

EDITOR & PUBLISHER

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NEW YEAR DAWNS BRIGHTLY FOR NEWSPAPERS

Advertising Will Come to Daily Press in Growing Volume, As Nation Loses Fear of National Election Slump—Agents Urge More Modern Methods on Publishers

By HAMMOND EDWARD FRANKLIN

"THE year 1924 will be the best on record for newspaper advertising."

This prediction, made by H. E. Lesan, president of the H. E. Lesan Advertising Agency, New York and Chicago, is corroborated by leading advertising agency managers for manufacturing concerns, advertising agency heads, newspaper executives and newspaper special representatives in a digest of views compiled by EDITOR & PUBLISHER.

Although this will be a Presidential year, it is the general feeling, as the New Year moves under way, that newspaper publishers face twelve months of sane, steady progress and an increase in advertising, free from most of the disturbances which in the past have in varying degree characterized such a year.

"There is a general feeling of confidence throughout the business, financial and commercial world which augurs well for a steadily increasing volume of newspaper advertising in 1924," Carl P. Johnson, president of Johnson, Read & Co., Chicago, comments. "The business forecasts of banking, manufacturing, transportation and other authorities all sound the note of confidence."

The imperative need for better methods of selling the newspaper as a medium stands out in this survey as the biggest problem to be solved by newspaper publishers. National advertising managers and agency men reiterated again and again that the growing use of the newspaper is due to its value, and in spite of surprisingly poor selling methods and business methods, it is claimed by them, many publishers continue using.

While excellent work is being done by the Bureau of Advertising, American Newspaper Publishers' Association to further interest in the newspaper as a general medium, such work has had to be necessarily limited. It is pointed out that if steps could be taken to sell more manufacturers of the country on newspapers and to develop new users of space from at present non-advertising manufacturers, all in the newspaper industry would benefit.

Frankness characterizes the digest of views. Among points stressed are:

A protest against giving one rate to the local advertiser and another rate to the national advertiser.

The desirability of

greater use of smaller city papers.

The opportunity for local newspapers to encourage manufacturers near them to understand the value of newspaper advertising.

A great expansion in the use of rotogravure advertising.

A divided opinion on just what newspaper co-operation should be given the advertiser, but general agreement that newspapers should furnish reliable information of sales value on their territory as a market.

The dollars-and-cents value of eliminating untruthful and unfair copy from newspaper columns by strict censorship.

A discontinuance during 1924 of

"knocking methods" by newspapers in selling their space to national advertisers.

More careful "positioning" of newspaper copy.

"The newspaper is undoubtedly the greatest advertising medium in the world, but it is the worst handled from both a business and advertising standpoint," Frank Finney, president of Street & Finney, advertising agency, New York, declares in a scathing attack upon those newspapers which do not have a flat rate and which he claims in some cases are really house organs for department stores.

He says:

"The newspaper is undoubtedly the greatest

advertising medium in the world, but it is the worst handled from both a business and advertising standpoint.

"The method of selling newspapers is still in the dark ages. Most newspapers knock each other to such an extent that it discredits their space with the advertiser, the agency and all concerned. It has a tearing-down effect on the whole advertising business and makes the client feel that the agent does not know his business in the matter of selecting newspaper media.

"It seems incredible in these days of progressive and broad thinking that these methods of mud-throwing should exist in any line of industry.

"This certainly is one place where newspapers can improve in 1924.

"Another fallacy in the newspaper business is the local and national rate. The fact that a newspaper is willing to run local business at cost or less in order to keep his paper going

and then tries to make his profit out of national advertisers, is another relic of the dark ages of advertising.

"If the newspapers had any nerve at all, they would come out and make a flat rate for all advertisers, both local and national. The newspapers do not know their strength. They are afraid of the department stores and allow them to dictate terms on rates. But if the papers all took a definite stand on this subject and placed everybody on the same basis, there would be some upheaval, but it would quiet down and the department stores would pay a living rate for the space which they use.

"This would eliminate another evil which is growing very rapidly in newspaper advertising—i. e., the flood of retail advertising on certain days of the week which in many papers is now eliminating national advertising from these days.

"The department stores use an enormous amount of space because of the low rate which they enjoy. It is not necessary for them to use so much space. If they had to pay the higher national rate, they would use less space and the papers would not be so crowded. By thus reducing the crowded condition of the papers, all advertisers would have a better chance to have their ads seen. As it is today, certain newspapers are giant black smears of ugly looking department store retail ads.

"Certain newspapers are becoming in reality department store house organs. The news is reduced to a very small corner in the paper and the national advertiser is driven out entirely on certain days. This is wrong and will eventually make trouble, unless the newspapers attack this problem and solve it.

"The solution of it is a flat rate both national and local—everybody paying the same rate.

"I would like to reiterate that the newspaper is the finest advertising space in the country—and yet is handled in an unbusinesslike way that is inconceivable.



"What the newspaper business needs is a dictator to place its advertising space on a business basis and sell it in a way that will give equal opportunity to all advertisers in the use of it."

Oswald B. Carson, sales promotion manager for the American Hard Rubber Company, also inclines to the view that a shift to a flat rate would benefit newspaper advertising. He states:

"Unquestionably during the year 1923 there has been a growing appreciation of the efficiency of newspaper advertising as compared with advertising in national magazines.

"I believe that the newspaper publishers, through their representatives, can do much to bring this point home to the attention of national advertisers more effectively during the coming year, through the adoption of greater service locally through the various channels of trade that the national advertiser is seeking to cultivate. The possibilities for greater service enjoyed by local newspaper organizations are so great that, if properly coordinated and exploited, they should greatly benefit the publishers.



FRANK FINNEY



OSCAR DAVIES

"What gains the newspapers have secured during the past year in national advertising have been made against what the writer considers as very difficult odds against the national buyers of space. It is within the power of the newspaper publishers to at least minimize these disadvantages by reforms in practice.

"1. The greatest reform which I should advocate would be the elimination of manifestly unfair discrimination in rates between local and foreign advertising.

"2. The extension of the flat rate principally in space selling or at least the adoption of uniform quantity lineage discounts.

"3. The adoption of standard practice regarding the minimum size of advertisements for breaking column rules.

"4. The increased service to national advertisers through the compilation of data and statistics regarding local markets, thus giving greater co-operation to the national advertiser in making his expenditure effective in developing his trade in each city.

"These reforms, which, if they come at all, will come gradually, will be the means of interesting more and more national advertisers and advertising agents in newspaper campaigns as against magazine advertising and anything that can be devised to make conditions simpler and fairer for the national advertiser will inevitably bring in a greater volume to the publisher.

"Advertising managers of newspapers should be men with broad experience and with a more general understanding of national markets and the viewpoint of the national advertiser as well as that of the local merchant. The writer has always been a staunch believer in local adver-



M. C. MEIGS



OSWALD B. CARSON

tising and has demonstrated repeatedly the efficiency of local advertising in national distribution. Every effort should be made by the newspapers to simplify the problem which at best will always be difficult, involving greater detail, more expense, and many difficulties, but I think that the national advertiser generally will be willing to pay this price for the greater results he can obtain.

"The indications point to the coming year as better in every way for business, which undoubtedly will mean greater prosperity for the publisher."

The need for joint, creative work to

advance newspaper advertising—development work in place of "business snatching" among competing papers—is expressed by S. Keith Evans, Evans & Barnhill, advertising agency, New York City, whose views represent the consensus of opinion of many agency men and manufacturers:

"We regard the rapid development of the modern advertising agency, which has been made possible by the previous ten years' co-operative work of the American Association of Advertising Agencies, as one of the biggest steps ahead in 1923 for newspaper advertising.

"On the ground that whatever appears in the newspapers must deserve confidence, we believe that to make newspaper advertising more effective than ever, the newspapers should be edited with this thought in mind, both in the editorial offices and in the business offices. No advertisement should be allowed to appear which is obviously a gross exaggeration. A newspaper thus conducted will have a larger and sounder influence, and will make more money.

"We find a growing appreciation of the value of newspaper advertising in national campaigns, both on the part of the agency and the client and to some extent on the part of the

further increase in volume of advertising this year:

"Nineteen-twenty-three has been a good year for the newspapers. Most of them are well



A. R. KEATOR



CHAS. H. EDDY

ahead in the volume of advertising carried. "We are confident 1924 will show further increase. The settlement of great national and international questions is going on. General business will anticipate these settlements and

ing accomplishments of the past year. "The most important development in 1923 was the growing inclination on the part of publishers to restrict, and, in many cases discontinue the granting of commissions to direct advertisers," he says. "One of the chief reasons for paying commissions to agencies is that they develop new advertisers and expand old ones. The paying of commissions direct not only does not develop new business, but is a serious handicap to the advertising agency organizations that are developing increased business for the publishers.

"To make newspaper advertising more effective than previous during 1924, these things are needed: Provide or continue legitimate co-operation with advertisers. Provide complete information regarding circulations and put the circulation on the proper basis—which means that the reader buys the newspaper because he wants to read it, and not because he wants to get a premium or oblige a friend.



H. E. LESAN



R. J. EIDWELL

Protect advertising agencies by eliminating payment of commissions direct.

"The newspaper unquestionably has come into its own.

"The best of new advertisers are those who 'recruit' themselves, who, unaided and uninfluenced, reach the conclusion that the business with which they are identified has reached a point where advertising is a prerequisite to further growth.

"With few exceptions, newspaper publishers are the poorest advertisers there are. They adhere to advertising ideas which were discredited years ago. For example, their announcements, in large measure, are aimed at competitors. What advertising agents and advertisers want to know above all is how many copies of a newspaper are printed, where they are distributed, and why the people buy them, as evidenced by the methods of obtaining circulation.

"What we should like newspaper publishers to do is to prepare data that will be helpful to manufacturers and their traveling representatives—data that shows how many retail outlets there are in various lines, their location, total volume of sales, etc."

The conversion of Del Monte, up to recently a magazine advertiser, to the newspapers is thus singled out as the big achievement of 1923 by A. J. Norris Hill of A. J. Norris Hill Company, publishers' representatives, Los Angeles and San Francisco:

"Unquestionably the biggest thing, from the Pacific Coast point of view, is the breaking into newspapers for the latter part of 1923 and early part of 1924, of the California Packing Corporation (Del Monte Products).



C. L. HOUSER



J. K. GROOM

"This advertiser has been a consistent user of magazines only, for many years.

"We of the Pacific Coast, I believe, are responsible to Thomas Emory, Pacific Coast manager of the Bureau of Advertising of the A. N. P. A., for the present campaign. He has labored very diligently to put this over. Of course, we specialists helped a little, but it was undoubtedly the opening of a Pacific Coast office by the A. N. P. A. and Mr. Emory's splendid work that put over newspaper advertising with this advertiser, after many years.

"We believe 1924 will be the greatest year for newspaper advertising on the Pacific Coast

REASONS FOR OUTLOOK OF CONFIDENCE ON 1924 NEWSPAPER ADVERTISING

PLANS are being made by the automobile industry for large production during 1924. This always means a large volume of advertising. According to the estimate of the majority of members of the Motor & Accessory Manufacturers' Association, in a recent survey, the production of cars and trucks should run about 3,500,000.

Building costs, including wages in the building trades and materials, continue high. Eventually this will act as a brake on building work. For the present, however, building activity has declined but slightly, and there is still a large demand for construction which has not been fully met. The total for 1924, although a little less than 1923, is expected to be \$4,000,000,000.

The steel companies anticipate a good year. Those following the situation closely predict a heavy buying movement within six weeks. The steel companies are pleased with the larger demand for steel.

The average price index for farm products, according to Secretary Hoover of the Department of Commerce, amounted to 139, 10 per cent above 1922. The value of leading crops, totaling 6,947 millions of dollars, is a billion and a quarter ahead of the previous year. This means improved position of the farmers.

A tax reduction is probable. These are a few reasons which make newspaper publishers feel that 1924 should be a year of steady gain in lineage.

newspaper publisher, though yet, to a very large extent, the ignorance of the newspaper publisher of the functions of national advertising and how it is developed, is truly appalling.



E. D. REED



G. W. DANIELSON

"New advertisers can be recruited from the entire list of manufacturers doing a national or semi-national business. This can be done by employing men whose business it is to do the development work, this supplementary to the present solicitations that are now made on existing business.

"Since the expense of this development work is very great, it should be done by an organization employed by a group of newspapers. The Bureau of Advertising of the A. N. P. A. is doing good work within its limited means, but is inadequately financed.

"In the development of new business for the newspapers, they will have to leave this to the agencies as they do now, or plan to do it in co-operation with the agencies and somewhat along the lines which the magazines have developed in the past fifteen years.

"At this stage the newspapers need men who are business builders, and these as a rule are not recruited out of the business getter type. I am not denying the place or importance of the business getter, but ask a place for the business builder."

It would be well for advertisers to use several newspapers in a city rather than one, in the opinion of Charles H. Eddy, president and general manager of the Charles H. Eddy Company, newspaper representatives. Mr. Eddy looks for a

advertising will go ahead with general business. Keener trade competition will make newspaper advertising increasingly necessary. We expect increased business during 1924.

"Newspaper advertising could be made more effective by selling the national advertiser and the agency the idea of using two or three newspapers in cities where only one is now commonly used. This would give more complete coverage and better results to the advertiser.

"Use more newspapers" should be the slogan of the newspapers in the national field for 1924.

"Congratulations to Editor & Publisher on its good work in behalf of the newspapers."

A. R. Keator, publishers' representative, Chicago, finds that manufacturers are giving increased attention to the use of papers in the smaller cities as well as the metropolitan dailies. He comments:

"The year 1923 has been one of the largest we have known in the twenty odd years that we have been in the business. This, of course, refers to small publications which, according to our records, have received a very fine line of foreign advertising.

"It seems more and more each year that the agency and advertiser appreciate that the entire country cannot be covered by large metropolitan papers.

"Everything points to a big year for 1924 and we have reason to believe that daily newspapers are going to receive their share. The hearty co-operation that most publishers are offering foreign advertisers makes it easier each year to approach new accounts who heretofore have not used daily newspapers.

"We believe that the friendliness that is developing between the publisher, agency and advertiser is going to show great results. We think that the smaller publishers are rapidly following in the footsteps of large metropolitan papers in developing their merchandising service to a point equal in proportion to the size of their paper to the large dailies."

The months ahead promise to be worth while for the newspapers, as viewed by H. E. Lesan, head of the H. E. Lesan Advertising Agency, New York.

The courage in the stand of many publishers in refusing to grant agency commissions to advertisers direct in particular is praised by Mr. Lesan, in review-

because of the great activities of the Bureau of Advertising of the A. N. P. A. and, the special representatives developing new accounts instead of competing for the accounts that are already advertising nationally.

"We enjoy reading Editor & Publisher, and look forward to receiving it every week."

D. A. McKenzie, manager of the Elgin (Ill.) Courier, inclines to the view that a further increase in advertising may be expected for 1924. He writes:

"Based on the large volume of advertising that has come to the better class of newspapers this year, I have every reason to believe that the showing will be even greater in 1924. I cannot recall any year in the past where there has been such a demand for newspaper advertising; in fact, solicitation has been a very easy matter. The rivalry for trade on the part of the smaller stores has materially increased the volume.

"Elgin has been fortunate in having no setbacks in its industries. These are headed by



D. A. MCKENZIE



S. KEITH EVANS

the Elgin National Watch Company. The company will manufacture over 1,000,000 watches this year. The daily output is nearly 3,700. All of the Elgin merchants are enjoying this prosperity. Newspaper advertising is at the top of the heap in Elgin, and I expect it will continue so in 1924."

Lineage records will be broken, according to the view of Robert F. Wood, advertising manager of the Autocar Company, Ardmore, Pa. He believes that, although newspapers reach their maximum degree of effectiveness for the local advertiser, more national advertisers than ever will incline to a localized effort:

"Next year will undoubtedly be a good one for newspaper advertising. In fact, previous lineage records will probably be broken due to the fact that there is an increasing number of national advertisers who desire to buy circulation at the exact point of consumption.

It seems to me that the newspapers with their trade paper and direct mail advertising should devote less attention to their competitors and give more thought to selling the newspaper as a medium, and particularly the desirability of the market which is covered by their own circulation."

"One of the biggest steps ahead in newspaper advertising in 1923 seems to have been the growing tendency of the national advertiser and his agency to cultivate intensively and develop the smaller city—a field heretofore very much neglected," states C. L. Houser of the C. L. Houser Company, New York newspaper publishers' representatives.

"Increased advertising appropriations have been used to present the manufacturer's and producer's messages to the citizens of the smaller cities—a class of people above the average in intelligence. Their home newspapers have a special appeal to them, in many instances the same paper having been read by their forefathers.

"The writer has observed a tremendous development, during his newspaper and advertising work, that would have seemed utterly impossible 30 years ago, but believes there are still just as great, or perhaps greater, developments to come. Co-operative efforts and modern, improved methods of merchandising have placed advertising upon a much higher plane, and have increased the need for more advertising—newspaper advertising—smaller city newspaper advertising. The local, smaller city newspapers are the 'key' which will unlock a vastly increased amount of profitable business during 1924."

More "brass tacks" and less theorizing are called for by George W. Danielson & Son, Providence (R. I.), advertising agency:

"More finesse will, in the writer's opinion, make newspaper advertising more effective in 1924.

"Already, the lineage in institutional newspapers is sufficient to prove their efficacy and, here and there, sufficient in amount from the angle of day-to-day installments.

"The real important function, from now on, in my opinion, is for all concerned to take more pains to see that the stage is well set to make each advertisement logically resultful.

"The price of newspaper space will grow less, even though the line rate increases, as expenditures for advertising are taken more seriously and cross-checked carefully for all possible sales-cooperation.

"With the growing appreciation of the value of newspaper advertising in national activities, increased prosperity among newspapers becomes a matter of course.

"Increased prosperity will enable more newspapers to become institutional in character and recognition and thus become more effective factors in marketing.

"New advertisers are recruiting themselves, as a result of a growing recognition of the uses of advertising.

"Newspapers should lay stress on markets and emphasize their key-positions in them.

"Representatives who expect to be welcomed 'inside the rail' will equip themselves with more helpful, brass tack information concerning their field and their medium, and will rise to leave just previous to their anticipated departure—rather than subsequent to it. Time is vital!"

Making the copy of the local advertiser of a higher standard is a duty of the newspaper, in the opinion of S. W. Papert, manager of the Texas Daily Press League, Dallas. He says:

"There is no doubt in my mind but that newspaper advertising can be made more effective than ever before by a little concentrated thought on the part of advertising managers or the service department of various newspapers. The metropolitan dailies naturally have very efficient service departments with a large personnel.

"However, the average paper over the country pays too little attention to various services that can be rendered its advertisers and still be strictly ethical. Only too often copy is accepted from local business men without a thought as to whether or not it is properly prepared, has the proper appeal, is timely and will bring the results that must follow in its wake if this particular advertiser is to be developed to the degree of consistency that we are striving for.

"Conditions in various sections of the country will determine largely just what sort of a year 1924 will be for newspaper advertising.

"We of Texas are anticipating a banner year. This is due to the fact that our major crop—cotton, of which we produced almost 50 per cent of the entire country's production—is bringing top prices and money is very plentiful. Market quotations have recently been above 37 cents per pound and these prices together with a bountiful crop can mean but one thing for our state, and that is prosperity for 1924. Naturally a state with these 5,000,000 prosperous inhabitants is bound to crack foreign advertising."

Politics are not going to be the disturbing factor they often have been and this Presidential year bids fair to be one of continued gains, rather than a slump, it is prognosticated by Charles T. Logan of the S. C. Beckwith Special Agency, New York. His summing up of the past year and that to come is as follows:

"The advance in newspaper advertising for the present year has been due, in my opinion, to increased industrial activity and the condition of the steel trade. There are two cardinal principles involved in American business at all times. Industrial activity is probably the most pertinent factor, while steel is a governing factor. As so steel prices, so goes the country. If there should come an industrial slump, advertising would fall off accordingly. This has been the universal rule and it is a universal law of commerce.

"I should say that advertising has had in 1923 perhaps the strongest appeal to the public mind it has had within ten years at least. It is a far better and more satisfactory year than 1919, because in the latter year business went into the fray head over heels and scarcely knew its direction. The 1923 plans for advertising were made with a more intelligent effort than in 1919. In other words, business for this year has been stabilized, with a far greater feeling of confidence throughout the country generally. Added to these interests that have tended to uplift general business must be placed the fine and bountiful crops, not only of the United States, but of the entire world. The return of agricultural prosperity has been a great help in steadying the general market.

"The general condition of things throughout Europe, of course is still muddled and upset, but regardless of the fact I find both our exports and imports showing a substantial increase, all of which shows that American trade is getting inch by inch a better hold on the European market and selling more goods there. The figures prove this. There seems to be less unrest among the farmer element of the country than there was a year ago and this is a satisfactory state of the national mind.

"National campaigns in newspapers have never been disappointing so far as appeal is

concerned. I think the intimate relationship of the newspaper to the home and family is appreciated by all advertisers. But I believe newspapers are not as adept in forcing the value of their columns on the minds of the national advertisers as are the magazine promoters. I do not wish to get into any argument as to the relative values of newspapers and magazines, but having so long been associated with the real meaning of newspapers I favor them over the field because I think they deliver better.

"Recruiting advertisers is not so much a problem as it is a system. Any system put into active process of contact with advertisers is sure to develop a good percentage of them for newspapers. I think the advertising bureau of the American Newspaper Publishers' Association is doing everything in its power to enhance the value and also the meaning of advertising in newspapers. They have done creditable work and it stands out. Now, if to these endeavors the newspapers of the country put out their own form of advancing the meaning and value of newspapers, the effect of it would be felt before a great while.

"Any wideawake, up-to-date, forward-going newspaper can always increase its own value by any form of co-operation with the advertiser that it may create and put into active operation. I know one particular newspaper that is not as large as its neighbor, but which is securing quite a considerable advantage with a number of advertisers because it goes out and does things that are so palpable and so clean cut that the advertiser appreciates it and shows by his patronage that whatever the second paper may lack in circulation it makes up with co-operation. After all, this is a big standard of value in advertising and it cannot be dodged or over-estimated. It is simply one of those things that the advertiser is keen to appreciate.

"I think that the advertising for 1924 is promising because, so far as America is concerned, there are few disturbing elements in action and 1924 does not promise many outside of the fact that it is a Presidential year, which is generally disturbing to a limited extent. However, business in America is making advances of a different kind from former years and I do not believe that politics will disturb us to any serious extent. A dollar is a dollar and no man wants to see it depreciated; hence I think that the concentrated mind of America is on continued gain rather than anticipating slumps anywhere.

This leads me up to the final conclusion that business should be prosperous for 1924, along as sane lines as those which have ruled for 1923, and I see no real reason why the coming year should not be even a better year than the one just closed."

A. D. Welton, publicity manager, Continental & Commercial National Bank, Chicago, outlined his convictions on current and future trends in advertising this way:

"The biggest step ahead in newspaper advertising in 1923 seems to me to have come, not from newspapers, but from advertisers. The quality and style of the advertising has shown wonderful improvement; a great deal more study and attention has been given to art work, layout and copy. There is even a disposition to produce such high class and artistic work that sometimes I feel that the poor stuff is ineffective by contrast. But, of course, that is no true.

"Newspaper advertising will become more effective if the standards set by the best are reached in some approximation by all. The newspapers may, and some of them are making, valuable contributions toward the attainment of this high standard.

"I doubt very much whether newspapers are making gains as the best media for advertising in national campaigns. Their position is well recognized by advertisers, but I think that the general feeling is that newspaper space is helpful only when used with respect to local dealers and advertisers. Perhaps I should say that it is particularly valuable when used in this way. New advertisers will be gained for all publications when the fundamental fact that advertising lowers selling expenses has become more generally accepted. There are still many producers and merchandisers who feel that advertising is an additional selling expense and it is likely to be true if the advertising is badly done and there is no proper co-ordination between the advertising department and both the sales and production departments.

"Too often the advertising manager is regarded as a mere press agent or expert who knows type and art. His judgment is not taken in matters of producing and selling policies. If a concern that advertises has as manager of publicity a man who is not qualified for the kind of work mentioned above, he should be discharged and a better man secured. The development of advertising executives depends on the importance and value which the advertising concern gives this kind of work. If it is valued as it should be, men of greater talent will be attracted. There is no question in my mind that the advertising manager should be capable of sitting in the meetings and taking an active part in the development of all policies.

"The year 1924 should be the greatest year

for all kinds of advertising. The greatest problem that confronts the producer and merchandiser today is that of distribution and a reduction of distribution costs for the benefit of the consumer. The question of production has been solved. The question of distribution has yet to be solved. In its solution the cost of advertising is vital. It can only justify itself if it makes a contribution to a reduction of the distribution and selling costs. Publishers are as much interested in this as merchandisers. Advertising that does not meet the requirements of the elimination of waste in expenditure should be refused. It is not too much to ask that all publicity concerns have in their employ an expert who will kindly, but firmly, pass on advertisements offered and refuse those which do not conform to his notion of effective advertising. Needless to say he should be ready to point the way for the improvement of efficiency."

Tendency of some newspapers to overstep the bounds of common sense through improper co-operation with the advertiser is flayed by J. K. Groom, manager of the department of national advertising, Northern Illinois Group of Newspapers, Aurora, Ill.

"I feel a little bit pessimistic on the matter of big steps ahead for newspapers in 1923, because for every advance made, there seems to me to have been a retrogression. Lineage has increased apparently all over. Newspapers seem to be growing in favor with advertisers. That



JOHN BUDD



WM. M. HEWITT

is ahead. In the meantime, there has been more demand for improper co-operation, and for free space, both of which have been accorded to by a good many papers, and that is going back.

"At Milwaukee in 1922, the merchandise men had a dinner. They all professed they were drawing the line closer and closer on co-operation. Even the worst sinners around that table said that their aim was to reduce co-operation to the standard set by the Association of Newspaper Advertising Executives, and it seems to me that out of all that big bunch, there were only one or two who did not go home and knock the bars down entirely, and opened the way for any old thing that should be devised, by the men who hold their jobs through their ability to get something for nothing through the newspapers. Now, just for fear somebody would criticize me, I want to say that I don't blame anybody for getting all they can out of the newspapers. If the newspapers want to be fool enough to give it, the other fellow ought to be wise enough to get it, and be is.

"In my opinion, newspapers themselves ought to do more soliciting among non-advertisers who ought to advertise in newspapers, and magazine advertisers who ought to advertise in newspapers. Recognizing the fact that there are products that are logically advertised in other medias, I still maintain the idea that articles of daily household consumption and use should be advertised in newspapers, but unless the newspapers get after the manufacturers, they never will be converted substantially to newspaper advertising.

"Newspaper publishers keep their representatives fairly busy chasing after business that has already been broken and whose schedules are practically unchangeable. That sort of thing leaves no time for these representatives to go after new business, and they do not check up to learn whether their representatives do any of that kind of work. That is again the publishers' fault. But that is not the way to recruit new advertisers. If instead of trying to get business switched from the other papers, the representatives were selling newspapers per se to manufacturers, each would get his share of the new business developed, and it would amount to a whole lot more than trying to switch from some of the other papers.

"The Advertising Bureau is the only organization now working for the newspapers. It is doing good work, but it has not enough income to supply a large enough force to do the work as thoroughly as it ought to be done, and as long as this is the only organization we have, every newspaper in the country ought to belong to it, and do that much, any way, towards recruiting new advertisers."

"I have one distinct idea in connection with business for next year," suggests M. C. Meigs, advertising manager, the

Chicago American. "If every newspaper would get behind the movement, which has been started by the Hearst publications; namely, to swat the idea that the presidential year must produce bad business conditions, it would be beneficial. There is no rhyme or reason for this idea except the state of mind of business men in general.

