria Management*, *School and College Cafeteria* and *Club Management*.

**PRESS ASSOCIATION NOTES**

**L. C. PROBERT**, superintendent of the Associated Press, Washington Bureau, Byron Price, J. L. West and P. F. Haupt, all of the A. P. Washington staff came to New York this week to direct tabulation of the election returns, which is centralized from New York A. P. headquarters.

D. Q. Riddle, formerly United Press staff correspondent, has been appointed professor of journalism at Baylor College for Women, Belton, Tex.

**MARRIED**

**WILLIAM H. MILLHAEM** of the *Des Moines (Ia.) Register* staff, to Miss Harriett Barrowman of the Register's society department, Oct. 22.

Lawrence J. McCarthy, city editor of the *Ogdensburg (N. Y.) Daily News*, to Miss Veronica Hazel May of Syracuse, N. Y., at Syracuse, Oct. 28.

William J. "Dick" Slator, telegraph editor of *Springfield (Mass.) Union*, to Helen Mary Cameron, society editor of the *New Haven (Conn.) Union* in New Haven, Oct. 7.

Walter J. Stahl, assistant city editor of the *Columbus (O.) Evening Dispatch*, to Miss Nellie Gilbert, private secretary to E. H. Mack, editor of the *Sandusky Register*, Oct. 27.

Harold W. Klamser, assistant editor of the *Chelsea (Mich.) Daily News* to Miss Lenore Sigler of Decatur, Ill., Oct. 18.

Richard MacFarland, son of the late Granville MacFarland, editorial writer and counsel of the *Boston American*, to Miss Elinor D. Hanley, of Swampscott recently.

Vincent Francis Callahan, reporter on the *Washington (D. C.) Times*, to Miss Florence Anita Hawkins, of Washington, D. C., last week.

Charles L. Nicholson, advertising manager of the *Hutchinson (Kan.) News*, to Miss Alvina B. Hulst, Oct. 22, at Hutchinson.

Joseph W. Dugan of the *Chicago Evening Post* to Miss Isabel Schaefer, October 24.

**ON THE MECHANICAL SIDE**

**D. A. BRISLIN** has resigned as foreman of the *Scranton Sunday Dispatch* composing room. He has been succeeded by Al Jennings, of the *Scranton (Pa.) Times*.

The most widely read daily newspaper feature service in the United States is "Answers to Questions" by Frederic J. Haskin—a circulation holder that never loses its grip. The complete Haskin service is worth inquiring about. Why don't you write for full information? Address Frederic J. Haskin, Washington, D. C.

## HEAD HOUSTON'S A. A. C. W. COMMITTEE



Mayor Oscar Holcombe of Houston has been appointed general chairman, and Robert F. Cornell, assistant publisher of the Houston Chronicle, general secretary of the committee in charge of Houston's arrangements for the 1925 convention of the Associated Advertising Clubs of the World. Mayor Holcombe and Mr. Cornell were among the most active participants in the campaign to obtain the convention for Houston and led the delegation to London last July.

## HOLDING NEW POSTS

**F. G. SMITH**, from staff, *Boston Telegram* to sports editor, *St. Petersburg (Fla.) Independent*.

**Morris Miller**, from staff, *Town of Union (N. J.) Hudson Dispatch*, to managing editor, *Bayonne (N. J.) Times*.

**Richard Armstrong**, from *Macon (Ga.) Telegraph*, to night editor, *St. Petersburg (Fla.) Independent*.

**Mrs. Mary Mahoney**, from *Boston Traveler*, to staff, *St. Petersburg (Fla.) Evening Independent*.

**Walter Fogg**, from *Boston Sunday Herald to Bangor (Me.) Commercial* staff.

**C. K. Logan**, from reporter to city editor, *Salem (Ore.) Statesman*, succeeding **Stephen Stone**.

**S. M. Mitchell**, from editor, *Newton (Ia.) News*, to city desk, *Ft. Madison (Ia.) Evening Democrat*.

## SPECIAL EDITIONS

**DUBUQUE (Ia.) TELEGRAPH-HERALD**, 14-page section devoted to Better Homes week.

**Peoria (Ill.) Sunday Morning Star**, Oct. 19, 12-page supplement devoted to Home Beautiful week.

## WITH THE SPECIALS

**CHAS. H. EDDY COMPANY** has been appointed national advertising representative for the *Elizabeth (N. J.) Daily Journal*.

**C. L. Houser Company** has been appointed national advertising representative of the *Peckskill (N. Y.) Evening Star* in the East and West, effective Nov. 1.

**Payne, Burns & Smith, Inc.**, has been appointed to represent the *Manchester (N. H.) Daily Mirror*.

## NEW PLANTS AND EQUIPMENT

**PASADENA (Cal.) STAR-NEWS**, has installed three Intertypes.

**Columbus (Ind.) Republican** has installed an Intertype.

**Uica (N. Y.) Daily Press** is now printing with its new Hoe octuple press.

## SCHOOLS

**JAMES VERNOL CLARKE**, formerly associate director of publicity for the Presbyterian Church at New York headquarters, is now in charge of Journalism work and assistant professor of English at Albion College, Albion, Mich. He was formerly on the staff of the *Nashville Banner*.

Enrollment in the classes in journalism at the University of Illinois are 15 per cent greater than last year and the largest since the course was instituted.

## FLASHES

The same brains which think up the titles for Pullman cars are now working overtime naming the new fall collars.—*Newark News*.

Along the roadside the parking space is determined by the sparking pace.—*Cleveland Times*.

Prince Youssouppoff, while pressing his suit against Mr. Widener, also got his jacket well dusted.—*New York World*.

Daily news stories indicate that **Wran-gel Island** is well named.—*Newark News*.

One of the principal reasons why capital punishment doesn't deter criminals is that we rarely resort to it.—*Columbia (S. C.) Record*.

The Author of the aphorism, "Talk is cheap," lived before the days of traffic cops.—*Cleveland Times*.

Usually the man with that hunted look has six daughters who know how to say, "Charge it."—*San Francisco Chronicle*.

All roads led to Rome, but in those days Rome was worth going to.—*Little Rock Arkansas Democrat*.

At the present rate it probably won't be long before the man who removes his collar and coat in a barber shop will cause letters of condemnation to reach the newspapers from the fair sex.—*Baltimore Sun*.

In these halcyon days of ownership of motors and radio outfits it makes us smile to recall the time when the tricky politicians tried to lure our votes with the promise of a full dinner pail.—*Milwaukee Journal*.

To tell how one's hair will look bobbed, there is the one and only safe method of picking a good cantaloupe—cut it.—*New York Herald Tribune*.

Movie star claims she has an ideal husband. Those movie stars will say anything to get publicity.—*Columbia (S. C.) Record*.

Political Dope doesn't kill those who swallow it, but it makes them crazy.—*Cleveland Times*.

Europe is like your grandmother's corsets. Worked by invisible strings.—*"Bugs" Baer in New York American*.

The *Mead Messenger* inquires: "Why must a man die before he becomes a batofadagn fiafonmabtsn?" We know a

lot of live men who are worse than that.—*Colorado Transcript*.

One good thing about the Chinese is that when they make war they make it at home.—*James J. Montague in New York Herald-Tribune*.

A "good loser" feels just the same about it as the bad loser does, the difference being that he is a better liar.—*Boston Transcript*.

All women are fond of bargains, but it is rare that we find a woman who will admit that she is wearing one.—*Columbia (S. C.) Record*.

Henry Ford declares that the horse must go and that the cow has no certainty of the future. But let us hope that we never have the scenery.—*Little Falls (N. Y.) Record*.

# Ludlow Gives Excellent Results

Says President McDowell

**MR. A. W. McDOWELL**, President of The Sharon (Pa.) Herald Publishing Company, writes: "As a result of installing the Ludlow System some months ago, we have been getting excellent results both in the appearance of our paper and in the composing room. This all-slug way of producing display faces enables us to handle copy much faster and with new faces every day. The Ludlow also eliminates worries about having enough sorts, especially figures, as our advertisers are extensive users of them—and our distribution problem has been solved.

To make the story brief, the Ludlow was just what we needed and just what you represented it to be."

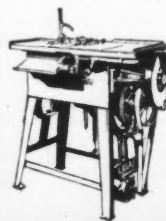
**Ludlow Typograph Co.**

2032 Clybourn Avenue

San Francisco  
Hearst Bldg.

**CHICAGO**

New York  
World Bldg.



LUDLOW QUALITY COMPOSITION

22

22

JOHN H. SCHNACKENBERG & ASSOCIATES

Magazine and Newspaper Accountants

299 MADISON AVENUE

NEW YORK

22

**ASSOCIATION CHIEFS**

**J. R. GABBERT**, editor of the *Riverside* (Cal.) *Enterprise*, is the 1924 president of the Southern California Editorial Association, having been re-elected to that office at a recent convention.



J. R. GABBERT

Twenty-four years ago, Gabbert started his newspaper career as assistant editor and manager of the *Oxnard* (Cal.) *Courier*. He held this position three years, before matriculating at the University of California, where, in addition to his college studies he was a newspaper correspondent, editor of the *Daily Californian*, and the College annual, the *Blue and Gold*.

Upon graduation in 1907, he became owner and publisher of the *Oxnard Courier*, establishing the daily edition of that newspaper. He held this property five years.

In 1912, he became editor and proprietor of the *Riverside Enterprise*. Nine years ago he organized and established the *California Citrograph*, now published in Los Angeles, and the leading citrus publication in the country.

Gabbert has long played an important part in the affairs of the Southern California Editorial Association. From 1920 to 1924, he has been a member of the association's executive committee, and was elected president in 1923.

**ASSOCIATIONS**

**MICHIGAN LEAGUE OF HOME DAILIES** will hold its next meeting at Ypsilanti, Mich., Nov. 20 to 22, when members will attend the Michigan University Press Association's annual fall sessions at Ann Arbor. Walter S. Kennedy, *Albion Recorder*, is League president, and William H. Shumaker, *Three Rivers Commercial*, is secretary-treasurer. The quarterly meeting was held in Grand Rapids, Oct. 16 and 20, with eighteen of the 20 member newspapers represented. J. F. Campbell of the Portland Cement Association, was the principle speaker.

**American Association of the Teachers of Journalism** will hold its annual meeting in Chicago, Dec. 29, 30, and 31.

**Oklahoma Press Association, Group 2**, comprising a membership of editors and job printers in 18 counties of the northwestern portion of the state recently held its fall convention in Enid, entertained by members living in that city. Ursel Finch of Cherokee is president. Speakers included Kay Peters of Garber, Elmer V. Jessee of Mangum, Elmer Woods of Lamont and D. T. Meek of Enid.

**Chicago Press League** observed the thirty-third anniversary of its founding with a luncheon at the Great Northern Hotel.

**New York Advertising Club** held a Hallowe'en Costume Carnival of Ideas at the club house the evening of Oct. 29. Members had been asked to

appear in original costumes representing advertised goods or products. Paul Meyer was chairman in charge of arrangements. Members of the club heard Prof. Lewis Havey of New York University speak on "New York as a Market" at a noon meeting, Thursday, Oct. 23.

**Advertising Women's Club of Boston** held its third meeting of the season Tuesday evening, Oct. 28 at the Hotel Bellevue. George C. Frolich talked on "Putting On A National Advertising Campaign." Mr. Frolich is a former president of the Pilgrim Publicity Association and is now the general manager of the Medicine Department of the United Drug Company.

**New York Business Publishers Association** heard Saunders Norvell, chairman of the board, McKesson & Robbins, Inc. discuss "How We Can Make Our Papers More Interesting" at the regular meeting of the Association at the Hotel Astor, Oct. 24.

**Virginia State Typographical Society** has been reorganized with the election of C. J. Hughes, of Richmond, as president; C. S. Carlton, of Roanoke, vice-president; H. W. Furlow, Norfolk, secretary, and George Hundley, Richmond, sergeant-at-arms. A meeting will be held in Roanoke the first Sunday in November to further outline the work in the state.

**Southern California Editorial Association** is making arrangements to obtain the services of a field secretary or manager, and it is expected the new office will be created and in operation by Jan. 1: This was made possible recently by the adoption of a new constitution and by-laws. J. R. Gabbert, editor, *Riverside* (Cal.) *Enterprise*, is now making a tour of the territory, obtaining support of the membership. The association prints a monthly craft publication known as the *Southern California Editor*, the direction of which will be taken over by the new manager.

**Maritime Press Association**, which embraces members of the Canadian Weekly Newspaper Association in the Maritime Provinces, will hold its annual meeting at the College of Agriculture, Truro, N. S., on Nov. 7.

**Advertising Club of New Orleans** has announced a series of 16 lectures on different phases of retail advertising and selling, to be given every two weeks at

**SUBLIME FAITH**

The following "letter to the editor" appeared in the *Hongkong Daily Press*, betraying the implicit faith of a coolie in the powers of a newspaper:

"Dear Editor,—I no too muchee savvy anything, but have got one smallo business must can talkee. Before two day I washee clothes Wanchai. Bymeby have got one thief catchee one bamboo come, makee stealum one coat. I no can catchee. I savvy that thief what side he live, Please Mister Editor you can help, no can? My mother she too muchee olo. She talkee 'You go Pleece Station catchee one Shajeen can do. How fashion writee letter Editor? Who man Editor.' She too muchee olo, she blong foolo. I talkee he 'Splosum have got one piecee letter too long time no come, allo man no can write Post Office; must can write Editor. Splosum too muchee stink any side, allo man no can write Santry Board; must can write Editor. Splosum have got street makee break, allo man no can write Koongmoosee; must can can Editor. I think Editor he blong number one top-side. Allo same joss. Any business can do.' My mother she no got anything can say. Please Mister Editor you can help, no can? That thief he too much bad man. I savvy what side he live. Please you send one man makee help—SUM BOY."

regular meetings of the club by New Orleans men prominent in the advertising field.

**Advertising Club of Jacksonville, Fla.**, has just become affiliated with the Associated Advertising Clubs of the World, following its reorganization a few weeks ago. George S. Lowman is president of the club, and Harry E. Burns, of the Thomas Advertising Service, Jacksonville, is secretary.

**League for Public Discussion**, New York, is planning to send Upton Sinclair, the author, on a lecture tour, which would cover all important schools of journalism in the United States. No definite dates

have been decided upon yet. **Iowa Press Association** southern district meeting will be held at the University of Iowa school of journalism, Iowa City, Nov. 14 and 15. G. L. Caswell, managing director of the association, is co-operating with journalism faculty members in arranging a program.

Embezzler escapes Sing Sing and reward is offered. Here is one skin the cops would love to touch.—*New York American*.

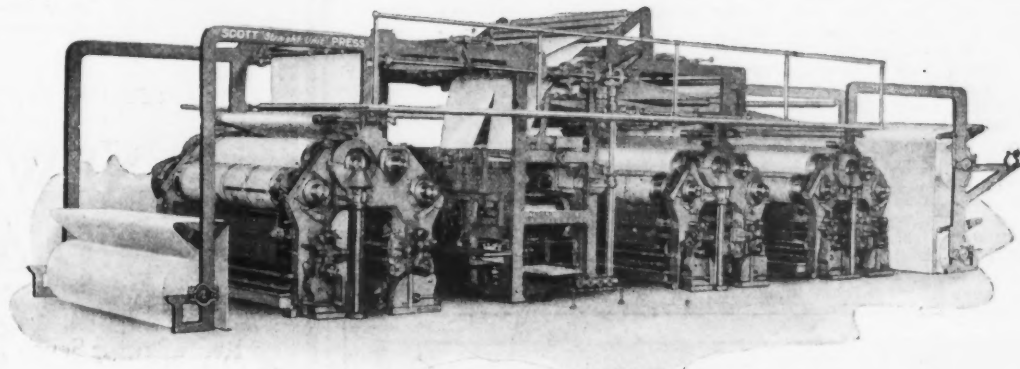
**1893 SERVICE 1924**  
as visualized by  
**BENJAMIN & KENTNOR CO.**

**NEWSPAPER REPRESENTATION** as we practice it consists of intelligent, honest selling of markets and media; serving advertisers in every possible way; billing and collecting for advertising and sending a publisher a check for all business sent him.

It is a time saving and money saving system for publishers.

Always willing to talk representation to the right kind of newspapers.

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**THIS IS THE SCOTT "Straight Unit" Sextuple Press**

it is without any exception the finest piece of machinery for producing newspapers in a hurry. It prints 4 to 12 page papers at 72,000 per hour, 14 to 24 pages at 36,000 per hour, 28 to 48 pages at 18,000 per hour, delivering product in 2 or 4 collected sections.

Can be expanded to Octuple, Decuple or Double Sextuple Press at any time.

**WALTER SCOTT & CO.**

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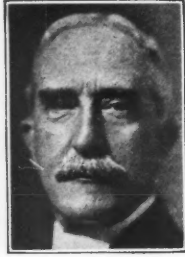
The **Pittsburgh Press**  
A Scripps-Howard Newspaper  
Daily and Sunday  
**Has the Largest**

**CIRCULATION IN PITTSBURGH MEMBER A. B. C.**

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

## ADVERTISING AGENCY AFFAIRS

HEADED by Frank Presbrey, president of the Frank Presbrey Company, New York advertising agency, 40 New York advertising men called on President Coolidge at the White House, October 29, and assured him of their support in the campaign.



FRANK PRESBREY

The delegation took breakfast with the President. The party was arranged under the auspices of the Coolidge Non-Partisan League of which Col. Rhineland Waldo is president.

Presbrey, who led the delegation, is chairman of the National Coolidge Advertising League, and first vice-president of the Advertising Club of New York.

The full delegation is as follows:

Frank Presbrey, president, Frank Presbrey Advertising Company, chairman National Coolidge Advertising League; Stanley Resor, president J. Walter Thompson Advertising Agency; Frank Seaman, president Frank Seaman Advertising Agency; William H. Rankin, president William H. Rankin Company; Paul Bloek, president Paul Bloek, Inc., advertising director *Pictorial Review* and newspaper owner; George L. Johnson, president Thomas Cusack Company; H. K. McCann, president H. K. McCann Company; Conde Nast, publisher *Vogue* and *Vanity Fair*.

Frank W. Harwood, advertising director American Tobacco Company; Frank J. Reynolds, president Albert Frank & Co.; C. W. Hoyt, president Charles W. Hoyt Advertising Company; E. D. Gibbs, advertising director National Cash Register Company; William Griffin, vice-president American Press Association; Robert L. Barrows, president Barrows & Richards Advertising Company; Wendell P. Colton, president W. P. Colton Advertising Company; Sturgis Dorrance, president Dorrance-Sullivan Advertising Agency.

Kerwin H. Fulton, president Poster Advertising Company; Herbert Gardner, president Gardner Advertising Company and president of the A. A. A.; Stanley Gunnison, president Gunnison Advertising Company; Arthur Kastor, Kastor Advertising Agency; Edward Gould, president Gould Advertising Agency; Carl Kaufman, president Federal Advertising Company; George L. Kleiser, president Foster & Kleiser Advertising Company; Charles C. Green, president Charles C. Green Company; L. A. McQueen, advertising director B. F. Goodrich Rubber Company; G. W. Williams, advertising manager Postum Cereal Company.