"If all newspapers in the country would start propaganda now to counteract the old idea of bad business in a presidential year, we wouldn't have any slackening in 1924. If EDITOR & PUBLISHER could get behind this idea and push it, it would be doing more for business in general than in any other way I know of."

Prospect for good business is favorable in Canada, it is reported by S. L. Rees, representative in charge of the Ontario and Western Canada branch office of La Presse, Montreal:

"The year 1924 will be a good one for newspaper advertising in Canada. The reason I say this is because I find that national advertisers are appreciating newspaper advertising and realize that newspapers are the medium to put across any worthwhile proposition. United States advertisers, more than ever, are seeing the necessity for daily newspaper and farm newspaper advertising in Canada."

"One of the outstanding features of 1923 has been the rapidly increasing popularity of gravure sections as a means to maintain and to gain circulation, and to satisfy the public which holds this part of a newspaper in the very highest esteem," states W. G. Woodward, vice-president, Gravure Service Corporation, New York City.

"Some of the leading newspapers which have entered the gravure field during the past twelve months are the Chicago News, Milwaukee Journal, Atlanta Constitution, St. Paul Pioneer Press, Omaha News, St. Paul News, New Orleans Times-Picayune and the Seattle Times.

"The advantages of standardization are being recognized—the Indianapolis Star and Louisville Herald following the trend of the times by enlarging their gravure sections to full standard gravure newspaper size.

"The matters of uniform closing dates, methods of co-operation by local advertising and merchandising managers in aiding advertisers, the furnishing of interesting, useful statistical data, all are now receiving the attention which they rightfully deserve.

"The attitude of gravure newspapers has been and must continue for some time to be of an educational value—educating the advertisers to the vast field now open—8,500,000 circulation in 62 newspapers published in 42 cities of the United States.

"Gravure newspapers 'cover the country' by radiating from 42 important cities and by putting on sales drives in these 42 cities—national advertisers find a simple, practical, economical way to start to 'cover the country,' and none of the salesmen's time is spent on wild goose chases or unnecessary work.

"The enthusiasm with which dealers receive the news that manufacturers will do local advertising in gravure, featuring local dealers' names, indicate that the merchants of the country are convinced that gravure advertising is, perhaps, the most effective advertising which a manufacturer can do to move goods from dealer's stocks.

"The advertisers and agencies of this country prefer to buy as many gravure newspapers as they desire with one order, furnishing only one original piece of copy. The introduction of gravure advance proofs of advertising which is to be done in gravure, can now be secured.

"The new gravure advertisers of 1924 are coming from two classes. The first class has used other forms of national advertising in the past and is turning to gravure because of its demonstrated advantages. The second class consists of new advertisers who will utilize this form of advertising as being the highest type of local advertising, which, multiplied by a sufficient number of cities, becomes a national medium of great size and effectiveness.

"It must not be forgotten, however, that intensive educational and promotional work will be necessary to sell gravure to advertisers who in many instances regard it as something mysterious, and to advertising agencies who have hitherto looked on gravure advertising as a local rather than as a national medium.

"There's no need to sell the public on this form of advertising because it is already sold! The first demand of every member of the family is for the gravure section.

"Publishers know the wisdom of giving the public what it wants, and advertisers cannot ignore the public's preference for gravure sections.

"From contracts already arranged it appears that 1924 will witness large increases in gravure advertising, not only in the total lineage of individual advertisers, but in the number of advertisers utilizing this medium."

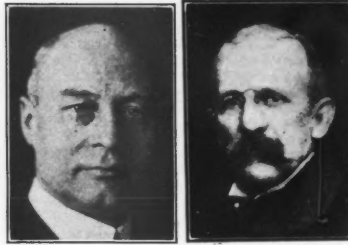
What truth in advertising means to

the newspaper is driven home by Oscar G. Davies, publishers' representative, Kansas City, as follows:

"The biggest step ahead, made by newspaper advertising during the year just closing, is the greater interest taken by advertising directors of daily newspapers in their closer scrutiny of advertising copy. In this connection the good work of the various Better Business Bureaus in many cities must not be overlooked.

"The Truth-in Advertising movement of the Better Business Bureaus has brought about wonderful co-operation between the various bureaus and the newspapers. Thousands of instances of exaggerated comparative prices, misnamed materials, trade names misused and goods found not on sale as advertised, have been investigated by these bureaus and brought to the attention of the newspapers and corrections made. The result has been a higher standard of advertising during 1923 and added confidence of the shopper.

"If, during 1924, more advertisers would consider an added advertising appropriation to be spent with recognized advertising agencies to write better copy, newspaper advertising as a whole would be more effective and productive. The foreign advertiser long ago recognized the importance of spending money for intelligent



A. D. WELTON

C. T. LOGAN

'copy' as well as the actual buying of the space to be used.

"The year, 1924, will be most profitable for the local merchant who realizes this fact and who takes advantage of the services of one of the general advertising agencies of his city. Such a merchant will not allow himself to be mesmerized by the old worn-out theory that a Presidential election year is an off year for business. He will contravise take into consideration the added value of the extra circulation and the intense reading interest of national election campaigns and will see to it that his copy is carefully prepared to reflect the reputation and standing of his institution, by revealing the truth about his merchandise and nothing but the truth.

"The classified pages of the daily newspaper are the recruiting grounds for the new display advertisers. A good classified solicitor will develop into a good display solicitor and along with that development will be a number of classified accounts into display space. They will have grown together.

"In the development of new and capable advertising executives the same principle could be followed. That is to say, due consideration should always be given to the loyal and growing employee who can be found in every newspaper office, one who has started his career as a counter cub, copy chaser and classified salesman. Too often a publication, after having trained such a valuable asset, neglects to recognize the talent within until it has been discovered and appropriated by a competitor.

"As the reading of a newspaper is a fixed habit in all worth-while homes, so is advertising, news, and good news if carefully prepared."

"Newspaper advertising has progressed during 1923 more substantially than any other merchandising process," it is claimed by John Budd, the John Budd Company, newspapers' representatives.

"With none of the forcing factors so glibly ascribed to it during the boom year of 1920, it has in a solid, stabilized way, practically equalled in 1923, those quickly and often artificially expanded figures of 1920.

"In a few lines of industry, a tendency to mark time or milk results has led some concerns to temporarily neglect or omit the use of newspapers and confine themselves to other forms of media of a general nature, for the announced purpose of keeping a trade name alive and in memory.

"These institutions, as a rule, plan and execute intensive trade building newspaper campaigns whenever they think they see conditions in their particular line taking on a promising look.

"Some of the familiarly known old-timers have thus been tempted to stray along other paths, and some, grown ultra-conservative with age and success, have been holding aloof, but the figures show that their action affects total volume very little, and analysis proves that ambitious competitors are nearly always in readiness to take advantage of apparent market opportunities of this kind, frequently much more than making good the space lost.

"Newspaper advertising properly done has a quickness of responsiveness, a positiveness of action, a quality of confident inspiration, and an immediate and constant availability, not possessed in like degree by any other type of medium.

"In the past it has suffered somewhat from a lack of harmoniously co-operating, good-of-the-cause work by newspapers, but more recently a great deal of unselfish, educative, and constructive work has been done individually and in organization ways, which is bound to prove fruitful.

"Those who attempted to adopt 1920 as a standard have not always been quite cheerful since, but I hold that from a sensible, normal standpoint national newspaper advertising has rapidly grown in volume and quality during the past ten years, and that 1924 bids fair to see an even greater growth.

"While the optimist grins and the pessimist growls, the actomist is getting there."

Pretty definite returns will be expected from 1924 advertising, it is thought by E. D. Reed, advertising manager, F. F. Dalley Company of New York, Inc., Hamilton, Ont.:

"I believe that the biggest step ahead for newspaper advertising in 1923 from the viewpoint of the advertiser is the adoption of a standard form of circulation report.

"As to what should be done to make newspaper advertising more effective in 1924, I believe that the newspapers will discover how closely they are in partnership with the advertisers and will co-operate more with them, not in the spending of larger space than is required, nor in adding features to their paper which are only competitive with the advertising, but will consult with their clients more and more, with the object in view of assisting them to become permanent customers through the consistent value they can secure through the use of the papers' columns.

"You ask as to what kind of newspaper advertising year 1924 is likely to be. With a great deal of the bunk and most of the 'rah-rah' of advertising eliminated, especially in the ranks of national advertisers through the very complete and numerous volumes of statistics and facts available and invariably used by them, newspaper advertising for 1924 will receive microscopic investigation in every case where tangible results are expected of them. The points referred to in the above also will affect this.

"I would not want to go on record as stating that the national advertisers are growing in appreciation of the value of newspaper advertising. If times are good, new advertisers will sprout up as the grass does in the Spring after a May shower. If times are hard, it will likely be a dry season.

"Newspapers with a trade edition and direct mail department can best help the national advertiser by improving the business methods of their trade paper clientele. They should more graphically depict and outline the causes of failures and, if possible, provide a road map or chart for the safe travel or navigation of these various merchants. They should not be so one-eyed with regards to the use of the columns of their daily paper in which they devote pages and pages of free publicity to sporting events, theatrical matter, etc., while there is as much news interest behind many of the products offered for sale by the paid advertisers which the editorial policy prohibits and avoids as religiously and with the same vehemence as the city man does the proverbial polecat.

"New capable advertising executives can be developed from many sources. The first thing the writer would suggest is to get him young. If for a national advertiser, I would suggest that he be recruited from the sales ranks, provided educational qualifications were adequate.

"In the matter of an advertising executive for an agency or a newspaper, I believe in the case of the former that the greatest executives have come from the sales ranks and particularly of the specialty variety. The longer the experience the greater the value as an executive in an advertising agency. These qualifications backed up by a gluttonous aptitude for study, I would consider essential in developing such executives."

Increased lineage from orders already issued and those on foot from the western coast indicate a most favorable year, according to the word passed along to EDITOR & PUBLISHER by R. J. Bidwell, of the R. J. Bidwell Company, newspaper representatives, Los Angeles and San Francisco:

"The biggest step ahead for newspapers in 1923 has been a steadily growing conviction in the minds of prominent national advertisers that no other media but daily newspapers can deliver the prompt retail turn-over required in sales areas needing forceful stimulation. This tendency is indicated by orders of representative producers during 1923.

"Nineteen-twenty-four will show a big increase in the ranks of those who regard newspaper advertising as the most important rudiment of successful merchandising, if such advertisers insist on the same merit and efficient preparation of their copy which they

demand in their products, combined, in the selection of media, with a complete analysis of circulation and distribution.

"Orders already issued and tentative plans of regular and new advertisers indicate that 1924 will equal, if not surpass, 1923 in volume of newspaper lineage.

"In a great many territories local newspapers can make new advertising accounts by helping develop manufacturers who are local successes and who are satisfied with a limited production and a correspondingly small volume of sales, the result of a long period of conscientious production. A development of these local manufacturers by their home city newspapers would result in regional and finally in national expansion.

"A great many newspapers supply, through their foreign offices, a wealth of information covering not only circulation figures, features, merchandising and advertising service, but succinct information on local trade conditions that are of special interest to individual classes of advertisers. The advertiser is made to feel that the publisher's interest is vital and does not terminate with the securing of the advertising contract.

"As in manufacturing and the hotel business, new capable executives are most often developed from the ranks of the apprentice. The capable newspaper representative should know the viewpoint of the advertiser, his publisher and the advertising agent and have complete information regarding each of his newspapers and the territory it covers."

"In my opinion the biggest step ahead for newspaper advertising in 1923 has been the sane co-operative efforts rendered by the newspapers in selling their local markets, and pursuing this course with stricter adherence to the standards of merchandising practice, will unquestionably make newspaper advertising more effective in 1924," William M. Hewitt, foreign language advertising representative, New York City, puts it.

"Sales and more sales are the constant clamor of chief executives all over the United States, and it is this fact, if properly capitalized by newspaper publishers, will make 1924 a great year for newspaper advertising, particularly because the results of the post-war period proved the efficacy of newspaper advertising in helping to clean up dealers shelves, and there has been ever since a marked appreciation of the value of newspaper advertising in national advertising campaigns.

"As to your question as to how new advertisers can be recruited, there are literally hundreds of prospects among manufacturers who are only using space in trade papers, who can be converted into newspaper advertisers.

"If agencies would only recognize the fact, that from small acorns big oaks grow, and that there are any number of test cities in the United States, where with a very modest expenditure a manufacturer can be shown the value of consumer advertising if properly merchandised through one, or, at the most, two newspapers."

LABEL SUIT DISMISSAL ASKED

Decision Reserved In Case Against Corning (N. Y.) Leader

ROCHESTER, N. Y., Jan. 3.—A \$225,000 libel action brought by James O. Sebring, Corning, N. Y., attorney, against the Corning Leader reached Rochester courts this week, when a motion was made before the Supreme Court to dismiss the complaint on the ground that Sebring's reputation was not damaged by newspaper articles printed during his campaign for mayor of Corning last fall.

Sebring, former city attorney, was charged with piling heavy costs on the city of Corning by his personal litigation and with having "driven many decent, self-respecting men away from public service, and embroiled the city in unsavory and groundless charges which have impaired our good name at home and abroad."

A general denial of malicious intent was made in the court by Edward S. Underhill, proprietor of the Leader, through his attorneys.

Asking that complaint be dismissed because the offending newspaper articles were not libelous of themselves, Attorney W. Earl Costello declared Sebring had not shown that he had suffered personal damages to his character and reputation as a result of the printed attack on him.

Costello cited the libel suit of Francis Cortwright, of Corning, defeated candidate for the Assembly, against William H. Anderson, state superintendent of the anti-saloon league, which was dismissed by the court on similar grounds, as a case in point.

Decision was reserved.

CLASSIFIED ADVERTISING—

The New Public Service

Present Day Advertising—And the Special Field of Classified Development

By BASIL L. SMITH

ADVERTISEMENTS, like the poor, we have always with us. And it is almost as easy for a man to get away from his shadow as to escape from them. They make up a part—and no small part—of the American scene.

They shout at him from his newspapers and stare at him from his magazines. He retreats to his private office, and finds them waiting for him on his blotters. He turns to his mail, and they leap out at him from envelopes. He rushes into the streets, and meets them on every side. And finally, in desperation, he jumps on a train to escape from them all—and finds them awaiting him on flashing billboards around every curve of the track.

But in spite of its phenomenal growth, or maybe because of it, advertising is really very slightly understood by the average person. He is apt to think of it as just that, "advertising"—a semi-magic word that is the explanation of business wonders, past and to come. He is most likely to think of advertising as a sort of patent medicine, a general remedy for all sorts of commercial difficulties and a tonic par excellence for any sort of business venture. To him, there is just one "advertising"—and all things may be accomplished in its name.

The actual sub-divisions of this great field, as every advertising man knows, are many and varied. The differences between them are great, and their contrasts are sharp. Here is outdoor advertising, with its billboards, and here is classified, with its four-line agate ads. Here display, with its magazine pages in brilliant colors, and here direct-mail, with its folders and catalogues. From car-cards in the subway to "sky-writing" across the heavens above—advertising is poking the public consciousness and supplying the public needs in dozens of startlingly diverse ways.

Each kind of advertising is a special field of its own, with its individual peculiarities and its own rules for accomplishing results. The man who writes the best direct-mail copy for selling watches can't be relied upon to lay out the best billboard for a new model touring car. The sky-writing aviator doesn't write the newspaper copy for the cigarettes whose name he inscribes across the blue. Successful advertising in any of its fields is a job for the specialist, for the man who knows what he is doing and why he is doing it. And of no part of the modern advertising world is this more true than of classified advertising.

What the public doesn't know about intelligently promoted classified would make a very substantial volume. And it is the contents of this imaginary volume that every member of a classified organization will want to make known to the advertising patrons and readers of his or her newspaper. Too many people think of the classified section as made up of condensed display ads. They don't realize that classified is a kind of advertising, all to itself, and that the returns and satisfactions that come from it are attained by following its own particular rules.

Classified advertising is a public service—or it is nothing. It satisfies the definite needs of readers and satisfies them directly and conveniently—or it is a failure. It is ready-reference advertising. It is catalogue service in the filling of the needs of everyday life. It is a community market place and bulletin board. By its very nature it should be all these things. And in living up to them, it shows its fitness for winning the revenue and prestige that are the rewards of the successful medium.

Practically all advertising can lay claim to its distinct service features, but no other form of it, as a whole, can compare with classified in the matter of genuine public service to all classes of readers. And it is on this basis of service to readers, which in turn results in service to

advertisers, that the main structure of classified advertising is raised.

In the first place, service to readers makes a clear demand for the perfectly

catalogued medium. This one consideration of making every ad immediately accessible to every reader accounts for the whole technique of classified ad form. The divisions of the ads into main groups and the scores of classifications, correct indexing, the numerical listing of classifications and the alphabetical listing of individual ads—all these follow as matters of course, if readers are to be given the utmost in classified service. The arbitrary arrangement of the medium in standard form would have no meaning or usefulness but for the spirit of service to the newspaper's public that lies back of it. But from this all-important point

of view of public utility, the standard catalogued form appears as the only one which meets every demand of reader-service put upon it and opens the way for the secure future of the medium.

Full description copy and multiple insertion of ads are simply other expressions of this fundamental service to readers. And they can be honestly told to advertisers as the last words in service from that point of view. Whatever makes the finding of interesting offers easier for readers, and, once they are found, whatever makes choice between them easier—goes into the building of sound classified advertising practice that is bound to attract more and more interest on the part of readers and rapidly increasing patronage from advertisers.

Classified workers, in their understanding of these unique points of service and in their knowledge of how they may be practically applied in the everyday details of classified promotion, are nothing less than advertising specialists. They sell classified space on the basis of the results it will produce for advertisers. Their understanding of classified advertising enables them to be of the greatest value to their customers in preparing ads that result in the most profit and satisfaction. They are trained advertising men who, because they know the material and the medium with which they work, are able to help business men and individuals realize on the hitherto unsuspected resources—to them—of classified advertising.

Here is the special field of classified, and here are the special points on which classified workers will want to sell their prospects and customers—over and over again. To educate people away from the old conception of advertising as one and indivisible, and toward the new idea of classified as a distinct type of advertising service development, is the next step for progressive members of classified organizations.

In a case like this, knowledge is sales power. The classified worker has a specialist's story to tell—and by the right presentation of it, he wins patronage for his newspaper and respect for his profession.

AGENCY STAFF ENLARGED

Brotherton Company, Detroit, Adds Three Specialists

Appointment of three staff members to Brotherton Company, Detroit, was announced this week.

Reed L. Parker will specialize in sales promotion and account executive work. He started his advertising career on the South Bend (Ind.) Tribune and has been connected with the Chicago Tribune, the John Lee Mahin Company, and Lord & Thomas.

L. M. Barton, who has joined the company as sales promotion man, has been associated with the Wm. H. Rankin Company and the B. F. Goodrich Rubber Company.

W. C. Dudgeon, who has spent about 12 years with Detroit and St. Louis advertising agencies, will specialize on copy work.

Campbell-Ewald Company Entertains

Two hundred and fifty members of the Detroit Rotary Club were guests of H. T. Ewald, president of the Campbell-Ewald company, at a luncheon recently in the General Motors building, Detroit. Edgar A. Guest, Detroit Free Press poet, was the only speaker.

H. I. Phillips with N. Y. Sun

H. I. Phillips, who conducted the humorous column known as "The Globe Trotter" in the New York Globe before its consolidation with the Sun, by arrangements recently concluded, now conducts the column daily under the same name in the New York Sun.

New Radio Section

A Friday tabloid radio section of 12-16 pages has been added to the Boston (Mass.) Traveler in addition to the daily radio page.

CLASSIFIED ADVERTISING—

The New Public Service

THE present series of 52 articles will deal with the emergence of classified advertising from its "Want Ad" days into the field of its new possibilities as a broadly popular community service.

What will this unprecedented development mean to newspapers, in terms of revenue, circulation and good will? What newspapers are missing their opportunities in this opening field? What rewards are coming to those that are going ahead with the development of their mediums on this basis of public service?

These articles will answer many questions of this general sort, as well as go into the details of the most modern and practical methods of building classified advertising for permanent growth and good will. The day has come when classified departments can operate as efficiently and with as demonstrable good results as, for example, the thousands of telephone exchanges under the direction of the A. T. & T. Company. There are just as definite principles and methods of public service for them to follow and proportionately as great opportunities for them to establish themselves in the everyday lives of their cities. Mr. Smith explains just how and why this has come to be true today.

Briefly, these articles take up the five phases of permanent development in classified advertising:

I

Developing the Perfect Classified Medium for Maximum Service to Readers, to Advertisers and to the Newspaper.

The perfectly catalogued medium as the cornerstone of all classified service. What makes it—and what does not? What is the right type size, set-up of ads, indexing and kind of copy? When are classified rates too low, and how can they be satisfactorily readjusted?

II

Developing an Efficient Classified Organization for Production. Thoroughly trained workers vs. a haphazard staff. What co-operation among all the branches of a classified organization means in results produced. Is personnel morale and interest worth developing, from a dollars and cents standpoint, and how may it be most simply accomplished?

III

Developing Economy in Daily Classified Routine Operations. How much do most newspapers lose, in cash and good will, through unsatisfactory methods of classified bookkeeping and routine? How may errors in charge accounts, "kill" orders and corrections be easily avoided? What is the great advantage of knowing the exact status of the classified department at all times?

IV

Developing Increased Classified Lineage and Revenue. What are the six main steps in putting on added volume at all seasons of the year? Seasonable campaigns as the backbone of production. Why does telephone production jump when rates are scaled for selling multiple insertions on a cash and charge basis? Classified staffs that are doubling and tripling their production on the strength of the right use of lead cards. How may permanent classified volume be developed from every angle?

V

Developing Reader Interest in Classified—Resulting in Service to Advertisers and Circulation Growth for the Newspaper.

Why advertise classified advertising? Many wrong ways—and one right one. What types of publicity and promotional matter are proving most effective at present? Uses of reader-educational copy, result stories, special features, house organs, mail enclosures and dealer booklets. How can classified leadership be brought nearer by the use of genuinely constructive publicity?

JAPANESE NEWSPAPERMEN FORWARD THANKS AS NEW YEAR'S GREETING

Lacquered Box Containing Personal Letters of Gratitude for Quake Relief From American Press Received By Editor & Publisher

IN a finely lacquered box there came to EDITOR & PUBLISHER this week as a New Year greeting a message of thanks from the newspapermen in the stricken districts of earthquake-torn Japan.

The package included many personal letters from the individuals who received relief from the special fund for newspapermen raised through EDITOR & PUBLISHER and distributed by Shunju-kwai (The Tokio Press Association).

A complete accounting of the distribution of the first draft of \$3,000 against the fund, which totaled \$4,527.16, was also enclosed. A letter from T. Shiba, chief secretary of Shunju-kwai, addressed to John R. Morris, Far East representative of EDITOR & PUBLISHER, with headquarters at Tokio, was forwarded in the same mail. In this he said:

"Allow us to offer our hearty gratitude in the name of more than 400 families among those of the staffs of 19 newspapers of Tokio for your gift of cash of \$3,000 which we accepted as a token of the warmest sympathy from the journalists of the United States for their fellow journalists of Japan in their ill fate. The particulars of the distribution of the fund we undertook as instructed by you. We need hardly mention that each recipient gratefully appreciated his share.

"The most sincere benevolence ever cordially endowed by the people of your country toward us in our disaster brings our fellow citizens of more than sixty millions together with those inhabitants of the destroyed regions to unanimously thank you. Let me assure you, dear sir, not among the least of those to give you thanks are the members of our Shunju-kwai and the proprietors of those journals who found such kind assistance conferred on the members of their staffs from fellow journalists so far away. Would you please convey this feeling of ours to the newspapermen of America for their generosity?"

"Trusting that the sympathy of the one great people to the other thus extended over the ocean between them at the time of overwhelming destruction to one of them may add to and enhance the mutual good feeling, and thank you personally for your kind regard to us."

One hundred yen each was given to the families of R. Doi (Asahi), reporter, who died while he was on duty at the Yokohama Custom House; T. Ichikawa (Yomiuri), political reporter, who died with his family at Honjo, where he was living; and S. Sogabe (Yorodzu), of the editorial staff, who died at Yokohama where his family was living.

Following are the names of other beneficiaries of the EDITOR & PUBLISHER relief fund listed under their respective newspapers.

CHUGAI

Table listing names and amounts for CHUGAI: R. Kiyosawa (lost his wife & son at Yokohama) Yen 40, K. Inouye (lost his wife & mother at Yokohama) Yen 40, S. Takakura Yen 35, F. Yoshimura (with 6 dependents) Yen 35, Y. Shimidzu Yen 30, M. Yamaguchi Yen 25, H. Okada Yen 20, K. Kageyama Yen 20, S. Shimozono Yen 20, T. Fujii Yen 10, Total Yen 300.

YOMIURI

Table listing names and amounts for YOMIURI: S. Otake Yen 29.60, K. Aki Yen 19.30, H. Okada Yen 19.30, I. Sato Yen 19.30, K. Ito Yen 19.30, K. Nakayoshi Yen 19.30, S. Sato Yen 19.30, S. Mogi Yen 19.30, T. Hogo Yen 19.30, T. Yokota Yen 19.30, M. Nagata Yen 19.30, S. Watanabe Yen 19.30, H. Yanagisawa Yen 19.30, T. Miyajima Yen 9.70.

Table listing names and amounts for KOKUMIN: I. Hara Yen 9.70, R. Takano Yen 9.70, K. Sabe Yen 9.70, Total Yen 300.

CHUO

Table listing names and amounts for CHUO: H. Otani Yen 20, N. Nakamura Yen 20, R. Tamura Yen 20, B. Otsu Yen 20, U. Nakanishi Yen 20, Y. Shibata Yen 20, R. Ono Yen 20, S. Takahashi Yen 20, N. Iitomi Yen 20, K. Heto Yen 20, H. Kaneko Yen 20, S. Matsukuma Yen 20, K. Mannen Yen 20, S. Mayekawa Yen 20, G. Tomitani Yen 20, Total Yen 300.

YAMATO

Table listing names and amounts for YAMATO: Y. Miyavel Yen 30, G. Nakamura Yen 30, Y. Nishimura Yen 30, K. Mibi Yen 30, J. Naoni Yen 30, T. Segino o Yen 30, H. Fujiwara Yen 30, I. Fukuta Yen 30, K. Ikeda Yen 30, Total Yen 300.

MAINICHI

Table listing names and amounts for MAINICHI: Y. Ishida Yen 30, H. Saito Yen 30, I. Kasura Yen 30, H. Takasawa Yen 30, B. Ito Yen 30, T. Yamaguchi Yen 30, M. Nozaki Yen 30, H. Ishiwada Yen 20, Total Yen 300.

Containing messages of thanks from all newspaper men of Japan to the newspaper men of America, made the carrier tax and contents shown here the most welcome gift that has come to EDITOR & PUBLISHER this year.



Table listing names and amounts for Taisei: J. Iteya Yen 20, H. Hosonuma Yen 20, S. Shizao Yen 15, T. Noda Yen 15, Total Yen 300.

JIJI

Table listing names and amounts for Jiji: K. Takahashi Yen 30, I. Kawahara Yen 30, K. Tsuruki Yen 30, T. Nojima Yen 30, I. Twamoto Yen 30, C. Morikawa Yen 30, T. Nishihara Yen 30, G. Wabaya Yen 30, G. Tachibana Yen 30, T. Fujimoto Yen 30, Total Yen 300.

TOKYO YUKAN

Table listing names and amounts for TOKYO YUKAN: S. Okubo Yen 30, S. Takahashi Yen 30, T. Takiya Yen 30, P. Ando Yen 30, M. Ito Yen 30, K. Tamura Yen 10, Y. Nakagawa Yen 10, K. Ando Yen 10, M. Saito Yen 10, M. Hata Yen 10, T. Kobayashi Yen 10, K. Koike Yen 10, N. Tomidzuka Yen 10, M. Yoshida Yen 10, S. Imano Yen 10, S. Tsukamoto Yen 10, H. Karube Yen 10, K. Tanno Yen 10, S. Tokuda Yen 10, E. Nagai Yen 10, S. Yamakawa Yen 10, K. Kawashima Yen 10, Total Yen 300.