Mont. H. Wright, advertising director John B. Stetson Company; Gilbert T. Hodges, advertising director Frank A.

Munsey Company; Mark Kellogg, advertising director First National Pictures; Robert Leavitt, advertising director Onyx Hosiery Company; S. D. Malcolm, advertising manager American Express Company; Seamon Lockwood, advertising manager Johns-Manville Company; M. R. Maas, president Auto Strop Razor Company; E. Noble, president Life Savers, Inc.

Carl Shumann, advertising manager Hilo Varnish Company; R. R. Strassman, vice-president *Red Book Magazine*; C. C. Vernon, advertising director Street & Smith; G. Lynn Sumner, vice-president Association National Advertisers; Bernard Lichtenberg, advertising director Alexander Hamilton Institute; O. C. Harn, advertising director National Lead Company; D. A. Carroll, advertising representative; S. P. DeLano, vice-president Presto-O-Lite Battery Company; A. L. Sherman, *Fort Worth Star-Telegram*.

K. Herb Palin, California advertising man, noted as a sloganeer, returned to New York October 25, on the "George Washington" from a brief business trip to England.

R. S. McMichael, who was recently appointed manager of the western advertising office of the *New York World*, is a former advertising agency man, well known to the field.

He started his career as "printer's devil" in the office of his father, who published the *Atlanta (Ga.) Evening News* and the *Christian Index*. Later he became associated with his brother in a general advertising agency.

During 1916 and 1917, he was a service man with Lord & Thomas, Chicago, and in the offices of the same agency in Los Angeles, Cal. For several months before going into the U. S. Air Service, he was with N. W. Ayer & Son, Philadelphia.

After returning to the United States from France, where he served as commanding officer of the 224th Aero Squadron, he went into the advertising department of Collier's Weekly. Before joining the staff of the *World* in March of this year, he was from 1920 with the *American Weekly Magazine*, New York office, and in Chicago representing the Saturday Magazine section of the *New York Journal* and the *Chicago Evening American*.

Keen competitive conditions, under which outdoor advertising agencies have been operating, will be eliminated, when the merger of Thomas Cusack Company, O. J. Gude Company, and several others is completed. An offering of securities for the new corporation is expected shortly. The financing, it is understood, will be handled by Blair & Co., Inc.

The merger of Thomas Cusack and O. J. Gude was announced recently. At that time it was said it would involve an issue of \$6,000,000 of new bonds. Since

then plans have been changed, it is said, to admit several other companies into the combine, making the new company the biggest thing of its kind in the country.

L. F. Mowrey, assistant superintendent of the department of colonization, Canadian Pacific Railway Company, is chairman of the Institutional Advertising Service, a foreign language advertising service, which has just been established with offices in New York. Other officers are: Jules R. Arbocz, vice president and manager; George W. Hinckley, secretary; and Conrad Lang Jr., secretary.

William G. Palmer, president of W. S. Hill Company, New York, will be added to the staff of J. Walter Thompson Company, Inc., effective Nov. 1.

J. Raymond Prohaska has joined the art staff of the Southwestern Advertising Company, Dallas, Tex.

The Keelor & Hall Company, Cincinnati advertising agency, has changed its name to the Keelor-Sites Company. L. S. Sites is president; H. G. Shepard, vice-president; H. G. Keelor, treasurer, and S. B. Mallon, secretary.

L. L. Laird has joined the staff of Cecil Edward Cutting, Buffalo advertising agency. He was formerly New York state representative of the Reuben H. Donnelly Corporation.

Richard C. Fowler has resigned as vice-president of Campbell, Trump & Co., Detroit advertising agency, to become general manager of the American Viewpoint Society, Inc. He retains his finan-

cial interest in the advertising firm.

Frank I. Whitman has been appointed sales manager of the Hewitt-Gordon Advertising Company, Spartanburg, S. C. Until recently he was secretary of the Chamber of Commerce, Asheville, N. C.

### GATHERED AT RANDOM

The *Register* suppressed a news story yesterday. In doing so, we threw ourselves open to many of the charges of corruption or distortion of the news often brought against newspapers. The facts are these: A young man, 19, working hard for his father on a farm, forged his father's name to a check for \$55.00 in part payment for a second-hand automobile. To teach the boy a lesson that would last forever, his father had him arrested. Juvenile Court made a thorough investigation of the case, lectured the boy upon the severity of his offense, and turned him over to his father. The boy is thoroughly repentant, and we've still got a splendid chance of making a valuable and useful citizen out of the youth. His father asked that we suppress the story. We did.

Thereby we lost what some folks might call a "good news story" and certainly we violated our trust to furnish the people of Marietta with all the news of the community. We may be wrong—but, according to our present somewhat dimmed moral lights, there was nothing else to do. And if you, or your son, or grandfather, ever get in similar trouble with an equally good case to present, we promise you the same suppression of "the story."—*Marietta (O.) Register*.

# Norwegian Paper Mills Agency

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33 West 42nd Street  
NEW YORK CITY

Telephone: PENNSylvania 7443

SELLING AGENT IN THE U. S. FOR

## NEWS PRINT PAPER

Representing Seven Largest Norwegian News Print Mills with an Annual Capacity of 200,000 Tons.

SOLE SELLING AGENT IN U. S. FOR

Ankers Traesliperi & Papirfabrik A/S  
Bohnsdalen Mills, Ltd.  
A/S Randsfjord Traemasse & Papirfabrik  
A/S Holmen-Hellefos  
Hunsfos Fabrikker  
Union Paper Co., Ltd.

Agent for FOLLUM TRAESLIPERI

Prompt Shipments . . . Inquiries Solicited

## DAILY PAPERS FROM OTHER CITIES HOTALING'S NEWS STAND BROADWAY AND 43RD ST. NORTH END THE TIMES BUILDING

"Perhaps the most cosmopolitan spot in New York City is Forty-third Street and Broadway . . . Here is a mammoth news stand which sells newspapers from every city in the world. . . Every town has similar stands, but none as huge as this, and none as varied and as picturesque in its patronage."

—Boston Transcript, Oct. 29, 1921.

HOTALING'S NEWS AGENCY, 308 WEST 40th STREET, NEW YORK

**WORK STARTED ON NEW BUILDING FOR CLEVELAND TIMES AND COMMERCIAL**



ABOVE is a reproduction of the architect's drawing of the new home of the *Cleveland Times and Commercial*, which is expected to be ready for occupancy early next year. It will be located at E. 22nd street and Payne avenue and will be a two-story and basement structure, fire-proof, and containing 25,000 square feet. The foundation will be built for a six-story structure, thus providing for anticipated future expansion and growth of the paper. The building will be used exclusively by the Times and Commercial.

The ground floor will be occupied by

by the business offices, the circulation and advertising departments. The editorial department and the composing room will be on the second floor, while the basement will hold the presses and provide storage space for white paper. When finished and occupied the structure and land will represent an investment of approximately a quarter million rolls.

O. K. Shimansky is president of the company, and editor; Samuel Scovil is treasurer, R. Malcolm Scovil is assistant treasurer, and Karl Shimansky is secretary.

**NEW ENGLAND A.A.C.W. PROGRAM READY**

Sectional Meet Scheduled for Hartford, Conn., Nov. 16-19—Fred B. Smith, E. A. Filene, Roger Babson Among Speakers

Final details of the program for the annual convention of the New England District of the A. A. C. W., were practically completed last week at a meeting of the executive committee held in Springfield. Frederick W. Bliss, of Providence, chairman of the District, presided. The convention will be held in Hartford, Nov. 16 to 19.

The convention will open Sunday afternoon, Nov. 16, at 2:30 o'clock in the afternoon with an "inspirational meeting" at the Capitol Theatre, during which the public will be invited to listen to an organ recital by Edwin H. Lemare, distinguished organist and composer. Fred B. Smith of New York will give an address of welcome on the subject, "Is America a Great Nation?" This will be followed by a reception at the Business and Professional Women's Club.

The following morning, in addition to the period of registration, there will be a general session of delegates at the Hartford Club, where the delegates will be welcomed by Mayor Stevens, as well as listen to addresses by Bliss and Merle Thorpe, editor of the *Nation's Business*, the publication of the United States Chamber of Commerce.

Speakers appointed to address convention sessions include: William F. Rogers, advertising manager of the *Boston Transcript*, and president of the Advertising Club of Boston; Edward A. Filene, president of William Filene's Sons Company, Boston; Charles Cheney, treasurer, Cheney Brothers, silk manufacturers; George Hopkins, vice-president, Charles W. Hoyt Company, New York; Edward L. Green, manager of the Boston Better Business Commission; Roger Babson, Babson Statistical Organization, Wellesley Hills, Mass.; Ernest Elmo Calkins, of Calkins & Holden, New York, and Prof. Hugh E. Agnew, professor of advertising, New York University.

An immediate membership drive was put under way at the executive committee meeting. New clubs are now being organized in Pittsfield, Fall River, and Greenfield, Mass. John W. Longnecker,

advertising manager of the Hartford Fire Insurance Company, was appointed chairman of a new committee on club development.

**TULSA TRIBUNE APPOINTS**

Hollett Named Circulation Manager—Expansion Campaign Under Way

J. V. Hollett has been appointed circulation manager of the *Tulsa* (Okla.) *Tribune*, of which Richard Lloyd Jones is publisher and William B. Dimon, general manager.

The appointment is coincident to a campaign of general expansion, which has been launched by the *Oklahoma* daily.

Hollett has had 23 years experience in newspaper work.

Beginning with the old *Indianapolis Press* in 1901, he later was transferred to the *Indianapolis News*, where he remained for 11 years.

He then went to the *Cincinnati Enquirer*, serving two years there, and then to Washington where he served on the *Washington Herald* for three years.

Joining the former Perry-Jones staff, Mr. Hollett served in Tulsa, Pensacola, Minneapolis and Reading, Pa. He resigned to become circulation manager of the *Long Beach* (Cal.) *Telegraph*.



J. V. HOLLETT

**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.

**Experience  
The Best Teacher**

Has taught American exporters that the best advertising medium in Japan is

**THE JIJI SHIMPO**

**時事新報**

The explanation is readily apparent to all who have examined carefully the comparative status of newspapers in Japan. There are journals which cater to one political party, to the literati, to gay circles and even to the rikisha men and coolies. But The Jiji Shimpo is known throughout Japan as the Empire's foremost NEWSpaper and the favorite in business circles. The Jiji's circulation is greatest among prosperous Japanese. Its typical readers are found among those progressive Japanese who lead the way in the introduction of foreign goods in our country. To interest them is the foreign salesman's first requirement.

J. P. Barry, an authority on Far Eastern advertising, represents the Jiji in the American field. Mr. Barry is thoroughly equipped to assist you in planning your advertising campaign in Japan, and will take pleasure in serving you in every possible way. Communicate with him at

**JAPAN ADVERTISER SUITE**

342 Madison Avenue

New York City

**THE JIJI SHIMPO**

Tokyo

"In Japan, the Buyers Read The Jiji"

## BERRY BROTHERS HOSTS TO BRITISH AD MEN

London Publishers Tender Banquet to 400 Backers of London A. A. C. W. Meet—British Advertising Discussed

By HERBERT C. RIDOUT

(London Editor, EDITOR & PUBLISHER)

Sir William Berry and J. Gomer Berry, British publishers, tendered a banquet October 15, in London to the organizers of the London advertising convention at which the results of the convention were discussed. Four hundred persons prominent in British publishing and advertising circles attended.

Sir William Berry presided, and was supported by the French Ambassador, T. P. O'Connor, M. P., Sir Joseph Cook, Sir Robert Kindersley, Sir Edward Iliffe, Sir Lawrence Weaver, Sir Woodman Burbidge, Sir James Carmichael, Mr. J. H. Thomas, M. P., Sir Travers Clarke, Sir Robert Hadfield, Sir Harold Bowden, Sir Charles F. Higham, C. Harold Vernon, John Cheshire, Mr. and Mrs. W. S. Crawford, Gordon Selfridge, and members of the Thirty Club, and representative members of the British delegation that visited the Atlantic City 1923 Convention.

Sir William Berry, in proposing the toast of the Organizers of the London Advertising Convention, reminded his hearers that he and his brother were advertising men, and accordingly took a deep interest in the Convention. He believed that as the result of those meetings at Wembley a great and far-reaching movement had been set on foot. Advertising ran into figures of millions. It had been estimated that thirty-two millions sterling were spent annually in Great Britain in press advertising, another ten millions in other forms of advertising, and including printing, which was largely used for publicity, he thought the total spent on advertising might be set at 50,000,000 pounds. On behalf of advertising he wished to pay tribute to those who had planned and carried through the immensely successful Wembley Convention of 1924. Sir William named the five outstanding figures as C. Harold Vernon, as chairman, John Cheshire, as last year's leader, Sir Charles F. Higham, the first Convention Ambassador to America, W. S. Crawford, in whose brain the idea was conceived, and J. C. Ackerman, chairman of the Entertainment Committee.

C. Harold Vernon, in response, disclosed the interesting facts that 80 per cent of the Convention subscriptions was received from newspaper publishers, and of the whole received, some 40,000 pounds, one-eighth of the total was subscribed by the Berry interests.

### Citizens Underwrite New Plant

The residents of Goldfield, Nev., have pledged funds for the purchase of a new plant for the *Goldfield Tribune*, burned out in a recent fire. The newspaper which had been running for 18 years would have suspended but for the action of the townspeople.

Read EDITOR & PUBLISHER—\$4 a year.

## PUT CASH IN EDITOR'S HAT; BEATS SCISSORS BY JUST TWO LEAPS

OVER the luncheon table of a Dallas club three newspaper men were exchanging views and reminiscences. In a discussion of journalistic experiences with things religious, E. B. Doran, director of news and telegraph of the *Dallas News*, told the tale of a "divine healer" who once came to Dallas—and suddenly left. Freely quoting Doran, the story ran about like this:

"When I was a reporter a 'divine healer' came to Dallas; and his appearance on the streets created somewhat of a sensation. He plainly attempted to impersonate the traditional appearance of Christ. His hair was long and thick and brown, hanging down over his shoulders. He wore a rich, untrimmed beard. His feet were bare, except for sandals, and he was dressed in a flowing white robe of oriental effect.

"Crowds followed him; and his claims to powers of divine healing quickly spread throughout the city. I was put on the story; and one day I watched him work. His stage presence was perfect. In a crowd of a thousand or more, out on the open street, the sick would be brought to him, and he would stretch out his hand over them, and, closing his eyes, pray for them. It looked like a scene from Galilee of 2,000 years ago.

"Everybody was deeply impressed. The grateful recipients of his attention pressed money upon him, which he took with an air of ignoring it. I was watching the whole procedure carefully, and I could see the coins and bills put into the healer's hands; but scan his movements as best I could, it was impossible to detect what became of them. Better sleight-of-hand work I never saw.

"After that particular seance was over, the 'healer' went to his hotel, a modest little place, and I followed him. I was sent at once up into his room, where I was greeted with astonishing words, so out of character that I could scarcely recover myself.

"Hello, kid! I've been looking for you. You can do me a lot of good. Here, hold out your hat."

"Mystified, I held out my hat, wondering what marvel he was going to practice on me. Then I learned where the money had so mysteriously gone. For the 'healer' put his hand under his expansive beard, into the bosom of his long white gown, and began to pull out money by the handful, and to pour it into my hat. There were quarters and halves and dollars and bills, and almost before I sensed the full significance of the affair, my hat was overflowing full of money.

"There, take that and go back to the office and write a good story about me," said the fakir.

"Of course, I threw the whole hatful of money at him, and started to tell him what I thought of him.

"The 'divine healer,' looking so spiritual in his whole make-up, and especially with his wonderful big eyes, thereupon let loose such a stream of plain and fancy profanity as is not often heard in Texas. The incongruity of it shook me: for the man's appearance was certainly that of a religious devotee. He cursed me from

Dan to Beersheba; and threatened to 'get' me. Never mind what I said.

"A short time afterwards, who should walk into the local room, and make straight for the managing editor's office but my friend, the 'healer.' Only there was a difference. He was now dressed in ordinary clothes, and his long hair was tucked under his coat, and his beard was hidden under his vest. He could have passed along the street without being recognized as the same figure who had been setting the town by the ears.

"Of course, I was interested to know what was going on in the boss' office, and I did not have to wait long to be able to make a guess. For soon the 'healer' came leaping through the door, making for the stairs lickety-split.

"About two jumps behind was the chief—Captain Walter was managing editor then—making wild passes at the runaway with a pair of big editorial shears. It was not the fakir who was cussing then; he had other use for his breath.

"The boss was exploding with 'That (words-we have-no-concern-with,' as Sentimental Tommy says) tried to bribe me to keep news out of the paper!' Then he would make another lunge with the shears at the 'healer' who was well out of his reach.

"Foiled, the old captain went slowly back to his office, muttering words some of which are sometimes heard in church—but not in the same connection.

"The 'healer' was never heard of again in Dallas."

### New York Sun to Give Banquet

The New York Sun's Benevolent Association will give a dinner and entertainment Nov. 2 at the Hotel Shelburne, New York. Prominent Broadway stars will provide entertainment.

## AD TIPS

Emil Brisacher & Staff, 405 Flood Building, San Francisco. Placing account of the Paraffine Companies, Inc., San Francisco, manufacturers paint, roofing and floor covering.

Nelson Chesman & Company, 500 North Dearborn street, Chicago. Sending contracts on Newbro Manufacturing Co., Atlanta, to newspapers in the southwest.

Nelson Chesman & Company, 1127 Pine street, St. Louis. Handling account of the Elite Manufacturing Company, Ashland, Ohio, manufacturers jacks and builders of scaffold brackets.

Conover-Mooney Company, 111 West Monroe street, Chicago. Issuing small schedules to run for a year on Cudahy Packing Co., Chicago (cheese).

Dorrance, Sullivan & Company, 130 West 42nd street, New York. Making contracts with newspapers for the Chas. A. Eaton Company of Brockton, Mass. manufacturers of the Crawford Shoe.

S. Roland Hall, First National Bank Building, Easton, Pa. Placing account of the Asbestos Shingle, Slate & Sheathing Company, Ambler, Pa., manufacturers of asbestos fire-proof building products.

Industrial Advertising Company, 615 Wayne street, Detroit. Placing account of The Trustco Laboratories, Detroit, manufacturers paints waterproof.

Arnold Joerns Company, 26 East Huron street, Chicago. Sending to small eastern newspapers copy to run about six weeks on Grain Marketing Co., Chicago.

Klau-Van Pietersom-Dunlap-Younggreen, Inc., 417 Sycamore street, Milwaukee. Conducting a national advertising campaign for Frank Holton & Co., Elkhorn, Wis., makers of "Holton—America's Greatest Band Instruments," on their new revelation Saxophone.

H. K. McCann Company, Inc., 16 Broadway, New York. Placing account of the Physical Products Corporation, New York.

Marschalk & Pratt, Inc., 49 West 45th street, New York. Handling account of the S. K. F. Industries, Inc., New York, manufacturers "S. K. F." ball bearings.

Matteson-Fogarty-Jordan Co., 215 North Michigan avenue, Chicago. Sending orders to newspapers of the United States and Canada on Halson Bros. (radio), Chicago.

Street & Finney, Inc., 171 Madison avenue, New York. After January 1, 1925, will handle account of Dwinell Wright Company, Boston, "White House" coffee.

Francis M. Waters Advertising Agency, 263 Main street, Springfield, Mass. Has secured account of the Duckworth Chain and Manufacturing Company of Springfield.

## FOR SALE

### POLLARD-ALLING SYSTEM OF ADDRESSING

- 3—Reliefographs for embossing names and addresses on aluminum plates. Capacity each machine, 150 to 250 addressed plates per hour.
- 2—Style "H" motor driven addressers. Capacity each machine, 9,000 addresses per hour.
- 1—Combination addresser. Capacity 10,000 to 12,000 addressed wrappers per hour and 20,000 to 25,000 addresses per hour on proof.
- 3—Automatic addressers for printing the addresses on the publication direct. Capacity each machine, 10,000 to 12,000 addressed publications per hour.

ALL IN "A-1" CONDITION

If interested, detailed information will be furnished on request.

C. M. Earley, Manufacturing Director  
COLLIERS—THE NATIONAL WEEKLY

416 West 13th Street  
New York, New York

## 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.

**WHAT OUR READERS SAY**

**"Population's Purchasing Power"**

WASHINGTON, D. C., Oct. 18, 1924.  
TO EDITOR & PUBLISHER: Our attention has been called to some comments by Arthur Robb which appeared in your issue of September 24 and which relate to our recent pamphlet, "Population's Purchasing Power."

Stated briefly, Mr. Robb believes that the estimates in "Population's Purchasing Power" are so low that they give the cost of advertising a much higher ratio in the costs of doing business than he believes to be the case. In his own language it is stated that: "The inference that newspaper competitors might draw from the pamphlet, apparently bearing the approval of a national business organization, is that the newspapers are levying too heavy a publicity tax on business."

It was very far from the purpose of this department in issuing the pamphlet under discussion to draw any conclusions of any nature other than those which appear in the pamphlet itself; and where so many approximate estimates must be used in criticism of the figures contained in this pamphlet we find it difficult to discover ground firm enough to sustain either an agreement or a disagreement with Mr. Robb.

For example, he states that the average retail purchases in 1923 of a family of 4.9 persons amounting to \$1,027, "does not ring like heavy metal." But the Treasury Department reports that the average net income for a family of 4.9 persons was \$955, which presents a more unfavorable advertising ratio of expenditure than Mr. Robb derives from our figure. If from the Treasury figures we were to subtract savings accounts, payments for insurance, payments for such services as physicians and dentists, expenditures for amusements, for rent and others not within our classification, even lower family expenditures would be the result and the advertising ratio proportionately higher. It is somewhat unfortunate that the Treasury figures for 1923 are not available yet, but those for 1922 will serve to illustrate the argument.

In Mr. Robb's statement of money spent for advertising in the Cleveland newspapers, he regards 5.3 per cent, the ratio which he derives from \$1,027, as being unjust. We agree with Mr. Robb in this conclusion, since a measurable proportion of Cleveland newspaper advertising is of national products, and this proportion, the amount of which we do not know, should be subtracted from the strictly retail advertising of Cleveland. In another respect also there seems to be some misunderstanding, since in such cities as Cleveland, where newspaper circulation extends far beyond the corporate limits and is read by hundreds of thousands who do not live in the city, a considerable proportion of the retail advertising should be assessed against the surrounding population and not against the amount of business done in the city.

For example, the *Cleveland Plain Dealer* has divided its main circulation area into twelve zones, eleven of which are outside of Greater Cleveland and with twice as many inhabitants as are in the Greater Cleveland's trading area to which our figures apply. Other Cleveland newspapers show a similar condition and the inference is clear that the advertising revenue of the Cleveland newspapers must be compared with the total retail business for the circulation area outside of Greater Cleveland, in addition to the amount of business shown for Cleveland alone. This means the inclusion of territory within a radius of 100 miles, while our figures relate only to a territory within a radius of 10 miles. By applying these factors we find that the retail advertising ratio of corporate Cleveland actually is about one-third of the 5.3 per cent established.

Every adverse criticism of "Population's Purchasing Power" of a constructive nature will be welcomed by this department equally with all others who are working earnestly for facts, the truth of which can be demonstrated. Commendation is pleasant and we have received what

we believe to be a generous amount; but our purpose is vastly different: It is to learn, in order to know; it is to call as wide attention as possible to the state of comparative ignorance in which distribution lives and has its being; and finally, to inspire as many as possible to join in the great work of collecting facts which now are distinguished by their absence.

Perhaps we should feel gratified at Mr. Robb's comments as strong evidence of the value and importance of our pamphlet, but we deprecate his concluding words: "the document is worse than useless as an addition to the reliable marketing information already available." We deprecate this language because it is an unwarranted attack upon statistics which were gathered not by the Chamber of Commerce of the United States or its Domestic Distribution Department, but through a carefully worked out plan by the Bureau of Labor Statistics, which has devoted many years to the perfection of its methods. These methods and their results furnish the only substantial clue to the expenditures per capita per annum in the United States, and they will continue to be the basis for many conclusions used as a guide in the consideration of serious distribution problems.

ALVIN E. DODD, Manager,  
DOMESTIC DISTRIBUTION DEPARTMENT,  
Chamber of Commerce of the  
United States.

The article in *EDITOR & PUBLISHER* did not impugn the methods or the accuracy of the Bureau of Labor statistics. It was not, and is not, denied that "their results furnish the only substantial clue to the expenditures per capita per annum in the United States." It is denied that these results, the outcome of surveys of the budgets of 12,000 workingmen's families, are sufficiently substantial or accurate as the basis for an estimate of the annual expenditures of the 24,000,000 families of the United States. Such a pyramid cannot be balanced on a pin-point.

Mr. Dodd's citation of Treasury figures in support of those in the pamphlet is not relevant. The figure given—\$955 as the average income of a family of 4.9 persons—appears to be the net income, after the exemptions allowed the head of a family under the income tax law have been deducted. These exemptions certainly exceed the \$1,027 allowed by the Bureau of Labor statistics for retail expenditures per family per annum.

As to Cleveland—and the same applies to most of the other cities listed—if we are to include the retail business done within a radius of 100 miles of the city and set against it only the advertising done in the Cleveland papers, without doubt the ratio of advertising expenditure to local business will be considerably less than 5.3 per cent. If, on the other hand, we include the retail business done within this 100-mile radius, using the Chamber's estimating method, and set against it the daily newspaper advertising done in cities within that area, it is probable that the 5.3 per cent ratio will not be substantially altered. *EDITOR & PUBLISHER* made clear at the time its reasons for criticizing the Chamber's pamphlet. If its calculations of retail sales totals are allowed as accurate, newspaper advertising in many localities is little more than an expensive joke.—EDITOR.

**EVENING HERALD**

Los Angeles, Calif.  
Gained 6,631 Daily Average Circulation.  
Sworn Government Statement, Six Months Ending Sept. 30, 1923, 167,649 Daily. Six Months Ending Sept. 30, 1924, 174,280 Daily. Increase in Daily Average Circulation, 6,631.

IT COVERS THE FIELD COMPLETELY

REPRESENTATIVES:

H. W. 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.

**"Haphazard" Agency Methods**

HAMBURG, N. Y., Oct. 24, 1924.

TO EDITOR & PUBLISHER: Do all publishers of country papers have trouble with certain large advertising agencies? Usually the big agencies are scrupulously honest and their systematized methods supply the "system" for many a small paper.

As an example of the other kind of agency, however, may be taken the case of a firm on lower Broadway. During the summer we received an order from this firm at 10½ cents an inch under our regular rate, which is published at the masthead of our paper. We ran the first ad of the series and wrote, correcting the rate. When we heard nothing from them dissenting from our figure, we supposed they had accepted it. Several weeks after the last ad had been run we received their check, not only shaved down to their own price but also with a 2 per cent discount added to their agency commission. Heaven only knows what it was for—whether "promptness" in payment or something else.

By the way, why does every agency take the 2 per cent? Even though they take six or eight weeks from the time they are billed until they pay—and many of them do—they take off 2 per cent besides their 15 per cent commission.

We would be glad to hear the experience of other publishers of small papers—weeklies—in these respects. This is not an attack on all agencies, because we often wonder how they get along so well with the haphazard methods of so many country papers, but rather an inquiry for information.

Yours truly,  
ERIE COUNTY INDEPENDENT,  
E. H. VAN DUZEE,  
Editor.

**BERNHARD PERMANENT RECEIVER**

**Takes Over Affairs of Newark Press—  
Fiske Attempts to Refinance**

John A. Bernhard, Newark attorney, was appointed permanent receiver for the *Newark (N. J.) Press*, illustrated evening tabloid, at a court hearing held Tuesday, Oct. 28. By order of the court settlement of claims against the property was held in abeyance for 30 days to give Joseph J. Fiske time in which to attempt to refinance the paper.

Bernhard was appointed temporary receiver October 17, at the demand of 75 employes of the newspaper who claimed two weeks' wages were due them.

**Current History Editor Honored**

George W. Ochs Oakes, editor-in-chief of *Current History*, published by the New York Times Company, was tendered a complimentary birthday luncheon by his associates in the editorial and business departments, Monday October 27, at the New York Advertising Club. The occasion marked the 63rd birthday of Mr. Oakes and the 10th anniversary of *Current History Magazine*.



**Grand Rapids  
Votes for  
Imperial**

THE Grand Rapids Herald and the Grand Rapids Press have also seen fit to cast their votes for the Imperial Plus Metal Plan. This is another city that has gone solid for Imperial.

We wish you could talk with these two publishers and with hundreds of others now using the Plus Plan. They would tell you that the Imperial Plus Plan not only means reliability but that it also adds years of life to type metal. And that's our big point of economy.

**Will you trade  
5 minutes  
for the Plus Plan?**

On the strength of what other publishers have done will YOU trade five minutes of your time for our plan? If you will, send today for a copy of the Plus Plan.

The main plank of Imperial's platform is dependability and economy. The publishers of these two papers recognize these points as being just as essential to them in publishing as they are to the manufacturers of fine furniture for which Grand Rapids is noted. That's why they selected Imperial!

**Imperial  
METAL**

LINOTYPE-MONOTYPE-INTERTYPE-STEREOTYPE

**Imperial Type  
Metal Co.**

New York—Philadelphia—Cleveland—Detroit



BEST BY ACID TEST

**The  
Shop-o-scope**

Nearly 200 newspapers are already on the list of Shop-o-scope users for 1924. Send your order today!

**The BASIL L. SMITH  
SYSTEM, INC.**  
Otis Building Philadelphia

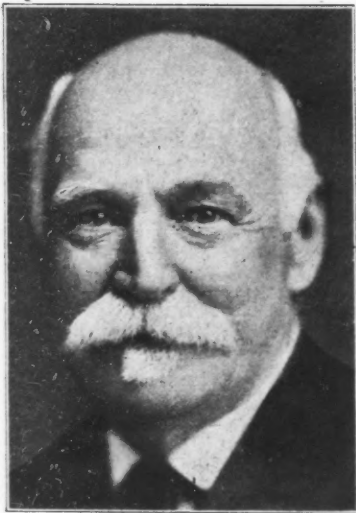
## W. B. HALDEMAN, FAMOUS KENTUCKY EDITOR, SUCCUMBS TO HEART STROKE

Noted Associate of "Marse" Henry Watterson Stricken at Churchill Downs Race Track—For Years Edited Louisville Times

ONE of the last editors, linking the old American journalism with the new, is dead.

Gen. W. B. Haldeman, who died within half an hour after being stricken with a heart attack at Churchill Downs, Louisville, October 28, passed away as he must have wished, close to the race track, symbol of the exciting adventure his life has been. He was 78 years old.

As editor of the *Louisville Times*, one of the great newspapers of the South, Gen. Haldeman rated next to the colorful "Marse" Henry Watterson, with



W. B. Haldeman

whom he was associated from boyhood, as one of Kentucky's most noted editors. He entered journalism an adventurous youth, a Confederate veteran, in the days when newspaper work was real romance. So-called personal journalism was flourishing. Yet Gen. Haldeman's whole influence was directed towards overturning this brand of editorship and limiting battle lines to the editorial page.

His was the true journalistic instinct; and he was among the first to overturn long tradition and divert his news columns from color and bias.

Thus in the early days of his editorship of the *Times*, he fought all over the paper with Richard W. Knott, editor and publisher of the *Louisville Evening Post*. Editor Haldeman called Editor Knott "Slippery Dick" in his columns, while Knott retaliated with "Crooked Bill."

Eventually Knott's name was blacklisted from the *Times*, but Gen. Haldeman was quite ready to declare "absolutely all right," when the black list was shortly afterwards broken once and for all.

"W. B." led a roving youth. He must have had many remarkable adventures, which have never been told.

One legend comes from Palestine, Tex. That "Wild West" frontier town was terrorized by a "bad man." A youngster named Haldeman, the General himself, according to whispers, met the "bad man" and single-handedly attacked him, took away his gun, and drove him from town.

Whether this story was true or not, no one knows. But no one ever could or would deny the courage of General Haldeman.

The elder Haldeman, Walter N., was first a book seller and periodical publisher. He was intensely Southern in his sympathies and his paper, the *Louisville Journal*, supported the cause. It soon became dangerous to run his paper in Louisville and he moved further South, leading an itinerant newspaper career.

At this time "W. B." was 15 or 16. He ran away from home and joined a

regular regiment in the Confederate army. His father considered his son too young to endure army hardships and obtained a midshipman's appointment for him in the Confederate navy.

Life, however, in the navy proved too dull for the spirited youngster, and he left that branch of the service to join the "Orphan Brigade," so named because it lost so many of its commanders in the battles in which it figured along the Mississippi River. Wounded at Chickamauga, he recovered and returned to the brigade, ending the war as a lieutenant, although he was then only 19 years old.

When peace was declared, the Haldemans returned to Louisville, and "W. B." completed his education at the Kentucky Military Institute, where the curriculum corresponded with a collegiate course of the present day.

After being graduated, he entered newspaper work, his father and Henry Watterson having established the *Courier-Journal* in 1868 and in 1884 the *Times*. He was made editor of the weekly *Courier-Journal*.

From the start he proved himself a good journeyman newspaper man, showing particular aptitude, however, for politics. He had a fine instinct for making friends, and he was therefore used by his father and Watterson as their political representative.

In 1896, the Haldemans and Watterson decided to bolt the Bryan free silver ticket, risking their entire newspaper property in this campaign. Due to the efforts of the *Courier-Journal* and the *Times*, Kentucky gave its electoral vote to McKinley.

Later "W. B." was editor of the *Times*, and under his direction that newspaper became the breadwinner of the two, and it still remains one of the most prosperous newspaper properties in the South. During 1916 and 1917 a family row developed between Bruce and W. B. Haldeman over the extent of authority Bruce, as company president, was showing in directing policies. After a long suit, W. B. Haldeman and Watterson finally won.

In his editorship of the *Times*, he followed the English method, being a great admirer of Delane of the *London Times*. He seldom wrote anything himself for his newspaper. But in particularly hot campaigns he contributed editorials. Sometimes these were far too vigorous and had to be edited by another. He consented to this always.

General Haldeman was a magnificent physical specimen, 6 feet 2, very attractive, very picturesque. He wore a long white mustache, carefully twisted, and a little goatee in Southern fashion.

He was fond of sport and at all times was extremely interested in military matters. His outstanding characteristic, however, was his political genius. Nevertheless, he repeatedly declined public office, with three exceptions.

Like the true Southern gentleman he was, he was a devotee of the race track, and consequently he accepted the appointment to serve as a member of the Kentucky Racing Commission from 1914 to 1919. And, because of his military service, he was made Adjutant General of

### New Haven Register

is New Haven's Dominant Paper

Circulation over 42,171 Average

Bought every day by more New Haven people than buy any other TWO New Haven papers COMBINED.

New Haven Register

The Julius Mathews Special Agency Boston—New York—Detroit—Chicago

### A. B. C. EULOGIZES KOHLSTAAT

MEMBERS of the Audit Bureau of Circulations, assembled in convention in Chicago, learning of the death of Herman H. Kohlstaet, ordered the following minute written and spread upon the records of the Association, and a copy sent to Mr. Kohlstaet's family:

Mr. Kohlstaet's life was an example of the triumph of character and ability which we like to identify with America and its opportunities. A boy born to hard work and small means, he won victory over adversity; and he capped that accomplishment with the greater triumph of so impressing his character and personal worth upon his nation and his time that he was the beloved friend and counselor of rich and poor, of Presidents and humblest citizens, of a multitude who now mourn his passing.

Mr. Kohlstaet was distinguished alike in the profession of journalism and the business of newspaper publishing. A vigorous and fearless hater of inefficiency and corruption in public life, a brave defender of sound principles of Government of our Republic, his contributions to the welfare of the city, State and nation as a newspaper man and as a citizen were substantial and lasting. More particularly in those affairs within the domain of newspaper publishing, Mr. Kohlstaet throughout his wide experience in the management of journals of great influence, was a leader in efforts to lift the ideals and standards of his chosen field of endeavor. The members of this association voice their sorrow over Mr. Kohlstaet's death and their gratitude for his life and example.

VICTOR L. LAWSON,  
R. R. McCORMICK,  
FRANK MUNSEY,  
CYRUS H. K. CURTIS,  
ARTHUR HAYS SULZBERGER,  
JOHN STEWART BRYAN,  
LOUIS WILEY, Committee.

Kentucky. The third office he held was that of Democratic National Committeeman.

The two things upon which General Haldeman prided himself most were the Jefferson Davis monument, and the stand he took supporting Woodrow Wilson. He took entire charge of the movement to erect a monument in memory of the Confederate President at Fairview, Ky., the Davis birthplace.

And General Haldeman, even when Watterson was most bitterly denouncing the then Governor of New Jersey, he remained personally sympathetic with Wilson and later was the Wilson leader in Kentucky.

### BELL, "NEWSPAPERMAN'S DIPLOMAT," IS DEAD

Charge d'Affaires of American Legation at Peking Formerly Handled Press Relations at Washington and London

Edward Bell, charge d'affaires of the American Legation at Peking, whose sudden death Tuesday came as a great shock to Washington, was a newspaperman's diplomat.

A "career" man in the foreign service of the United States, constantly on duty since he began as American vice-consul in Egypt in 1909, Bell displayed an unusual faculty for dealing with reporters. On three important occasions he was deliberately chosen by the State Department to handle press relations. Few trained newspaper men, yanked from the craft and put in a press relations post, ever handled the job as well. Washington correspondents particularly appreciated Bell and nothing except his death caused more genuine regret than the order that transferred him from the Division of Current Information of the State Department to the post of Counsellor of the Peking Legation.

As second secretary of the American Embassy in London, when Walter Hines Page was Ambassador to the Court of St. James, Bell first came in contact with the reporters in the tense days of American neutrality between 1914 and 1917. It was his chief duty to meet the representatives of the American and British press then, and later after the United States entered the war. It was in no small degree due to his frankness and tact that the American position was intelligently interpreted.