MAIYU

Table listing names and amounts for MAIYU: Y. Tazawa Yen 10, W. Nakayama Yen 10, Y. Nagamatsu Yen 10, Y. Fukuta Yen 10, S. Ando Yen 10, S. Miyao Yen 10, I. Ito Yen 10, T. Kawasaki Yen 10, N. Satoshi Yen 10, H. Inomata and 28 men, each Yen 6 Yen 174, G. Yoshida and 3 men, each Yen 4 Yen 16, T. Machida and 5 others, each Yen 2 Yen 10, Total Yen 300.

NIROKU

Table listing names and amounts for NIROKU: K. Koyamada Yen 60, G. Kibuchi Yen 70, F. Goh Yen 60, T. Nishimura Yen 20, K. Yamada Yen 70, Y. Suzuki Yen 20, Total Yen 300.

TAISEI

Table listing names and amounts for Taisei: T. Kinchi Yen 10, K. Nomiya Yen 10, K. Ochiat Yen 10, S. Banto Yen 10, T. Noguehi Yen 10, B. Toda Yen 10, H. Kato Yen 10, K. Tanabe Yen 10, N. Sato Yen 10, K. Kanazawa Yen 10, S. Ishimoto Yen 10, T. Iwata Yen 10, H. Mori Yen 10, T. Umehara Yen 10, H. Hikuma Yen 10, T. Omi and 14 others, each Yen 10 Yen 150, Total Yen 300.

ASAHAI

Table listing names and amounts for Asahai: M. Ando Yen 10, T. Hayakawa Yen 10, T. Kimura Yen 10, S. Kuramitsu Yen 10, T. Oeo Yen 10, H. Yoshida Yen 10, S. Morisawa Yen 10, K. Uno Yen 10, Y. Noda Yen 10, S. Kuwashima Yen 10, Y. Toki Yen 10, S. Shimonagane Yen 19, T. Ito Yen 10, T. Matsuda Yen 10, S. Sudzuki Yen 10, Mrs. Y. Yoshimura Yen 10, K. Kabashima Yen 10, K. Narisawa Yen 10, H. Matsumura Yen 10, H. Yamashita Yen 10, K. Ishida Yen 10, K. Chino Yen 10, H. Tokoro Yen 10, I. Mitsuda Yen 10, S. Sakuragi Yen 10, H. Saito Yen 10, Y. Ozata Yen 10, M. Nagata Yen 10, Total Yen 300.

YORODZU

Table listing names and amounts for Yorodzu: B. Tomicka Yen 60, T. Mibi Yen 60, K. Ushijima Yen 60, Miss T. Watanabe (who is supporting her mother, brothers, sisters, and who lost her house) Yen 60, Total Yen 300.

DEMPO TSUSHIN

Table listing names and amounts for Dempo Tsushin: S. Shioda Yen 30, S. Hayashi Yen 30, H. Imamura Yen 30, Y. Gejo Yen 30, T. Saito Yen 30, I. Kakio Yen 30, S. Nakata Yen 30, C. Masuda Yen 30, I. Fukui Yen 30, S. Maruyama Yen 30, Total Yen 300.

SHIMBUN OYOBI SHIMBUN KISHA

Table listing names and amounts for Shimbun Oyobi Shimbun Kisha: Miss E. Itakura Yen 40, T. Itahashi Yen 30, K. Nakanura Yen 30, S. Tachibana Yen 30, S. Nakayama Yen 30, K. Taguchi Yen 30, M. Nemoto Yen 20, M. Mitrakani Yen 15, Miss Hanako Yen 15, A. Utsunomiya Yen 10, B. Kogo Yen 10, S. Minemura Yen 10, E. Yasuda Yen 10, Miss T. Inudzuka Yen 10, K. Tanaka Yen 10, Total Yen 300.

JIYU TSUSHIN

Table listing names and amounts for Jiyu Tsushin: S. Tajima Yen 100, Y. Someya Yen 50, Y. Chiku Yen 50, H. Mimura Yen 50, R. Kaneko Yen 50, Total Yen 300.

TEIKOKU TSUSHIN

Table listing names and amounts for Teikoku Tsushin: M. Miyagi Yen 35, K. Nakamata Yen 35, G. Nakamura Yen 35, T. Mogi Yen 35, Y. Fujimura Yen 35, F. Matsumoto Yen 35, R. Kawai Yen 35, S. Okimura Yen 30, G. Kawaguchi Yen 25, Total Yen 300.

TOHO TSUSHIN

Table listing names and amounts for Toho Tsushin: G. Date (lost father) Yen 30, Y. Oyeda Yen 70, T. Tsukahara (lost wife) Yen 100, D. Kawanami Yen 30, S. Tsuji Yen 10, K. Ito Yen 10, K. Yasuda Yen 5, T. Yehina Yen 10, A. Kuroda Yen 10, H. Nomura Yen 10, H. Inouye Yen 10, S. Matsumoto Yen 5, Total Yen 300.

NIHON TSUSHIN

Table listing names and amounts for Nihon Tsushin: H. Konokyo Yen 60, K. Kuranaga Yen 50, G. Mideuno Yen 50, Three others yet unnamed Yen 140, Total Yen 300.

NEWSPAPER CREATION OR BUILDING?— THE FIRST YEAR OF FRESNO BEE

Started With 13,000 Paid in Advance Subscriptions, Mounting to 16,799 in First 6 Months—Venture Backed by Forty Years' Experience

By V. S. McCLATCHY

IN a previous article, for the information of other newspaper publishers, there was told the story of the Sacramento Bee and the methods by which a purely local newspaper, published in a small city, had made itself the local newspaper for the Northern half of the second largest state in the Union; how it had protected its circulation in that territory from the competition of metropolitan newspapers which had previously controlled the district; and how, with quality, perhaps more than quantity, of circulation, it had built up an advertising business exceeding in lineage that of any other six day newspaper in a city of similar size. It was a story of 40 years of joint ownership and management of the paper by C. K. McClatchy, editor and V. S. McClatchy, publisher, into whose hands, as joint owners and managers, the property came on the death of their father, James McClatchy, in 1883.

The present article deals with the story of the Fresno Bee, and the practical application of lessons, learned by years of experience and experiment in the Sacramento Valley, to the rebuilding of a similar enterprise in the San Joaquin Valley. It deals with the belief on the part of the publishers that with the good-will of the community, expenditure of necessary capital in building, plant, promotion and operation, would accomplish in a few years in Fresno what had taken 40 years to accomplish in Sacramento—20 in learning how and 20 in doing. The enterprise was conceived, planned and inaugurated by the home office under direction of the publisher and his assistant, W. H. James, in the early part of 1922 during the latter part of a two-year European trip of the editor.

A relief map of the state of California shows an immense valley of approximately 12,000,000 acres, nearly 500 miles long and averaging 40 miles in width, extending from Red Bluff on the north, where the Coast Range and Sierra Nevada Mountains meet, to Bakersfield on the south, where the Tehachapis connect the same two ranges and form the dividing line between the seven counties of Southern California and the balance of the state.

In old maps of the U. S. Geological Survey this valley was called the "Great Interior Valley." In later years the upper portion became known as the Sacramento Valley and the lower portion as the San Joaquin Valley, named after the two rivers flowing through them, respectively, one southward, the other northward, which meet in a common delta and flow thence into San Francisco Bay, and out through the Golden Gate to the Sea.

Sacramento City is the commercial and railroad center of the Sacramento Valley, and from that city the Sacramento Bee, an evening journal, distributes its papers over the valley and bordering mountains, delivering on its own routes before night-fall and serving subscribers with the news of their respective communities gathered by 125 correspondents and transmitted by mail, telegraph and telephone. It was this service, in addition to a general news service, that enabled the Sacramento Bee to emerge from the role of a purely local paper for Sacramento City and secure a commanding and permanent circulation throughout the Valley. It furnished something that readers in the district desired and which could not be secured in the same measure in any other newspaper.

The San Joaquin Valley is even larger than the Sacramento Valley, and the city of Fresno occupies therein the relative position held by Sacramento City in the upper valley. The managers of the Sacramento Bee conceived the idea of establishing in Fresno an evening newspaper run on the plan of the Sacramento Bee, and which would serve the San

Joaquin Valley as that paper served the Sacramento Valley.

It was recognized at the outset that Fresno, a graveyard of newspapers, would not welcome a new daily projected along modest lines on the Scripps plan, and gradually developing into a leading journal, and that the only chance for success lay in providing from the first issue a complete newspaper on the lines of the Sacramento Bee.

Two dailies were published in Fresno at the time, one morning and one evening, the Republican and the Herald, both owned by George A. and Chase S. Osborn, Jr., and both receiving the Associated Press report. The Morning Republican had been developed by its former owner, Chester Rowell, into an excellent newspaper, covering its field well, with a circulation of 30,000. The Evening Herald, not so pretentious, had a circulation of 12,000.

Efforts were made to buy the Herald by the Bee but without success, and it became necessary to learn what reception a second evening newspaper would meet before investing a large amount of capital therein, for Fresno, a city of possibly 65,000 or 70,000 inhabitants, certainly could not support two good evening newspapers. This inquiry developed an invitation from Fresno, in very practical form, for the establishment in Fresno by the managers and owners of the Sacramento Bee of an evening newspaper similar to their Sacramento one and assurances of support if they would do so. That invitation was based on two grounds frankly stated.

First, there was the curious mental attitude of the ordinary community which resents all its local newspapers being controlled by one individual, or one interest, on the theory that free expression in matters of local moment is thereby prevented; and Fresno has civic spirit and pride unusually well developed. As a matter of fact there was no evidence that the Osborns were inclined to use unfairly their control of both dailies; and the personal popularity of both owners was unquestioned. But this mental attitude of communities is well-known to experienced publishers—in fact, because of such knowledge the publishers of The Bee a few years before had declined to take advantage of an opportunity to purchase the Sacramento Union.

The second reason was the reputation built by the Sacramento Bee for covering its entire valley in a news way with un-

usual completeness, and for dealing with the public, whether subscribers or advertisers, or neither, in the spirit of fairness dictated by modern newspaper ethics. Here was a return, in effect, for the 40 years investment of time, labor and conscience at Sacramento, which will be best understood by those who have read the preceding article.

In March, 1922, guarantees in the shape of advertising contracts were asked from the merchants of Fresno if the Fresno Bee should commence publication before Dec. 1, of that year. In two weeks contracts calling for space to be used during the first year of publication to the extent of 1,600,000 lines were signed on the part of advertisers, other than department store managers, and before the first issue of the paper on Oct. 17, that amount was increased by 500,000 lines.

The difficulty of fixing in a formal advertising contract a satisfactory rate for space in a newspaper not yet established and of problematic circulation was overcome by providing that the rate for each month should be based on the paid circulation for that month to be determined by an auditor selected by the Fresno Merchants' Association, all expense involved to be paid by the Bee. Basic rates per inch were fixed under this arrangement running from 35c for 5,000 circulation and 50c for 10,000, to 90c for 30,000. The auditor's report for each month was made immediately after the close of the month so that by the 10th of the following month bills could be presented at a rate fixed by the advertisers themselves through their Merchants' Association. The plan worked so satisfactorily that it was continued even after the Bee had been published the six-month period necessary to secure an "A. B. C." audit.

The signed contracts were sufficiently conclusive evidence of good will on the part of advertisers, and a general canvass of sentiment, without any written guarantees, gave similar promising indication of a satisfactory subscription list; so in the latter part of March, 1923, a lot 112½ x 150 was purchased, erection of a building commenced under plans already approved and contract closed for a plant under options previously obtained.

The building, fireproof, of reinforced concrete, faced with brick, was designed for the expansion necessary to production of a complete newspaper of, say, 75,000 circulation. It occupies ground space of 75 x 100, has three stories and deep pressroom basement, with heating and ventilating and cooling system so that a pleasant temperature may be maintained on cold winter days or in the heat of summer. On the roof was placed one foot of soil and grass turf grown thereon to assist in maintaining coolness in the composing room in summer. The result has been very satisfactory. The mechanical departments are floored with Bloxonend.

The plant installed is up-to-date, including one octuple floor type Walter Scott press, thirteen linotypes, and the necessary type casters, etc. Moving pictures displayed at the local theaters kept the public advised as to monthly progress of the enterprise.

In September temporary offices were opened and organization of the force in all departments of the newspaper commenced under direction of two McClatchys of the third generation, Carlos K. McClatchy as editor, and J. V. McClatchy as publisher. News correspondents were appointed for all points in the territory and instructed in their duties, and for some days prior to publication there were dress rehearsals covering all operations.

The subscription price of the paper 6 days—delivered by mail or carrier—was fixed at 75 cents per month, but for a month previous to the first issue, trial 10 weeks' orders at \$1 in advance were invited through advertisements and mail circulars. When this offer closed on the evening of Oct. 16, there had been received more than 13,000 of these paid in advance subscriptions. This plan was followed in the belief that if the Fresno people were sincere in saying that they desired to support a local newspaper of the Bee type, and if the Bee fulfilled its promise of giving them an up-to-date newspaper, most of the 10 weeks' readers should become permanent subscribers. The result has justified that belief.

On Oct. 17, 1922, the first issue of the Fresno Bee appeared—a complete newspaper of 60 pages in news and advertising with special features appropriate to the occasion. The average paid circulation for the month of October, 1922, was 17,514; for April, 1923, 16,816; and for October, 1923, 16,472. The Audit Bureau of Circulations credits it with an average of 16,799 for the period from Oct. 17, 1922, to March 31, 1923. This is believed to establish a record for a new daily in its first year in a town of say, 65,000 or 70,000 (although more is claimed). (1920 census, 45,000).

An interesting feature of newspaper publication in Fresno is the plan of suburban and country distribution by automobiles, introduced years ago by the Fresno Republican under Chester Rowell and used now by the three dailies. The thickly settled condition of the surrounding territory, which is set out solidly in small orchards and vineyards whose dividing lines are not marked by fences, justifies service of this kind to subscribers, or at all events, necessitates it if a satisfactory measure of valuable circulation is to be maintained. The expense of maintaining routes under this system is usually in excess of direct return since the route lessee, in addition to a profit on his papers, is allowed so many cents per mile to cover expenses of gas, oil and depreciation. The expenditure is fully justified, however, by the increased advertising rate secured because of additional permanent readers among customers of the local stores.

Many of the paper bundles for the smaller towns within a radius of 50 or 60 miles are carried to destination by the auto stages which leave for all points at frequent intervals through the day. Within these towns the papers are distributed by foot carriers, while auto carriers cover the nearby district if it be sufficiently settled to justify the expense. All Bee routes are owned by the Bee and leased under the independent system.

While the Fresno Bee has made during its existence of a little more than a year an unusual record for a small town in circulation and the favor which it has found with all local advertisers, and while in these matters it has met fully the hopes of its projectors, it is not expected to attain in the San Joaquin Valley a position and circulation similar to that enjoyed by the Sacramento Bee in the Sacramento Valley for a few years to come. The time consumed in reaching the goal will depend naturally partly upon the rapidity with which Fresno and the valley of which it is the center develops and partly upon the Bee itself. But at least its brief history to date illustrates the possibilities that lie in opening new fields with tested methods and to that extent interest other publishers.



A Newspaper Building That Gave an Infant the Full Benefit of a Father's 40 Years' Experience.

**CURTIS' POST GREETS
N. Y. IN NEW DRESS**

Pages Made Seven Columns—Price Set
at 5 Cents a Copy—Type Altered
—Rates and Personnel
Changed

Numerous changes in personnel, equipment, make-up, and advertising rates heralded the advent of Cyrus H. K. Curtis to ownership of the New York Evening Post, of which the "man from Maine" assumed official control with the issue of Jan. 2.

On that date the Evening Post appeared on New York stands at 5 cents a copy. Pages are 7 columns wide instead of 8 and the type is bolder and more widely spaced. Large sale was reported the first day.

Mr. Curtis himself was in New York playing active part in the Post transfer.

Harry Brown, advertising manager, retained from the previous organization, announced new advertising rate cards were being issued to be in the agencies' hands today.

Simeon Strunsky, head of the editorial page since 1920, Christopher Morley, columnist, and Allan Nevins, editorial writer, have resigned. Strunsky has gone to the New York Times. Morley will devote himself to literary work.

These resignations leave Royal Davis the sole remaining editorial writer. One additional man will be added to this department. David E. Smiley, editor, Philadelphia Public Ledger, will supervise the editorial pages of both New York and Philadelphia Curtis newspapers. There will be an interchange of editorials between the two papers.

At the head of the editorial page appear the names of Mr. Curtis, as president; John C. Martin, vice-president and treasurer, and Charles A. Tyler, secretary.

Charles McD. Puckette, remaining as managing editor, announced there will be a large increase in the news staff. Already five new men have been taken on for reportorial and copy desk positions. Thomas McVeigh has been appointed general assistant to Mr. Puckette.

New reporters are Robert Shafer, Robert W. Potter, and Dan Williams. On the copy desk are Jerome V. Keating and Christopher Hawthorne.

In an editorial announcement on the first day, Mr. Curtis called attention to the appearance of the names of correspondents in Washington and abroad whose work have become well known to readers of the Public Ledger.

Robert Barry is in charge of the Washington bureau. Clinton Gilbert, author of "The Mirrors of Washington," will be represented by a daily editorial page feature called "The Daily Mirror of Washington." Foreign news, according to the announcement, will be given prominence. Noble Cathcart, circulation manager,

CURTIS DIRECTS POST RE-BUILDING



Exclusive Editor & Publisher Photograph

announced the first day under Curtis control "went over big." Wholesale price of the newspaper is now \$3.75 a hundred. Many new men are in the field, Cathcart said, pushing promotion work.

The Post continues as before to run 5 editions daily with 16 pages.

Features of the new physical appearance of the paper follow:

Wide columns, which, in Mr. Curtis' opinion, are particularly important in an evening newspaper "since it is usually read under artificial light and trying conditions in trolleys, subways, and trains."

No continued lines on the front page. In the first two issues no head larger than one column.

Lead editorial run in second column of editorial page.

N. Y. AD CLUB QUILTS OLD HOME

Hold "Auld Lang Syne" Luncheon Before Opening New Quarters

Members of the Advertising Club of New York met for a final Auld Lang Syne luncheon in their old clubhouse Jan. 3. President H. H. Charles presided, and informal talks on the growth of the club and its prospects for future development were given by three former presidents, Harry Tipper, George W. Hopkins, and C. K. Woodbridge.

Talks were also given by several of the architects who have completed the remodeling of the new clubhouse at 23 Park avenue. The luncheon was closed with the singing of "Auld Lang Syne."

The new clubhouse is now being occupied, and on Monday, Jan. 7, at 8 o'clock, breakfast will be served for the first time. At the old Advertising Club, only luncheon and dinner were served, but many members have declared they will avail themselves of the privilege of having breakfast at the club in the future. The club was open for inspection Saturday afternoon and a large number of members and guests called.

DRIVERS RE-ELECT BANNON

Journal Circulator Chosen President by New York Delivery Men

Joseph D. Bannon, circulation manager, New York Evening Journal, was re-elected president of the Newspaper and Mail Deliverers' Union of New York at the annual election held recently. Other officers elected are: David A. F. Power, vice-president; John R. Dunne, secre-

tary-treasurer; Michael W. Finnegan, Jr., assistant secretary; Matthew J. Regan, sergeant-at-arms; Benjamin Storm, assistant sergeant-at-arms; Anthony J. Finamore and George Moore, business agents; Nathan Fass, Peter J. Clancy, and Charles Hart, delegates Essex Trades Council.

Elected to the executive council were: Morgan K. Johnston, William J. Guilfoile; Thomas J. Rigney, Michael J. Murphy, Benjamin S. Cohen, William T. Hayes, Charles Dickman, Henry Barlow, John D. Hogan, Cornelius F. O'Keefe.

TO PUBLISH COBB EDITORIALS

Late Editor's Best Work to Appear in Book Form

Leading editorials of the late Frank I. Cobb, editor, New York World, are to be collected by John L. Heaton, associate editor, and published in book form. To this end tentative arrangement has been made with E. P. Dutton & Co., publishers, the World announces. Assistance of Mr. Heaton was asked, not only because of his long personal and professional relations with the late editor, but because he is experienced in such matters, in that he is the author of "The Story of a Page," a history of the editorial page of the World from its acquisition by Joseph Pulitzer to the time of his death.

A foreword is expected from Woodrow Wilson, his health permitting.

Events and periods which the book will mark include the New York Insurance investigation and the rise of Charles E. Hughes; the Roosevelt Presidency and the Panama label suit; the political troubles of the Taft regime; the nomination and election of President Wilson and how the World effected the one and aided the other; the World War; the Disarmament campaign; and the League of Nations.

A biographical sketch of the editor and the last article written by him—a welcome to President Coolidge on his assumption of office—will also be included in the volume.

Wilson-Lawrenson to Atlanta

F. A. Wilson-Lawrenson early this month will become connected with the Atlanta Georgian and Sunday American. At present he is in New York, spending his honeymoon. He was married Dec. 29 at Birmingham, Ala., to Mrs. Lucille Gaston Jordan, widow of the late Captain Mortimer Jordan, World War hero.

**"CHRIS" MORLEY QUILTS
BOWLING GREEN**

Post Columnist to "Write Better Books"—Thinks Newspapers Fail to Feed Hunger for Realities

With the final transfer this week of the New York Evening Post to Cyrus H. K. Curtis, Christopher Morley's column, the "Bowling Green" ceased to be.

To use his own expression, Morley, the only columnist the Evening Post ever had in its long history, has "retired behind a bush to think."

While readers of the column were limited by the small circulation of the Post, many persons are familiar with the conductor through his books, the best known of which is "Where the Blue Begins."

Morley finds it difficult to bid farewell to his contributors and his work, but looks forward with eagerness to the opportunity his retirement affords him "to write better books and a play or two."

"I shall miss it very much," he said in an interview granted Editor & Publisher.

"Really I am proud of having conducted for 4 years the hardest column to read in existence."

"This one idea emerges," he said. "I think there are thousands of people who are hankering after certain kinds of things newspapers do not give them at all.

"Such hunger is an important matter, I believe. People are tired of stereotyped stuff. They want realities.

"The great danger of a modern newspaper office is that it is organized too carefully and the machinery goes too fast. A newspaper today tends to take on a sort of spontaneous generation. Everything goes so fast it finally goes along on its own impulse, and loses entirely the human touch. Stories follow certain set rules of construction. Certain phrases are continually repeated. Trite observations are made by hurried writers.

"The most dangerous thing that can happen to a man is to get snarled up so that he can't think. Newspapers are like men in this respect and it is a dangerous thing when a newspaper runs so fast that the writers have neither the time or liberty to figure out what is really essential and what isn't."

Thus, in his "hard reading" column, Morley has been trying to fight against these very things. His column, many agree, has been a happy breathing space set in amongst the frantic rush of news.

"I have tried to point out those things that seemed to me essential," he said.

"From a personal column, people are able to get a sense of the realities. The writers say things in these columns not because they are fashionable or because the owner of the newspaper tells them to, but because they really believe them."

THE OLD

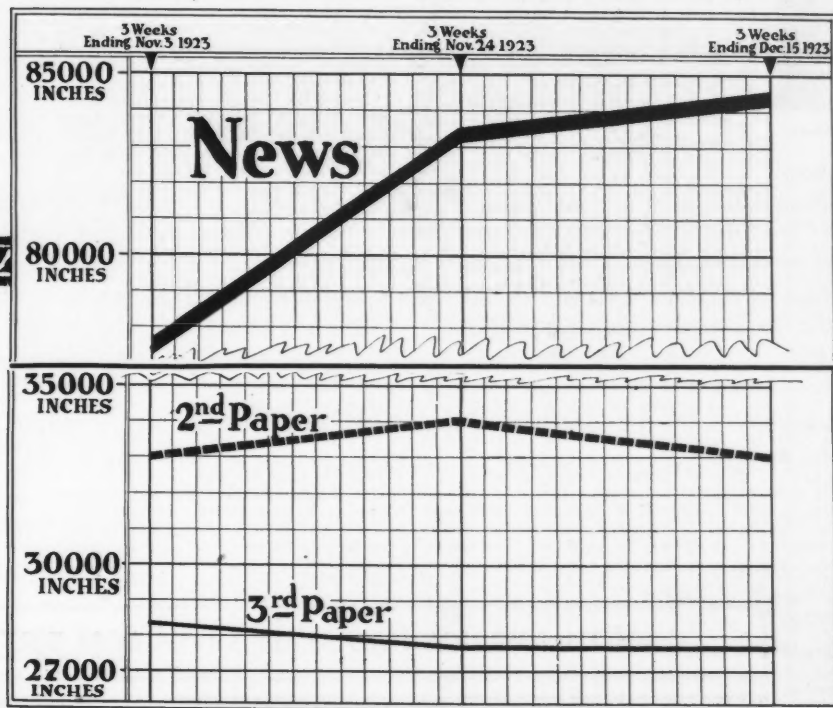


THE NEW



The News Is First Choice In Detroit

BULLETIN! *The Detroit News published 29,069,696 lines of paid advertising in 1923. (Figures subject to slight change in final audit.)*



THE three lines on the chart show graphically the story of newspaper preference in Detroit.

The expansion of press facilities enabling The News to increase from 48 pages to 56 immediately caused the upward trend of The News' advertising line and materially increased the lead of The News over its competitors.

The relation of the three lines before and after Nov. 3 proves conclusively that The Detroit News is always the first choice of advertisers—and the medium always used when space is available as it now is.

The Detroit News

275,000 Circulation Daily; 275,000 Sunday

LAWN TENNIS BODY OPENS WAR ON "BIG NAME" EVIL IN SPORTS WRITING

Can Bar From Amateur Meets "Trained Seals" Who Syndicate Articles for Big Price—Will Prove Aid to News Writers

By HENRY L. FARRELL

EDITORIAL NOTE—Mr. Farrell is sporting editor of the United Press Associations.

CONSIDERING the growing practice of star athletes to capitalize on their name by writing signed articles for newspapers and magazines as a real menace to the pure amateur code of sports, the United States Lawn Tennis Association will be asked at its annual meeting next month to approve of a new interpretation of the amateur rule which will make ineligible for amateur competition any tennis player who does such writing for "substantial compensation."

The amateur rule committee of the association, consisting of George T. Adee and George W. Wightman, two very responsible sportsmen, gave long consideration to the increasing literary activities of several prominent tennis players and made a new interpretation of the amateur rule which reads as follows:

"A player who writes articles on tennis for newspapers, magazines, periodicals or pamphlets and receives therefor substantial compensation, pecuniary gain, or emolument contemporarily with his engaging in tennis competitions, violates the said provisions of the Amateur Rule and shall be declared ineligible to compete in tournaments held under the auspices of the United States Lawn Tennis Association. But it is not intended hereby to declare a person ineligible who has for many years been engaged in the business of writing articles as his permanent and only business, and whose income from such business is not substantially affected by his playing tennis."

The committee did not propose a rule prohibiting all players from writing on tennis subjects for newspaper publication, and it assumed the responsibility of drawing a distinction between the players who write for "substantial compensation" and those who do not derive big pay from their pencils.

In explaining their purpose in acting against the abuse of the practice of writing and their plans for enforcing the new interpretation of the rule, the committee told a number of newspapermen that in trying to curb the evil and keep it removed from the danger point it would act only against those players "who were not on the level."

No names or individual cases were mentioned by the committee, but the interpretation of the rule obviously was directed toward William T. Tilden, the world's champion singles player, and Vincent Richards, who was ranked third among the players last year by the association.

Tilden and Richards have been writing regularly for newspaper publication and it was one of the stories, under Tilden's name, in which he criticized a member of the Davis Cup committee, that caused an exchange of personalities between them and terminated in the threat that he would not play again with the American Davis Cup team.

In addition to the danger of professionalism, a question of ethics is involved in the writing of articles in which the author criticizes officials of the governing body of his game or the game of other players. One writing tennis player has done this several times and it caused bad feeling among the players.

Professional baseball players, who have also turned literary in large numbers, are more ethical in avoiding criticism of other

players than this particular tennis player and writer.

By "helping" a number of professional ball players "write" their expert opinion of world's series games, it has been found that a ball player invariably will refuse to criticize or comment upon the playing of a member of either one of the teams.

The tennis association holds newspaper publishers as being partially responsible for placing temptation in the way of amateur players to turn their names rather than their writings into revenue.

In the lengthy report of the rules committee, an instance was quoted to support the theory that newspaper publishers were willing to use the name of a star tennis player to increase their circulation.

"It was proved last summer," the committee report reads, "that the newspapers want the advertising value of a great player's name rather than the literary value of his articles. Twenty-five papers were offered syndicated articles by A. Wallis Myers, perhaps the greatest authority on tennis in the world and a writer of distinct literary merit. They refused the offer, but asked for articles by Miss Wills, then a school girl, who had just won the national women's championship and about whose literary ability they knew nothing. Miss Wills refused."

Arguments in support of the publishers' judgment of the comparative news value of the articles of the two authors referred to can be, and were presented, by the newspapermen at the meeting with the committee several days ago.

Several instances were given to the committee as evidence that at least several metropolitan newspaper publishers not only did not desire the signed opinion of star athletes but would not print stories that were supposed to have been written by them.

One large news distributing organization, in handling sports, has adopted a policy of holding to its own staff in covering all big sport events. Behind the adoption of this policy against "trained seals" were sad experiences of trying to make the copy readable and interesting, trying to find the author after the event and taken place, and finally writing a guess opinion under the "seal's" name. It may be taken as an admission also, when names of prominent stars are bought to cover big events, that the regular staff of the organization is not competent to cover something out of routine.

Another reason against the use of the names of the star athletes, voiced by the publisher of a New York daily, was that money paid to mercenary stars was thereby diverted from the purse of deserving newspapermen who were in the newspaper game as a business and not as a sideline to pick up a little easy money.

The practice of signing star athletes to exclusive contracts is more and more closing legitimate sources of news for reporters. It is almost impossible to get a story now, that is worth while, from a professional champion of sports, without buying it. Jack Dempsey, Babe Ruth, Benny Leonard, Walter Hagen, Gene Sarazen, Jock Hutchison, Jim Barnes, Bill Tilden, Vincent Richards, John McGraw and practically all of the "good names" in sport are tied up in silence by newspaper contracts.

A reporter, asking most any of the above stars, for a story outside of straight news how he feels, and things like that, is invariably given a response—"Sorry, but I'm tied up with such-and-such paper."

One case is reported where a sport writer went to a prominent golfer with some liches for several stories of interest, that would have served as good advertising for him. He not only declined to discuss the stories suggested but he turned around and had the same liches used by the writer who was writing his stuff for him.

The Lawn Tennis Association has struck upon what may be a happy solution for the difficulty but it can be applied only to amateur and well-organized sports.

The tennis association believes that

some of the opinions of star tennis players on subjects pertaining to the game would make valuable copy for newspaper publishers and interesting reading for the public.

To make these opinions available to the association proposes that its publicity department will get these articles written by the players and hand them out gratis to all news distributing agencies.

Boxers and ball players never can be forced to do that, but if it can be accomplished by tennis and golf governing bodies it will be more than praiseworthy.

BREWER LEAVES OMAHA BEE

Former Vice-president and General Manager Resigns January 1

(By Telegraph to EDITOR & PUBLISHERS)

OMAHA, Neb., Jan. 3.—Basil Brewer for the past two years vice-president and general manager of the Omaha Bee, has disposed of his holdings to Nelson Updike, principal owner of the paper, his resignation taking effect Jan. 1.

Mr. Brewer announced he had obtained option for outright purchase of a daily in the East. He formerly was with the Cincinnati Post and Cleveland Press. Dwight Israel, assistant general manager, also resigned to purchase a paper in California.

The vacancies have not been filled.

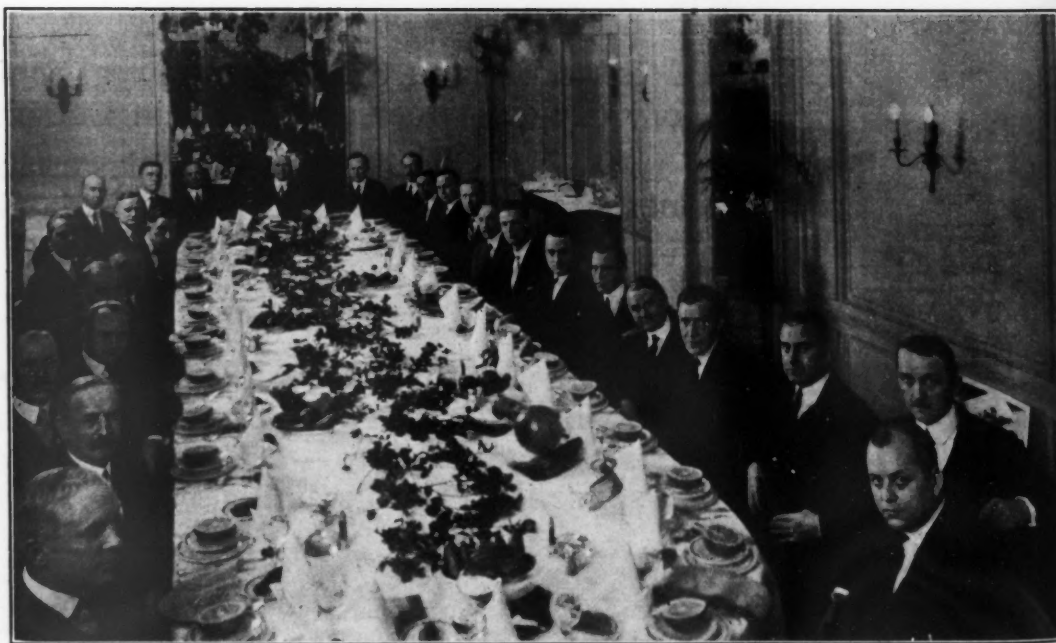
France to Curb Press Lotteries

M. Maurice Colrat, Minister of Justice, will lay on the table of the Chamber of Deputies the draft of a law by which all competition in newspapers or periodicals in which chance is an element shall be prohibited. This law, it is considered, is designed to check competitions such as that of Le Matin, which is issuing a certificate to regular readers, who participate in drawings taking place three times a week with prizes of 1,000 to 25,000 francs. A weekly publication devoted to theatrical news is also offering a million francs under similar circumstances.

Water Damages Newspaper Plant

Building and plant of the Charles City (Ia.) Press was damaged by water in a fire which destroyed an adjoining shop and threatened the whole plant.

NORTH AMERICAN AD STAFF GIVES BOSS BIRTHDAY PARTY



"For he is a jolly good fellow" and "he lives down in our alley," greeted Ernest S. Edmondson, advertising manager of the Philadelphia North American, when he entered the room at the Arcadia Cafe where a banquet in honor of his birthday was given Dec. 21 by members of the North American advertising department. Mr. Edmondson was presented with a gold watch. Left to right around the table are: George F. Thompson, William F. Cressman, Russell Gray, R. L. Davison, W. A. Young, I. Lauber, H. A. Davis, John Wood, Morton Schumaker, J. A. Githens, J. W. Legallez, F. W. Lewis, Ernest E. Edmondson, I. W. Williams, F. V. L. Turner, Milton Ball, K. S. Johnson, E. M. Pitts, W. B. Warnes, W. B. Baden, Ernest H. Abernethy, W. D. Cowdick, T. J. Mulvey, W. G. Fontaine, O. C. Curtis, L. Marcus, and George Fayko. Telegrams of congratulations were received from E. A. Van Valkenburg, president of the North American; J. W. Ramsey, and the men of the Chicago office.

A STAR FEATURE FOR 1924

H. G. WELLS'

First Publication Weekly 2000-Word Article, A Brilliant Contribution From the World's Leader of Thought

The articles concern matters of universal interest, sometimes political, sometimes philosophical, always human! During the last four months an average of one out of every four of Mr. Wells' dispatches has been on matters of vital, timely, political or international interest, and have been sent us by cable and featured on the first page news section of the press throughout the world.

SOME OF THE NEWSPAPERS NOW RUNNING H. G. WELLS' WEEKLY

- | | | |
|----------------------------|-------------------------|-------------------------|
| New York American | Fresno Republican | Augusta Herald |
| Boston Advertiser | Utica Daily Press | Youngstown Vindicator |
| Los Angeles Examiner | Wichita Eagle | Akron Times |
| Detroit Times | Omaha Bee | Salt Lake Deseret News |
| Seattle Post Intelligencer | Sioux City Journal | Denver Rocky Mt. News |
| Syracuse American | Des Moines Register | Huntington Advertiser |
| Fort Worth Record | Norfolk Virginian Pilot | Tampa Tribune |
| Chicago Herald Examiner | Buffalo Times | Macon Telegram |
| San Francisco Examiner | Passaic Daily News | Erie Dispatch |
| Atlanta Georgian | Elmira Telegram | Nashville Banner |
| Milwaukee Wisconsin News | Duluth News Tribune | Austin American |
| Washington Times | Cincinnati Enquirer | Muskogee Times |
| Rochester Journal | Indianapolis Star | Oklahoma Leader |
| Baltimore News | Albuquerque Journal | Birmingham News |
| New Bedford Standard | New Orleans Item | Long Beach Press (Cal.) |
| Albany Times Union | Cleveland Leader | Boise Statesman |
| Chattanooga News | | Charleston News (S. C.) |

AMONG THE CANADIAN AND FOREIGN PAPERS ARE

- | | | |
|------------------------------|-------------------|---------------------|
| London Westminster Gazette | Melbourne Herald | Winnipeg Free Press |
| Paris Le Progres Civique | Sydney Times | Vancouver Province |
| Japanese Advertiser | Mexico Excelsior | Nelson Daily News |
| Buenos Ayres La Nacion | Belfast Telegraph | Ottawa Journal |
| South African Argus | Toronto Star | Moose Jaw Times |
| Cardiff (Wales) Western Mail | Halifax Herald | |

Your Territory May Be Still Open
WIRE

McClure Newspaper Syndicate, 373 4th Ave., New York

OUTSIDE CONTRACTS SHAPED BUILDING PLAN AS WELL AS INSIDE EFFICIENCY

Greensboro News Considered Growth of Traffic and Trade and Convenience to Rail Transport in Locating Its New \$160,000 Home to Be Ready Next August

SEVERAL points unique in the construction of non-metropolitan newspaper plants are evident in the \$160,000 building now being erected by the Greensboro (N. C.) News. Work started in October, as noted at the time by EDITOR & PUBLISHER, and the building will be ready for occupancy in August, 1924. Noteworthy in its plans are:

1. A railroad siding direct to the plant from the Southern Railway main line four blocks distant.

2. Provision for leasing space not now needed by the News to a photo-engraver, a commercial photographer and others whose services may be of frequent use to the newspaper.

3. Straight-line movement for production, with weight being carried as short a distance as possible.

The building is located at the corner of North Davis and East Gaston streets within two blocks of the retail center of Greensboro, on a rapidly developing traffic artery, and giving a direct delivery route to the proposed union railway station five blocks distant.

A side-track has been brought in to the north rear end of the building from the Southern Railway main line, about four blocks distant, for handling paper, supplies, fuel, etc., and will be utilized in handling building materials during construction. The slope of the lot is such that the car door sill, on siding, is about 18 inches above the basement floor level and paper, etc., can be rolled from car down a ramp into pressroom floor and paper storage room.

The building is designed especially for newspaper operation. The architectural and structural plans which were prepared by Harry Barton, of Greensboro, and the general plant and production design by S. P. Weston, of New York, have been worked out so there is no interference in the mechanical operation, ample tolerance being provided for clear working space around presses and the fixed machines in each department. Special consideration has been given to floor loads, vibration, ventilation and lighting.

The building, which will be three stories and basement, 50 x 174, will be of steel frame and concrete type of construction, the exterior of red brick, with granite base and terra-cotta granite trim. The slope of the lot gives a drop of 12 feet between front and rear lines, thus giving basement and pressroom floor, outside windows, and permitting a delivery and trucking area at rear inside the building line.

The plant design and layout follows as nearly as possible the new straight line and gravity drop production movement theory, the bundled papers at the finish of the mechanical operation being dropped from mailing room to delivery autos in the trucking area directly below.

An alley at the rear or east end of the building gives access both to the delivery area, under mail room, and to the reserve area at the north rear side of the building, into which the railway siding enters, and is also of sufficient size to provide garage space and supplemental yard storage. A reservation of a 10-foot area, along the north wall beginning at a point 100 feet from front line, insures light exposures on this side for the mechanical departments. Thus the building has three full outside exposures covering front, side and rear, with partial outside exposure on the area or north

wall. This affords in addition to outside light insurance on ventilation for the future as well as the present.

The general layout is as follows:
Sub-basement—Heating and building service plant, coal storage, etc.

Basement—8,700 square feet, pressroom, stereo foundry, paper storage, etc.
Street Floor—Main entrance and lobby, business offices, 5,000 square feet; mailing room, storage, lavatories, etc., 3,700 square feet.

Second Floor—Editorial and news room, 3,700 square feet; composing room, steam tables, etc., 5,000 square feet.

Third Floor—Commercial photo-engraving plant, commercial photographer studio, and tenants allied to the newspaper business.

Throughout the building the plans call for special features and conveniences which will insure economy and speed in newspaper making, especially from the mechanical or manufacturing standpoint.

In the departments the open office plan has been closely followed, with a minimum of segregated offices in each department. Manufacturing and production movement will follow a straight line, with a drop to the next succeeding department, where length of flow travel can be economically shortened and movement of weight lessened.

The layout, as relating to process of production, is as follows: The editorial offices, library and conference room are on the second floor on the west frontage; immediately behind them is the open news room, with departmental locations segregated by railings. Next and to rear will be the composing room, with bank of 12 machines installed, and provision for 8 additional machines, Ludlows, typecasters, make-up banks, etc., laid out so copy comes direct from news room to copy-cutting desk, thence to machines and make-up, the forms moving direct to steam tables. Mats will drop in straight line to stereo foundry, directly below, on basement floor, the plates going to presses on straight line, a maximum distance of 40 feet. From the presses the papers go by conveyor to the front of mailing room, working across the bundling and mailing tables to floor chutes, through which the bundles will drop direct to auto or loading-platform.

Over the composing room the roof will

be truss frame construction, with special light and ventilating skylights. This will leave the composing room floor free from columns.

The plans call for a spacious office, with executive offices at the rear. A counter will run full width of the office and departmental layout so that the circulation, advertising and accounting departments will be immediately in a line back of the counter section assigned to each department.

Entrance to the building from the street frontage is through a central doorway to a lobby, and through revolving vestibule door to the business office. At the north end of the lobby a stairway will lead to the editorial and news rooms on second floor and up to third floor. A folding iron grill will separate the lobby and approach to stairway from the business office lobby, which will be folded back during the day, making this a part of the public space. At night it will close off access to the business office. A stairway at rear provides access to the mechanical departments. A freight elevator is located at rear of building from basement to third floor.

Throughout the building, plans call for the latest improved features for newspaper homes. For pressroom, and stereo foundries, block floors will be provided. The composing room floor will carry a conduit system and has been designed to meet the working requirements of the department. A system of measured diffused lighting will be used throughout the building.

The News will start in its new building with a bank of 12 linotypes and with space provided for expansion of 8 additional machines. The composing furniture and fixtures will be of latest design in steel.

In the pressroom a new Goss unit type sextuple will be installed, with provision for additional units in the future. The present quad press will be used for color and Sunday magazine work.

The officers of the News are: E. B. Jeffress, president; A. L. Stockton, vice-president; Earle Godbey, secretary, and Mrs. A. B. Joyner, treasurer. Mrs. Joyner succeeded her late husband as treasurer, Mr. Joyner having practically grown up with the Daily News, working in the business and news departments, and was advertising manager at the time of his death, July 29, 1923. Mr. Jeffress has been connected with the News since August, 1911, as business manager and secretary-treasurer from 1911 until 1918, under the joint ownership of Mr. Jeffress and W. A. Hildebrand, of Asheville. Mr. Hildebrand sold out in 1918 to Messrs. Stockton, Joyner and Godbey, the three employees who had long been associated with the Daily News.

PAID NEWSPAPER SPACE USED TO FIGHT KLAN

Business Man Buys Full Page in New York Suburb Weekly to Combat Growth of Hooded Order

For the first time on record, paid newspaper publicity has been used in an effort to combat the activities of the Ku Klux Klan in the metropolitan district of New York City. An attempt to "Klanize" the community of Springfield Gardens, a village on the outskirts of New York, aroused keen resentment among some of the business men in the section. They denounced the Klan as un-American and insisted that the propaganda of the "hooded band" was resulting in the stirring up of religious warfare and bigotry—at least in Springfield Gardens.

The suggestion made by the Jamaica (N. Y.) Queens County News, a weekly, that the emergency be met by the use of white space was promptly approved by the leading business man of the section—William H. Schabehorn, real estate developer. Mr. Schabehorn wrote a full-page denunciation of the Klan which attracted widespread attention and served effectively to riddle some of the arguments advanced at a Presbyterian church meeting by the spokesman for the Klan.

Following up this advantage, Mr. Schabehorn last week took another page in the Queens County News to address an open letter to President Coolidge in which he urged the Executive to take steps to curb the Klan activities and calling attention to the way in which the Klan's campaign had been halted in Queens County.

NEW PLANT READY

Birmingham (Ala.) Age-Herald to Move Into 27-Story Building

New building recently purchased by the Birmingham (Ala.) Age-Herald was rechristened Jan. 1, when workmen completed the hanging of the name in great gilt letters along each side of the building. It is 27 stories high, the largest in Birmingham, and was formerly the property of the Jefferson County Savings Bank, now defunct.

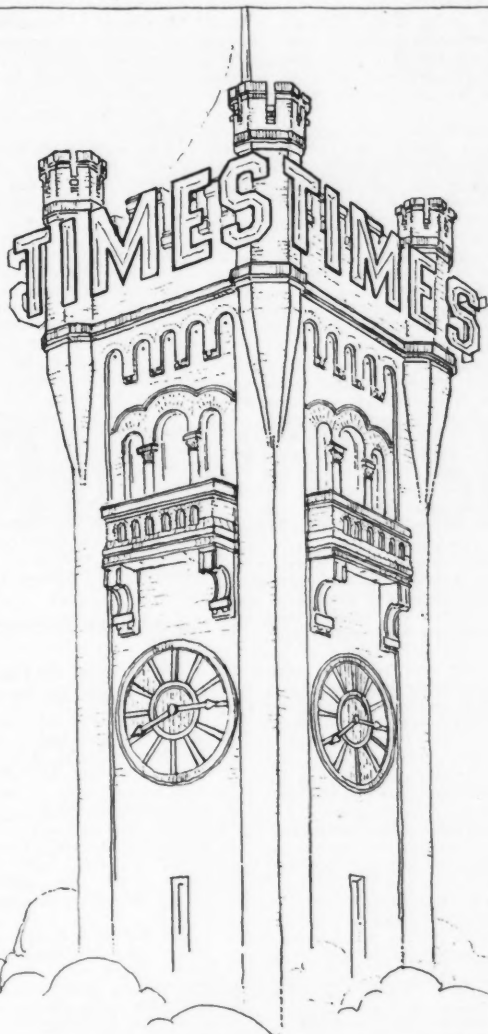
Rapid progress is being made on the installation of the complete new equipment which will be used by the Age-Herald in the new home. The permanent transfer from the old building to the new building will be made within the next few weeks, according to Frederick I. Thompson, publisher.



E. B. JEFFRESS



The Greensboro News' New Home



1923 Honor Roll

—The newspapers carrying the most advertising in their respective cities for 1923, with volume in agate lines*

LOS ANGELES TIMES	
Los Angeles Times	29,529,841
Detroit News	29,067,696
Chicago Tribune	28,991,977
Pittsburgh Press	24,273,004
New York Times	24,101,226
Washington Star	23,846,758
Baltimore Sun	23,530,006
St. Louis Post Dispatch	22,516,760
Columbus Dispatch	21,242,341
Cleveland Plain Dealer	19,211,640
Milwaukee Journal	18,354,313
San Francisco Examiner	18,201,255
Oakland Tribune	16,501,470
New Orleans Times Picayune	16,341,282
Dayton News	15,807,232
Long Beach Telegram	14,778,456
Toledo Blade	14,330,119
Dallas Times Herald	14,257,801
Portland Oregonian	13,782,076
Boston Globe	13,682,102
Cincinnati Times Star	13,624,373
St. Paul Dispatch	13,259,232
Houston Chronicle	13,038,228
Seattle Times	13,037,108
Des Moines Register Tribune	12,627,874
Omaha World Herald	11,998,904
Louisville Courier-Journal	10,599,696

*—Where newspapers publish both morning and evening editions, they are credited with whichever edition carried the most advertising.

For the third consecutive year,
 The Los Angeles Times has
 printed more advertising than
 any other newspaper in the
 World!

Alton Bohanon

PERMANENCE OF CONTRACTS INSURED BY PUBLISHERS' CO-OPERATION

Give Fullest Aid to Space Buyers if You Would See Lineage
Grow, Katz Says—Dailies' Duty to Establish
Customer Contacts

By GEORGE R. KATZ

EDITORIAL NOTE—This is the last of a series of three articles by Mr. Katz, a prominent newspaper representative.

HOW far shall a publisher go to co-operate with a national advertiser? Pages have been written on this topic. It has been discussed time and again, and apparently there are still many publishers of many kinds.

It seems to me that before anything can be accomplished more publishers must be sold on the value of co-operation—that is, the value to them. Publishers can see that it offers an additional service to advertisers, but relatively few see where they themselves derive any benefit from it.

Co-operation is sought from the publisher by the advertiser to the end that the merchandising message placed by the advertiser in the publisher's newspaper may function to better advantage and thus bring increased business to the local dealer, who in turn can buy more goods from the advertiser.

While the publisher is helping the advertiser he is helping the local dealer, and most of all he is helping himself. That advertiser whose sales record in any given town is satisfactory naturally looks upon that town with favor and is pleased with the medium that gives him the contact with the buyer who has made this good business possible.

When a dealer has stocked up with nationally advertised merchandise the manufacturer has only gotten started, for he has just made it possible for the consumer to get in contact with the local dealer.

Are goods sold when a manufacturer has stocked up a local dealer? Not at all! A progressive manufacturer will decide that a sale has been consummated only when his dealer in a given town has disposed of merchandise (whatever it be) to a customer satisfied with a purchase. That is a sale.

What has all this to do with co-operation?

Advertising is selling, or at least an attempt to sell. Merchandising is selling too. Advertising and merchandising should be powerful allies, working in harmonious co-operation for sales efficiency. Thus are the best results achieved for the advertiser and for the publisher; one has a profitable market for his merchandise and the other a satisfactory and permanent account.

Why should a publisher hesitate to do those things within reason which will help make more of his accounts permanent?

But co-operation costs money. And the advertiser should pay for it. Any publisher who has installed a department for co-operating with his national advertisers, who spends time and money and effort to make his national advertising bring better results to his paper's customers is expected to add that cost to his overhead and to charge for it in his advertising rates.

The advertiser helps his dealer. Cut-outs, counter cards, etc., are all dealer aids. But they are part of the manufacturer's selling cost, and necessarily they are part of his overhead. They are figured in his price to the dealer. The publisher must figure his additional overhead on the installation of a department to co-operate with national advertisers when he makes his advertising rate.

In a certain western city investigation brought out the fact that one-third of the total national business of a certain daily newspaper was apparently business that was in and out of the field. Why should the publisher of that paper not do his utmost to make a greater proportion of his national business perma-

nent? If co-operation is the means of increasing the number of accounts that would remain permanently with him it is decidedly to his advantage to give every reasonable co-operation to such accounts to the end that they may be steady sources of income to him.

Advertising is making rapid strides. More men understand more about it than ever before in its history. Not many years ago newspaper advertising consisted in placing copy in newspapers and daring the publisher to get satisfactory results. Practically everything was left to chance.

Today the efficient advertiser leaves nothing to chance. He analyzes his market, he makes contact if he can with live, progressive dealers. He gives these dealers every co-operation himself. He furnishes them with window display, counter cards, and other attractive advertising matter. Then through the newspaper he gets the contact with the consumer. Is it up to the publisher to get in touch with the dealer, furnish the dealer with proofs and schedules of the advertising if he has not already received them from the advertiser, find out when the goods have arrived and do other things that will be helpful in making the advertising function? If he fails to get this consumer contact to a degree adequate to his business needs his campaign in that publisher's town fails. Is it a mistake for the publisher to do his utmost to insure as far as he can the certainty of consumer interest?

How far should a publisher go in giving co-operation? That depends entirely on the publisher, on his market, his circulation, his rate. A large newspaper, with a volume of national advertising based on a considerable circulation and a good rate, is insured a big income from the national field. The smaller publisher, with a less circulation, and a

low rate, has a limited volume of national advertising and cannot compete with the big paper in trying to give co-operation to his advertisers.

But every publisher can within his means formulate some definite, accurate plan for giving sales assistance to those advertisers who patronize him; and he should not feel that he is giving something to the advertiser, for he is only insuring the permanence of their business.

I do not believe that a publisher should sell goods under any conditions, but there is no reason why he should not try to make the salesmen who come to his town welcome at his office, help route them if he can, introduce them where an introduction would be beneficial. He is only helping himself. He is only making it possible for his paper to carry more business when more manufacturers introduce their goods in his territory. Where there is no distribution there is no newspaper advertising.

The publisher who has an efficient department giving national advertisers co-operative information on how their product is going, keeps in touch with the dealers, has fairly good insurance that his accounts will stay with him. They will stay with him for the best reason in the world, and that is satisfactory, adequate returns.

In a certain city of about 100,000 population a newspaper employs an advertising man whose sole work is to co-operate with the national advertisers who use his paper, and those who could use his paper. The results from this man's work have been exceptional. He has made the acquaintance of most of the traveling men who sell nationally advertised merchandise in his town. He gets them to make their headquarters at his office if he can. He has listed the retailers in various lines and has routed them so that a salesman can cover the city with expedition. He has marked the retailers into classifications—alive and alert, moderately progressive, and utterly impossible. His analysis of market conditions has brought new business of his paper. His contact with factories, jobbers, distributors and brokers has made it possible for his paper to carry advertising it never had before. He supplies jobbers in his section with folders showing the letters that he has sent to dealers,

copy of the campaign to run in his paper, and the dates of publication. He sees that dealers are stocked up before advertising starts. He reports when an unprogressive dealer is not doing the merchandise justice. He has added to the volume of business his paper carries an increase in lineage that more than offsets the cost of his whole department, and insures to his employer the certainty that if these accounts continue in his town they will remain in his paper.

The paper's national advertising is greater than it ever was in its history. Advertisers are more satisfied. The prospect for increased business is bright, for salesmen will tell each other about the help they get from this enterprising, progressive advertising man. Dealers are satisfied because they are getting results, because the assistance given them is producing. The publisher is happy because his income from national advertising has increased materially, and because he realizes he is building substantially, and wherever he can produce results advertising will stick.

Co-operation has come to stay. The quantity of it, the quality of it depends upon the individual publisher. The quantity should be all that he can reasonably afford. The quality, the best he knows how to give. And while he may figure that this expenditure is for the welfare of his advertisers, after he has employed it well he will realize that he himself is the greater beneficiary.