Bell, who was left in Tokio as charge d'affaires when Roland S. Morris returned from his post as Ambassador just before the Washington Conference on the Limitation of Armaments and Far Eastern Questions, was recalled to act as American observer on the Chino-Japanese Commission, which succeeded in working out the Shantung settlement.

At the conclusion of the Armaments Conference, Bell was retained in Washington as chief of the Division of Current information and served in Washington more than a year before being sent to China. Since the outbreak of the present Chinese conflict, Bell, as acting head of the American Legation in the absence of Minister Schurmann, has done yeoman service. Only the day before his sudden death from heart disease, he contrived to put through via the State Department, dispatches from the various correspondents now stationed in Peking.

Edward Bell was born in New York in 1882, and entered the foreign service five years later.

### New A.N.P.A. Member

The *Parkersburg* (W. Va.) *Daily News* has been elected to active membership in the American Newspaper Publishers Association.

## Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

### Cartoons

Radio Comic Strip—John Decker.  
Weekly Sport Survey—Buddy Scheel.  
Jingles, by Sucker & Pause.  
Tri-Feature Synd. Service, 110 W. 40th St., N. Y.

### Fiction

"STORIES"  
Lewis Wilson Appleton, Jr.  
2045 East Wilmot St., Philadelphia, Pa.

LET US BUILD YOUR CIRCULATION  
Famous stories by famous authors.  
Service for Authors, 33 W. 42d St., N. Y. C.

### Home Features

"WOMEN IN THE HOME,"  
and every kind of home feature.  
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RADIO NEWS AND FEATURES  
Two columns weekly by Carl H. Butman.  
Washington Radio News Service.  
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Daily Service, reliable and timely, that makes radio fans regular newspaper readers. A complete department.  
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The Standard Religious Feature of American Newspapers. Twenty-five years of continuous publication. Non-Controversial, Readable, Timely.  
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# Obituary

**THOMAS HARBAUGH**, 75, known as one of the first newspaper columnists, died at Piqua, O., Oct. 28. Nearly 40 years ago he wrote brief comments on news and political happenings for the *New York Times*. He was also one of the writers of Nick Carter detective stories.

**LAURA JEAN LIBBEY**, 62, novelist, and former newspaper woman, died at her home in Brooklyn, N. Y., Oct. 25. She wrote more than 50 novels and a vast number of short stories and articles. Her first composition, she sold to the old *New York Ledger* for \$5. While publishing her first novels, she remained in newspaper work, serving as editor of the *New York Fashion Bazaar* and for three years as special correspondent of the *New York World*.

**HENRY BAWKES**, founder and publisher of *De Telegraaf*, first Dutch language newspaper to be nationally circulated in America, died at his home in Clifton, N. J., Oct. 25. He founded the newspaper in 1881 and sold it in 1894. It suspended publication two years ago.

**CLARENCE A. NEWMAN**, formerly city editor of the *Iowa City (Ia.) Citizen*, some years ago prior to its merger with the Press, died Oct. 18, in Oak Park, Ill., following an attack of paralysis.

**THOMAS A. KAVANAGH**, veteran printer and make-up man on the *Boston Herald-Traveler*, died Oct. 24, at his home in Dorchester, Mass.

**ALFRED HOFFMAN**, 35, a pressman on the *Boston American*, was killed when an automobile in which he was riding crashed into a street car at Chelsea, Mass., last week.

**EDWIN C. HUMPHRIES**, city editor on the *Pittsburgh Post* 15 years ago, died Oct. 26, in his home in Washington, D. C. He began his work in Washington as a reporter.

**MAJOR JOSEPH W. KELLY**, 80, Civil War veteran and for 15 years publisher and editor of the *Acme (Wash.) Prospector*, died at Sumas, Wash., on Oct. 20. He had been in the newspaper business 66 years.

**MRS. WILLIAM PECK**, mother of William J. Peck, owner of the *Pittston (Pa.) Gazette*, died recently.

**WILLIAM M. MARDEN**, for 15 years a district man for the *Boston Globe*, later with the *Boston Herald*, died Oct. 26, at his home in Plymouth, Mass. He retired from newspaper work a few years ago.

**WALTER M. FERNALD**, 57, a member of the *Boston Transcript* editorial staff, died Oct. 23, at his home in Melrose, Mass. He formerly was editorial writer on the *Ansonia (Conn.) Sentinel*, later on the *Hartford (Conn.) Times*, joining the *Transcript* last May.

**MISS MARY T. HAMILTON**, 34, of Austin, Texas, for several years a member of the staff of the *Austin American*, died recently after a lingering illness. She was at various times society, music and city editor, and later secretary to the publisher.

**LOUIS BURTON MACKENZIE**, 44, prominent publisher and clubman, died recently at the South Shore Hospital in Chicago following a short attack of pneumonia. Mackenzie was head of the *Automotive*

## IN MEMORY OF NELLIE BLY—REMARKABLE NEWSPAPER WOMAN

JUST as our circumaviators reached this land of freedom the newspapers printed an item that the net estate of Mrs. Elizabeth C. Seaman, the world-girdling Nellie Bly, is but \$8,700. Her feat thirty-five years ago is nothing compared to the problem of her executors. How are they to encompass her bequests, amounting to about \$11,100, with \$2,400 less than that? But she always wanted to do the impossible, and her will is not a surprising document to those who knew her, remarks a writer in commenting on her wonderful career.

Nellie Bly was a great figure in her day, far more popular than our aviators. Her day was the time when American journalism was getting ready to don the motely, and she was half creature, half creator of her era. As Elizabeth Cochrane she found her native Pittsburgh gave no scope to her elbows, and she naturally made for New York—for New York and the amazing editor of the day, Joseph Pulitzer of the *World*. She asked for an assignment to go up in a balloon. Instead, they sent her to the city insane hospital, where she stayed as a patient to get copy. It is enough to say of her story about it that there was finally an appropriation of \$8,000,000 to remedy the abuses which she told us of. She exposed city police stations in the

same way, and again the city took steps to correct grave wrongs.

As Nellie Bly—she appropriated the name from a popular song of the day—she bought a baby for \$10 in the open market, and exposed the infamy of the traffic in infants. She walked with Coxe's army to Washington. She visited Pullman, Ill., during the great strike, wrote a series of articles on gambling at Saratoga, and went on the war-path against frauds, large and small. Her best known feat, of course, was the circling of the world. Leaving Hoboken Nov. 14, 1889, she was back Jan. 25, the trip taking 72 days, 6 hours, 11 minutes and 14 seconds. Everybody had read Jules Verne's fanciful story, "Around the World in Eighty Days." She not only bettered him by several days, but stopped at Amiens, while she was performing her feat, and let Monsieur Verne greet her.

Nellie was not the first of the sob sisters of the press, but she was one of the first and one of the best. Her name will be associated with her trip around the world. She did more than that for women, however. She showed that they have capacity for newspaper work of certain kinds, and doors opened to them a decade or two earlier than if she had not impetuously shown city editors something.—Editorial, *New Haven Union*.

*Electrical Engineer, the Welding Engineer, and the Welding Encyclopedia.*

**PETER MCARTHUR**, 58, humorist, poet, biographer, and contributor of articles to the *Toronto Globe* died in London, Ont., October 28, following an operation.

### Sun Employees Organize

The Sun Club, composed of employees of the *New York Sun*, has recently been organized for the purpose of promoting closer cooperation between the various departments of that newspaper. The following officers were elected: president, E. O. Peterson; vice-president, H. Muller; corresponding secretary, Joseph Friedman; recording secretary, Mrs. A. K. Suplee; treasurer, Mrs. S. F. Meringer.

### Enjoy Hollowe'en Dance

Advertising Club of New York members and their friends held a Hollowe'en costume carnival at the clubhouse, Oct. 29. Advertising slogans, trademarks, products, or services were the theme of the costumes, for which prizes were awarded by advertisers.

### Ad Men to Fete World Flyers

Chicago Advertising Post of the American Legion will celebrate Armistice Eve with a military ball and reception for the world flyers, to be held at the Bal Tabarin, Hotel Sherman.

## A Security Market

with complete newspaper financial service.

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

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

Cover the Buffalo Market with the

### BUFFALO EVENING NEWS

\*Present average circulation 128,763  
Edward H. Butler, Editor and Publisher  
Kelly-Smith Company, Representatives  
Marbridge Bldg. Lytton Bldg.  
New York, N. Y. Chicago, Ill.

### Special Parish Jubilee Section

The *Fall River (Mass.) Herald* published an interesting 8-page section Saturday, Oct. 25, commemorating the 50th jubilee of the founding of the parish of Notre Dame de Lourdes in that city. Page 1 carried a large picture of the parish church with the jubilee program. The other pages carried the history of the parish and its clergymen along with the advertisements from local merchants.

## The Value of News

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

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

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

### London Morning Post Changes

The new proprietary of the *London Morning Post* has brought in its train some staff changes. The former business manager, H. E. Peacock, has resigned, and his place is being taken by Ivor Fraser, of the Press and Publicity Department of the Underground Railways. Ivor Fraser's successor at Electric Railway House will be Sir Ernest Clark, associated with the Civil Service of Northern Ireland.

### Typos Give Dinner to Hewson

Austin Hewson, recently elected second vice-president of the International Typographical Union, was guest of honor at a dinner in Brooklyn, N. Y., October 26. More than 1,000 friends attended. Speeches were made by Leon H. Rouse, president, and John S. O'Connell, secretary and treasurer of "Big Six." Jack Sullivan, vice-president, and L. A. Prendergast, trustee, arranged the affair.

You Know It's The Beacon Journal In Akron, Ohio

No one disputes that fact. But do

### You Know

that business is booming in Akron—that the factories are working three shifts—that every one is buying what they want, as well as what they need. Money is plentiful—business is good.

Run Your Campaign in a Live Paper, in a Live City.

first!  
-in circulation  
-in lineage  
-in reader interest  
-in proved results  
The Indianapolis NEWS

THE PHILADELPHIA RECORD  
Always Reliable  
The Second largest morning daily Circulation in Philadelphia  
and GROWING!  
The Dallas Morning News  
Supreme in Texas

First eight months of 1924  
Carried more Men's Wear advertising than the World and Sun combined.  
NEW YORK EVENING JOURNAL

# ALL IN THE DAY'S WORK

Drawn Exclusively for EDITOR & PUBLISHER

By **CARL ED**

Creator of "Harold Teen" Began on Rock Island Argus



## WHOLE PRESS CONFUSED BY TREASURY OFFICIALS

(Continued from page 3)

"Collectors of Internal Revenue: "The attention of Collectors is invited to Section 257 (b) of the Revenue Act of 1924, which reads as follows:

The Commissioner shall as soon as practicable in each year cause to be prepared and made available to public inspection in such a manner as he may determine, in the office of the collector in each internal-revenue district and in such other places as he may determine, lists containing the name and the post-office address of each person making an income-tax return in such district, together with the amount of the income tax paid by such person.

"It is held that the provision of Section 257 (b) are applicable to all returns of income made after January 1, 1924, filed under the provisions of the Revenue Act of 1924 or prior income tax acts. This section apparently contemplates the filing of only one list in a collection district for each year. Such list must show the amount of tax paid as well as the name and address of the taxpayer, and it should be prepared as soon as practicable in each year.

"Section 2 (a) (1) of the Revenue Act of 1924 defines the term 'person' as including an individual, a trust or estate, a partnership, or a corporation. The term must be considered as having this meaning in Section 257 (b) and the lists for public inspection must be prepared accordingly. Under the express provisions of the statute, the lists should contain the names of only those taxpayers who make income tax returns in the particular collection district."

"The Assessment Lists prepared on Form 23A meet all the requirements of Section 257 (b) in that they show the name, address and amount paid by each taxpayer on all original assessments and additional assessments as well as penalties, interest, etc. Such lists, prepared from the income tax returns filed after January 1, 1924, shall, therefore, be open to public inspection as quickly as possible after they have been compiled. It is not necessary to treat the Assessment Lists as confidential pending the receipt and posting of second, third, and fourth installments.

"Forms 23A upon which are listed taxes transferred from other districts shall not, under the provision of the Act, be opened to the public.

"In view of the importance of the Assessment Lists, every precaution should be taken to insure their protection and to prevent their being damaged or mutilated. Under no circumstances shall the Assessment Lists leave the possession of the Collector or his representatives, or be removed from the Collector's office.

"Each Collector of Internal Revenue will designate an employe of his office who will assist all persons making inquiry to obtain the information to which they are entitled under the provisions of Section 257 (b).

"It is realized that the opening of the Assessment Lists to the public may interfere to some extent with the work in the Collector's office, and the loss of at least a part of the services of the employe assigned to this additional duty will be a matter of consequence to some Collectors. However, it is the desire of the Internal Revenue Service to afford every facility to persons seeking the in-

"BORN? Sure," was Carl Ed's characteristic reply to the first of the usual questions on essential data regarding well-known persons.

The date, if that means anything, was July 16, 1890, the place Moline, Ill. Other details of the rise of the originator of the comic "Harold Teen" include a start with the World Color syndicate in 1912, which lasted for six years; along with the job of sports writer for the *Rock Island* (Ill.) *Argus*. From there he went to Chicago, in 1918, where he was connected with the *Chicago Evening American*. The next year saw him at his desk in the *Chicago Tribune*, which he still holds down with ability, and a little additional weight acquired since the salad days.

Other details of this sleek appearing cartoonist's life are perhaps less technical, and consequently more interesting. For



CARL ED

instance, his last name, the shortest perhaps in the world, is pronounced the longest way round, "ED."

Also, he does not use bear grease on his hair; it just got the sheikish habit through the Teenish thoughts trickling through; for of course it is a w. k. fact that Harold Teen and his companion of the strips, Lillums, are the original sheik and Sheba of cartoondom, and comprise the only feature on adolescence in existence.

Persons who know Mr. Ed from early days in Moline claim that his knowledge of lovelorn lads was acquired at an early age; and it's easy to see that he had no trouble in procuring a good model for the ideal youth by taking a look in the mirror each morning. But at that he isn't spoiled. He lives in Evanston, the happy hunting ground for his sort of copy; where collegiate youths and beautiful co-eds flock the streets.

# Detroit

Fourth Largest City

Complete coverage with one paper.

The Detroit News

Offers advertisers unusual opportunities

In New Orleans it's THE ITEM

## Special Copy for Special Church Days

Series No. 6 of church advertisements issued by this department has special copy for such days as Thanksgiving, Christmas, Easter, Mothers' Day, etc. Here is the suggested copy for the Sunday preceding Thanksgiving:

### NEXT THURSDAY

Thanksgiving is in some senses a good deal like the church. The church is here and has been here from the early days of the city. Thanksgiving has also been here as long as any one can remember. We take both as a matter of course. But we wouldn't have one without the other, and both are meant for more important uses than boisterous sports.

If the hardy men and women who hewed a living out of bleak New England had been men who put gold above God there would be no Thanksgiving observance this week. The Pilgrim Fathers came here so that they might have the religious freedom they could not find abroad.

The people who settled South America were of another stripe. Gold was their main object in life, and the intelligent leaders of the republics to the south are keen enough to realize that religious inheritance makes a vast difference to a country.

How you treat the church and Thanksgiving may make a great difference to the future of this land. It has been built upon Christian principles. These will change with the growth of men's understanding, but any lessening of respect for the things of God mean that fifty years hence (name of town) will be a less good place in which to live than it is today.

By all means join the other good folk of (name of town) and go to church tomorrow.

Wouldn't the publication of this ad help the churches, the community and your paper? Force the church-going people of your town to look to your paper for news and inspiration. Series No. 6, 52 ads, one paper in a town, costs 3 cents per week per thousand circulation.

For proofs address Herbert H. Smith, 723 Witherspoon Bldg., Philadelphia, Pa.

## 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

formation to which they are entitled by virtue of Section 257 (b) of the Revenue Act. For this reason it has been decided to open the original records. Any list that might be prepared to show the name and address of each taxpayer and the amount of tax paid would necessarily have to be taken from the Assessment Lists, and the possibility of typographical errors would have to be considered, but by opening the original documents to the public, there can be no question as to the authenticity of the information obtained.

"D. H. BLAIR,  
"Commissioner."

It was this statement that eventually led to publication by newspapers of income tax returns secured by them from the Collector of Internal Revenue of their respective districts.

When there arose almost immediately a far-reaching difference of opinion as to the legality of the action of these newspapers, Mr. Mellon's office issued the following statement, dated October 23:

"In connection with the opening in the Collector's office of each district of the list showing the amount of income tax paid by each person, in accordance with the provisions of Section 257 (b) of the Revenue Act of 1924, the Treasury desires to call the attention of all persons to the provisions of Section 3167 of the Revised Statutes which provides in part:

... and it shall be unlawful for any person to print or publish in any manner whatever not provided by law any income return, or any part thereof or source of income, profits, losses, or expenditures appearing in any income return; and any offense against the foregoing provision shall be a misdemeanor and be punished by a fine not exceeding \$1,000 or by imprisonment not exceeding one year, or both, at the discretion of the court."

Almost simultaneously with this statement, another ("Document B" for this story") descended upon the Press Room of the Treasury building from the office of Commissioner of Internal Revenue Blair, which read as follows:

"By direction of the Commission of Internal Revenue, with the approval of the Secretary of the Treasury, lists of taxpayers showing the amount of income tax paid by each, have been made available for public inspection in the offices of collectors of internal revenue."

"The revenue act, approved June 2, 1924, provides that there shall be prepared and made available to public inspection in the office of the Collector in each internal revenue district, lists containing the name and the Post Office address of each person filing an income tax return in such district. The law also provides that the amount of income tax paid by each person shall be shown."

"The Bureau of Internal Revenue interprets this provision of the Act as applying to all returns of income made after January 1, 1924 whether filed under the provisions of the Revenue Act of 1924 or prior income tax acts. The term "person" means an individual, a trust or estate, a partnership, or a corporation."

"The lists required by the new revenue law are now available for inspection in the collector's office and the collector has designed one of his employees to assist all persons making inquiry to obtain the information to which they are entitled by virtue of the new revenue law."

"The records which are open to the public are the official assessment lists. They show a complete history of each person's transactions with the Government in regard to his income tax matters. The name and postoffice address appear on the lists as well as the amount of tax paid on all original and additional assessments, also penalty and interest payments. It is the desire of the Internal Revenue Service to afford every facility to persons seeking the information to which they are entitled and the Bureau is prepared to co-operate with the public to the fullest possible extent."

"The assessment lists are, of course, the basis for all the collector's bookkeeping transactions and any additional information that might be compiled would have to be taken from these lists. The opening of the official assessment lists to the public eliminates all possibility of errors that might be made in transcribing the information and there can be no question whatsoever as to the authenticity of the information given to the public."