A. P. CHIEF TO SOUTH AMERICA

F. R. Martin Leaving With Family Jan. 10, for Peru

Frederick Roy Martin, general manager of the Associated Press, accompanied by Mrs. Martin and their daughter Nancy, will sail Jan. 10, on the steamship Santa Elisa, for an extended trip through South America.

They will go first to Callao, Peru, and about Jan. 30 will arrive at Valparaiso, Chile. On Feb. 1 they will be at Santiago, Chile, and will reach Buenos Aires Feb. 7, and remain there until Feb. 20.

Mr. Martin will visit all of the newspapers who are members of the Associated Press, about 18 in number, and thus become better acquainted with the publishers in the furtherance of their interests and relations with the Associated Press.

A number of social functions have been planned in honor of Mr. and Mrs. Martin by government officials and leading journalists of that country.

Rio de Janeiro will be their last stop. They will be there from March 5 to March 20, reaching home about April 1.

NEWSPRINT IMPORTERS QUIT

N. Y. Corporation Handled Scandinavian Paper—To Complete Contracts

Newsprint Paper Corporation, New York, agents in this country for Scandinavian newsprint, went out of business Jan. 1. The organization will be continued until all 1924 contracts are completed, business being carried on by the corporation in the office of Perkins-Goodwin Company, Aeolian Building, New York.

Loss of some of the largest accounts, and the inability to harmonize the different Scandinavian mills in the way American business is conducted, were reasons given EDITOR & PUBLISHER by G. F. Steele, president, for cessation of operations.

Mr. Steele is uncertain as to his future plans. L. Calder, vice-president, and F. W. Westlake, treasurer, will continue in their respective positions as president and treasurer of the Perkins-Goodwin Company.

The defunct corporation was sole United States agent for 7 mills in Norway and 6 mills in Sweden. Business started July 1, 1922. The Scandinavian mills have sold more than 100,000 tons of newsprint in this country.

LOOKING FOR WORK? BETTER TRY THE BROOKLYN STANDARD-UNION

RECONDITION, referring to steamships, is a word much used today, but one is rather surprised to find it employed in connection with newspaper men. Such, however, is the case—in Brooklyn.

Brooklyn Standard Union, EDITOR & PUBLISHER has found, is always ready to give a jobless newspaperman a job, just for a day, maybe a week, longer if he proves his worth. It's a job, nevertheless, which puts him back in the spirit of the game, puts money in his pocket, encourages, tides him over—well, it might as well be said—reconditions him.

This sounds like a fishy tale, but it's fact and should be good news to the hundreds of newspapermen idle in Manhattan, rusting away like ships warped to a wharf.

Cross the bridge to Brooklyn and be "reconditioned." Everyone is invited. Those still in the "sticks," contemplating Gotham, might well write down the name Standard-Union. After spending time and money making the unsatisfactory acquaintanceship of metropolitan newspaper office boys, it may be a nice place to call.

The one responsible for this perhaps unique newspaper service is a modest gentleman. He holds high office, but is not cloistered in a private cubby hole.

"I'll tell you the story," he said. "But don't use my name."

All right. That's easy. He shall be called anything, but, to revive a moribund joke, "early in the morning."

Well, then, this Mr. Late Sleeper, it seems, woke up one fine day about 30

years ago out of a job. He had been working for a newspaper, the city editor of which qualified as a dude.

Indeed, the city editor owned a cherk mustache, very thin, and waxed, which he twirled, twisted and twirled.

Very good. Sleeper was young, blessed with a sense of humor and a fondness for mimicry. Imagine the rest, please.

Sleeper commenced brick beating and smart office boys of New York dailies snubbed him. Not once was he allowed to pass the sacred portal to the executive desk.

"I'll change all this," he vowed. "Wait till I've worked up to the top."

The vow is now being made good daily. The Standard-Union is asylum to all newspaper men out of work.

"You'd be surprised," Sleeper says, "what effect even a temporary job has on a newspaperman, down and out and broke."

Just let a veteran copy reader, depressed and out of work, get his feet under the table again. He bucks up immediately. After working for us a short time, he goes out and lands a good steady job.

"Hundreds have done it. I get letters from them telling me all about it."

"And in no sense is this a matter of charity offered by the Standard-Union. We really need men all the time, for our busiest day—Saturday."

Drop over and meet Mr. Late Sleeper. You'll find him wide awake.

"Always room for one more," is his motto. "We'll make a place to put a man on his feet again."

First in Pittsburgh! Second in America!

in advertising lineage among
evening and Sunday newspapers

THE PITTSBURGH PRESS

in 1923 published a total
volume of paid advertising of

24,273,004 Agate Lines

and omitted more than 2,000,000 lines for
which orders were received but could not be
published on account of limitation of size
of evening paper.

Gain 2,277,366 Lines Over 1922

**Dominance and Leadership greater than ever before.
First in everything in the Pittsburgh field.**

THE PITTSBURGH PRESS

is a Scripps-Howard newspaper—a member of the
greatest newspaper enterprise in the world today.

National Representatives:

ALLIED NEWSPAPERS, Inc.

New York
52 Vanderbilt Ave.

Cleveland

San Francisco

Chicago
5 N. Wabash Ave.

"HUMAN" AD COPY LIFTED SMALL FIRM TO SUCCESS AGAINST ODDS

It Was Quaint in Style, But Made Oil Supply Company Known Far Outside of Its Own Field—
And It Sold Goods

By C. W. BRYAN

LIKE any worthy and ambitious servitor, good advertising is forever doing useful things it was not employed to do. And often it is employed to do things the layman never suspects it of undertaking.

Shreveport, La., is what is known in the vernacular of the petroleum industry as an "oil town." It is second in population among the cities of Louisiana, and is the nearest place of importance to a number of oil fields in Louisiana and Arkansas.

Here the Pelican Well Tool & Supply Company retails equipment for use in drilling oil and gas wells. Some of this equipment they buy from manufacturers. Some of it they make themselves.

Several years ago, before the discovery of what are known as the Haynesville, the El Dorado, and the Smackover fields, all of which are now tributary to the oil country business which Shreveport enjoys, it looked, to one wise in the oil business, as though the demand for equipment was moving farther and farther away. As is eventually true of all oil fields, the successful prospectors or "wildcatters" were being bought out by the larger companies, and except in emergencies the larger oil companies do not buy equipment from small dealers.

It was a serious situation for the Pelican Well Tool & Supply Company.

Before an important discovery well is "bought in," the big supply people have been warned by their field men. Advantageous locations for stores have been secured by option. Oil country merchandise is ready for immediate shipment to the new field. Other plans have been laid.

It takes large capital and a smooth running organization to follow the shifting centers of oil production with branch establishments. The Pelican Well Tool & Supply Company was not equipped to compete successfully with the large supply houses in this way.

Someone thought of selling the company's output by mail. But many of the oil man's needs are emergent. He has never been obliged to anticipate any of his requirements.

One day the executives of the Pelican Well Tool & Supply Company met for a conference. The situation was freely discussed. Just what could be done in the event the demand for the company's oil country merchandise did seriously decline?

The sales manager wanted to know of the shop superintendent if they were equipped to make anything which could be sold the general public.

It was a pertinent question. It started discussion. It had possibilities.

But would the lay public take kindly to the business of buying a commodity from a house which for years had catered solely to the oil man? Would

not much valuable time be required in which to build up a demand and methods of distribution for such a commodity? And in the meantime wasn't there danger



The other evenin'

Just the other Saturday evenin' I was sittin' in my rightful place by the fire tryin' to get business off my mind but havin' PELCO Bits and things still in the back of my head.

My wife was stirrin' around and I asked her to bring me the paper that I'd left in my coat.

Woman-like, she done a little detective work, and the next thing I noticed she was just pullin' something out of my inside coat pocket that looked like a letter.

A-AH—HAH! she says, gettin' grin around the mouth. My heart missed a couple of flops before I remembered that our pay envelope was made out in our stenographer's feminine hand, our B. K. being sick.



A-AH—HAH!

Then sudden you could feel the atmosphere thawin' as she begun pullin' bills out of that envelope.

I just settled back in my chair, grinnin' inwardly and thinkin' how many men buy their first PELCO Bit careless or accidental like, and maybe a little suspicious—then discover what valuable stuff we've put inside 'em. There ain't nothin' as good as a PELCO Bit to make the atmosphere thaw out around a cold prospect.

Good people to do business with.

Pelican Well Tool & Supply Co.
General Offices: Shreveport, La.

M.
Ind.
Rgrds.



Reg.
U. S. Pat
Office

that the oil country market would entirely move away.

And then the thought was advanced that good will should be built up among the general public in advance of the need for a new market, very much after the fashion of the man who accumulates money over a period of years, with which to meet some forseen emergency.

But how was a thing to be advertised which had not yet been conceived except in the stale air of a conference chamber?

But in the end the advertising man was endowed with an appropriation and given free reign. His work was to be observed at will, but never meddled with. Space was contracted for in the local

newspapers, ostensibly for the sole purpose of advertising oil country equipment.

There was much criticism. Even the papers admitted that only a comparatively small number of their readers could be oil men, and that only a small percent of these oil men could be producers, as distinguished from the refiners and marketers and pipe line companies to whom the Pelican Well Tool & Supply Company had nothing to sell.

But the advertising man kept his own counsel and proceeded to the use of his space. An advertisement appeared in each paper every day, 2 columns by 8 to 16 inches. The copy was seldom illustrated, unless with cartoons. Each advertisement bore a strong family resemblance to those preceding it.

The copy was strange copy. It had to do with oil country equipment, but it approached the subject by quaint and devious ways. Captions screamed of interesting things and led readers into text matter which tugged gently and persuasively at their confidence.

Somewhere in each advertisement, modestly displayed, was the simple statement: Good People to Do Business With. And somehow or other, it was no time at all until folks came to believe in the slogan and to talk about the advertising. One man wrote from a hundred miles away:

"I take the Shreveport papers in preference to the New Orleans papers, which arrive here several hours earlier. But the funny thing is, I take the Shreveport papers just to get the news, information, wit and wisdom frequently found in your advertisements."

The author of the letter was not an

oil man at all, but a boiler inspector for an insurance company!

There were other letters, many of them. An automobile dealer wrote:

"For many months I have been reading your stuff in the papers and have enjoyed it all so much that I have been sorry that my line of business was such that I was not in the market for anything you sold."

Certainly no other advertising campaign in the city of Shreveport ever aroused as much favorable comment and generated so much good will for its house. From a firm doing an exclusive oil country business and absolutely unknown to the general public, the Pelican Well Tool & Supply Company has come to be a most beloved local institution, which for the asking might have almost anything within the power of the people to bestow. What it has accomplished with advertising might well be a lesson to public utilities.

Mark G. Stewart, who is president and general manager of the Company, frankly admits that his own position in the town has been materially improved by the advertising. Folks used to feel toward him as they probably do toward the local managers of foreign corporations. He was an outsider, doing business with oil men only, and not entitled to the fellowship of local business men generally.

It may never be necessary for the Pelican Well Tool & Supply Company to enter new lines of activity. The advertising has vastly altered their position with oil men throughout the Southern fields. The company enjoys the patronage of more important customers and demands a better price for its merchandise.



Make Washington an Objective This Year—

Here is a community that deserves attention—with its consuming public of well-nigh half a million people.

They are easy to reach because The Star completely covers the field—MAKING THIS ONE MEDIUM ALL SUFFICIENT—as it is all efficient.

The cooperation of our Statistical Department is at your service.

The Evening Star.

WASHINGTON, D. C.

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

Chicago Office
J. E. Lutz
Tower Building



CLARENCE

By CRAWFORD YOUNG

The Manitowoc Times, Manitowoc, Wis., is the new paper this week.

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

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

1780

1924

J. M. Huber, Inc.

Manufacturers of

BLACK and COLOR NEWS-INKS —INTAGLIO INKS

wish to announce the removal of their main office to

THE BUSH TERMINAL SALES BUILDING
130 West Forty-Second Street

where they will occupy the entire eighteenth floor. Customers are invited to avail themselves of this central location and favor with a personal visit whenever convenient. The large storage and shipping facilities will assure the handling of all orders with dispatch.

Service Branches:

Baltimore	Chicago	St. Louis	Los Angeles
Boston	Cincinnati	Philadelphia	San Francisco
Toronto, Canada			London, England

Factories:

Brooklyn, N. Y.	Bayonne, N. J.	Dola, W. Va.	Swartz, La.
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New telephone numbers: Bryant 2565—2566—2567—2568

Huber's colors have been in use 144 years

WHAT OUR READERS SAY

Says Ed Howe Didn't Object

New York City, December 26, 1923.

To EDITOR & PUBLISHER: In your issue of Dec. 22d, I saw an article written by Mrs. Ralph Tennell, Sebetha, Kansas, criticizing Mary Margaret MacBride of the New York Mail for an article she had written about E. W. Howe, of Atchison, Kan. Mrs. Tennell charged Miss MacBride with misquoting Howe, called her a snippy little thing and otherwise attacked this most capable and estimable young woman writer. She said that Miss MacBride had distorted the interview in an effort to appear smart.

I have known Miss MacBride for several years, going back to the days when she ran a column on a Paris, Mo., paper. In New York I have seen her advance from one of the small army of women newspaper writers to a place of distinction. I know that she is painstaking and honest, and would not distort any story in order to make it a better yarn. Therefore, when I read the attack upon her in the EDITOR & PUBLISHER, I made inquiries about the story, and this is what I found:

The story was so accurate and so well written that after reading it, Mr. Howe wrote Miss MacBride a personal letter of congratulation. "They said you would write a nice article about me, and you did," Mr. Howe wrote.

This letter of Mr. Howe's would seem to answer Mrs. Tennell's criticism. I hope that it will do more; namely, cause her to hesitate the next time she is tempted to write a criticism of a writer whom she doesn't know, and of facts with which she is not familiar.

LABERT ST. CLAIR,

Bruce Bliven Speaks for Himself

New York City, December 28, 1923.

To EDITOR & PUBLISHER: I have been much interested to note that the first editorial in the EDITOR & PUBLISHER for Dec. 22, is a vigorous assault upon an article of mine in the Atlantic Monthly for December, entitled "Our Changing Journalism." It is flattering to be the recipient of so much attention from the EDITOR & PUBLISHER; and it would be still more flattering if I could feel sure that the author of this editorial had read my article all through.

Unfortunately, I can't convince myself that this was the case. Out of a 4,500-word article your editorial selects two points on which to accuse me of error. In both cases, I am happy to say, the notions with which you charge me, and which you proceed to puncture, are not contained in my article.

You accuse me of believing that radio will

some day take the place of the newspaper. I don't know how I could very well be clearer than in my statement on this subject, which was:

Two obstacles exist, however, which seem to me to bar both radio and film as a substitute for the newspaper—at least, until they have been radically altered by supplementary inventions which seem to the finite mind almost impossible. The first of these..... is portability..... The second obstacle is that of selection.

Your other charge is that I believe "an improved, more easy to read, and more rapidly produced printed page is..... to blame for journalism's weakness." This notion, you say, is ridiculous. I heartily agree. The theory that bad printing is preferable to good, or that a high-speed press somehow corrupts journalistic morals is one I have never heard of until I saw it advanced as my own in your article.

What I did say was entirely different. Perhaps I can avoid the possibility of another misunderstanding by partially adopting the Socratic method in expressing my views:

Does the editor of the EDITOR & PUBLISHER seriously maintain that a story done by a rewrite man from a telephoned description is a better story, has more truth and color and liveliness than a story written by an eye-witness of the events described?

Does he believe that a man can do better newspaper work, day in and day out, racing against a deadline 20 or 25 minutes away, than when he has at least leisure enough to assemble his notes, think out his story and put it together?

Would he say under oath that an editorial written a couple of weeks in advance for simultaneous use in a hundred newspapers all over the country, of various political beliefs, and edited by men of every color of mind from conservative to radical, is likely to be as honest, as fearless, as free from inhibitions as an editorial written for immediate publication in one paper?

Can he deny that the increased amount of editorial matter carried by the modern newspaper enlarges the opportunity for the press agent to squeeze in propaganda of every kind, and that this propaganda is undesirable from the point of view of honest journalism?

Would he view with complacency a development in American journalism like the Beaverbrook-Kothermere combination which has an almost monopolistic control of the popular press in Great Britain, and comes dangerously near being able to make or unmake national policy at will?

Would the EDITOR & PUBLISHER's editor really prefer to have his children brought up on picture papers, whose idea of a good "feature" is a photograph of an actress with her legs

crossed, which ignore foreign affairs, domestic politics, economic questions and the advance of science, and which might better ignore the arts than to print the incredible banalities they do about them? Would he really maintain, as his editorial seems to do, that because love, hate and death are important, journalism is justified in devoting itself to the sexual misadventures of near-morons, recorded by gum-chewing, grammar graduates for a monkey-minded public?

If he does, then I have no more to say. I heartily agree, to be sure, that there are many fine things to be said about several phases of present-day journalism. Some of these were omitted from my article, since I was writing a 4,500-word discussion of one aspect of the press today, and not a book on all sides of the matter. I did, however, point out that "honorable and intelligent journalism of the type presented by the New York Times and Work the Christian Science Monitor and a few other papers, not only still exists but does well. Never were greater pains taken than by these journals to lay before their readers..... an accurate and complete picture of the world they live in."

No one with any common sense, of course, would paint a picture of journalism which was all black. But I believe it is equal folly to look on the bright side so determinedly that we shut our eyes to the dangers with which newspapers are confronted. With hardly any exceptions, every intelligent newspaperman I know agrees that these dangers exist.

BRUCE BLIVEN.

"Lack of Interest" Refuted

Toledo, Ohio, Dec. 27, 1923.

To EDITOR & PUBLISHER: Enclosed, we are mailing you copy of letter, which we recently sent to the N. W. Ayer Advertising Agency in reply to one of their criticisms of the newspapers for their lack of interest in their series of advertisements advertising "advertising."

If there is anything in this letter that you think might be of interest to the newspaper fraternity, you are at liberty to use any part of it, which you may see fit.

THE TOLEDO TIMES PUBLISHING COMPANY,

R. C. Patterson, President.

Mr Patterson's letter follows:

I have before me your circular letter of Dec. 24, and am at a loss to understand why you should criticize the newspapers for their lack of interest in your prepared advertising campaign.

I know of no branch of the advertising profession that has given up as much space to the development and creation of interest in advertising as the newspapers and it seems to me that all of this advertising has been of as much benefit to the magazines and other periodicals as it has been to the newspapers.

The newspapers have not entirely depended upon the prepared agency advertising campaigns to further the cause of national advertising

"advertising," but have also run campaigns of their own and in many cases these campaigns have been of full page size. While many of these campaigns have featured local advertising, they nevertheless have created a desire to read all forms of advertising.

I believe you will agree with me that the newspapers of the country have been responsible for the development and success of more forms and classifications of advertising than any other medium known today. I have yet to see where any other publication has given as much space to this development as the newspapers and while I speak only as an individual I know that I voice the sentiment of practically all newspaper publishers.

The newspaper has not only been a very liberal contributor of space to the cause of advertising, but in many cases has spent a great deal of money and time in the development of a field for the advertiser and has co-operated liberally in the securing of dealers and distributors for national products. This, we believe, is real service to the advertiser and productive of much good.

I am quite sure if you will make an investigation, you will discover the products advertised in newspapers have developed much more rapidly and securely than these that have been exclusively advertised in magazines, but perhaps the greatest gain has been made where the advertiser has spent his appropriation in as many forms of good, legitimate high class advertising medium as possible.

I do not think it is quite fair to ask the newspapers to bear all the burden of advertising development when the agency is inclined to the use of the magazine, because it offers less work and in many cases greater commissions. The newspaper has been the target for many years past and many advertisers seem to think it a publication to be used for their propaganda rather than for advertising results.

I want it understood that this letter is the sentiment of an individual and not of an organization, and that I merely voice these thoughts, because they come to me after years of observation.

THE TOLEDO TIMES PUBLISHING COMPANY,

To Use 12½ Em Lines

Rochester Times-Union is planning to decrease the length of its lines from 13 ems to 12½ ems. At present the paper, which is publishing in 8 columns, uses 13 em line and a two-point column rule. The column rules will be increased to three-point.

S. D. Press Chooses Sioux Falls

South Dakota Press association will hold its annual convention in Sioux Falls, Feb. 14 and 15.

First
IN
OHIO
IN
1923 PAID
ADVERTISING

21,242,341 LINES
(The Columbus Dispatch
Paid Advertising Record)

The Dispatch in 1923 exceeded the next Ohio newspaper (Cleveland) by 2,030,533 lines.

The Dispatch in 1923 exceeded the other two Columbus newspapers COMBINED by 3,434,859 lines.

The Dispatch in 1923 published far more than double the news and features of the other Columbus evening newspaper.

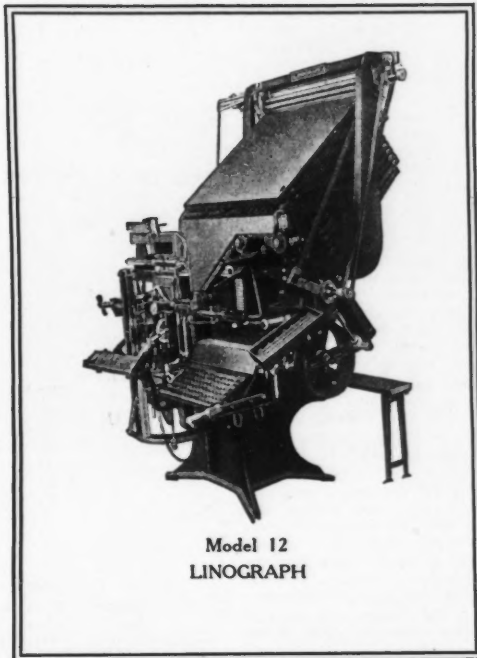
87,561 NET PAID CIRCULATION

LARGEST IN
CENTRAL OHIO

The Columbus Dispatch

OHIO'S GREATEST HOME DAILY

At the Operator's Immediate Command



Model 12
LINOGRAPH

The Linograph Operator has at his immediate command full fonts of matrices for Straight Composition, for News Heads, and for Advertising Display. Inasmuch as every Linograph is built with a standard ninety button keyboard this makes the same Linograph very efficient as:

**A Straight Matter
Machine**

**A Head Letter
Machine**

An Ad Machine

The Linograph will set straight matter as fast as the operator is able to manipulate the keyboard. Display composition is set from the same magazines and from the same standard keyboard layout just like straight matter.

This makes the Linograph a machine for every printing purpose. A machine that will adapt itself to every printer's business however it may change or grow. It is the machine for the printer whose business may be varied. It is the machine for the printer whose work is of a certain class only.

The Linograph will fulfill your business needs now, and while assisting your business materially in its growth, actually grows with it.

A thorough investigation is warranted. Send for our new descriptive catalogue today.

The Linograph Company

Davenport, Iowa, U. S. A.

Western Agency: 429 Sacramento Street, San Francisco, Calif.

European Agency
Et Pierre Verbeke
Brussels, Belgium

Australasia, South Africa, China
Parsons & Whittemore
New York City

South American Agency
Ault & Wiborg
Cincinnati, Ohio

O'HARA, OF SYRACUSE, CELEBRATES 70th YEAR

Herald's Veteran Publisher Given Surprise Party by Staff—Has Been With Paper Since Start in 1877

SYRACUSE, N. J., Jan. 3.—Edward H. O'Hara, publisher, Syracuse Herald, was given a surprise reception on the occasion



E. H. O'HARA

of his 70th birthday when the last edition of the paper was on the press Thursday afternoon, Dec. 27. The entire staff of the Herald assembled in the editorial rooms and felicitated Mr. O'Hara.

Dr. John B. Howe, editor, voiced the affection, loyalty and pleasure of the company in the achievement of three score and ten years by the veteran publisher. Dr. Howe said that in his quarter of a century of association with his chief, the conduct of the Herald had been guided by principle, directed by Mr. O'Hara, regardless of commercial advantage.

A leather lounge chair and a diamond scarfpin were presented to the publisher. In response Mr. O'Hara paid a tribute to the entire Herald staff and its part in making a successful paper. He said he merely sought to carry on with the Herald toward the destiny set by the late Arthur Jenkins, his brother-in-law and founder of the paper, a simple course involving only decision as to what is right and then doing it.

Mr. O'Hara has been with the Herald since its inception in 1877. He is an uncle of the present president of the company, Mary E. Jenkins. Following his graduation from Syracuse University he took up newspaper work and later went with the Herald as cub reporter. He has been a trustee of the State College of Forestry at Syracuse University for the last 10 years. He worked his way up to various executive position and, in 1904, when Mr. Jenkins died, he was made publisher and general manager.

During the European war, Mr. O'Hara went to the battlefronts along with the party of 12 editors from United States newspapers who were guests of the British government. As a result of his experiences in France and Belgium he wrote a book, "World War at Its Climax," a private edition printed by the Roycrofters. The book treated the great conflict from an unusual angle and called forth much favorable comment.

Despite his age Mr. O'Hara takes an active interest in the paper and activity seems to keep him much younger than his years would indicate.

MAT EQUIPMENT INSTALLED

Newspapers Take A. A. A. Advice—Board Meets Jan. 8

All newspapers in the states of New York, Minnesota and Washington have installed mat equipment through their state organizations at the suggestion of the American Association of Advertising Agencies, the association reported this week. This has greatly facilitated national advertising in these sections, and has resulted in a saving estimated at 25 per cent.

The quarterly meeting of the executive board of the association will be held at headquarters, New York, Jan. 8 and 9.

Members of the executive board are: Stanley Resor, J. Walter Thompson Company, president; Merle Sidener, Sidener-Van Riper Advertising Company, Indianapolis, vice-president; S. A. Conover, S. A. Conover Company, Boston, secretary; John P. Hallman, H. K. McCann Company, New York, treasurer.

Roy S. Durstine, Barton, Durstine &

Osborn, Inc., New York; Jesse F. Matteson, Matteson-Fogarty-Jordan Company, Chicago; A. W. Erickson, the Erickson Company, Inc., New York; H. S. Gardner, Gardner-Glen Buck Company, St. Louis; John Benson, Benson, Gamble & Crowell, Chicago; C. D. Newell, Newell-Emmett Company, Inc., New York; David G. Evans, Evans & Barnhill, Inc., New York; Henry B. Humphrey, H. B. Humphrey Company, Boston; William L. Day, J. H. Cross Company, Philadelphia; Harry Dwight Smith, Fuller & Smith, Cleveland; Morton Caldwell, the Chambers Agency, Inc., New Orleans.

PLAY WAITERS TO STAFFS

N. Y. Herald and Sun-Globe Ad Chiefs Give Party

Heads of the New York Herald and Sun & Globe display advertising departments played cooks, bus boys, and waiters to their staffs at a New Year's party last Monday in the newspaper office.

Edwin A. Sutphin, advertising manager, acted as chief cook. Philip Bleeth, financial advertising department, Winfield Urmy, Herald foreign department, and Robert Garden, rotogravure, carved the turkeys, while Arthur Agrati, Sun-Globe local advertising department, and Neil Kingsley, amusement department, served butter and rolls.

Other waiters were E. O. Petersen, C. R. Griffin, C. F. Carrington, John Greb and C. F. Colborn.

Edwin S. Friendly, business manager, made an address. The party was given by the department heads as a mark of their appreciation of their employees' work during 1923.

NEWS MEN USE RADIO

Boston Feature Writers and Cartoonists Broadcast Talks

A dozen Boston newspapermen chatted over the radio with their readers throughout the New England territory last week, each broadcasting a five-minute personal message from the Medford Hillside, Mass., station. The speakers were announced in this order:

Bert Ford, Boston American criminologist; Norman Ritche, Boston Post cartoonist; Paul Waitt, Boston Herald feature writer; A. J. Philpott, Boston Globe; Henry P. Claus, Boston Transcript; Franklin Collier, Boston Herald cartoonist; W. J. Halligan, Boston Telegram; Charles M. Stow, executive editor, Christian Science Monitor; Thomas F. Pheland, Boston Advertiser; and Joe Toye, Boston Traveler feature writer.

It was the first time in Boston journalism that an oral symposium on the various phrases of newspaper work was possible.

COX MEN MOVE UP

Former Ohio Governor Announces Changes on His Dailies

SPRINGFIELD, O., Jan. 3.—Several changes in the organization of the News League, owned by Former Governor James M. Cox of Ohio, comprising the Dayton News, the Canton News, the Springfield News and the Miami (Fla.) News Metropolis, have been announced.

George S. Thurtle who has been publisher and general manager of the Springfield News, becomes publisher and general manager of the Canton News.

Edgar L. Morris, formerly managing editor, Springfield News, becomes publisher and general manager of the Springfield News.

Bert A. Teeters who has been associated with the editorial department of the Springfield News in various capacities for several years, becomes managing editor.

C. R. Dodsworth, formerly advertising manager of the Springfield (O.) Sun, joins the News League as promotional advertising manager of all of the publications. He will make his headquarters in Canton temporarily.

"OLD TIMERS" OF PARK ROW HOLD REUNION

Press Stars of An Older Day, Now Prominent in Other Work, Attend Newspaper Club's Party Dec. 29

Memories of yesteryear in the newspaper world were revived Dec. 29, when "Old Timers' Night" was celebrated at the New York Newspaper Club.

Close to 500 graduates of the newspaper schools of Horace Greeley, Charles A. Dana, James Gordon Bennett and Joseph Pulitzer were rounded up and stories were exchanged of the days when the hansom cab was the fastest means of city travel, telephones were curiosities, and everything was written in pencil.

Chester Lord, boss of the New York Sun from 1872 until 1913, was among those present. Men now prominent in other lines were admitted, because once they had been reporters.

Looking like Santa Claus' brother was Skipper Samuel A. Wood, ship news man for the New York Herald, who, counting his service on the old Sun, has been continuously working for a single newspaper for 40 years. Skipper Wood has merry blue eyes, snowy hair and mustache, ruddy face, and real enthusiasm for his profession.

James Gordon Bennett's star reporter, Hamilton Peltz, who was present, had much to tell of the days when Mr. Bennett thought it was the mark of a great journalist to tell a reporter to go to a certain place, trusting in the reporter's perception to discover why. Peltz, according to newspaper accounts printed the next day, was among the youthful spirits who remained at the club until the last waiter had fallen asleep.

One of Peltz's associates was William A. Willis, formerly city editor of the Herald, before it was merged with the Sun. Another old timer still in the game was James Corrigan, New York City News Association.

Program of the evening was in charge of Frank Warren, music critic of the Evening World. Songs with the "old time" flavor were sung, including such favorites as "Annie Laurie," "Old Black Joe" and "Adeline." At the invitation of William J. Guard, a number of singers from the Metropolitan Opera Company were present, and sang for the assemblage.

Winnie Sheehan of Fox Films remembered he was a newspaperman and contributed as his part of the program a complete movie outfit which filmed the party.

Three men, still at it, claimed honors for the deanship of old timers. They were Frank J. Price, managing editor, Morning Telegraph with 50 years' experience. Dr. E. P. Cohen and William Simmons, both of the World.

Others attending were: Byron R. Newton, formerly Collector of the Port, one time reporter; William J. Guard, Metropolitan Opera Company; Robert E. Liv-

ington, publicity director, Consolidated Gas Company; William Preston Beazell, assistant managing editor, the World; Jesse Lynch Williams, author; Charles Sarver, former city editor, New York Press; United States Senator Royal S. Copeland; Martin Green, Lindsay Denison, J. N. Quail, Sydney Rosenfeld, dramatist; Public Works Commissioner Joseph Johnson, Immigration Commissioner Henry H. Curran and Robert H. Fuller, publicity director of the Merchants' Association.

The committee in charge is headed by William A. Willis, formerly city editor of the Herald, and includes Andrew Ford, managing editor of the Telegram; Herbert Bayard Swope, executive editor of the World; Thoreau Cronyn, city editor of the Herald; Edmund Bartnett, city editor of the Sun and the Globe; Victor Watson, assistant publisher of the American; Philip Payne, managing editor of the Daily News, and Louis Wiley, business manager of the Times.

KENTUCKY EDITORS TO MEET

Annual Mid-Winter Session Opens at Louisville, Jan. 10

Kentucky Press Association will hold its annual midwinter meeting this year at Louisville, Ky., Jan. 10, 11 and 12. President L. S. Fitzhugh will open the first meeting with an address of welcome, to which S. M. Sautley, editor, Richmond Register will respond.

Other speakers and their subjects will include Lewis Humphrey, Louisville Post, on "The Kentucky University"; Paul Hughes, editor, Ashland Independent, on "Newspaper Make-Up"; J. M. Allen, Cynthiana Democrat, on "Newspaper Circulation"; Keen Johnson, Lawrenceburg News, on "The Country Editor's Obligation"; J. W. Hedden, Jr., Mt. Sterling Advocate, on "The Equipment of a Country Newspaper Plant"; and Thomas F. Smith, Louisville, on "Buying Paper Stock."

CITY HALL MEN ELECT

Irving Pinover of New York Journal Made President

Irving Pinover, New York Evening Journal, was elected president of the Association of City Hall reporters, New York, at the annual meeting held recently.

Other officers chosen were: James L. Durkin, Evening Telegram, vice-president; Clarence C. Worden, Brooklyn Standard-Union, secretary-treasurer.

William F. Stephens, the Mail, Daniel A. Breen, Evening World, F. Stuart Crawford, Herald, and Christie Bohnsack, City News Association, were elected to the executive committee.

Moore Returning from Madrid

Alexander P. Moore, American Ambassador to Spain, former publisher of the Pittsburgh Leader, is on his way back to the United States on private business. He expects to remain two months.

Spring Planting

"A little early for talk like that," you say. Well, maybe it is—for farmers.

But for newspaper executives who are looking over their classified fields—it's exactly the right time.

Publishers and business managers who are considering the use of our service are reminded that the next two months make an excellent season for sowing the seeds of big gains in Spring real estate, automotive, employment and business service classified advertising.

How does it strike you?

THE BASIL L. SMITH SYSTEM, INC.

International Classified Advertising Counsellors

Philadelphia

Pennsylvania



MOUNT TACOMA AND PARADISE VALLEY



BUSINESS DISTRICT OF TACOMA, TIDEFLATS, INDUSTRIAL SECTION IN BACKGROUND

TACOMA

LUMBER CAPITAL OF THE WORLD

(96,965 population by 1920 census:
Present census estimate 105,556)

Is the center of a rich and populous trading territory of 280,000 consumers. Of these 105,556 reside inside the city limits; 160,000 in the city and immediate suburbs and the balance in the thriving towns and cities in the eight counties comprising Southwest Washington.

This section constitutes one of the five major markets of the Pacific Northwest. The assessed valuation of these eight counties is \$411,041,000; the number of improved farms, 11,073; value of farm property, \$89,126,446; value of farm crops, \$13,950,167; value of manufacturing products in this area is \$252,069,601. This prosperous community is blanketed by the

TACOMA NEWS-TRIBUNE

Outside newspapers do not cover this territory adequately. In the city of Tacoma the Seattle morning paper, for example, by the A B C Audit Report has only 867 copies on week-day mornings. One Seattle evening paper has 486 copies on week-day evenings, while the other afternoon paper's circulation is even below this small figure. The Tacoma News-Tribune is nationally recognized in this territory. The A B C Audit for the year ending September 30, 1923, gives it for six evenings a week:

32,643

Twice the Circulation and Twice the Advertising Volume of the Other Tacoma Evening Newspaper

The Tacoma News-Tribune

Frank S. Baker
President

Tribune Publishing Company

Charles B. Welch
Editor and Gen. Mgr.

DAVID J. RANDALL
341 Fifth Ave.
New York City

Advertising Representatives:
THE FORD-PARSONS COMPANY
360 N. Michigan Ave.
Chicago, Illinois

R. J. BIDWELL & CO.
742 Market St.
San Francisco, Cal.



TACOMA: ONE OF THE SEVEN GREAT HARBORS OF THE WORLD

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THE MAJOR MARKETS OF AMERICA

A New and Exclusive EDITOR & PUBLISHER Service to Space Buyers

XII—TACOMA—"The Grand Rapids of the Coast"

By HARRY R. DRUMMOND

IN writing home regarding Tacoma, Wash., the first and, perhaps most striking characteristic of the city is the conservative modesty which is found in its claims for a place in the sun.

This may be due to the fact that, being situated between two larger cities—Seattle, Wash., 40 miles north, and Portland, Ore., 141 miles south—Tacoma would have difficulty substantiating any claims for absolute supremacy—and, on the other hand it may be due to the "watch your step" attitude which seems to dominate Tacoma.

Let us hasten to say, however, that this modesty is modesty by comparison, merely, and Tacoma frankly and freely lays claims to all the advantages which may be proven—or, perhaps it would be better to say all advantages which cannot be disproven.

First, and in order to get rid of the one big subject, Tacoma is a climatic city—just as are all cities on the Pacific coast.

Erroneous opinions, fostered in the east, and formulated because of Tacoma's geographical location, have it that, being far north, Tacoma must necessarily be a mighty cold place in winter—and this is not so.

Tacoma's weather ranges from warm—not hot—weather in summer to cool, not cold, weather in winter—an almost ideal climate.

For the purposes prompting this story we are going to write about what is outside of Tacoma first—working our way into the city proper after we have reviewed its surroundings and their offerings and advantages.

Tacoma's trading territory embraces southwestern Washington pretty well down to the Columbia river, which is the state line on the south; to the Pacific ocean on the west, and to the Cascade mountains, some 50 miles on the east.

Inasmuch as Tacoma must fight, even for this territory, most excellent roads and improved interurban transportation facilities have been provided to make it easy for out-of-towners to get into the city—450 miles of paved roads radiating, fanlike, southwest from the city.

Throughout this country lumber and wood products form the principal, fundamental revenue producing industry.

Reiterating what was said of Seattle's surrounding territory, wherever timber lands have been denuded agriculture is substituted, and there is an ever increasing amount of fancy farming being constantly developed in the vicinity of Tacoma.

This agriculture consists principally in the production of "dude" crops—berries, tree fruits, poultry and dairy products—which is by way of saying that farmers out that way, while locally termed "ranchers" are really "agriculturists."

This naturally calls for canneries, and has made the canning industry something of real importance.

Becoming more concrete, geographically, let us consider Pierce county, of which Tacoma is the county seat, and which is the immediate market for Tacoma merchants.

Pierce county embraces 1,701 square miles, and from sea level at the docks in Tacoma rises to more than 14,000 feet high, which, it might be remarked in passing, is "going up" with a vengeance.

There are 49,525 acres cleared and under cultivation and 254,930 acres of timber still standing. In the county there are 160,000 people.

The fruit and berry industry of Pierce county totals more than \$6,000,000 annually, most of which money, practically all in fact, being spent in Tacoma.

There are about 250,000 chickens in Pierce county, and some 150,000 dozen eggs are shipped to foreign markets after home trade has been supplied each month. Tacoma all-white eggs, called "North-

western Whites," command the highest prices in New York City.

Something like 13,000 head of dairy cattle produce milk from which some 4,000,000 pounds of butter are shipped out of the market annually.

All of this means a prosperous, high class trade territory for Tacoma, and, coupled with the immense shipping business, produces industry which makes Tacoma the city.

So here we are at Tacoma. Situated on Commencement Bay, Tacoma is one of the five greatest harbors in the world, sufficiently ample to accommodate any boat afloat.

From the water level Tacoma rises in a series of terraces. The industrial part of the city is located in what in Tacoma is designated as the "tide flats" and which, in many cities, would be called "the bottoms."

On the next tier or level one finds the retail part of the city, and back of that, on the hills or "heights," the residential section of the city metaphorically looks down on the marts of trade.

In a manufacturing way Tacoma is known for its cut lumber and its furniture.

Tacoma produces more doors than does any other city in the world—about \$3,000,000 worth of them annually. These doors are opened to book agents and bill collectors in practically every city, town and village in the country.

Tacoma's furniture factories produce kitchen chairs, broom handles, rolling pins, beds, tables, overstuffed furniture, lodge furniture, church furniture, office furniture, installment furniture and tooth-picks—making Tacoma the Grand Rapids of the west.

The Tacoma Smelting Company turns out \$40,000,000 worth of smelted ore annually.

Reverting to shipping. In 1921 Tacoma exports amounted to 888,469 tons, valued at \$53,066,259, and the imports were 1,603,993 tons, valued at \$58,436,704. When properly considered these figures justify Tacoma in claiming to be a port of parts.

The fishing and fish packing industries give Tacoma a large amount of industrial activity, Tacoma sharing with Seattle and Portland in a business which runs into big figures.

The production of foodstuffs in Tacoma is an industry running some \$43,000,000 annually, embracing Washington's largest packing house, with an output valued at \$8,000,000. Tacoma mills produce 11,325 barrels of flour daily, making Tacoma the largest flour milling city west of Minneapolis and Kansas City.

In iron and steel products, structural steel, iron and steel castings, boilers, lumber machinery, etc., Tacoma's annual production runs upward of \$5,000,000.

One important consideration regarding Tacoma is the solidity of practically all its industrial institutions. They are all founded on natural resources and supply and demand, and represent much more than home consumption warrants.

This means that, while Tacoma is a very large producer and exporter, it is also a very large consumer and importer, a consideration intensely worth while for the seller of merchandise.

The people of Tacoma are conservative. The city itself reminds one more of an eastern manufacturing city than a city of the wild and woolly west.

In 1920 the government census gave Tacoma 96,965 and the new school census of 1923 makes the estimate of 106,556. These people collectively occupy 43.4 square miles, 25,480 acres of land and 142,477 acres of water.

There are 90 miles of street railway in Tacoma. Religiously speaking Tacoma has 140 churches, representing practically all denominations.

Educationally there are 33 public grade schools and two high schools, one college, one seminary and one university. There are 316 miles of improved streets, 128 of which are paved.

There are some 375 manufacturing plants in Tacoma, employing 12,700 people and paying out in wages some \$20,000,000 annually.

There are 25,000 houses in Tacoma, 54 per cent of which are occupant owned. Half of these homes are free from debt of all kinds.

In the city, there are 20,176 automobiles; in the county 25,721, and in the trading territory 50,181.

There are 1,405 retail establishments of various kinds in Tacoma.

Rhodes Brothers' store is the leading department store of the city—the Altman of Tacoma, and a very fine and well managed store it is, having high ideals and living up to them.

Stone Fisher Company is second as to class and third as to gross sales, being overshadowed by the People's Store, a chain store belonging to the left wing of the old Clafin failure.

Feist & Bachrach, third as to quality and fifth in volume, McCormick Brothers and the Fair House following in order. Altogether these stores do some \$12,000,000 annually.

The intensified retail shopping district is on Broadway from 9th to 17th street, 8 blocks; Pacific avenue, 9th to 17 street, 8 blocks; Market street, 9th to 13th street, 4 blocks, and Commerce street, 9th to 15th street, 6 blocks—26 blocks in all.

While some good merchandise is sold, the bulk of the retail business in Tacoma as in any factory city is done with popular priced goods, substantial staples having the call.

Like Seattle, Tacoma is long on frame buildings, especially in the residential part of the city.

Due to climatic conditions, beauty of scenery and adequate transportation facilities, Tacoma is a great tourist center. People from everywhere visiting the Pacific coast include Tacoma in their itinerary.

All in all, Tacoma is a mighty good city—a city without booms, boosters, or bombast; a city of solidity, saneness, and substantiality—and a market of parts.

Comparing Tacoma with cities of similar size in the east, it is a very big and very important place—a city of much justified local pride—a rather slow-going but very substantial city, and one which should be given very careful attention by manufacturers who are going after regular, steady trade in moderately priced merchandise.

Employees Honor Publisher

George E. Graff, publisher and general manager, Williamsport (Pa.) Sun was given a testimonial dinner Dec. 23, by his employees, marking the close of 20 years successful management. He was presented with a mahogany chime clock. Harry C. Hagan, manager, advertising department, made the presentation speech. Edmund F. Wood, managing editor, acted as toastmaster. Speakers were Mr. Graff, Mr. Hagan, Miss Emma C. Campbell, business office, and O. R. Howard Thomson, contributor to the Sun. Plans for the party were in charge of a general committee headed by Caroline P. Zerby, treasurer of the newspaper.

CITRUS GROWERS LAUD ADVERTISING

National Campaign Boosted Sales In Past Year to Largest Total in History, California Fruit Exchange Reports

A national campaign of advertising played a large part in persuading the American public to consume approximately 100,000 carloads of oranges and grapefruit, and 13,000 carloads of lemons during the past year, according to the annual report of E. G. Dozell, general manager of the California Fruit Growers Exchange. This quantity represents the largest total supply of citrus fruits ever marketed in the United States.

Approximately 46,000,000 copies of leading magazines carried a page in natural colors pointing out to their readers the usefulness and desirability of Sunkist California oranges or lemons. More than 151,000,000 copies of newspapers carried Sunkist advertising messages during the season. Posters and street car advertising aided in disseminating the same information. News articles, photographs and specially prepared material on the California citrus industry were constantly furnished to newspapers and magazines with the same end in view, the report states.

The cost of the national advertising campaign was met by an assessment of 4 cents a box on oranges and grapefruit and 6½ cents a box on lemons, making a total cost for marketing and all other services of 2.49 per cent of the delivered value of the fruit, which is, the Exchange believes less than the cost for marketing alone of any other perishable food product with national distribution.

There were shipped through the Exchange during the year ended October 31, 1923, 36,999 cars of oranges and grapefruit, 8,259 cars of lemons, making a total of 45,258 cars, or 75.8 per cent of the citrus fruit shipments from California, as compared with 68.7 per cent the previous season.

The returns to Exchange members f.o.b. cars California for the year, estimating the value of the cars yet unsold were \$55,223,450.94, with a delivered value to the wholesale trade of \$81,258,169, based on Exchange returns, California received \$71,007,705.98 for the total crop, the delivered value of which equaled \$105,486,506.91, the latter including \$34,478,800.93 for freight and refrigeration.

During the year, Exchange losses through failure of customers have amounted to but \$6,926.70. Returns to California on Exchange shipments during the past 20 years have aggregated approximately \$46,000,000, while the credit losses during that period have amounted to only \$24,270, or 44/10,000 of 1 per cent of the f.o.b. returns.

Exclusive of advertising, the Exchange service cost an average of 5.44 cents per box for the year ended October 31, 1923. The average cost of the District Exchange service was 1.42 cents per box, making the total average operating cost of the Exchange marketing service 6.86 cents per box, which is 1.51 per cent of the delivered value of the fruit.

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 cms wide. See our full page next week.

INTERTYPE CORPORATION

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



The Tacoma Daily Ledger

—the only newspaper in Tacoma to show a gain in circulation for the six months period ending October 1st, 1923.

To reach all of the 280,000 consumers in Tacoma's trading territory (105,556 reside within the city limits of Tacoma; 160,000 in the city and inner circle or immediate suburbs, and the balance in the eight counties comprising Southwest Washington), it is necessary to use the Tacoma Daily Ledger.

It is purchased by people who take no other newspaper, need no other because the Ledger is a good newspaper.

The play that shatters attendance records, the "best seller" in the book store, owe their success to the spoken word of commendation uttered by a pleased public. The influence, popularity and prestige of the Tacoma Daily Ledger was obtained in the same way. Only a good newspaper can secure it.

The Tacoma Daily Ledger

The only morning and Sunday paper in Tacoma

REPRESENTATIVES

NEW YORK

Verree & Conklin, Inc.
300 Madison Avenue

SAN FRANCISCO

M. C. Mogensen Co., Inc.
519 Hearst Bldg.

CHICAGO

Verree & Conklin, Inc.
28 E. Jackson Blvd.

LOS ANGELES

M. C. Mogensen Co., Inc.,
723 Title Insurance Bldg.

DETROIT

Verree & Conklin, Inc.
117 LaFayette Blvd.

SEATTLE

M. C. Mogensen Co., Inc.
Securities Bldg.

E. S. CONE, PIONEER SPECIAL, WON HIS FIRST JOB ON BORROWED DIME

By ROSALIE ARMISTEAD HIGGINS

EDWARD S. CONE, founder of the firm of Cone, Hunton & Woodman, and a pioneer in the business of special newspaper representation prob-



EDWARD S. CONE

ably owes his success to the fact that he always heard opportunity when it knocked. His ear was as keen as his intellect. At the age of 16, he saw his chance to get a job and took it.

His father was discussing business affairs with his mother over the breakfast table one morning and remarked to her, "And there's another thing I must do at once, I need a new office boy."

That was enough for Edward Cone, one of four sons. He rushed at once to the guardian angel of the household, old Charity, an ante-bellum slave, born and bred in the South, who thought there was nothing too good for her "chillens."

He borrowed a dime from her for care-fare which she lent him gladly, and that dime started him on his business career. When Mr. Cone Sr., arrived at his office a half hour later, he found his young son waiting for him.

"What are you doing here?" he exclaimed.

"I'm the new office boy," was the immediate response.

There was much argument, but young Cone won out, and became office boy to his father who was advertising manager of Christian Work.

But to go back a bit. Mr. Cone was born in Nashville, Tenn., Oct. 22, 1865. Living with the Cone family at that time was Andrew Johnson. When Andrew Johnson was elected to the Presidency of the United States, the Cone family also moved to Washington, and so young Edward Cone had the unique experience of living at the White House for about six months. His family then came to New York and resided in Brooklyn.

After two years in his father's office, Cone, at the age of 18 left to become an office boy and later a solicitor in the New York office of N. W. Ayer & Son. After a year there, he resigned to become advertising manager of two publications, "Science" and "The Swifts Cross," published by the Bell Telephone Company. In 1889, Cone decided to try his fortune in the West and went to Denver, where he remained a year. In 1889 he went to Salt Lake City, where he established an office of the Andrew Cone Advertising Agency, of which his brother Andrew Cone was the head in New York.

His next experience was in Kansas City, with the advertising agency of James A. Tedford. From there he went to St. Louis, where he opened an office for the J. Walter Thompson Company, in 1891. He remained 3 years, and in 1894, resigned to become a partner in the J. E. Van Doren Special Agency, newspaper representatives. The business of special newspaper representation was a new thing at that time, according to Mr. Cone, and there were but 3 special representatives, the S. C. Beckwith Special Agency, A. Frank Richardson and the Van Doren Agency.

Mr. Cone opened a Chicago office for the Van Doren Agency, and remained in that city until 1910, when he bought an interest in the Van Doren Agency, and the firm was changed to Hand, Knox & Cone. In 1911, Mr. Cone came to New York, and there were again changes in the firm, which finally became Cone, Hunton & Woodman.

In speaking of his business career, Mr. Cone says, "I feel that any success which has come to me is due to my father, who was the best advertising man I have ever known, and who instilled into me in my early childhood, the principles of honesty and truth.

"Tell the truth and keep on yelling the truth; you don't have to die to go to hell; if you live crookedly or dishonestly, you get your hell right here on earth." That was my father's motto and he lived by it. I have tried to do the same. As a publisher's representative, I have always felt that I was not spending a man's money, I was investing his money and I must get results. It has always been my nature to analyze a thing and to learn the reason why. Early in my business experience, I wanted to know just how advertising paid, and how to make it pay.

"I bought an interest in several articles, and sold goods in almost every city of the United States, with a population of 15,000 and over. That experience was invaluable to me. I have been in the advertising business 42 years—12 years in the agency business and thirty years in the special representative business. In this length of time, I have had the opportunity of watching the development and growth of the advertising agency, the advertiser and the special agent. When I started there were very few advertising agents; the volume of advertising was small and there were only two or three special agents. I know from an actual careful study of the matter that the development of advertising to its present enormous business can all be traced to the real advertising agents and the help given these agents by the special representatives.

"Thirty years ago, the special representative had very few calls to make, very little work to do in comparison with what he has today. For instance,

in Philadelphia, if he called on N. W. Ayer & Son, he was through—there were no other agents there at that time. In Boston, he would have about three agency calls to make, the rest on advertisers; in Chicago, Lord & Thomas, Charles H. Fuller and the Chicago office of J. Walter Thompson had practically all the business. Today it takes three days to cover Philadelphia calling on the advertisers and agencies, and four days to make Boston.

"Thirty years ago, a special agent sold his paper on a basis of rate per line per thousand circulation. Today, a really successful special agent—there are about 12 of them all told—does not talk rates, he talks results. He has made a study of advertising. He has had the experience necessary to teach him what advertising is and knows how to write, plan, place, and make it profitable to the advertiser as well as make it produce, through his papers, the results the advertiser wants and expects.

"We give co-operation to an advertiser now, something we never did in the old days. We give him, besides the space he buys, a back-up to his advertising that increases results materially and proves to him that the newspaper is working for him heart and soul, not simply taking his money, running his

advertising and never caring whether it pays him or not.

"In the old days, the special representative used to cut rates, give position free, lots of reading notices and all that kind of stuff. Today the real special, and, as I said before, there are about 12 of us, never cuts a rate, never guarantees a position unless it is paid for.

"The special today is a part of the paper he represents; he must be ready at all times to do anything they want him to do and he must know how to buy paper, look over machinery, judge the value of comics, features and know the inside working from top to bottom.

"Forty-two years in the one line of business is a long time. I have enjoyed every one of these years, have kept learning all the time, and I am still studying the greatest business in the world—the advertising business.

Core Launches Ad Agency

Guy C. Core has formed an advertising business under the name of Guy C. Core, Inc., at El Dorado, Ark. Mr. Core had formerly been with the Springfield Body Company, Detroit, and the Briscoe Motor Corporation, Jackson, Miss.

The Linotype User is kept Ahead of the Procession

Every new invention, every improved method, every advance either typographic or mechanical—the Linotype user gets it first. The research and experimental departments of the Linotype Company are everlastingly seeking out new ways to make the Linotype more valuable and profitable to its users.

This is the first of a series of advertisements reviewing some of the great contributions that the Linotype has made to printing prosperity.

TRADE **LINOTYPE** MARK

MERGENTHALER LINOTYPE COMPANY

29 Ryerson Street, Brooklyn, N. Y.

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World

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

The Circulating Matrix
The Slug (Complete Line of Type)
The Spaceband
The Power-Driven Keyboard
The Two-Letter Matrix
The Quick-Change Magazine
The Auxiliary Magazine
The Split Magazine
The Front Removal of Magazines
The Multiple-Magazine Machine
The Seventy-two Channel Magazine
The Display Machine
The Text-and-Display Machine

The Multiple Distributor
The Two-Pitch Distributor Screw
The Universal Mold
The Four-Mold Disk
The Recessed Mold
The Automatic Font Distinguisher
The Universal Knife Block
The Universal Ejector
The Sorts Stacker and Multiple
Sorts Stacker
The Forty-two-Pica Measure
Machine (1897)
Linotype Typography

AND

The Text-and-Display Machine with Main and Auxiliary Magazines Operated from One Power-Driven Keyboard

Composed entirely on the LINOTYPE in the Bodoni Series

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Comic Strips

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

Fiction

CIRCULATION BRINGERS
Famous Fiction of all lengths.
Service for Authors, 33 W. 42d St., New York.

History

WHO'S WHO IN HISTORY TODAY
is a little gold mine of facts and figures. Revives interest in famous personalities and tells you what you want to know about them. Daily.
Metropolitan Newsp. Service, 150 Nassau St.

Humor

THE THIRTEENTH GIRL
5,000 words.
Lewis Wilson Appleton, Jr.,
1922 East Pacific St., Philadelphia, Pa.