On the following day, as a nation-wide controversy raged as to the right of newspapers to have access to the tax lists for publication, Mr. Mellon gave out the following:

"My attention has been directed to an editorial in the *New York World* charging partisan purpose in the compliance by the Treasury with the mandatory provisions of an Act of Congress. The amendment to the Revenue Act of 1924 added to the provision under the former law which made open to inspection names of taxpayers, the requirement that there also be open to inspection the amount of tax paid, and in due course when the information was available it was opened to inspection. Presumably Congress in reenacting specifically in the same Act the prohibition against printing or publishing a part of a return, intended to have both provisions effective. Inspection where reason for it existed and not newspaper publication solely to satisfy idle public curiosity. The *World* sees fit to ignore the penal statute against printing or publishing and such action is alone responsible for just what it pretends to condemn—partisanism. The Treasury had no alternative and criticism would rightly have been made had it not complied with law."

**EVENING WORLD CLAIMS BEAT**

The editorial management of the *New York Evening World* this week claimed it had "beat the country" on publishing the income tax returns.

Receiving the flash at 3:30 last Thursday that the lists were available for public inspection, three reporters were immediately dispatched to the Customs House, where returns of many of the world's richest men were filed. By the 4:20 edition, the *Evening World* was on the street, printing some of the more important names, and the list was added to in subsequent editions.

**SCRIPPS-HOWARD COUNSEL O.K.'s PRINTING TAX LISTS**

On Wednesday of this week, Robert P. Scripps, editorial director, and G. B. Parker, general editorial executive, of the Scripps-Howard newspapers, announced that the 25 members of the chain would continue publication of the income tax payments.

The announcement followed an opinion on the income tax publicity subject from Baker, Hostetler, and Sidlo, a Cleveland law firm.

The announcement follows: "The Scripps-Howard newspapers hereby announce that they intend to continue publication of income tax payments."

"This declaration follows receipt of a legal opinion from Baker, Hostetler and Sidlo.

"Newton D. Baker, former mayor of Cleveland and secretary of war in the Wilson cabinet, is senior member in the law firm referred to.

"The Scripps-Howard newspapers take this position, not because of any tendency or desire on their part to defy a law, but on the contrary, because of a desire to serve the law.

"They believe publicity of income tax payments is a thing specifically called for by congress in its latest legislation on the subject.

"And they therefore, believe they would not be performing the service they should perform if they withheld from their

readers the information congress intended to be made public.

"They conceive as a basis mission of a newspaper the quick and convenient transmission of public records—that it is manifestly impossible for every citizen to go to a court or to a legislature hall or to the capitol at Washington or to a revenue collector's office and find out personally what is going on in public affairs.

"And they believe that when a newspaper ceases to function as a service by which the public is thus informed, the newspaper as an institution becomes impotent and that some other medium for quick and convenient transmission of public information should take its place.

"It is not therefore, as a newspaper privilege but as a newspaper duty that the Scripps-Howard newspapers view their action in this matter.

"Accordingly, publicity of income tax payments through the Scripps-Howard newspapers will be continued, and in event of a refusal of the lists to representatives of Scripps-Howard newspapers, suitable action to compel publicity will be taken."

The following is the opinion of the Cleveland law firm in part:

"Section 257 of the revenue act of 1924 provides 'returns . . . shall be open to inspection only upon order of the president and under rules and regulations prescribed . . .' But a further paragraph of the section provides the commissioner of internal revenue shall . . . make 'available to public inspection in such manner as he may determine . . . lists of names . . . with the amount of income tax paid.'

"The reason for protecting one kind of information from publication and permitting the other kind to be published readily appears," the opinion stated. "If the returns by the tax payers that is, the report as to the sources of his income his profits, losses, etc., were made public it might cause him serious injury and give his competitors an undue advantage. Publication of only the amount of the tax paid could not cause any injury."

**QUICK STICK PASTE POWDER**



**Has Many Uses**

Quick Stick is the stickiest paste powder on earth and has a hundred uses. It is used in many instances in place of hot glue—it's that strong. In a newspaper organization Quick Stick is indispensable.

**In the Mailing Room**

For bundle and single wrapping Quick Stick has no equal. Mixed in a minute—enough for the day's batch—won't sour or mould—and it certainly makes the wrappers stick. Won't smudge—can't pull loose—the paper tears before the paste would give.

**As a Matrix Paste**

Quick Stick Paste Powder makes the finest matrix paste. Fine for either backs or facing and it certainly makes a halftone stand out clear, sharp and distinct. We'll guarantee it to be better and more economical than the "mat" paste you now use. Quick Stick in 200 and 150 lb. barrels cost you only 10c a lb.

**For Splicing Webs**

Many a pressman splices his webs with "Quick Stick" without stopping the press. Do you know of any other paste that will stick quick enough and tight enough for that? Truly a barrel of "Quick Stick" Paste Powder will serve every department satisfactorily.

**"Quick Stick" Sticks Quick**

Quick Stick will mix quick, stick quick and stick tight. The best powder paste on earth. 10c a lb. in barrel lots or a 25 lb. trial keg for \$3.00.

**705 Mailing Machine Paste**



Our "705" Mailing Machine paste works perfectly in any standard make mailing machine. Will not clog or gum, nor does it ever harden in the fountain. Absolutely free from lumps and flows freely for rapid labeling. The labels stick. Send for a trial order. 51 gallon barrels at 35c per gallon. 2 gallon wooden pail for trial \$1.40.

**COPASCO**

**The Perfect Semi-Liquid Desk Paste**

Copasco Liquid Paste never needs water, sticks quickly, dries fast, spreads smoothly and never dries out. 1 dozen self-closing 5 oz. desk jars only \$3.00 or \$1.40 a gallon in 12 gallon lots.



Write Today for Complete Catalog  
**The Commercial Paste Co.**  
Makers of the Largest Line of Adhesives  
Dept. 51 COLUMBUS, OHIO

**"FIRST IN PUBLIC SERVICE"**



The World and the Evening World have a combined circulation daily, of 750,000 for \$1.20 per agate line gross, subject to contract discounts. These two papers are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.



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**The Plain Dealer**

has the Largest Circulation of Any Cleveland Daily Newspaper

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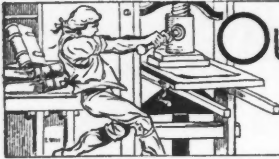
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Net paid (1923) Average.  
An increase of  
**47% in 7 Years.**

**TRENTON (N.J.) TIMES**

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National Representatives

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Lytton Bldg. Chicago



# OUR OWN WORLD OF LETTERS

By JAMES MELVIN LEE

A NEWSPAPER of four pages, but every bit of it good stuff, a newspaper which featured brevity and cleverness of expression above everything else—such was *The New York Sun* in 1875 when it hired young Edward P. Mitchell fresh from the shore of Maine at the then extremely generous salary of \$50 a week.

Mitchell's "Memoirs of an Editor" (Scribner's) tells the story of fifty years of the Sun and of American journalism, but the success of Dana seems to have enjoyed most the period in the seventies and eighties when Dana had made the Sun "the newspaper man's newspaper."

"There never was such a paper" says the cover blurb. The humor of Dana resembled a bit that of Eugene Field, and he was at his best in ironic persecution of public figures who had incurred his malice. One such *affaire* afforded Mitchell the chance to compose his first contribution for the Sun:

Richard Smith, of the *Cincinnati Gazette*, had been so lucky as to offend Mr. Dana by some now forgotten utterance. He was forthwith elected or erected as one of the Sun's pet targets for its mock admiration, constant stilette, and tormenting archery; being styled Deacon Richard Smith, of the *Cincinnati Gazette*, and represented systematically and almost daily as a truly good man, struggling hopelessly to keep his newspaper virtuous despite the contrivances of a gang of wicked partners, the wickedest being a subordinate named Romeo Reed. This motive was played with a hundred ingenious variations for month after month and year after year.

Just at this time one of the periodic revivals of the Shakespeare-Bacon controversy was flagrant in the press. My trial essay attempted to prove by internal evidence that the real author of the once immensely popular, "Proverbial Philosophy," of Martin Farquhar Tupper was none other than the truly good Deacon Richard Smith, and that the immortal poem was packed full of admonitions and warnings privately intended to reform Romeo Reed and the other wicked partners. In looking it over I am compelled to admit that the case for the deacon was as good as that for Verulam.

Mr. Mitchell, who remained with the Sun until 1922, wrote at different times, everything from obituaries to editorials, met cranks, of which a superior variety seemed to infest the Sun offices, traversed the United States and most of the rest of the world, and even, for many years, assiduously but unsuccessfully hunted ghosts.

"Memoirs of an Editor" is a delectable quarry of pleasing facts concerning the great and the obscure of the last two generations. One of Editor Mitchell's early recollections is of seeing through a transom in the Willard Hotel the Pickwickian George Frisbie Hoar earnestly declaiming a speech before a mirror clad only in nightgown and spectacles.

Mitchell's apprenticeship began in Boston on the *Daily Advertiser*, "a vast blanket sheet . . . crammed with good writing."

We used to believe that the regulations governing the use of English in the *Daily Advertiser* had been drawn up originally by the faculty of Harvard University in solemn conclave, and the professors met from time to time to devise new refinements of speech and to investigate the fidelity of our observance.

After the *Daily Advertiser* and a period on the *Leicester Journal*, under

Dingley of the McKinley tariff bill, Mitchell began his connection with the Sun which was to last nearly all the rest of his life.

But the early days are the ones to which Mr. Mitchell refers with the most gusto. The happy days thus described:

No happier working days can come to the newspaper man than those wherein the responsibility is minor, rather than major; that is to say, to the paper and its chief, and not directly to the paper's ownership and the public. The forenoon illusion of importance and efficiency has not yet faded, the opportunities seem boundless, the pride and joy of effort are the greater, as I thought then and still believe, behind an impersonal journalism in which self-promotion by individual advertisement has no place. Fashion has changed much in 40 or 50 years in this respect; I am not the less convinced that for the writer as well as for his paper anonymity is a desirable thing.

The decade of years from 1872 to 1881 was a period of stimulating prosperity for the four-page *Sun*. Dana . . . paid his helpers' salaries sometimes amounting to from four to ten times the highest pay he had received on the *Tribune* a few years previously.

Despite this generosity the Sun during this decade paid an annual average dividend of 36 per cent. For some time Dana had hopes of doing without advertising altogether and depending entirely on his circulation for support.

The vision dissolved only when the enhanced cost of white paper from the mills and the expansion of pages invited by the public appetite for quantity, especially in the Sunday editions, with the competition of esteemed contemporaries to meet this growing demand, and the sudden development of department-store advertising, all conspired to shape the Brodingtonian ferment.

Memoirs of journalists must inevitably contain incidents relating to celebrities. Some of Mitchell's lesser known personages are more entertaining than the greater or more notorious ones. There was the episode of the predacious baron, during the great junket given in celebration of the completion of the Northern Pacific:

The adjacent table was occupied by a party of Mr. Villard's German barons. They were silently but energetically devouring venison in huge mouthfuls and grunting satisfaction as they swallowed. I saw one florid, spectacled well-born interrupt his exercise and fix bulging eyes upon an especially attractive tidbit that lay upon the plate of his neighbor next but one. After a moment of envious observation he reached with his fork in front of the intervening banqueter, speared the desirable morsel and transferred it to his own esophagus without a word of "by-your-leave, har n." It was not a mere act of heavy Teuton sportiveness, as one might have supposed; the rape was in dead earnest. The two barons glared at each other; the despoiled baron gurgled a guttural protest; the despoiler stared him down, being perhaps an ace in Berlin high finance, while the other was but a jack; and I derived then on the shore of Lake Minnetonka in Minnesota my first conception of the possibilities of Prussian ruthlessness.

The episode of the Baron is a sample of Mitchell's writing at its best. But

almost every page contains some interesting reminiscence. As an editor Mitchell seems a bit the survivor of a forlorn hope. The gay and strenuous journalism of Dana's day has changed into something just as strenuous, but which hardly dares the playful manner of presentation that permitted Dana to bestow absurd front or middle names on his victims and nominate them for undesired offices like the Liberian mission or the consulate at Duck Portage. Such antics must be left to the columnists now, alas.

The "Memoirs" are appropriately discursive and leave out much of recent history which would be extremely interesting. Perhaps Mitchell considers recent journalism less interesting than the great Sun of the eighties.

Frank A. Munsey, the final owner and transformer of the Sun (who would have thought the once puny *Evening Sun* would become the sole inheritor of the grand old name?) writes:

Notwithstanding his very great place in the newspaper world Mr. Mitchell is little known to the American people . . . He has insistently kept himself in the background of his newspaper and in the background among men.

The background seems the fated stage of the modern editor. Perhaps Bernard MacFadden, with his *Graphic*, will guide us back to the good days when the editor was better known than the comic strip artists or the columnist.

\* \* \*

THE address of Louis Wiley, business manager of the *New York Times*, before the New Jersey Newspaper Institute recently held under the auspices of the New Jersey Press Association at Rutgers University has been put into type. Mr. Wiley spoke on "The Newspaper as a Public Trust," and in the course of his remarks said many sensible things in reply to recent criticism of American newspapers in the magazines. Printed copies of this speech can doubtless be obtained—while the edition lasts—upon direct application to Louis Wiley, business manager, the *New York Times*, Times Square, New York City.

FROM the Department of Journalism at Indiana University, Bloomington, Ind., comes "The Small City Daily and the Country Weekly" by Norman J. Radder, Associate Professor of Journalism at that institution and author of "Newspaper Makeup and Headlines" (McGraw-Hill Company). Among the topics taken up by Prof. Radder are "News and Editorials," with special reference to country correspondence; "Newspaper Circulation," with some reference to newspaper accounting; "Advertising," in which local display is not overlooked; "Promotion Methods," in which marketing plans are outlined.

Anyone who glances through this text by Prof. Radder will be impressed by the frequent references to the EDITOR & PUBLISHER. Professor Radder covers a field where the literature has been most scant and jejune.

The most successful of all newspaper consolidations.

THE NEW YORK HERALD  
New York Tribune

THE TACOMA NEWS TRIBUNE

TACOMA

Population, 112,000 People

Four transcontinental railways, two with terminal shops in Tacoma; large and commodious harbor; thirty commercial docks; cheapest electric power in U. S.

You can blanket the rich and prosperous territory of Tacoma and South west Washington through the columns of the News Tribune; A. B. C. Audited Circulation, 32,643.

Frank S. Baker Charles B. Welch  
President Editor and Gen. Mgr.  
ADVERTISING REPRESENTATIVES  
David J. Randall Ford, Parsons Co.  
341 Fifth Ave. 360 N. Michigan Ave.  
New York City Chicago, Illinois  
R. J. Bidwell & Co.  
San Francisco and Los Angeles, Cal.

NEW YORK STATE  
Westchester County's

Fastest Growing Cities

Mount Vernon and  
New Rochelle and  
The Vicinity Towns

Are Covered Completely By

THE DAILY ARGUS

of

Mount Vernon

THE STANDARD STAR

of

New Rochelle

(Both Members of ABC)

Westchester Newspapers, Inc.

Franklin A. Merriam, Pres.  
Mount Vernon—New Rochelle

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

On and after September 6th, 1924

The New Orleans States

Will be represented in the East and West by the

JOHN M. BRANHAM COMPANY

New York Office—Canadian-Pacific Bldg.  
Chicago Office—Mallers Bldg.  
Also in Detroit, Atlanta, St. Louis, Kansas City and San Francisco

A Stable Market

THE Milwaukee-Wisconsin market offers your most dependable sales opportunity in 1924! The first city of diversified industries located in the world's richest dairying center—an unbeatable combination—thoroughly covered by one advertising medium—

The Milwaukee Journal  
FIRST—by Merit

THE PASSAIC DAILY NEWS

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

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

## UTILITIES FIND NEWSPAPERS VALUABLE FOR EMERGENCY MESSAGES

Philadelphia Company of Pittsburgh Submits Its "Best Piece of Good Will Copy" from the Standpoint of Results— Value of Timely Copy Discussed

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

ALL newspaper advertisers recognize the timeliness and the adaptability of newspaper advertising—the instant publicity which newspaper copy makes possible.

Newspaper campaigns are often organized "between days" to meet some sudden emergency, some unforeseen development and the advertising story comes

Company officer asserts in elaborating his statement. The advertising indicated clearly the unstinted effort of the company's men to make good with the public and the latter, appreciating the circumstance through the advertising, were quick to respond.

The Philadelphia Company feels that this single page advertisement, which is reproduced in connection with this chapter, won for it a tremendous number of friends which could not have been gained by any other means.

The Philadelphia Company uses newspaper advertising consistently to obtain definite objectives. Its policy is to take space in the newspapers which serve the Pittsburgh district and its schedule calls for every-other-day insertions.

Speaking of further results obtained, an officer of the company says:

"All of our campaigns which have made tangible offers have met with response from the public, such as an offer to replace broken iron cords, 'Duquesne Luminaire,' and the offer of service on gas and power. A hot water heater campaign also proved a producer, with the result that we have installed more hot water systems this year than in any corresponding period in previous years.

"Frankly, we consider the newspaper the best means for putting our story over to the public, and our advertising budget is so set up as to provide for the expenditure of the largest portion in the daily newspapers. While we use other mediums, they cannot compare with the daily newspapers for the presentation of our story, and I think that the public utilities in general can be of greater service to themselves by devoting more attention to the presentation of their problems in the daily newspapers."

### SWOPE GIVES COLLEGE PRIZE

Establishes \$250 Annual Essay Award at Hobart College

Herbert Bayard Swope, executive editor of the *New York World*, has established at Hobart College, Geneva, N. Y., an annual prize of \$250 for the next five years for the best original essay on a subject of general interest selected from any department of study at the college, President Murray Bartlett of the college has announced.


Not only is this prize the most valuable now available at the local institution, but the contest is the broadest one ever provided there. The purpose of the Swope Prize is to promote on the part of the students a tendency to apply to everyday life the lessons of the classroom and laboratory, and to express the relationship between the two in a form similar to the editorial.

The founder of the prize, is an honorary graduate of Hobart College, which conferred upon him the degree of Doctor of Humane Letters last June. On that occasion he delivered before the Phi Beta Kappa Society an address entitled "Journalism: An Instrument of Civilization," which was later published and distributed by the college.

### Provo (Utah) Herald Sold

The *Provo (Utah) Daily Herald* has been sold by E. C. Rodgers, to William H. Hornbrook, who has been a publisher of newspapers in California and Washington.

**PUBLIC SERVICE**



**To the Men Who Did the Work!**

A great service advertisement, that immediately attracts attention, is the only one that will be read. It is the only one that will be read. It is the only one that will be read. It is the only one that will be read.

There are the only two of you which are "Public Service" that will be read. It is the only one that will be read. It is the only one that will be read. It is the only one that will be read.

Let there be one man reading them who might be your customer. Let there be one man reading them who might be your customer. Let there be one man reading them who might be your customer.

Duquesne Light Company Pittsburgh Railway Company

"Use as a guide for better service."

Friends Were Made by This Copy Among Public and the Company's Employees

along as a fresh piece of business news, while the public is still thinking and talking about the event with which the copy deals.

Public utility companies who advertise, understand the value of the newspaper as a means of acquainting the public quickly and completely with the facts behind unusual circumstances that develop in the conduct of their business.