Photo News Service

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

Verse

VERSIFLAGE
A daily prose stanza of cheerful philosophy, with a special appeal to the feminine sex. Just the thing to brighten your woman's page.
Metropolitan Newsp. Service, 150 Nassau St.

ROTOGRAVURE

THE FIRST ROTOGRAVURE USER

THE NEW YORK TIMES was the first to release a "Rotogravure" pictorial supplement. Their plant was the first in the United States for newspaper work and was installed by us (The American Rotogravure Company). They print their own requirements at low cost.

THE FIRST IN THE FIELD

THE FILES OF THE LEADING NEWSPAPERS, magazine publishers and printers will show that we or one of our affiliated companies were the first to bring to your attention the advantages your paper may gain by releasing a "Rotogravure" pictorial supplement.

NATIONAL ADVERTISERS

AND AGENCY SPACE BUYERS know the value of "Rotogravure" advertising. They usually pay for and specify "Rotogravure." The public knows "Rotogravure" means the best pictorial supplement. They do not know the genuine article under any other name.

DO NOT ACCEPT SUBSTITUTES

WHEN YOU FIRST DECIDED TO RELEASE A PICTORIAL SUPPLEMENT, you probably announced to the public, national advertisers and agency space buyers, that your pictorial was to be and is a "Rotogravure" supplement. It therefore carried prestige. The printer with whom you contracted probably agreed to supply you with a genuine "Rotogravure" supplement. The printer probably obtained the contract from you on that basis. Why not make the printer deliver what you ordered?

DEMAND WHAT YOUR CONTRACT SPECIFIES AND WHAT YOU ARE PAYING FOR. IF YOUR PRINTER CANNOT SUPPLY YOU WITH "ROTOGRAVURE," LET US SHOW YOU HOW YOU CAN PRINT YOUR OWN. WE GUARANTEE HIGH QUALITY, LOW COST, LATE CLOSING DATE.

ECONOMY OF DOING A THING YOURSELF—IT IS AN AXIOM THAT IF YOU WANT A THING DONE RIGHT, YOU MUST DO IT YOURSELF. IT IS ALSO THE BEST METHOD IN THE NEWSPAPER BUSINESS, TO GET A THING DONE ECONOMICALLY. WE SAVE NEWSPAPERS THOUSANDS OF DOLLARS BY SHOWING THEM HOW TO MAKE THEIR OWN "ROTOGRAVURE" PICTORIAL SUPPLEMENTS, OR WHERE TO BUY THEIR REQUIREMENTS FROM THE BEST "ROTOGRAVURE" PRINTERS AT THE RIGHT PRICE.

WARNING

NOTICE REGARDING PATENTS: In order to protect itself, its patrons and the trade in general from make-shifts and imitations, The Bidart Machinery Corporation has found it necessary to appeal to the courts to enjoin infringing manufacturers, owners and those using infringing products and to recover proper damages, and is now bringing such suits.

Everyone who is making, vending or using any of these infringing machines, trade-marks and the Sanlburg patents Nos. 923,799 and 925,612 for making the cylinders or plates for printing, is warned again that they are doing so at their risk.

THE BIDART MACHINERY CORPORATION

WANTED

HIGH CLASS SALESMAN to represent us in San Francisco, St. Louis, St. Paul, Chicago, Cleveland, Cincinnati, New Orleans, Philadelphia, Buffalo, Boston and Toronto; must be acquainted with newspaper and magazine publishers, high class printers and photo-engravers. EXCELLENT OPPORTUNITY. Applications kept confidential.

515 West 26th Street, New York, N. Y.

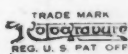
Builders of Complete Rotogravure Printing Plants

Genuine Rotogravure should bear the following trade-marks:

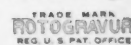
Printed Matter:



Ink:



Machinery:



NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



E. G. MARTIN—In the midst of things at the Brooklyn Eagle

IN the center of the Brooklyn Eagle publication office, ground floor, Eagle building, stands the desk of Edwin George Martin, business manager. Not even a railing bars him off from his staff of the public.

It is a tidy desk, swept of all papers—the desk of a modern executive. Such a man is Mr. Martin.

For 30 years he has played a part as one of the makers of the famous Eagle. Enthusiastic, eager, efficient, industrious, democratic, he is symbolic of America, the country in which any man who wills and works can rise to high places.

"No, I don't like a private office," he will tell you, smiling. His forehead wrinkles up; his eyes sparkle.

"It's no help in getting to know people. I like to be in the thick of things.

"Don't believe, you know, in making folks pass a civil service examination before I'm allowed to see them. Besides I get two or three times more work done here, than if I was secluded."

In just this brief monologue, the man is revealed by two phrases. They are "getting to know people" and "in the thick of things."

Mr. Martin begins at home. He is known by, and knows, the whole Eagle family. They have fastened to him the soubriquet of "Eddie."

Among New York publishers and newspaper executives is Martin also well known. For 12 years he has sat on the New York publishers' scale com-

mittee, considering labor difficulties, which also shows him to be "in the thick of things."

Besides his ability of getting to know people, Martin early manifested a knack of getting to know his business.

When he started to work in a department store at \$1.25 a week, he was not content, as many boys of those earlier days were, with his lot. After business hours, Martin studied. He went to night school. He even took up telegraphy on the side.

Telegraphy, in fact, was the means by which he eventually broke into newspaper work. The Eagle telegraph operator became sick. Martin obtained the opportunity to substitute. He has been an Eagle man ever since, although for a while he left for a night job, in order to finish his schooling.

When he returned he went into the business office of the newspaper, starting at the cash counter. From the cash counter, he went to bookkeeper, from bookkeeper to auditor and at length to business manager.

Now at work as business manager Martin has some very definite ideas as to what the job should be.

"In the first place," he explains, "a business manager should know thoroughly the community in which the paper is published."

This is no easy matter in such a cosmopolitan city as Brooklyn. But Martin proves he follows his own creed

by reeling off population figures, descriptions of various sections, lists of industries, leading business men, and other statistics.

"Another thing is to keep up as much as possible personal contact with the readers. The public knows us: we make it our business to know the public.

"Of course it is necessary for a business manager to know every detail of his business, and it is really surprising how few men follow this rule today.

"Then, and very important, a business manager should be thoroughly familiar with all labor problems. He should keep in touch with changing conditions in the various unions. This part of the job is becoming more and more important especially in the larger cities of the country."

Martin is far too genial to be a strict disciplinarian. It isn't necessary, he says, since most persons like to work for the Eagle.

"By Gracious!" he has been known to ejaculate, "we've only fired one man from this office in 20 years. We like to advance people within the organization."

Each day Martin begins his work with energy. He is at his desk early. He stays late. His mental attitude is of one who has come down to work for the Eagle for the first time and is eager to make good.

That, in fact, is the advice he often gives to young men.

"If only you can go to work each day as though it is for the first time, you'll be successful," he tells them.

And then sets a living example.

Clarkson Made Advertising Manager

Willard A. Clarkson has been appointed advertising manager of the Haekensack (N. J.) Bergen Evening Record, succeeding Russell L. Binder, promoted to business manager.

NEW FEATURE SYNDICATE

Nation-wide Service Will Amplify Current News Stories

Current News Features, Inc., is the name of a new syndicate which has just opened offices in Washington, D. C. A

preliminary announcement states it will cover an undeveloped field in newspaper service. The company was organized by, and will be directed by William E. Yelverton, formerly Eastern superintendent of the Consolidated Press Association.



W. E. YELVERTON

"The field which Current News Features, Inc., will enter," according to Mr. Yelverton, "begins at the borderline where the telegraph line ends. We will offer to newspapers those features which amplify or interpret angles of interest created by the news of the day, features which are fresh both in viewpoint and in treatment, but which do not necessarily require the expense of telegraphic transmission."

William E. Yelverton joined the Consolidated Press Association shortly after it was organized and served as division superintendent in Washington, Chicago and New York. For several years prior to the founding of the Consolidated Press Association, he produced and distributed the Harris & Ewing Photo News Service.

His early newspaper work was in the news departments of various southern newspapers.

*You will experience
a decided thrill of
satisfaction with
the Ludlow*

WHEN you install your Ludlow System for display and advertising composition you will experience a decided thrill of satisfaction. One reason for this is because you will have eliminated the distribution of dead forms—all time then will be productive time.

Satisfied publishers in all parts of the country know this and would not go back to single types or machine methods other than Ludlow because of the simplicity, economy and satisfaction of the Ludlow System for producing type in slugs from 6 to 60 point in light face, regular widths, bold and extended faces.



With the Ludlow you can save the time now used for distribution and use it for setting tomorrow's ads.

Ludlow Typograph Company
2032 Clybourn Avenue

SAN FRANCISCO:
Hearth Bldg.

Chicago

NEW YORK:
606 World Bldg.



A
DETECTIVE SERIAL
WITH GRIPPING
SUSPENSE

In 24 daily installments,
each with full synopsis of
previous plot unfoldment.

For Terms and Samples, Wire or Write

LEDGER SYNDICATE

INDEPENDENCE SQUARE

PHILADELPHIA

Still More About the
PONY AUTOPLATE MACHINE

M. E. NICHOLS, MANAGING DIRECTOR

TRIBUNE BLDG. COR. SMITH AND GRAHAM

The Winnipeg Tribune

ESTABLISHED 1890

Winnipeg
CANADA

November 20, 1923

L. J. Tarte, Esq.,
LA PATRIE,
Montreal, P. Q.
Dear Mr. Tarte:

I wired you today that the PONY AUTOPLATE had given us entire satisfaction. This scarcely does justice to our appreciation of our new stereo equipment. It has greatly simplified our mechanical problem, not only giving us better speed and better plates, but ample room for work in which previously there had been great congestion.

With the two PONY AUTOPLATES it is not necessary for us to carry any of the usual reserve machinery. We were able to dispense with our plate finishing machine and hand boxes, so that now all we have in our casting room are the two PONY AUTOPLATES connected up with the metal furnace.

Our stereotypers find that a great load has been lifted from them in the simple operations which are now necessary to produce plates. They are working with a new will and spirit, which, as you know, is something to establish in the mechanical department of a newspaper these days.

Are you using the dry mat? We introduced it about eight months ago and have found it a complete success. If you would like to see how the TRIBUNE is printed, I shall be pleased to put you on our complimentary list for a month or so, that you may be able to "look us over."

With kind regards and best wishes,

Yours faithfully,

M. E. NICHOLS.

Managing Director

Upon receipt of this letter

LA PATRIE

ordered a

Pony Autoplate Machine

WOOD NEWSPAPER MACHINERY CORPORATION

501 Fifth Avenue, New York City

WHY

Do 60 leading papers print
**BIG AMERICAN PROBLEMS
BY BIG AMERICANS?**

BECAUSE

Each article deals with some big everyday problem of deep concern to everybody.

Each is an interview with the ONE BIG AMERICAN best qualified to discuss the subject.

Each is written by a foremost newspaper interviewer.

WHAT MORE CAN BE ASKED OF A STORY?

For particulars write
EDWARD F. ROBERTS

U. P. C. News Service, Inc.
243 W. 39th St. New York City

A MARKET MAGNET

for
Electrical Sales

Buffalo—where cheap electrical current rates, made possible by Niagara Falls power make electrical appliance selling easy when combined with judicious newspaper advertising. All you need is the pulling power of the **BUFFALO EVENING NEWS ALONE.**

A. B. C. Total Net Paid 119,754 September 30, 1923

BUFFALO EVENING NEWS

Edward H. Butler
Editor and Publisher

KELLY-SMITH CO.

National Representatives

Marbridge Bldg. Lytton Bldg.
New York, N. Y. Chicago, Ill.

Get the 1923 population figures for Detroit—then you'll know why the

DETROIT TIMES

is over 200,000 daily and over 210,000 Sunday.

1920 census figures are "moth-eaten."

Those who
subscribe now
are sure to
receive the 1924
International
Year Book
Number

**OUR OWN WORLD
OF LETTERS**

By **JAMES MELVIN LEE**

EDGAR MOORE once asked George T. Hughes, then city editor of the New York Globe, for a job. He got an odd one, which was to stop people on the streets of Gotham, ask a question, and print the answers. In Collier's for Dec. 29, he goes into detail about this unique assignment, and answers a few questions, himself. He thinks the best question he ever asked was: "What would you do if you had just 24 hours to live?" Strange to say, this question is answered ever the same whether it is asked of a bank president or a prisoner in the city jail. If you want to know this answer, see Collier's for Dec. 29.

THE late Henry Watterson once called Frank I. Cobb, editor of the New York World, the greatest editorial writer of this generation. Oswald Garrison Villard, in his book, "Some Newspapers and Newspapermen," disputes this assertion, and claims that Mr. Cobb never equaled Rollo Ogden, the present editor of the New York Times, at his best.

Nevertheless, in the issue for Jan. 2, the Nation, of which Mr. Villard is the editor, prints a very fine tribute to the late editor of the World—one of the finest I have seen in print.

Some months ago, the Atlantic Monthly gave first place to Mr. Cobb among the editorial writers of the country. One matter is not open to debate: The pen of Frank I. Cobb was a super-pen.

GEORGE C. BASTIAN, author of "Editing the Day's News" (Macmillan Company), sits at the copy desk of the Chicago Tribune, but during his 20 years of newspaper experience, he has been reporter, managing editor, part owner, libel investigator, day and night city editor, and assistant Sunday editor. All of this background shows itself in the professional touch which he gives his book.

Part I is a sort of introductory with its analysis of news. Part II, the longest of all, is devoted to the editing and reading of copy. Part III discusses headlines. Part IV concerns itself with makeup, with special reference of how to make pages attractive, but adds a little chat on editions. Part V has the caption, "Pictures, Sunday Newspapers, and Routine."

Mr. Bastian did not need to tell the reader that his volume had been compiled in a newspaper work shop and that it was intended primarily for the newspaper technician, for this fact is self-evident to anyone who merely glances through the pages. It is a working book for the working press.

THE copy desk, when in doubt, will doubtless find considerable help on matters relating to good English if a copy of "Technical Writing" by T. A. Rickard (John Wiley & Sons, London) is available for immediate consultation. Many of the slips in the careless use of words are taken from newspapers and technical journals. The work of the copy desk will be easier if reporters in general and cub reporters in particular study this volume between assignments.

EVERY publisher of a community weekly is overlooking a good tip if he fails to write to my good friend, Millard Van Marter Atwood of Cornell University, Ithaca, New York, for a copy of his booklet on the editing and making of a country weekly. Professor Atwood has been a judge in numerous state contests where blue ribbons have been awarded to country weeklies. The fact that he has been asked to be a judge

the second time in several states shows that he is an authority on rural journalism. If his suggestions on mechanical makeup are followed, the country weekly ought to be a better advertising medium.

DURING Yuletide, I enjoyed a delightful trip, "A June Motor Jaunt" by Charles R. Butler (Mankato, Minn. Free Press Company). This little volume of about three score and ten pages is the story of a motor trip from Minnesota to the Atlantic Coast and back. But it takes one through places not seen from the windows of limited trains. Historical and literary shrines are not overlooked. Even the shop is not completely forgotten for a stop is made at Dalton, Mass., to visit the paper mills.

Mr. Butler, as author-guide, suggests that the reader who finds the going a bit rough at times, should remember that driving an automobile from 1 to 300 miles a day leaves but little time for the exercise of one's best literary talent. Literary excellence may well be sacrificed for the delightful chat of a comrade of the road who wants to share the joys of his trips with others.

The contents of the volume first appeared as a series of articles in the Mankato Free Press, of which Mr. Butler is one of the publishers. A bit of verse which precedes the Foreword shows that he has a discriminating taste in the matter of poetry. Here's hoping that he takes a similar trip to the Pacific Coast and back during the coming June.

THE current issue of the Ohio Newspaper contains several contributions of interest to the working press. Fred Charles on the staff of the Cleveland Plain Dealer outlines the task and rewards of journalism. Alfred Haswell of the Bowling Sentinel-Tribune tells the story of how the spruce tree is turned into paper. Melvin K. White-leather analyzes the first page of a community paper, and suggests several tests of a good makeup. Charles S. Anderson, assistant cashier of the Ohio National Bank, expresses his belief that the newspaper is the chief advertising medium.

Incidentally, it may be mentioned that this issue reprints the remarks of H. C. Colles, Musical Editor of the London Times, which were reported recently in the **EDITOR & PUBLISHER** on the subject of how musical events should be covered.

TWO editorials in the Christian Science Monitor relate to the press. One, in the issue for Dec. 26, comments upon the purchase of the New York Evening Post by Cyrus H. K. Curtis. The other, in the issue for Dec. 27, seems to justify Gladstone's dictum that in politics; the platform is more powerful than the press. This second editorial, of course, refers to the political situation in England.

THE CANADIAN EXPORT PAPER COMPANY, LIMITED of Canada recently issued a beautifully printed brochure entitled "One Hundred Years Ago," in which a tribute was paid to William Price, the founder of Price Brothers, Ltd. Slipped into the brochure was a facsimile of the first issue of the Ohio Repository, which was started on March 30, 1815, Canton, by John Saxton. It is now known as the Canton Repository. The facsimile contains many interesting bits of history which were advantageous in London. He stated that

**REPUTATION
In Color Printing**

"Our colored comic sections are printed in Saint Louis by The World Color Printing Company—premier color printers with a "Rep" that means everything to us. We get better work at all times than we could possibly turn out ourselves.

"You can always bank on live and harmonious colors printed in perfect registry,—ideally printed comic sections.

"Theirs is a service built on 22 years of consistently superior color comic printing!"

So Say Those
Who Know

**The World Color
Printing Co.**

Est. 1900. R. S. Grable,
President, St. Louis, Mo.

"Color Printers to the
Nation's Publishers"

EVENING HERALD

Los Angeles, Calif.

Gained 28,347 Daily Average Circulation. Sworn Government Statement, Six Months Ending March 31, 1923, 166,300 Daily. Six Months Ending Sept. 30, 1923, 146,988 Daily. Increase in Daily Average Circulation, 20,847.

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.

MOST NEWS

The largest morning daily circulation
in Pittsburgh

The Pittsburgh Post

MORNING AND SUNDAY

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

Member A. B. C.

In
New Orleans
it's
**THE
ITEM**

The Local Storekeeper Selling Your Product Gets His Customers Through His Own Town Newspapers

New York State

is a splendid field for intensive promotion through daily newspaper advertising, and be quickly convinced that this is the logical, economical and satisfactory way for National Advertisers to link up with local merchants.

The per cent cost of intensive cultivation of New York State is lower than that of any other territory—first because of the preponderance of population, and second, because of the unexcelled transportation facilities enabling quick distribution.

A daily newspaper campaign co-operat-

ing with the local dealers in New York State will quickly popularize any meritorious line of merchandise and it is generally accepted that New York's approval means nationwide approval.

Merchandise your goods in this territory, cultivate it carefully and let these newspapers do for you what they have done and are doing for other National Advertisers who have learned how to link intensive advertising and intensive merchandising together and put them to work in an intensive market.

	Circulation	3,500 Lines	10,000 Lines		Circulation	3,500 Lines	10,000 Lines
**Albany Evening News(E)	17,377	.08	.08	New Rochelle Standard-Star(E)	7,000	.04	.04
**Albany Knickerbocker Press(M)	33,579	.10	.10	††New York Evening Mail(E)	170,337	.45	.48
**Albany Knickerbocker Press(S)	50,219	.18	.12	**The New York Herald(M)	163,864	.49	.45
††Auburn Citizen(E)	6,331	.04	.035	**The New York Herald(S)	175,900	.49	.45
**Batavia Daily News(E)	3,586	.04	.04	†††The Sun and The Globe, New York....(E)	235,518	.60	.53
**Brooklyn Daily Eagle(E)	61,326	.23	.22	††New York Times(M)	333,493	.65	.637
**Brooklyn Daily Eagle(S)	74,413	.33	.22	††New York Times(S)	536,542	.30	.784
**Buffalo Courier and Enquirer.....(M&E)	82,569	.15	.18	*New York Tribune(M)	130,943	.40	.38
*Buffalo Courier(S)	120,768	.35	.32	*New York Tribune(S)	138,339	.40	.38
†Buffalo Evening News(E)	119,573	.21	.31	††New York World(M)	353,310	.505	.53
††Buffalo Evening Times(E)	94,385	.18	.18	††New York World(S)	550,095	.505	.33
††Buffalo Sunday Times(S)	98,090	.18	.18	††New York World(E)	272,335	.308	.53
**Corning Evening Leader(E)	7,789	.04	.04	††Niagara Falls Gazette(E)	15,394	.055	.055
†Elmira Star-Gazette(E)	24,866	.11	.08	††Port Chester Item(E)	4,409	.03	.03
*Geneva Daily Times(E)	5,537	.04	.04	††Poughkeepsie Star and Enterprise....(E)	11,743	.05	.08
*Glens Falls Post-Star(M)	7,318	.03	.03	††Rochester Times-Union(E)	64,033	.30	.15
††Gloversville Leader Republican.....(E)	6,709	.03	.03	*Syracuse Journal(E)	41,335	.12	.12
†Gloversville Morning Herald.....(M)	5,605	.035	.033	**Troy Record(M&E)	33,427	.05	.08
*Ithaca Journal-News(E)	7,367	.04	.04				
**Jamestown Morning Post(M)	10,292	.05	.03				
**Middletown Times-Press(E)	6,000	.03	.03				
**Mount Vernon Daily Argus.....(E)	3,757	.04	.04				
††Newburgh Daily News(E)	11,108	.05	.05				

* A. B. C. Statement, April 1, 1923.
 † Government Statement, April 1, 1923.
 ** A. B. C. Statement, Sept. 30, 1923.
 †† Government Statement, Sept. 30, 1923.
 ††† The Sun and The Globe merged June 4, 1923. Figures are 2 months on The Sun and 4 months The Sun and The Globe.

Richest in Natural Resource

WEST VIRGINIA

West Virginia is a State of almost limitless resources in the infancy of their development and utilization.

While West Virginia is exceeded by one State in annual production of minerals, there is none that equals her in the wealth of her natural resources, which have hardly been scratched.

Fifty of the fifty-five counties of West Virginia have workable mines and the coal area of the State is about one-thirteenth of the total coal area of the entire country.

In production of natural gas, the State stands first in the Union.

There is more potential value power in West Virginia in proportion to the area than in any State in the Union.

The dailies are the messengers which reach the people every day. Give these papers your message.

		Rate for 5,000 Circulation lines			Rate for 5,000 Circulation lines
Bluefield			Parkersburg		
**Telegraph (M)	10,495	.04	††News (M)	7,327	.025
Charleston			††News (S)	8,919	.025
**Gazette (M)	19,997	.06	**Sentinel (E)	7,486	.03
**Gazette (S)	24,135	.07	Wheeling		
Clarksburg			†Intelligencer (M)	12,797	.0325
*Exponent (M&S)	8,991	.03	†News (E)	15,261	.05
**Telegram (E)	10,410	.04	†News (S)	18,719	.07
**Telegram (S)	13,192	.045			
†Fairmont Times (M)	7,675	.03			
Huntington					
††Advertiser (E)	10,598	.035			
**Herald-Dispatch. (M)	13,506	.035			
**Herald-Dispatch. (S)	13,458	.04			
Martinsburg					
*Journal (E)	4,037	.03			

TIPS FOR AD MANAGERS

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa. Placing 15 inches, 25 times with newspapers in various sections for the National Carbon Company, "Ever Ready Radio Batteries," Long Island City, N. Y.; making contracts with some California newspapers and later will take up Eastern territory for Wahl Company, "Eversharp" pencils and fountain pens, 1800 Roscoe street, Chicago. Sending out orders for E. R. Squibb & Sons.

J. W. Barber Advertising Agency, 80 Boylston street, Boston, Mass. Will make up lists in January for A. J. Tower Company, 18 Simmons street, Boston, Mass.

George Batten Company, 383 Madison avenue, New York. Placing account for the Brown Company, Portland, Me., manufacturers of "Bibro" paper towels.

Brotherton Company, 417 Cass avenue, Detroit, Mich. Reported to have account of Firestone Tire & Rubber Company, Akron, Ohio.

Campbell-Ewald Company, General Motors Bldg., Detroit, Mich. Making 5,000-line contracts for Burroughs Adding Machine Company. Making 25,000-line contracts for General Motors Company, Detroit, Mich.

Chambers Agency, 130 West 42nd street, New York. Placing account for Frank A. Hoppe, Inc., Philadelphia manufacturers of gun oil.

Chappelow Advertising Agency, 1909 Washington avenue, St. Louis, Mo. Will make up lists in January for Broderick & Bascom Rope Company, St. Louis, Mo.

Corman Company, 49 West 45th street, New York. Reported to be placing account for M. A. Packard Company, shoes, Brockton, Mass.

Conover-Mooney Company, Harris Trust Bldg., Chicago, Ill. Reported to be placing account for Boncilla Laboratories, Crown Chemical Company, Indianapolis, Ind.

J. H. Cross Company, 1500 Locust street, Philadelphia, Pa. Making 1,000-line contracts for P. C. Tomson & Co.

George S. De Rouville, Albany Co. Savings Bank Bldg., Albany, N. Y. Making 3,000-line contracts for Jaques Capsule Company, Plattsburgh, N. Y.

Doremus & Company, 44 Broad street, New York. Placing account for Lee Tire & Rubber Company. Reported to be placing account for Lehigh Valley Railroad Company, New York.

Dorrance, Sullivan & Co., 130 West 42nd street, New York. Placing contracts and orders with metropolitan newspapers from coast to coast for the Dover Manufacturing Company, "Dover Domanaco Electric Irons," Dover, O.

Erickson Company, 381 4th avenue, New York. Reported to be placing advertising for Liggett & Myers Tobacco Company, "Velvet" tobacco, New York.

Erwin, Wasey & Co., 844 Rush street, Chicago, Ill. Will make up lists in January for Rat Bis Kit Company, Springfield, O.

William H. Rankin Agency, 1 West 37th street, New York. Sending out 17 time orders for the General Cigar Company.

Greenleaf Company, 41 Mt. Vernon street, Boston, Mass. Reported to be placing account for North & Judd Mfg. Co., "Anchor Brand" hardware, New Britain, Conn.

Hicks Advertising Agency, 52 Vanderbilt avenue, New York. Placing account for H. Berger & Co., manufacturers of furs and manteaux.

Charles W. Hoyt, 116 West 32nd street, New York. Making 1,000-line contracts for E. L. Patch. Placing orders with newspapers in various sections for Penn Tobacco Company, "O. K." cigarettes and "Long Cut" Tobacco, Wilkesbarre, Pa.

Wylie B. Jones Agency, 107 Chenango street, Binghamton, N. Y. Will make up lists in the next 30 days for the Othine Laboratories. Making 2,800-line contracts for McCoy Laboratories.

H. W. Kastor & Sons Company, Lytton Bldg., Chicago. Making 10,000-line contracts for Williamson Candy Company.

Lampert-McDonald Company, J. M. S. Bldg., South Bend, Ind. Will make up lists in January for Rees Manufacturing Company, Pittsburgh, Pa.

Larchar-Horton Company, 44 Franklin street, Providence, R. I. Making 5,000-line contracts for Nicholson File Company, Providence, R. I.

Lord & Thomas, Wrigley Bldg., 400 North Michigan avenue, Chicago. Will place the account of Kotex, Cellucotton Products Company of Chicago. The campaign will start early in the New Year and space will be carried in the roto sections.

H. K. McCann Company, 61 Broadway, New York. Making yearly contracts for the Pacific Coast Shredded Wheat Company.

Eugene McGuekin Company, 1211 Chestnut street, Philadelphia, Pa. Placing account for Congress Cigar Company, "La Palma Cigars," Philadelphia, Pa.

McJunkin Advertising Company, 5 South Wabash avenue, Chicago. Making 5,000-line contracts for A. Stein & Co.

Morse International Agency, 449 4th avenue, New York. Making contracts with newspapers for B. F. Allen Company, "Beecham's Pills," 417 Canal street, New York.