Probably there are on record a great many striking examples of successful "emergency advertising." Typical of these is an experience of the Philadelphia Company of Pittsburgh which has as subsidiary organizations the Duquesne Light Company, Equitable Gas Company, Pittsburgh Railways Company and Equitable Sales Company, all of which serve the Pittsburgh district.

In submitting some of its newspaper copy which has been used with much success, an officer of the Philadelphia Company says:

"We have used a number of advertisements on good will and informative lines from time to time, but there is one full page advertisement on public service which we consider the best piece of good will copy it has been our pleasure to produce.

"This copy appeared on Feb. 21. In explanation, the Pittsburgh district was stricken with the worst sleet storm in twenty years on the night of Feb. 19 and the morning of Feb. 20, with the result that our men were on the job from early Tuesday morning right straight through until Thursday morning, a stretch of forty-eight hours without sleep.

"Copy appeared on the morning of Feb. 21, just at the time when the men were virtually exhausted. Its effect was immediate, the men appreciated the public acknowledgement of our thanks, and kept on working."

"The effect upon the public was equally well demonstrated, as the Philadelphia

# IOWA'S BOUNTY

## A Plentiful Supply of Soft Coal

19,000 square miles of black diamonds, in the form of coal deposits, underlie the state of Iowa, causing the operating of about 250 mines, the employing of about 15,000 men, and yielding about 8,000,000 tons, annually.

These mineral deposits not only furnish a direct source of wealth for Iowa, but because of certain characteristics, influence the fertility of the soil. These two resources furnish Iowa with a more productive surface and less waste land than is found in any similar area in the U. S.

The residents of such a natural field of wealth are necessarily possessing a greater individual wealth. A greater individual wealth makes for a greater market.

Iowa, besides being blessed with many natural advantages, has exceptional marketing facilities, the cities providing excellent distributing centers, while hundreds of small towns offer trading and shipping accommodations.

This veritable gold-field of fertility can prove a real gold field for advertisers who use these dailies.



HERBERT B. SWOPE

|                                      | Circulation | Rate for 5,000 lines |
|--------------------------------------|-------------|----------------------|
| ***Burlington Gazette .....(E)       | 10,535      | .04                  |
| *Cedar Rapids Gazette .....(E)       | 21,481      | .07                  |
| *Conneil Bluffs Nonpareil .....(E&S) | 16,096      | .06                  |
| *Davenport Democrat & Leader.....(E) | 14,564      | .06                  |
| *Davenport Democrat & Leader.....(S) | 17,895      | .06                  |
| †Davenport Times .....(E)            | 24,676      | .07                  |
| *Des Moines Capital .....(E)         | 57,945      | .14                  |
| *Des Moines Sunday Capital.....(S)   | 24,662      | .14                  |
| *Iowa City Press-Citizen.....(E)     | 6,387       | .035                 |
| ††Mason City Globe Gazette.....(E)   | 13,405      | .04                  |
| *Muscatine Journal .....(E)          | 7,762       | .035                 |
| *Ottumwa Courier .....(E)            | 12,852      | .05                  |
| *Waterloo Evening Courier.....(E)    | 17,071      | .06                  |

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

\*\*\* A. B. C. Statement, April 1, 1924.

†† Government Statement, April 1, 1924.

† Government Statement, Sept. 30, 1924.

# CIRCULATION

FOR ALL DISTRIBUTORS OF DAILY NEWSPAPERS

By J. OMANSKY

IN a small room on the top floor of a flat we saw the other day a newspaper vending machine that worked perfectly. Two cents dropped in a slot that seemed to be gum proof and slug proof—a slight turn of a handle and out came a paper that was as clean as when kicked off the press. And this machine did not work any better than several others we have seen in the past year.

So, it really looks as though the mechanical method of selling newspapers will be adopted pretty generally within a few years, at the most.

The newsboy will always be able to outsell a machine and will probably continue to be a necessity on busy corners but he is now being and will continue to be replaced in even greater numbers on corners where only few papers can be sold.

But before vending machines can be universally adopted their cost will have to be greatly reduced. Most concerns now making machines do not seem to be equipped for large production and their prices are consequently too high. They do not, it seems to us, realize that the newspaper business is organized in its circulation department on a penny basis and that a machine costing from \$25 to \$50 would have to 'sell' papers for about a year to pay for itself.

What the paper vending business needs is a Ford who will build and sell machines at from \$5 to \$10. Until such a product is produced we are going to stick to our open style metal boxes with which most circulators are pretty familiar. These boxes are made of heavy material, wear well and cost about \$2.00 each. They are a tremendous help in circulating our paper and we consider them just as important to our distribution system as we do the newsstands.

We will have more to say at another time about our experiences with these boxes.

\*\*\*

The outlook for a steady increase in circulation this fall and winter looks good to us. We are paying no attention to the calamity screamers and making plans for promotion just as though this were not an election year. Business and industry will go on just the same regardless of what happens November 4.

\*\*\*

Food shows, radio expositions and the like conducted by newspapers create good will and help get advertising. Another way to profit by these shows is to solicit all the visitors for subscriptions. Many papers hesitate to capitalize a show to this extent even though the orders that can be obtained are often the most desirable kind. People who attend a show sponsored by a paper are usually interested in it and those who are not regular readers make the best prospects, especially if the paper has a strong department of particular interest to them.

\*\*\*

The newspaper section of the A. B. C.

## WIRE NEWS

**For Evening and Sunday Newspapers**

International News Service  
21 Spruce St., New York

at the recent convention in Chicago was wise in favoring the classifying as premium orders subscriptions obtained by club raisers. We never could see much difference between getting orders by giving dishes to subscribers and bicycles to boys. The less hair splitting distinctions the A. B. C. makes in its rules the more satisfactory will be its work.

Another good move, we believe, was to count subscriptions paid for by contestants as bulk circulation. What will the contest boys do now in the last days of a campaign?

\*\*\*

Our boss told us that, as usual, he got more out of the round table discussions at the Chicago convention than from the addresses and papers read.

The New York State circulators are to be commended for vigorously opposing the proposed increase in postal rates. We hope that other state organizations will take the same action at their winter meetings.

When the present proposal is killed an effort should be made by all publishers to get rates reduced as they should be.

Organizations and committees working on this problem would do well to look into the cost of handling government and politicians' mail free. Such an investigation might reveal that the P. O. department could wipe out a good portion of its deficit if the franking privilege were curtailed or abolished.

\*\*\*

Once again newspapers are classified as a necessity by zealous municipal officials in enforcing Sunday blue laws. Ashtabula, O., is going through the painful and humiliating experience of having Sunday closing laws enforced. But Sunday papers are permitted to circulate as usual.

### Merchandise Conference Committee Named

Michael Levy of the *Drygoodsman* again has been named chairman of the Advertising Club of St. Louis committee which will have charge of the Move-More Merchandise Conference, which will be held in connection with the meeting of the American Retailers' Association in St. Louis next February. J. L. Isaacs of the *St. Louis Post-Dispatch* and Felix Coste of the D'Arcy Advertising Agency are members of the committee.

### Two Illinois Weeklies Combine

The *Harvard* (Ill.) *Herald* has purchased the *Harvard* (Ill.) *Independent*, combining the two weekly newspapers under the heading *Herald-Independent*.

## AUTOMOBILE FEATURES

Touring — Camping — Traffic — Gasoline — Upkeep — Roads — Legislation — Taxation — Insurance — Garaging — Used Car Buying and Selling and all the other

**BIG SUBJECTS OF MOTORING COVERED IN A BIG WAY**

**The Ullman Feature Service**  
Home Life Bldg., Washington, D. C.

## COAST CIRCULATORS AT OAKLAND

Round-Table Meetings and Lavish Entertainment Feature Two-Day Sessions of Semi-Annual Meeting

OAKLAND, Cal., Oct. 20.—Representatives from nearly every newspaper in California attended the sixth annual convention of the California circulation managers association at the Hotel Oakland, Oct. 20. The Mayor and the Chamber of Commerce were hosts. All the married delegates brought their wives and a special committee saw that they were properly entertained. On the second day the San Francisco publishers gave the delegates and their wives an auto ride around the Bay District.

At a banquet Monday night addresses were made by Charles S. Young, publisher of the *Oakland Post-Enquirer*, and J. R. Knowland, publisher of the *Oakland Tribune*. On both days round table sessions listened to papers on "Recent A. B. C. Questionnaires," "Radio News Broadcasting," "Street Sales—How to Make Them," "Newest and Best Promotion Plans," "Should Postmasters Be Paid Commission on Mail Subscriptions?," "Cost of Subscriptions Secured Through Prize Offers."

Reports and papers were read by J. Dillinger, *Oakland Tribune*; Virgil Lundy, *Fresno Republican*; Frank See and B. B. Marcum, *Los Angeles Illustrated Daily News*; Harold Searles, *Hollywood Citizen*; O. K. Williams, *Pomona Bulletin*; W. V. O'Farrell, *San Diego Union*; Charles A. Fay, *San Pedro Pilot*; P. M. Knox, *Fresno Bee*; King T. Boardman, *Santa Barbara Press*; F. E. Rhode, *Sacramento Union*; Robert J. Corrigan, *Los Angeles Examiner*; J. L. Wagner, *Riverside Press*; B. W. Bates, *San Francisco Bulletin*; O. F. Thayer, *San Ber-*

*nardino Sun Telegram*; H. A. Waters, *San Francisco Illustrated Daily Herald*; E. T. Hamrick, *Pasadena Star-News*; George Fisher, *San Francisco Chronicle*, and A. L. Parker, *Los Angeles Times*.

The program was arranged by A. E. Crawford, *San Francisco Examiner*, W. J. Harrison, *Los Angeles Evening Herald*; Harold Searles, *Hollywood Citizen*; John E. Grey, *San Francisco Call*; Edgar Pugh, *Long Beach Press*, and Edwin L. Simpkins, *San Jose Mercury-Herald*.

W. F. D. Brown of the *Oakland Tribune* was chairman of the entertainment committee, assisted by Mr. Fisher, Mr. Bates, and Victor Lattner of the *Oakland Post-Enquirer*.

### JOHN GLASS RETURNS

Well-Known Chicago Special Spent Three Years in Europe

John Glass, for many years Chicago special representative of the *Pittsburgh Press*, *Cleveland Plain Dealer*, *Cincinnati Enquirer*, *Indiana Star League* and other important newspapers, returns this week from Europe and is at Hotel Marguery, 270 Park avenue, New York.

During his three years' absence he traveled through nearly every European nation.

Your readers will praise your selection!

Most popular serial of the year.

## THE DARK CHAPTER

by E. J. Rath  
Author of "The Nervous Wreck"  
SERVICE FOR AUTHORS, INC.  
Dept. A. 33 West 42nd Street  
New York City

again

ON THE  
**San Francisco Chronicle**

Both in the methods we use and in the results we obtain, we please the publishers of great metropolitan dailies throughout the country. That is why we are constantly being invited to repeat our successes for the same papers, as we are now doing for The San Francisco Chronicle.

HOLLISTER

CIRCULATION ORGANIZATION

717-718 COM'L EXCHANGE BLDG.  
LOS ANGELES, CAL.

**Our Features:**

**Irvin S. Cobb**  
**Samuel G. Blythe**  
**R. L. Goldberg**  
**Roe Fulkerson**  
**Don Herold**  
**O. O. McIntyre**  
**Nellie Revell**  
**Will Rogers**  
**H. J. Tuthill**  
**Albert Payson Terhune**  
 and others

**The McNaught Syndicate, Inc.**  
 Times Building, New York

what does your name mean?

Are you named William, John, Margaret, Anna—? These as well as all other names have interesting stories which are explained daily in

### WHAT'S IN A NAME?

By Hope Norris  
Keep your readers watching for their own and their friends' names. A sure circulation builder.

**Readers' Syndicate, Inc.**  
799 Broadway New York City

## Metal Markets

J. Barton Nealey will bring to your readers a knowledge of metals possessed by few men in this country. His daily weekly and monthly authoritative signed dispatches are eagerly awaited wherever metals are traded in and used.

His fundamental grasp of general conditions, together with his intimate knowledge of the production of metals, the manufacture of finished products and the marketing of both lend a force to his interpretative market analyses that has brought them attention throughout this country and abroad.

Besides writing a weekly and monthly review, Mr. Nealey writes a daily dispatch on the situation in iron, steel, copper, tin and other metal markets which is available to newspapers for simultaneous publication to morning and evening dailies.

**INTERSTATE COMMERCIAL NEWS SERVICE**  
38 Park Row New York

**SHERMAN HEADS DAILY LEAGUE**

**Elected President of Texas Group at Recent Dallas Meeting**

K. K. Hooper of the *Sherman Democrat* was elected president of the Texas Daily Press League at the annual meeting held recently in Dallas. Homer Price of the *Marshall News* was elected vice-president and Walter Murray of the *Ranger Daily Times*, secretary.

Representatives of 47 daily newspapers of the smaller cities of Texas were present at the meeting. Practically all of the members of the league were in attendance. The Advertising Bureau of the league met also in connection with the annual meeting of the league.

J. L. Greer of the *Denison Herald* was elected chairman of the advertising Bureau. Houston Harte of the *San Angelo Standard* was the choice for vice-chairman.

The next meeting will be called in Dallas in January.

**PUSHCART CRADLED N. Y. CIRCULATOR'S FORTUNE**

(Continued from page 7)

making that would interest cynical editors?

He knows first of all the importance of getting papers on the stands at the time people want to buy. He speaks of morning papers chiefly because the majority of his papers are morning publications.

"When the paper arrives late at the stands it misses a large part of its readers," he declares. "They are on their way to work. They buy something else. Of his newspapers are morning publications.

"Papers are often held up an hour for a play review or a bit of news the editor considers important. But how many people care? They want the paper first of all. They don't care much about the bit of extra news that breaks on the deadline. One more piece of news won't recapture the circulation lost by arriving late on the stands."

"Another thing Weinstock knows is that he can't sell mediocre papers. They don't have to be 'high-brow,' but they must be good of their kind. He is disinclined to estimate the value of comics and special features as circulation boosters,—he might lose his impartiality—but he does affirm that on the East Side at least, news pictures have great pulling power.

Weinstock has watched the growth of New York dailies from 16-page publications to the present 32-36 page size. And from delivering newspapers in the bulk he knows what this growth means, not only to himself but to the reader.

"I know this for a fact," he says, "that people who go to business in the morning want a 'light' paper—one which is not bulky to handle and in which they can get the news at a glance. A 40 and 50 page morning newspaper drives away circulation because of its sheer weight. I will make an exception of Sunday papers for the buyer has all day in which to read them."

During his long connection with New York publishers Weinstock has kept out of entangling alliances. He serves the weak papers as faithfully as the powerful. He has been offered stock in new publications, to enlist his aid as a distributor, but he has refused. He has been asked by old customers to deny his delivery facilities to a growing rival. He has always refused. He serves all the newspapers impartially.

Since the majority of the papers he handles are from the foreign language press he has had opportunity to watch their effectiveness as builders of Americanism.

"You often hear foreign language papers termed a menace because they don't teach Americanism," he says. "I call them the greatest builders of Americanism. The foreigner who cannot read English naturally buys a paper printed in his tongue. There he gets his first lessons in English. There is scarcely a foreign paper which does not carry simple Eng-

lish lessons. Progress is rapid. As soon as the immigrant can read English he buys English papers.

"During the war the *Evening Telegram* printed daily a page in Italian. Italian papers lost in circulation. Their buyers bought the *Telegram* because they were proud to be seen with an English paper in their pockets."

A good share of the success of the Metropolitan News Company is due to Louis Weinstock, but he would rather this were not said. For he disclaims his part was any greater than that of his partners.

"We have all worked equally, one with the other," he says. "And we are still together."

Weinstock knows his East Side as thoroughly as an unemployed actor knows Times Square. He understands the foreigner, his likes and dislikes. He knows the news dealers from Park Row to the Bronx, and he understands the habits of their patrons.

He is the unseen factor in the East Side circulation of half a million newspapers daily.

**CAN WOMEN SUCCEED IN MODERN JOURNALISM?**

(Continued from page 5)

periences, and stand in her light every time there's a chance for her to really learn anything.

"Next to the city editor who falls in love with his girl reporter and kills her chance once and for all, comes the city editor who thinks woman's place is in the home or the cabaret. He doesn't believe in newspaper women at all and starts in a series of petty persecutions which will break any woman's heart and turn her into a discouraged, disillusioned drudge in six months.

"The third sort of city editor who is never any help to a newspaper woman is the nice fellow who hates to think of a woman going out in the rain, or being out alone too late at night, so he protects her from all the good stories and makes her feel like saying 'thank you for nothing.'

"City editors are busy men in these days of many editions. It is hard for them to take the time to train and develop either young men or young women but that is no excuse—the city editor ought to see to it that he has someone on his staff whose sole business it is to do that.

"Nobody has the time to go over a beginner's story and tell her why it's wrong or why it's good. If I've had success it's because I had training!

"The editors are too busy thinking up 'circulation drives' to keep the old-fashioned 'back-to-the-wall, you and I and our crowd against the world' spirit alive in the average newspaper office.

"We get out better newspapers now than we ever did—better headlines, better pictures, better print and better play-up. Have we as much influence as we used to have? And where are the courageous brilliant and sincere writers that used to be a part of every newspaper staff?

"We need newspaper women all over America, the public needs them and the newspapers need them.

"The business manager of every good newspaper knows that the big advertisers want to advertise in a paper that *women* read—women are the ones who pay attention to the bargain sales—not the men.

"And women like to read what other women say."

The woman's point of view coupled with a man's action. That has been the keynote of Winifred Black's success. At heart she is entirely feminine. And in her brief auto-biography which she wrote for **EDITOR & PUBLISHER** we find the following quiet paragraph, typical of the woman herself:

"I have been twice married. I have had three children. My eldest son is married and has an orchard in Sonoma county, California. My daughter is married and lives in Los Angeles. I lost my second son seven years ago when he was eight years old. The world has never been the same to me since then."

# We Find in the State of Indiana

—36,354 square miles of land with more than 3,000,000 people.

—Over 50 per cent of the population live in cities and towns of more than 2,500 inhabitants.

—Over 47 per cent of the entire population is employed in gainful occupations.

—The aggregate wealth of the state exceeds \$8,800,000,000.

—The most liberal spenders in the country live in Indiana cities—all of which are exceptionally prosperous communities.

Indiana ranks eleventh in point of population and presents opportunities for successful advertising of everything from toilet soap to farm tractors.

Indiana is thoroughly American. Only 5.9 per cent of its 3,000,000 people are foreign born. It is a productive state for every national advertiser.

The state can be covered like a blanket by using Indiana's leading newspapers. They have enormous influence and result producing power.

|   | Circulation  | Rate for 5,000 times |
|---|--------------|----------------------|
| †Decatur Democrat .....                       | (E) 3,106    | .025                 |
| *Evansville Courier and Journal... (M) 27,839 | 39,069       | .09                  |
| (E) 11,230                                    |              |                      |
| *Evansville Courier and Journal .....         | (S) 32,840   | .08                  |
| *Fort Wayne Journal-Gazette .....             | (M) 31,502   | .07                  |
| *Fort Wayne Journal-Gazette .....             | (S) 34,520   | .07                  |
| *Fort Wayne News-Sentinel.....                | (E) 41,938   | .09                  |
| *Gary Evening Post-Tribune .....              | (E) 14,196   | .055                 |
| Hammond Times .....                           | (E) 15,436   | .05                  |
| ***Huntington Press .....                     | (M&S) 3,563  | .025                 |
| *Indianapolis News .....                      | (E) 128,400  | .25                  |
| *Lafayette Journal & Courier..... (M) 7,605   | 20,505       | .06                  |
| (E) 12,900                                    |              |                      |
| †††La Porte Herald-Argus .....                | (E) 6,000    | .025                 |
| *Newcastle Courier .....                      | (E) 6,000    | .025                 |
| ***South Bend News-Times..... (M) 10,155      | 23,039       | .06                  |
| (E) 12,884                                    |              |                      |
| ***South Bend News-Times..... (S) 21,440      | 20,627       | .06                  |
| †South Bend Tribune..... (S) 19,388           |              |                      |
| ††Terre Haute Tribune .....                   | (E&S) 23,608 | .06                  |

\*\*\*A. B. C. Statement, April 1, 1924.

†††Government Statement, April 1, 1924.

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

†Government Statement, Sept. 30, 1924.

**WHAT THEY ARE SAYING**

**STUDY PUBLIC OPINION**

"JOURNALISM is the most powerful agent to recast public opinion. Therefore it behooves everybody in the profession to make a careful study of public opinion, what it means and how it acts, to understand thoroughly how it operates."—Nicholas Murray Butler, president, Columbia University.

**A REPORTER'S WORK**

"REPORTING is work for a gentleman; the good newspapers today do not expect their reporters to do anything a gentleman would not be willing to do. Jimmying windows in order to steal a photograph is not being done nowadays by reporters on respectable papers. Third degree bullying by reporters to get facts is not countenanced by the persons who are running better newspapers."—Prof. W. S. Maulsby, School of Journalism, University of Iowa.

**NEWSPAPERS AND UTILITY ADVERTISING**

"NEWSPAPERS have been found the most productive of all advertising mediums for public utility advertising. People can be counted upon to see your business messages as they appear, because the better class of people in every community are constant readers of the daily and weekly newspapers. Through them you can get quick action upon any proposition you may present."—Frank LeRoy Blanchard, Henry L. Doherty & Co., New York.

**THE WOMAN'S PAGE**

"THERE must be something on the page to please every type of woman: the home, the business and the club woman, and the young, the middle aged, and the elderly. Nine women out of ten are just 'Mrs. Average Smith,' a woman of about 35-55, and she is not a type, but a combination of all those types. She is housekeeper, wife, mother, business woman, club woman, reformer, and always looking out for new ideas. She is not a 'high-brow,' not a moss-back. She wants good stuff for her reading matter and she recognizes and appreciates it when she gets it."—Mrs. Florence Riddick Boys, Woman's Editor, *Plymouth* (Ind.) *Pilot*.

**WHEN TO ADVERTISE**

"THERE are two times when some men talk about cutting out their advertising: When business is good and they say they do not need it: and when business is poor and they say they can not afford it. The man who cuts out his advertising when business is good is simply placing a surtax on himself and denies himself one of the most potent factors for promoting better business. The man who does not advertise when business is poor is like the farmer who refuses to plant corn because his last year's crop was a failure. We cannot do without newspaper advertising."—Andrew N. Fox, before Advertising Club of Indianapolis.

**MAKING THE CARTOON**

"THE mission of the cartoon is to picture national, international, and local questions. Have some idea. I do not believe in a lot of extraneous matter. Do not try to put more than one idea into a cartoon. When a cartoonist tries to put three or four ideas into a cartoon, the reader does not know what it is all about. Two labels and the picture must tell the story. There are many things necessary for a cartoonist besides mechanical skill. You have to read. You have to know. You have to be able to interpret national, international, and local events, in a way to appeal to your reader."—Roy H. James, Cartoonist, *St. Louis Star*.

**"TRIAL BY NEWSPAPER"**

"LIBERTY of the press does not warrant trial by newspaper. But, since it is of public importance that the proceedings of those who administer justice be known, the newspaper may publish accounts of judicial proceedings, provided they be fair, impartial and reasonably accurate. The publisher may abridge and condense if thereby he does no violence to the requirements of fairness; but he must not interpolate or give opinion or impugn the truthfulness of witnesses or reflect upon or threaten the court, the parties, or the jurors. Sensational or insinuating headlines should be avoided, and while comment, if fair and in good faith, is permissible, it should be in the editorial column and not incorporated in or as a part of the report of the court proceedings."—Guy A. Thompson, President, Missouri Bar Association.

**THE EDITOR'S TASK**

"NO editor has the right to say 'we must give the people what they want to read.' Ours is a profession, not a mere business. We are not dealers in self commodities. We are above the plane of hucksters and peddlers. We must give these readers better things than they want because we want them to become better men and women than they are. We represent one of the most powerful agencies in American public life. We preach to people who never enter a church. We teach folks who were denied the opportunity of school and university. We make the mental food upon which men's and women's souls are fed and healed. It is our duty to make our readers' interests broader, their world wider, their tastes appreciative of the finer things in life. Make these readers think. Unless our newspapers do this our dreams of democracy will never be realized. Unlimited publicity of the right kind is the life blood of a people's government."—Mrs. Marie Weeks, Editor, *Norfolk* (Neb.) *Press*, and President, Nebraska Press Association.

**John E. Wright Is Dead**

John E. Wright, 64, who died at his home in Lees Summit, Mo., October 24, was at one time managing editor of the *Chicago Evening Post* and later managing editor of the *St. Louis Times*. He was a cousin of Melville E. Stone, counsellor for the Associated Press.

**Seek \$400,000 for State Advertising**

Californians, Inc., are seeking \$400,000 to finance its 1925 national advertising campaign, boosting California. The first advertisements will probably be run Dec. 1. J. B. McCargar is chairman of the finance committee of the corporation, with headquarters in San Francisco.

**Editor Arrested for Libel**

Edward M. Davis, publisher of the *Newark* (Del.) *Ledger* was arrested Oct. 26, and held in \$5,000 bail, charged with libeling Gen. T. Coleman du Pont, a candidate for United States Senator. The action taken by General du Pont's friends is the outcome of attacks by Davis' newspaper on General du Pont in the present campaign.

**Launches Cambridge Edition**

Commencing last Monday the Boston American launched a Cambridge edition, which consists of a four page supplement at present. Robert Gillis, day city editor, has been placed in charge of this edition. Herbert Caryl, assistant city editor, is now acting city editor. A Cambridge office has been opened, with Francis P. O'Neill, as district man.

**SUPPLIES AND EQUIPMENT FOR NEWSPAPER MAKING**

**For Sale**

Sixteen-page Potter web press, printing 4, 6, 8, 10, 12, 16 page papers, 22½ inches long, 7 columns, 13 ems wide, extra color on four pages. Speed 10,000 per hour. Papers folded to half page. With stereotype machinery and motor. A good press at a low price. Send for details and price (our No. 589). Baker Sales Co., 200 Fifth Ave., New York. (Many other machines for sale. "Used but Good." Let us know your wants.)

**Printers' Outfitters**

Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

**For Sale.**

Cox Duplex Flat Bed Web press, printing 4, 6 or 8 pages 7 col. 13 ems; or 8 col. 12 ems. Paper page 17½x22½ inches. Replaced by 16-page web press—must be moved quick—very low price. Price and sample of its work on application. Wire or write for details, referring to our No. 590. Baker Sales Co., 200 Fifth Ave., New York.

**Web Press for Tabloid Papers.**

For Sale—Hoe 24-page newspaper web press, printing the usual combinations up to 24 pages, seven or eight columns wide, 21¼ inches long, equipped with complete stereo. outfit and motors for 220 volts direct current. Arranged to print tabloid papers also. For details address: Baker Sales Co., 200 Fifth avenue, New York City. (Many other machines for sale. "Used but Good." Send for our list No. 42.)

**N. Y. DAILY NEWS**

HALF-TONES

Best in the World

Made by

**POWERS**

NEW PROCESS

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

Cline-Westinghouse Double Motor-Drive with full automatic push button control.

USED BY THE

**MEMPHIS APPEAL**

Memphis, Tenn.

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

**Don't "Pig" Metal  
It Wastes Money**

Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.

**MONOMELT  
SLUG FEEDER**

Eliminates the Metal Furnace

Printers Manufacturing Co.

709-719 Palace Bldg.,  
Minneapolis Minn.

**Hoe Patented Duo-Cooled Equipoise  
Curved Casting Mould**

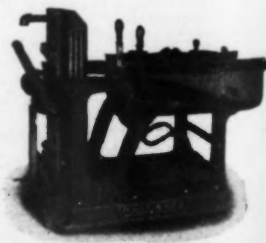
"It is essential to Success to be the first out with the News—and Minutes count."

This Hoe Curved Casting Mould is a time-saver, designed especially for Speed and Efficiency. Cold Water, circulating through the stationary Lid and the concave Side, gives quick cooling for rapid Casting.

IF IT'S A HOE, IT'S THE BEST

R. HOE & CO., INC.

504-520 Grand St., New York City  
7 South Dearborn Street, CHICAGO, ILL.  
7 Water Street BOSTON, MASS.





# THE MARKET PLACE OF THE NEWSPAPER

**3c** per word per insertion, cash with order, for advertisements under the classification of "Situations Wanted."

**18c** per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

**6c** per word per insertion, cash with order, for advertisements under any other classification.

**36c** per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

## SITUATIONS WANTED

**Advertising Man.** Contracts. Features. New accounts. Copy writer, 11 years' experience. Large and small cities. Married. Family. Age 31. Permanent connection as solicitor or manager desired. Short trial will prove ability. Address B-933, Editor & Publisher.

**Advertising Manager-Solicitor.** Have you a place in your organization for a capable young advertising executive, copywriter and solicitor? All my working life has been spent in the newspaper business; have a working knowledge of every department including mechanical end. Pleasing, energetic, convincing personality; the ability to meet and talk to one or a hundred men, a thorough knowledge of advertising and merchandising methods, including the discernment as to the advertisementability of products and a good creative imagination that can dig up possibilities and develop them into space users. Available now for job as advertising manager-solicitor on strong small daily. Salary about \$3,000 a year. Aged 31, family. Splendid recommendations. Address B-938, Editor & Publisher.

**All Round Newspaper Man.** widely experienced, editorial and business, well educated, clean cut, desirable personality and good address, wishes connection with ad service department. Can write copy and solicit. Address Maxwell, 22 South Tenth, Minneapolis, Minn.

**Business and Advertising Manager.** Available Nov. 15, twenty years' experience in all departments. Thirty-six years old and married. Unquestioned references. Will locate anywhere job is big enough. Address B-940, Editor & Publisher.

**Business Manager.** fifteen years general manager small daily, metropolitan experience editorial end, now assistant daily 70,000, seeking change in New England. Address B-937, Editor & Publisher.

**Cartoonist** desires position that can offer better future than one he now holds. Experienced in all newspaper art. Address B-939, Editor & Publisher.

**Circulation Manager.** 15 years' experience on morning, evening, Sunday and combination papers; thoroughly familiar with all branches of circulation work. At liberty now; go anywhere. Address Box B-923, Editor & Publisher.

**City Editor or Editor.** At liberty Nov. 8. Now employed as editor on 8-20 page daily, seeks change to sane, progressive newspaper in bigger field with future. Prefer Missouri, Iowa or Kansas, in city of 30,000 or larger. Experienced. Capable of handling telegraph, editorial and writing features. Am 27 years old, unmarried. Only permanent positions considered. State all in first letter. D. S. Ruble, Pekin, Ill.

## IS YOUR MECHANICAL DEPARTMENT CROWDED?

Have you any unused equipment taking up valuable space? There is no need for this machinery to become an obstacle to efficiency in your plant.

A classified ad in EDITOR & PUBLISHER will sell it for you quickly and cheaply.

## Situations Wanted

**Classified-General Promotion.** Writer and compiler of "The Story of Classified Ads" in its published form and creator of the publicity used to secure distribution of this book which was the bit of the Columbus Convention, desires connection as Promotion-Publicity Manager or Assistant Classified Manager. Direct Mail Expert, copy writer. Knows how to build classified line and how to hold it. Knows how to increase Reader Responsiveness to advertising columns of newspaper. Thirty-five years old. Single. College education. Ten years' advertising experience. Unquestioned references. Can come at once. Address B-930, Editor & Publisher.

**Classified Specialist.** Mr. Publisher. Here is an entirely new proposition to increase your classified columns without change of management or additional expense. Are you satisfied with present returns from your classified department or do you desire an increase? Are you aware of the fact that the revenue from classified advertising is considerably higher than the major bulk of display advertising in some very large newspapers? Are you open for a proposition to increase your present volume of classified advertising? Are you anxious to increase the number of advertisements under certain classifications? Are you anxious of securing entirely new business under new classifications?

All this can be accomplished by the undersigned. Twenty-five years' experience with New York City and out of town newspapers, thoroughly familiar with all so-called systems now in use, as well as with the rates of all prominent newspapers. I will visit your office, city or out of town, as a Specialist in classified advertising and submit my proposition. I refer by permission to Mr. Frank McCabe, Classified Advertising Manager of the New York World. If interested please address Ernest Liebermann, 200 East 23rd Street, New York City, N. Y. Phones: Lexington 9719, Lexington 9553.

**Editor.** Man 38, Democrat, two college degrees, legal training, experience all news and editorial departments, now managing editor and editorial writer, desires position as editor or editorial writer, preferably the latter, anywhere east of the Mississippi. Specimens of editorial work and interview on request, also reference to present employer, with whom he has been eight years. Is a hard, steady, careful worker who knows how to co-operate and make friends for a paper. Can report in thirty to sixty days. Address B-935, Editor & Publisher.

**Editor, General Manager.** Available November 15, accomplished editor, with complete box office viewpoint. Thorough experience in organizing and directing editorial, art, photographic, display, copy-writing, classified, circulation and promotion departments. Seasoned in build-up campaigns in all revenue-producing departments. Has legal training; familiar with costs, installation and finance. Forty-two years old; 26 years' newspaper experience (mostly Metropolitan) regular and tabloid size newspapers. Executive with personality capitalized for newspaper he directs. Sober and conscientious. Highest references. Now employed in Metropolitan Area in East. Salary must be commensurate with service and zeal. Will consider progressive cities from 200,000 up. Contract optional. Address Box B-927, Editor & Publisher.

**Editorial Writer** desires connection. Highly identified. Now with large nationally-known publishers. Clean record as writer and executive. Address Box B-914, Editor & Publisher.

**Experienced Reporter.** University education. Feature writing, crusade and promotion experience. No objection going South. Address B-932, Editor & Publisher.

**Financial Editor.** Young man, college educated, sound knowledge of business, finance, investments, accounting and stock market, wants position as financial editor. Man who can make financial page interesting to small investor as well as to large capitalist. B-922, Editor & Publisher.

## Situations Wanted

**Managing Editor** with unbroken record of success, now employed, desires connection with progressive daily. Best of reasons for seeking change. Excellent organizer, real builder and thoroughly competent newspaper man. Young, aggressive and reliable. References and detailed information gladly furnished. Address B-934, Editor & Publisher.

**Managing Editor's** or similar position wanted on small afternoon paper; permanent connection only; Great Lakes region preferred. Practical young news man with executive experience, including three years with Associated Press. Married. May have small sum to invest. Box B-921, Editor & Publisher.

**Managing Editor.** Who plays ball with advertising and circulation departments, now in market for high-class connection. Nationally known publisher paid him as managing editor an annual bonus for phenomenal circulation building without premiums. Thoroughly conversant with all departments and cost of operating them. Long experienced. In the prime of life. Clean-cut, dynamic, versatile. At the top of his game now. Address Box B-946, Editor & Publisher.

**News Man.** sheet or desk, wants position. Can write good stories, take telephone report, write heads and make up attractive page. Single, 25. W. J. Duchaine, Y. M. C. A., El Paso, Texas.

**Young Woman,** college graduate, would like position as reporter or society editor. Has had experience in newspaper work. Address Box-944, Editor & Publisher.

**Advertising Manager or Assistant.** Thoroughly experienced, neat appearance, personality, executive and business getter, dependable, not a floater. Presently employed without opportunity for advancement. References. Address Box B-945, Editor & Publisher.

## HELP WANTED

**New England Newspaper Has Opening** for young man with reporting and desk experience. Quick recognition of news, accuracy and energy will be needed to hold the job which will prove a good one for the right man. Address B-943, Editor & Publisher.

**Wanted** for permanent traveling position. Man with circulation experience for verifying work. Single man over 30 preferred. Address stating experience. Box B-942, Editor & Publisher.

**Wanted.** Accurate desk man and copy reader, under thirty years of age, college graduate preferred. Write Wallace L. Robinson, Lancaster, Pa., News Journal and Sunday News.

**Young Man.** Experienced book lovers' contests and similar enterprises. Give full particulars. Address B-936, Editor & Publisher.

**Wanted.** An experienced circulation manager who can manage boys and men to get results and increase circulation at reasonable cost. Write giving experience, references and salary expected. Exceptional opening on live paper in large southern city. B-931, Editor & Publisher.

## BUSINESS OPPORTUNITIES

**For Sale.** Job and publication printing plant in Florida City of 100,000. Established trade. Address Box 4385, Jacksonville, Florida.

**For Sale.** Only newspaper (weekly) in small city in Everglades section of Florida. Rapidly becoming industrial center, with rich outlying farm lands. This is opportune time to convert property into daily. Modern equipment. Net cash profit this year will be about \$8,000. Price \$18,750-\$12,000 cash down. Palmer, DeWitt & Palmer, 350 Madison Ave., New York.

**Owner New York Printing Establishment,** too busy to properly handle property, offering borough weekly six months old, showing weekly profit, \$10,000; half interest \$5,000. Address Box B-941, Editor & Publisher.

## FEATURE ARTICLES

**Publishers-Attention!** We furnish MSS on all subjects by competent authors. Will take advertising in exchange for all or part of our service. Reasonable rates. Write up your wants. Literary Bureau Pub. Dept. MOJ4, Hannibal, Mo.

**Ben Mellon Leaves Newspaperdom**  
Ben Mellon has left Newspaperdom, a fortnightly newspaper magazine, where he had been engaged as editor.

## 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

**WEEKLY NEWSPAPER** PAYING OVER 16% and \$2,000 SALARY can be bought for \$5,800—part deferred. Owner has opportunity to purchase job printing plant, which he prefers. Outlying towns swell advertising volume; job printing from two important educational institutions. Equipment includes Linotype, Miehle cylinder (recently installed) and two Gordons. Our No. 6830.

**FERNALD'S EXCHANGE, INC.**  
THIRD NAT'L B'LOG., SPRINGFIELD, MASS.

## POLLING CONGRESS ON POSTAL RATE CUT

**American Publishers' Conference Sending Card to Members Asking Congressmen's Attitude—Seek Repeal of War Increases**

The American Publishers' Conference, through its membership, is polling the candidates for Congress, both senators and representatives, on their attitude upon second-class postal rates. The Conference is backing a proposal to repeal the last two increases in second class rates authorized just after the war. The repeal, sponsored in the last session of Congress by Senator McKinley, of Illinois, was defeated, but will be re-introduced at the December session.

A. C. Pearson, national chairman of the conference, has circularized the members with return postal cards upon which the publisher, who receives the card, will write the "Yes" or "No" answer of the senatorial and congressional nominees in his state or district to the following question:

"Do you favor reducing the postage rates on newspapers, magazines, farm papers and business papers which were raised 265 per cent during the war?"

Mr. Pearson's letter calls attention of threat of raise in postal rates instead of the reduction the publishing interests virtually have been promised. The increase, Mr. Pearson believes, unquestionably would result from the advance in pay of postal employees, which will be agitated before Congress.

"Now that we are threatened with a raise instead of a decrease," wrote Mr. Pearson, "all political parties hide behind their inability to persuade the Senators and Congressmen of their own party. While most of the candidates are now in their own districts, it is a good time to find what we are facing in the future.

"I wish you would ask all the candidates for the Senate and the House in your territory the question on the enclosed card, and advise our Washington office."

## Theater Party for Classified Staff

The classified advertising department of the New York World, which recently tendered a testimonial dinner to Frank McCabe, classified manager, held a theater party and supper on Wed., Oct. 29, at the Casino theater where "I'll Say She Is" written by Tom and Will Johnston, is playing.

The playwrights are both on the World.

# DOLLAR PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

## BUSINESS TICKLER

FOR years you have believed that your newspaper's heavy suburban and country circulation deserved the patronage of mail order houses, and you have enviously looked at the mail-order sections of large city rival newspapers, which carry whole pages and even Sunday sections of this copy.

If it is true that your circulation deserves this business, why not set about this week to get it? There are plenty of reliable mail-order houses in every large city, doing business largely by direct-by-mail solicitation. There is a group of national mail-order houses clamoring for the business of the biggest houses.

Mail order stuff gets run of the paper and often stands up when other accounts fall by the wayside. If it is the right copy, all conditions being fair, mail-order stuff turns merchandise and makes a satisfied advertiser.

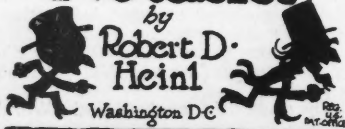
THE Worcester Evening Post is running a series of advertisements, six inches double column, introducing Post Specialists to Post Readers. Other papers might adopt this plan of giving the pictures and short writeups on the folks who make their publication interesting.—V. G. Dawson, Halifax.

Why not have every fraternal lodge in town call its meetings in a special inch ad the morning or afternoon before meeting? A lodge of 600 members spends \$12 in stamps alone to call meeting, to say nothing of printing 600 copies of the notice, and the labor of mailing. One Southern paper has obtained the regular advertising of practically every lodge in the city. These lodges have abandoned use of letter notices. The paper states that every lodge member looks to that column for all calls and that this method is the surest and the cheapest way to call meetings.—C. M. Littlejohn, Washington, D. C.

It may be a little soon to mention it, but a good Red Cross page will be found profitable in a few weeks, so keep the idea in mind. I have never found a page which sells so easily as does this feature.—Donald O. Ross, Washington, Iowa.

A Kentucky newspaper distributed slips to the carrier boys to be filled in with the subscriber, the slips containing these questions; What appeals to you most in our newspaper? What appeals the least to you? Could you offer any suggestion whereby we can improve our service to you? Space was left for the name and address of the subscriber. The boys left the slips one day and collected them in the

Try the Sunday Anecdote Feature—  
"With the Notables"



next. The survey provided valuable information and resulted in a number of changes as recommended.—B. A. T.

This is the time of the year when autoists who have been leaving their cars outdoors during the summer months feel that they should get the cars indoors at night so as to save them from the wear and tear of winter weather. Consequently at this time of the year there is always a great amount of interest in the matter of new garages. It would be a good plan to group together in a full page or half page all the local concerns handling ready-cut garages or putting up garages.—Frank W. Williams, Santa Ana, Cal.

Write the numerals 1, 2, 3 and 4 vertically in a row and ask your friends to cross out one number; four out of five will cross out No. 3. Why?—M. E. P.

# HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

CONSIDER for a minute the number of people who have automobiles and the number who are going to have automobiles and those who have had automobiles and haven't them anymore. Not any subject has much more life than this one. Then devote a minute to the number of citizens, prominent and otherwise, who violate the automobile regulations. There's a little story of wide interest in every man and woman of 'em. Sometimes a grievance, which is perfectly luscious for reading purposes; sometimes a cheerful confession and a resolution which is good preaching; sometimes something else. The papers I see make only the barest mention of such things. Wouldn't it be good stuff to spread a bit upon it?—D. H. T.

A comparison of the headlines of your paper of Oct. 1, 1904, Oct. 1, 1914, and Oct. 1, 1924 (or any equivalent dates covering twenty years of history) will make a vitally interesting story. The Denver Post ran a four-column feature story embellished with pictures of society women in frocks of the three dates, that in themselves told an obvious story of the transition from sedateness to speed that twenty years has seen. The amazing changes in everything from the physical appearance of the city to the tactics of criminal defense before the courts; from

## PRINCE PLEASES REPORTERS

### Grants Interviews and Pictures During Chicago Visit

Reporters in Chicago assigned to cover the visit of H. R. H., the Prince of Wales, during his 24-hour visit to that city, found none of the difficulty and trouble attendant upon getting a good story from him and his activities encountered by reporters in other cities, especially New York. At every occasion on the prince's program, publicity men were especially provided for. Photographers and human interest writers for the Chicago papers found him a very agreeable subject.

Reporters were informed in advance by private letter through Louis F. Swift, host to the royal visitor, just when he would arrive and where. A special car was provided to care for the newspaper men during his visit through the Chicago Stock Yards and the University of Chicago. The Prince posed on request and moreover very gracefully. At a dinner in his honor, tickets were given the reporters.

Throughout the entire day of his visit, the press men followed him about and were treated with exceptional graciousness. When the Prince left Chicago at three-thirty o'clock in the morning, he obligingly posed on the observation platform of his train for a farewell flash.

wine advertising to the names of stage stars, and from our pre-1917 conceptions of war to the complete change in political issues made very good reading.—F. J. McEmry, 2857 Humboldt st., Denver, Col.

## Van Dyke New Syracuse Ad Manager

Curtis E. VanDyke of the advertising department of the Syracuse (N. Y.) Journal has been made advertising manager and will take over the duties of business manager, held by the late W. Howard Burrill. Mr. VanDyke has been on the Journal staff for a number of years. Fred W. Burnett has been promoted to assistant advertising manager. No successor has yet been appointed to Wilbur G. Miller, editor-in-chief, who recently resigned to go into business after many years on the Journal as editorial writer.

## Ferger Wins Golf Cup

Roger H. Ferger, advertising manager of the Cincinnati Enquirer, won the cup in the Enquirer golf tournament held recently in which the advertising, editorial and business department of the Enquirer contested.

## Mildred Barbour

"Mistress of the Emotions"

"DELIGHTFUL DISPENSER of THRILLS"

"THE DARLING OF DESTINY"

A New Serial Now Ready

Metropolitan Newspaper Service

Maximilian Elser, Jr., Genl. Mgr.  
150 NASSAU ST., NEW YORK CITY

## All-Star Features

Comics  
Magazine Pages  
Editorials  
Special Articles  
Fiction

Send now for  
THE GREEN CATALOG  
of  
KING FEATURES  
SYNDICATE, INC.

M. Koenigberg, President  
NEW YORK CITY

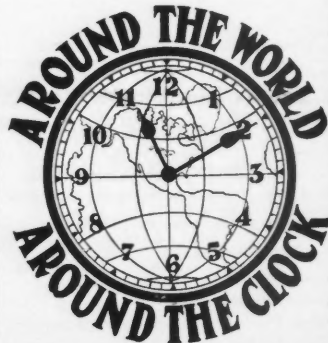
The World's Greatest Newspaper Feature Service

Supplying a complete and exclusive daily illustrated feature service to newspapers throughout the United States and in foreign countries.

Write for samples and rates

NEA SERVICE INC.  
1200 W. 3RD STREET  
CLEVELAND, OHIO

BY UNITED PRESS



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# New England States

## COMPRISE AN INDUSTRIAL GIANT

Billions Are Annually Poured Into Her Coffers for the Products of Her Mills, Soil and Waters and Make Her One of the Richest Markets of the World

IN a territory comprising only a little over 2 per cent of the area of the United States, New England produces more than 11 per cent of the total manufactures. It is a closely knit industrial region which has had the longest experience in manufacturing of any section of the United States. Within its borders are a great variety of industrial products and on its roster of manufacturers are many world famous names.

In various lines of industry, New England leads the country in production. In the textile industry, of which cotton comprises the larger part, fifty per cent of the manufactured value came from New England.

New England leads all other sections of the United States, as a shoe manufacturing district. It produces about 50 per cent of the boots, shoes, and slippers and a large proportion of the leather made in this country.

New England manufactures more than two-thirds of the textile machinery produced in the United States. It also leads in the manufacture of shoe machinery, blowers and fans, paper mill machinery, brass, bronze and copper products, needles, pens, hooks and eyes and rubber goods.

This territory is mostly city trade with more than half of population living in thirty-nine cities. These people are spending millions of dollars daily and, for the most part, depend upon local newspapers to introduce and tell them about new merchandise.

To secure this trade it is necessary to use these foremost Daily New England Newspapers

| MASSACHUSETTS—Population, 3,852,356             |             |       |        | NEW HAMPSHIRE—Population, 443,683 |            |         |       | CONNECTICUT—Population, 1,380,631   |        |       |      |                                     |        |       |      |
|---|-------------|-------|--------|-----------------------------------|------------|---------|-------|-------------------------------------|--------|-------|------|-------------------------------------|--------|-------|------|
|   | Circulation | 2,500 | 10,000 |                                   | lines      |         |       |                                     |        |       |      |                                     |        |       |      |
| Attleboro Sun (E)                               | 5,628       | .0275 | .0175  | Portland Press Herald (M&S)       | 31,115 (A) | .09     | .08   | St. Johnsbury Caledonian-Record (E) | 4,024  | .0214 | .015 | Bridgeport Post-Telegram (E&M)      | 45,795 | .15   | .15  |
| Boston Globe (M&E)                              | 276,616     | .50   | .50    | Portland Express (E)              | 27,251     | .10     | .07   | Hartford Post (S)                   | 20,017 | .10   | .10  | Bridgeport Post (S)                 | 20,017 | .10   | .10  |
| Boston Globe (S)                                | 332,083     | .55   | .55    | Portland Telegram (S)             | 29,992     | .10     | .07   | Hartford Courant (M)                | 37,649 | .08   | .08  | Hartford Courant (S)                | 50,247 | .11   | .11  |
| Boston Post (M)                                 | 362,520     | .60   | .60    | (Sunday Edition Express)          |            |         |       | Hartford Times (E)                  | 48,875 | .12   | .12  | Hartford Times (E)                  | 48,875 | .12   | .12  |
| Boston Post (S)                                 | 367,600     | .55   | .55    | Waterville Sentinel (M)           | 6,134      | .035    | .025  | Meriden Record (M)                  | 7,348  | .045  | .03  | Meriden Record (E)                  | 8,050  | .0325 | .025 |
| Fall River Herald (E)                           | 15,553      | .05   | .05    | RHODE ISLAND—Population, 664,397  |            |         |       | Middletown Press (E)                | 8,050  | .0325 | .025 | New Haven Register (E&S)            | 42,171 | .12   | .11  |
| Fitchburg Sentinel (E)                          | 11,410      | .055  | .045   | Newport Daily News (E)            | 6,249      | .0336   | .0296 | New London Day (E)                  | 11,925 | .06   | .045 | New London Day (E)                  | 11,925 | .06   | .045 |
| Haverhill Gazette (E)                           | 15,400      | .055  | .04    | Pawtucket Times (E)               | 25,555     | .07     | .07   | Norwich Bulletin (E)                | 12,494 | .07   | .05  | Norwalk Hour (E)                    | 5,842  | .04   | .04  |
| Lynn Item (E)                                   | 16,345      | .06   | .04    | Providence Bulletin (E)           | 64,524     | .17 (B) | .23   | South Norwalk Sentinel (E)          | 3,771  | .025  | .025 | Stamford Advocate (E)               | 9,305  | .05   | .04  |
| Lowell Courier-Citizen and Evening Leader (M&E) | 21,270      | .06   | .06    | Providence Journal (M)            | 36,686     | .10 (B) | .23   | Stamford Advocate (E)               | 9,305  | .05   | .04  | Waterbury Republican American (M&E) | 22,836 | .08   | .08  |
| New Bedford Standard-Mercury (M&E)              | 32,565      | .10   | .10    | Providence Journal (S)            | 61,575     | .15     | .15   | Waterbury Republican (S)            | 15,043 | .08   | .08  |                                     |        |       |      |
| New Bedford Sunday Standard (S)                 | 27,334      | .10   | .10    | Providence News (E)               | 26,845     | .07     | .07   |                                     |        |       |      |                                     |        |       |      |
| North Adams Transcript (E)                      | 9,604       | .04   | .035   | Providence Tribune (E)            | 23,603     | .10     | .09   |                                     |        |       |      |                                     |        |       |      |
| Pittsfield Eagle (E)                            | 17,073      | .04   | .035   | Westerly Sun (E&S)                | 4,618      | .025    | .025  |                                     |        |       |      |                                     |        |       |      |
| Salem News (E)                                  | 20,784      | .08   | .07    | Woonsocket Call (E)               | 13,666     | .05     | .05   |                                     |        |       |      |                                     |        |       |      |
| Taunton Gazette (E)                             | 8,551       | .04   | .03    | VERMONT—Population, 352,423       |            |         |       |                                     |        |       |      |                                     |        |       |      |
| Worcester Telegram-Gazette (M&E)                | 86,649      | .24   | .21    | Barre Times (E)                   | 6,944      | .03     | .025  |                                     |        |       |      |                                     |        |       |      |
| Worcester Sunday Telegram (S)                   | 49,849      | .18   | .15    | Bennington Banner (E)             | 3,067      | .0125   | .0125 |                                     |        |       |      |                                     |        |       |      |
| MAINE—Population, 768,014                       |             |       |        | Burlington Free Press (M)         | 12,983     | .05     | .05   |                                     |        |       |      |                                     |        |       |      |
| Bangor Daily Commercial (E)                     | 14,750      | .055  | .05    | Rutland Herald (M)                | 10,765     | .04     | .04   |                                     |        |       |      |                                     |        |       |      |

\*\*\* A. E. C. Statement, April 1, 1924.  
 ††† Government Statement, April 1, 1924.  
 † Government Statement, Sept. 30, 1924.  
 \* A. E. C. Statement, Sept. 30, 1924.  
 (A) Circulation daily edition only.  
 (B) Combination rate Daily Journal and Eve. Bulletin.

# THE NEW YORK TELEGRAM-MAIL

## Six Months' Net Paid Circulation Statement Analyzed Day by Day

The following day by day record establishes the regularity, stability and dependability of the Telegram-Mail's circulation and shows its sound value as a day by day medium for your advertising announcements.

| DATE    | NET       | APRIL     | MAY       | JUNE      | JULY      | AUGUST    | SEPTEMBER |
|---------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| 1.      | 191,913   | 223,584   | Sunday    | 242,637   | 206,817   | Labor Day |           |
| 2.      | 190,334   | 224,591   | 226,846   | 243,684   | 219,447   | 208,558   |           |
| 3.      | 208,970   | 251,470   | 260,484   | 242,793   | Sunday    | 215,282   |           |
| 4.      | 201,322   | Sunday    | 229,698   | 171,147   | 205,324   | 220,888   |           |
| 5.      | 235,918   | 224,874   | 227,142   | 231,181   | 204,557   | 210,219   |           |
| 6.      | Sunday    | 227,532   | 226,286   | 238,008   | 201,683   | 228,720   |           |
| 7.      | 197,350   | 226,224   | 264,332   | Sunday    | 198,170   | Sunday    |           |
| 8.      | 201,573   | 214,963   | Sunday    | 234,888   | 196,582   | 227,701   |           |
| 9.      | 201,593   | 212,075   | 228,615   | 270,121   | 212,724   | 218,639   |           |
| 10.     | 199,100   | 280,920   | 226,408   | 223,717   | Sunday    | 233,961   |           |
| 11.     | 196,546   | Sunday    | 226,432   | 219,539   | 196,950   | 228,415   |           |
| 12.     | 233,340   | 218,646   | 221,580   | 232,443   | 191,620   | 217,968   |           |
| 13.     | Sunday    | 228,229   | 222,999   | Sunday    | 203,506   | 239,952   |           |
| 14.     | 198,437   | 226,062   | 252,610   | 219,926   | 202,915   | Sunday    |           |
| 15.     | 213,552   | 223,350   | Sunday    | 219,596   | 202,970   | 222,800   |           |
| 16.     | 219,733   | 224,118   | 229,690   | 216,068   | 211,842   | 224,424   |           |
| 17.     | 218,311   | 265,495   | 231,026   | 210,888   | Sunday    | 209,054   |           |
| 18.     | 188,660   | Sunday    | 226,896   | 211,175   | 203,135   | 221,734   |           |
| 19.     | 237,890   | 228,986   | 225,053   | 226,124   | 204,126   | 212,244   |           |
| 20.     | Sunday    | 224,260   | 220,739   | Sunday    | 200,487   | 238,623   |           |
| 21.     | 216,343   | 219,759   | 250,321   | 213,363   | 202,547   | Sunday    |           |
| 22.     | 216,788   | 223,538   | Sunday    | 213,617   | 203,353   | 221,430   |           |
| 23.     | 224,003   | 221,525   | 225,302   | 215,017   | 210,980   | 223,685   |           |
| 24.     | 218,823   | 246,747   | 225,358   | 210,465   | Sunday    | 225,635   |           |
| 25.     | 228,872   | Sunday    | 216,576   | 205,742   | 201,657   | 223,986   |           |
| 26.     | 243,731   | 220,451   | 231,997   | 223,199   | 202,986   | 221,670   |           |
| 27.     | Sunday    | 221,871   | 226,674   | Sunday    | 206,704   | 280,939   |           |
| 28.     | 223,620   | 226,050   | 260,290   | 210,771   | 203,459   | Sunday    |           |
| 29.     | 223,045   | 225,804   | Sunday    | 210,721   | 205,104   | 199,529   |           |
| 30.     | 220,662   | 174,766   | 240,013   | 212,046   | 215,778   | 195,566   |           |
| 31.     |           | 251,908   |           | 200,480   | Sunday    |           |           |
| TOTAL   | 5,539,445 | 6,127,797 | 5,823,367 | 5,968,807 | 5,315,423 | 5,499,622 |           |
| AVERAGE | 213,055   | 226,955   | 232,934   | 221,067   | 204,440   | 219,985   |           |

Total number of copies sold in six months . . . . . 34,274,461  
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