National Advertiser Advertising Agency, 245 West 47th street, New York. Making contracts and placing copy with newspapers generally for Emergency Laboratories, "Poslam," 245 West 47th street, New York.

P. F. O'Keefe Advertising Agency, 45 Bromfield street, Boston, Mass. Making contracts with some Ohio and Pennsylvania newspapers for Heywood Wakefield Company, baby carriages, 209 Washington street, Boston, Mass.

Olson & Enzinger, Inc., 228 Third street, Milwaukee, Wis. Planning 1924 campaign for Flaxlinum Insulating Company, Minneapolis, Minn.

Porter-Eastman-Byrne Company, 22 West Monroe street, Chicago. Sending out orders for Metalgas Manufacturing Company.

Wm. H. Rankin Company, 1 West 37th street, New York. Placing orders with newspapers generally, copy to start Jan. 9, for General Cigar Co., "William Penn," 119 West 40th street, New York.

Roberts & MacAvineche, 30 North Dearborn street, Chicago, Ill. Making contracts with newspapers in various sections for Cluett, Peabody & Co., collars and shirts, 433 River street, Troy, N. Y.

Ruthrauff & Ryan, 404 4th avenue, New York. Making 1,000-line contracts for the Clinical Laboratories.

L. A. Sandliss, 217 West Saratoga street, Baltimore, Md. Placing orders with newspapers in cities with population of 100,000 and over, for Resinol Chemical Company.

Frank Seaman, Inc., 470 4th avenue, New York. Renewing contracts with newspapers generally for General Cigar Company, 119 West 40th street, New York.

Russel M. Seeds Company, Consolidated Bldg., Indianapolis, Ind. Making 1,000-line yearly contracts for Milks Emulsion Company.

Schl Advertising Agency, City Hall Sq. Bldg., Chicago, Ill. Placing account for One Minute Manufacturing Company, electric washing machine, Newton, O.

Sherman & Lebar, 120 West 32nd street, New York. Placing account for Electrad Corp. of Am. Radio, 428 Broadway, New York.

Trades Advertising Agency, 665 5th avenue, New York. Placing account for the Mallory Hat Company.

Joseph Weil Company, Jenkins Arcade Bldg., Pittsburgh, Pa. Using one inch 20 times for Keeley Institute.

Western Advertising Agency, 523 Main street, Racine, Wis. Making 3360-line contracts for Dr. Shoop's Laboratories.

Business Bureau Lauds Dailies

Better Business Bureau of St. Louis has issued a bulletin commending the four daily newspapers of St. Louis for their stand in refusing to accept advertising exploiting dollar box sales because of the detrimental character of this kind of advertising. The action of the newspapers "is a forward step in a direction of progress," said the bulletin. It explains that some jewelers, realizing the gambling instinct in the average person, have held sales which appealed directly to this trait. These sales were in the nature of offering boxes which were represented to contain jewelry worth from \$1 to \$25 for \$1. The buyer did not see what the box contained, but picked a box at random.

Portland to Spend \$85,000

Portland (Ore.) Chamber of Commerce expects to spend \$85,000 the coming year for paid advertising in newspapers and magazines. The money is part of a \$300,000 development fund that has been raised by the organization. The announcement of the advertising appropriation was made by Herbert Cuthbert, publicity manager of the chamber, at a meeting of the Portland Advertising Men's association.

Hutchinson Heads A. A. C. W. Service

Robert E. Hutchinson has been put in charge of the Washington service of the Associated Advertising Clubs of the World, which was established Jan. 1. The appointment was made by Lou Holland, president of the clubs. Hutchinson has for several years been connected with the Bureau of Foreign and Domestic Commerce. Headquarters of the Washington Service of the A. A. C. W. is in the Commerce Building.

A. P. Increases Insurance Policies

Executive Committee of the Associated Press, in appreciation of faithful cooperation on the part of employees, increased the insurance policies on Jan. 1 of all those who are eligible under the present insurance plan. The present minimum of \$500 insurance effective after six months service, will be increased to \$1,000 and the present maximum of \$3,000 will be increased to \$5,000, this to become effective after 20 years service.

WHAT THE SOUTH IS NOW DOING

THE SOUTH is producing nearly all the country's cotton, sugar cane, bauxite, barytes, turpentine, rosin and fuller's earth.

—over half of the country's petroleum, lumber, natural gas, graphite, lead and zinc.

—over one-third of the country's asbestos, asphalt, feldspar, pyrites, talc and soapstone and lime.

—over one quarter of the country's coal, sugar, sand and gravel and clay products.

The South also has 32.9 per cent of all the rural roads and 34.2 per cent of all the surfaced roads; it is better developed than the rest of the country in this respect.

The total railroad mileage in the South is 32.9 per cent of that of the entire country.

The South, on about 36 per cent of the total farm acreage of the country, produces about 40 per cent of the country's crop values.

The South today offers more to the National Advertisers than any other part of our land—because it is developing faster, is richer in natural resources and has greater merchandising possibilities.

These Newspapers Influence the "Southern Market"

	Circulation	2,500 lines	10,000 lines		Circulation	2,500 lines	10,000 lines
ALABAMA				NORTH CAROLINA			
*Birmingham Age-Herald (M)	29,113	.06	.06	††Asheville Times (E)	3,969	.04	.04
*Birmingham Age-Herald (S)	32,721	.10	.10	†Asheville Citizen (M)	12,972	.045	.045
**Birmingham News (E)	72,347	.15	.15	†Asheville Citizen (S)	11,720	.045	.045
**Birmingham News (S)	30,451	.15	.15	**Greensboro Daily News (M)	21,530	.07	.06
Mobile News-Item (E)	10,392	.05	.05	**Greensboro Daily News (S)	22,203	.07	.07
Mobile Register (M)	21,264	.07	.07	**Raleigh News and Observer (M)	26,423	.06	.06
Mobile Register (S)	32,715	.085	.085	**Raleigh News and Observer (S)	30,242	.06	.06
*Montgomery Journal (E)	17,446	.06	.06	*Winston-Salem Sentinel (E)	13,652	.05	.05
FLORIDA				SOUTH CAROLINA			
**Florida Times-Union, Jacksonville (M&S)	36,159	.09(.10S)	.09(.10S)	**Columbia State (M)	22,236	.06	.06
Pensacola News (E)	4,750	.03	.03	**Columbia State (S)	24,236	.06	.06
Pensacola News (S)	6,100	.03	.03	Greenwood Index Journal (E&S)	4,155	.025	.025
†St. Petersburg Independent (E)	5,420	.03	.03	Spartanburg Journal (E)	4,155	.04	.04
*Tampa Times (E)	14,009	.03	.03	Spartanburg Herald (M)	5,536	.04	.04
*Tampa Tribune (M&S)	22,411	.07(.08S)	.06(.07S)	TENNESSEE			
GEORGIA				VIRGINIA			
††Augusta Herald (E)	13,433	.05	.05	*Alexandria Gazette (E)	2,900	.025	.025
††Augusta Herald (S)	13,433	.05	.05	**Bristol Herald Courier (M&S)	2,714	.04	.04
**Macon Telegraph (M)	25,422	.07	.07	**Danville Register and Bee (M&E)	12,252	.05	.05
**Macon Telegraph (S)	26,350	.07	.07	Newport News Times-Herald (E)	2,041	.03	.03
**Savannah Morning News (M)	20,552	.06(.07S)	.06(.07S)	Newport News Daily Press (S&M)	6,451	.03	.03
KENTUCKY				**Roanoke Times & World-News (M&E)	22,294	.07	.06
**Lexington Leader (E)	17,761	.05	.05	**Roanoke Times (S)	16,276	.07	.06
**Lexington Leader (S)	17,227	.05	.05	††Staunton News-Leader (M), Leader (E)	6,292	.03	.03
††Paducah Sun (E)	7,920	.03	.03	* A. E. C. Statement, April 1, 1923. † Government Statement, April 1, 1923. ** A. E. C. Statement, Sept. 30, 1923. †† Government, Sept. 20, 1923.			

Every Executive

in the Publishing and
Advertising fields finds
Daily Use for the—

**EDITOR & PUBLISHER
INTERNATIONAL YEAR
BOOK NUMBER**

1924 Edition

to be published
January 26th

Advertising Forms close
Jan. 16th

SAMUEL J. LEWIS

Colorado's State Printing Commissioner, Former Denver "M.E." Dies

(By Telegraph to EDITOR & PUBLISHER)

DENVER, Col., Jan. 3.—Samuel J. Lewis, State Printing Commissioner for Colorado, and former newspaperman, died recently after an illness of little more than a week. His death was hastened by injuries received while serving as a war correspondent at Juarez during the Mexican revolution of several years ago.

Mr. Lewis first entered the employ of Denver papers in 1908, when he became a reporter on the old Denver Times under the late Senator Thomas M. Patterson. He became known as a versatile writer and rose to the managing editorship, becoming also a regular contributor to national magazines.

In 1917 he was appointed State Printing Commissioner, which office he held during the terms of three governors. He is survived by his widow, his mother, Mrs. Elizabeth Lewis of Kansas City; a brother, William, of that city, and a sister, Mrs. Sarah Moore of Honolulu.

WAR WRITER DIES

Gleason, Formerly of N. Y. Tribune, Described German Atrocities

Arthur Huntington Gleason, 45 newspaperman and author, died in Washington, Dec. 30. He had gone to the capital from his home in San Diego, Cal., to obtain material for an article on the coal and child labor situations. Through the New York Tribune, Gleason gave the United States its first picture of German atrocities in Belgium.

Graduating from Yale in 1901, he immediately joined the staff of the New York Tribune as reporter, later holding various positions on the Cosmopolitan, Country Life in America and the Survey. From 1908 to 1913 he was associate editor of Colliers Magazine.

At the outbreak of the World War, Gleason was in France and enlisted in the Hector-Munro Ambulance corps.

COL. CHARLES B. EDGAR

Former Publisher of St. Joseph (Mo.) News Is Dead

Col. Charles Bloomfield Edgar, 73, publisher and editor, died Dec. 31, at his home in St. Joseph, Mo. Mr. Edgar had been failing for some time.

Raised in the ministry, Col. Edgar entered journalism in 1892, when he became publisher and part owner of the St. Joseph (Mo.) News, selling his interest in the News in 1904 to C. M. Palmer. Col. Edgar purchased the Lincoln (Neb.) Star, later selling the Star and purchasing the Oklahoma City (Okla.) Times, which he controlled until his retirement, caused by ill health.

Eugene Batten Dies in New York

Eugene Cooper Batten, 54, New York manager, Christian Science Monitor, died Dec. 27, in New York. He was a graduate from the University of Pennsylvania. For several years he was advertising manager of a New York department store and at one time was associated with his brother in the advertising firm of George Batten. His widow, three sons, three daughters and two brothers survive him.

Pioneer Chicago Ad Man Dies

James F. Ryan, 65 pioneer advertising man in the Chicago field, died last week in Chicago. Early in his career he was associated with the Omaha World-Herald and Omaha Bee. He came to Chicago with the Lord & Thomas agency. Following 15 years service with that firm, he bought the Johnson Advertising Corporation. Selling it two years ago he joined the E. H. Clarke Advertising Agency.

Obituary

TARKINGTON BAKER, 45, journalist, died in New York, Jan. 1. His death he was president of the Graphic Picture Corporation, New York. From 1900 to 1906 he was managing editor, Indianapolis Sentinel, then for years dramatic and literary editor of Indianapolis News.

EDGAR N. BAILEY, for more than 20 years editor of the Britt (Ia.) Tribune, died Dec. 21, at his home after a lingering illness. He was known throughout Iowa as "Bailey of Britt" and was one of the widely quoted country editors of the United States for two decades.

FRANK KEYES GILLESPIE, 65, died at the home of his sister, Mrs. William Prickett, in Edwardsville, Ill., Dec. 28. He was a correspondent for the St. Louis Globe Democrat for several years prior to 1888, when he went to the Wichita (Kan.) Eagle as city editor.

LOUIS F. RICH, 61, for many years news editor on the Brockton (Mass.) Enterprise died at Brockton Dec. 28. He was a brother of S. T. Rich, managing editor Brockton Enterprise.

JAMES W. MADISON, 28, advertising manager, Parsons (Kan.) Sun, died recently, following a short illness.

MRS. HATTIE HOOD MORTLAND, of John K. Mortland, advertising manager of Farm, Stock and Home, Mpls., died Dec. 26.

SAMUEL J. LEADS, state printing commissioner of Colorado, and former radio newspaperman, died Dec. 26.

WILLIAM H. BEEM, 74, for two decades personally interested in the management of the Shelbyville (Ill.) Union, died recently.

MRS. MARIE K. HOUSTON, wife of Edward D. Houston, formerly editor, writer and city editor Worcester (Mass.) Telegram, died Dec. 24 at her home, Worcester, Mass.

MICHAEL MILLER, 78, founder of the Carroll (Ia.) Sentinel, the Boone County (Ia.) Democrat and the Iola (Kan.) Allen County Journal, died at Iola. Funeral services were held in Dubuque, Ia.

W. T. MOORE, pioneer Oregon printer, died at Los Angeles recently.

D. KENNETH LAUB, JR., 3 year old son of D. Kenneth Laub of the editorial staff, Detroit News, died in Harper Hospital after an illness of only one day.

CLYDE H. OSBORN, advertising manager of the Mine & Smelter Supply Company, Denver, dropped dead of heart failure while walking along a crowded business street the day before Christmas. He is survived by his wife and two daughters.

MRS. DELIA B. DURKIN, wife of James A. Durkin, veteran member, Chicago Tribune staff, died Dec. 30 following a skull fracture received last week during a fainting spell.

JOHN ELIPHAZ CHAPMAN, 70, former editor on the Youth's Companion, Boston, died at Brunswick, Me., Dec. 25.

EDNA DEAN PROCTOR, 95, distinguished author and writer of a generation ago, died recently at Framingham, Mass. She was contemporary of Henry Ward Beecher and John Greenleaf Whittier and a close friend of both.

GEORGE FREDERICK MORSE, 66, for many years a Philadelphia newspaperman, died recently at Saranac Lake, N. Y. For the past 21 years he had served the town of Lancaster, Mass., as selectman.

MICHAEL SINGER, 65, editor "Die New Zeit," German newspaper published in Chicago, died Dec. 28, as a result of a fall down a flight of stairs.

MRS. ADDISON C. THOMAS, widow of former superintendent of the central division of the Associated Press, died recently in Chicago.

EDWARD F. MCARDLE, 43, foreman of the mail room, New York Times, which he had been connected for the past 5 years, died recently in Brooklyn.

THE Daily Mail

BRITAIN'S NATIONAL NEWSPAPER

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

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

DAILY MAIL

New York Office
280 Broadway
Telephone: Worth 7270

Few Papers—(if any)—surpass the **TRENTON NEW JERSEY TIMES**

A Food Medium

A recent reader survey indicates that among the housewives of the city our Thursday Food Feature Department—upward of four pages devoted to food recipes and news and food advertising—is the best feature carried by the Times

Circulation 39,237 Member A. B. C.

KELLY-SMITH CO.

Marlborough Bldg. Lytton Bldg.
New York Chicago

THE BOSTON AMERICAN

has the largest evening sale in New England.

It sells for 3c per copy—its competitors sell at 2c per copy.

BOSTON AMERICAN

Ahead on its Merits

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

The Mt. Vernon, N. Y. Daily Argus

The New Rochelle, N. Y. Standard Star

Write for information, how to cover this rich field.
WESTCHESTER NEWSPAPERS, Inc.
T. Harold Forbes New Rochelle



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

By **HERBERT C. RIDOUT**

(London Editor, Editor & Publisher)

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

This Year's Program:—I understand that the program submitted by W. S. Crawford to the American Program Committee for this year's advertising convention contains some surprises in the way of suggested features. Mr. Crawford, as chairman of the British Program Committee, had in mind the fact that it was desired to make the convention an affair that would be as memorable in the minds of the American delegates as for the British participants. To that end he departed from all precedent and I learn that a first report from Harry Tipper, chairman of the American Committee suggests that the program is quite to the liking of those who have been privileged to see it before its official presentation to the Committee.

The Presidential Banquet:—The announcement is now officially made that the inaugural banquet of the International Advertising Convention is to be held at the Savoy Hotel, Wednesday, Jan. 9, 1924, under the chairmanship of the Rt. Hon. the Viscount Burnham. This function will be the first opportunity for the advertising and newspaper organizations and those interested in the movement formally to meet the presidents and vice-presidents of the convention. The leading business men from nearly all the provincial towns in Great Britain and Ireland will be present. Ladies are specially invited and some 600 are expected.

Cunard Line Paris Offices:—Frank A. Derry, publicity manager of the Cunard Line, has been in Paris, in connection with the opening of the new Cunard offices in the Rue Scribe. The building is one of the most sumptuous in the French capital.

Brighton Wants London Visitors:—Brighton, Sussex, is the Londoner's favorite resort on the south coast. Having

given considerable attention to the question of advertising in connection with the British Empire Exhibition this year, the publicity committee of the town has recommended an expenditure of approximately twenty thousand dollars to draw public attention to the facilities for reaching Brighton by rail and road, and the accommodation provided by the hotels. It is suggested that Brighton could take the overflow visitors to London.

Church Advertising Section:—An interesting list of names reaches me as representing the Church Advertising Department which will have charge of the inter-departmental sessions dealing with the subject of church advertising at the July convention. Among them are Arnold Rowntree, a member of the famous Quaker cocoa house, well known for his interest in sociological affairs, L. G. Sloan (of the Waterman Pen Company) and a great social welfare enthusiast, Sir Charles W. Starmer, M. P., a popular advocate of the church movement, Philip Smith (of Smith's Advertising Agency) a quiet but efficient worker in social reform, and Sir Arthur K. Yapp, head of the Young Men's Christian Association in Great Britain. The complete list of names constituting the Church Advertising Department is as follows: F. E. Potter (chairman); W. J. Berrill, E. W. Carterm Herbert Clarke, J. P.; J. Crowle-Smith, Frank Derry, W. T. Moss, J. D. Mugford, Sydney W. Pascall, J. P.; T. J. Pringle, Arnold Rowntree, L. G. Sloan, J. P.; Sir Charles W. Starmer, M. P.; Philip Smith, Rev. Tom Sykes, A. E. Wiseman and Sir Arthur K. Yapp, K.B.E.

Harry Field Returns:—Harry Hubert Field, New York representative of the London Daily Mail and Associated Newspapers, sailed for New York on the Laconia on Dec. 29.

BRITAIN SEEKS SCIENCE OF BUSINESS FROM U. S.

Looks to American A. A. C. W. Convention Delegates for Improved Ad Methods, English Agency Man Declares

American advertising men will be in a position to render a great service to England when they attend the convention of the Associated Advertising Clubs of the World in London next July, according to John Hart, senior member of the advertising agency of Hart & Harford, of London, England, who returned to England, Jan. 5, from a business trip to this country.

"The greatest idealist in the world today is the American," said Mr. Hart, "and America is the most wonderful business nation; it has reduced business to a science.

"Truth in advertising is an ideal hard to live up to, but it is making more and more of an impression all the time. There is a great deal of fake advertising in London, and when you come to us next summer, we want you to wave the flag of truth in advertising. England wants to be educated by the American advertising man.

"What we want the convention to do, is to put forth an educational policy showing what has been done in the United States by the power of 'truth in advertising.' This, to my way of think-

ing, is the most important single point to be considered in connection with the convention.

"The world is suffering from two complaints, lack of vision, and the refusal of people to accept responsibilities, particularly on the part of salesmen. We are making great plans for the convention, and deem it a privilege to welcome the American delegates. For my part, it will give me a long sought opportunity to return in small part the boundless hospitality I have received in your wonderful country. We will hold an inaugural banquet, Jan. 9, in London, at the Hotel Cecil, when representatives of all the towns in England and Scotland will be present and the plan of the convention will be explained to them. Lord Burnham will preside. To entertain the convention we have already nearly completed the raising of \$300,000."

The English agency head was for a number of years business manager of Public Opinion. He left the publication in 1919 because he insisted upon publishing the net sales figures and guaranteeing the advertising. Mr. Hart then established the Hart & Harford Agency. Among the American accounts he handles are McKesson & Robbins and the Alexander Hamilton Institute.

In addition to his agency business, Mr. Hart has a 200-acre farm, 51 miles from London, to which he gives much of his time. He has 4,500 chickens, and supplies to the hotels of London more than 2,000 eggs a day. He also raises from four to six hundred pigs.

When you come to London—

You will realise the far-reaching influence of **JOHN BULL**. In whatever town, village or hamlet you may happen to be, you will encounter the familiar buff cover of Britain's dominant weekly.

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

For Advertising Rates and Particulars write:
Philip Emanuel, Advertisement Manager
ODHAMS PRESS, LTD.
57-59, Long Acre, London, W.C.2. Eng.

JOHN BULL

The Indianapolis News is different

The home delivered circulation of the News in Indianapolis exceeds that of the morning daily and the other evening paper combined.

The Indianapolis NEWS

FIRST IN PUBLIC SERVICE

The Evening World.

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

Advertise in Newspapers by the Year

The Evening World

Pulitzer Building, New York
Muller's Building, Chicago
Ford Building, Detroit

in WISCONSIN

The Sunday Telegram has BY FAR the largest circulation of ANY Wisconsin newspaper. It is fast gaining the recognition of national advertisers who seek to capture this rich market.

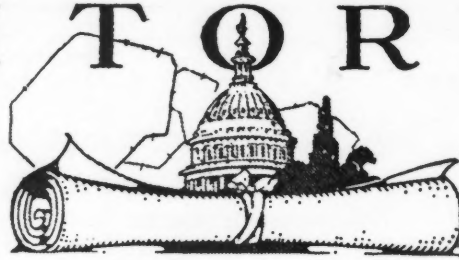
INVESTIGATE!

Learn the truth of the latest audits, and you'll use the

Milwaukee Telegram

REPRESENTATIVE
G. LOGAN PAYNE CO., Chicago, Detroit, St. Louis, Los Angeles.
PAYNE, BURNS & SMITH, New York, Boston.

EDITORIAL



BIG NAMES AND LITTLE STUFF

EVERY newspaper man will heartily commend the amateur rule committee of the United States Lawn Tennis Association for the report just completed, in which it lays the ground work for breaking up what has grown to be the great fake of modern journalism. Buying "big names" has long been abused, but in no other part of the paper has it reached the depth of journalistic dishonesty than on the sport pages.

Making tennis players ineligible for amateur competition when they write for substantial compensation may not entirely stop the selling of tennis "big names" in the future, but it is a step in the right direction and certainly will help.

Since the United States Lawn Tennis Association has opened the way for checking the abuse, newspaper owners and workers alike should join in extending the movement to every branch of sport, not only amateur, but professional as well. In some branches this would no doubt be difficult, if not impossible, at the present time, but in certain fields it should be comparatively easy if the newspapers were to cooperate in making an issue of the matter.

Professional baseball, which, being our major sport, is the major offender in the "big name" abuse, is under the control of a National Advisory Council that dictates the conduct of all players under contract.

Boxing is under the control of State Commissions that are supposed at all times to act in the public's interest and secure protection from every form of dishonesty.

Both of these sports are dependent upon continuous newspaper goodwill for popular support. Then, why should not the newspapers petition the National Advisory Council and the various State boxing commissions to stop the practice of participants in those sports from selling anything that they may write, or the use of their name as a signature, during the period of contests in which they take part?

If a man is good enough to make his name big enough to buy, then he is a public character and what he says and does is news that belongs not to a restricted group, but to the entire press, which is responsible for the goodwill that makes his livelihood possible. On this belief both the National Advisory Council and various Boxing Commissions should be appealed to to stop the present practice.

The public, too, is entitled to some consideration in this matter. It deserves protection from faking, which is common in the use of "big name by-lines."

There is no practice that is more unfair to the honest newspaper writer than the present one of buying a "big name" for a world series or after a fight at a price greater than the writer's salary for the year.

This entire system can be broken up, if newspaper publishers and newspaper workers will carry their case to the men who control sports and those who take part in it.

A CASE FOR ACTION

MERELY printing the fact this week that they were duped several months ago by a press agent into publishing fake stories put out by a paid publicity agent in an effort to save a firm of investment bankers rumored to have been in a bad financial condition is not sufficient on the part of the cheated editors of New York if their desire is to protect the reading public.

The present financial affairs of Harvey Fisk & Sons, Inc., are of no more importance than the present relationship of Schuyler B. Patterson, press agent to that organization or any of its alleged heirs in dissolution as set forth in suits now pending.

It is, however, highly important that the duped newspapers take some concerted action to sift the charges filed that they were used to spread false information in one instance and that their reporters were deceived into suppressing real news in another instance in an effort to bolster public confidence in a firm in receivership and passing through financial difficulties.

Confession on the part of Schuyler B. Patterson

THE LORD'S PRAYER

St. Matthew
Chapter 6: 9-13

OUR Father Which art in heaven, hallowed be Thy name.

Thy kingdom come. Thy will be done in earth, as it is in heaven.

Give us this day our daily bread.

And forgive us our debts, as we forgive our debtors.

And lead us not into temptation, but deliver us from evil; for Thine is the kingdom, and the power, and the glory, forever. Amen.

that the story that Pliny Fisk, well-known financier, who retired in 1919, was going back to his desk in the offices of Harvey Fisk & Sons, Inc., was a fake put out for the purpose of re-establishing public confidence in that firm is sufficient cause for demanding an investigation by the District Attorney.

Section 1353 of the New York Penal Law, referring to libel states:

"Furnishing false information: Any person who knowingly and wilfully states, delivers or transmits by any means whatever to any manager, editor, publisher, reporter or other employee of a publisher of any newspaper, magazine, publication, periodical, or serial, any false and untrue statement of fact concerning any person or corporation, with intent that the same shall be published, is guilty of a misdemeanor."

This case demands action in keeping with the criminal code of New York State and the acknowledged responsibility of the press to its readers.

PIONEERING

CYRUS H. K. CURTIS, whose fame is built upon pioneering in the publishing field, personally came to New York January 2 to supervise his conception of a different kind of evening newspaper for the national metropolis. No venture in years will be watched with closer interest than the fate of the Evening Post under his ownership.

Mr. Curtis' reputation as a successful publisher is secure, but never before have such radical things been done with an old established American daily. In the change many of the accepted newspaper standards of

practice of recent years have been cast aside overnight. Most notable of these was the narrow column, eight to the page, which has given way to the 15-column from rule to rule with only seven columns to the page. There has also been much talk among publishers about going back to the old one-cent subscription price, but in the face of this Mr. Curtis has dared to enter the most highly competitive field in the world by jumping the price of his new purchase from three cents to five cents a copy.

Success in the venture will have a far-reaching effect on the newspaper business of America. How much a newspaper can be made worth—in dollars and cents—to its readers has a direct bearing on advertising returns and the value of a newspaper to the community it serves.

Mr. Curtis has dared to make the experiment and the entire publishing world will watch its progress.

THE YEAR AHEAD

WHILE this is a Presidential campaign year, there are no dark clouds on the horizon of American business, according to advertising managers, advertising agents, and special representatives—commanding leaders on the firing-line in the battle for prosperity—plainly shown in the national survey published in this issue of EDITOR & PUBLISHER. Hammond Edward Franklin sounds a single warning. Newspapers must give aid in killing for all time the theoretical fallacy that an election year is of necessity a bad year for business. That is largely a state of mind and American business is now thinking largely otherwise.

For the last five years the automotive industry has been the best barometer of newspaper advertising prospects. In 1920, newspaper advertising and automobile production broke all records. Two years later those same records were beaten.

In 1923 newspaper advertising lineage volume and automobile production reached new high levels and the latter is estimated to have exceeded previous record years by not less than a 40 per cent margin.

A production of 5,000,000 automobiles in 1924 is the goal that leaders in the automotive industry have set for themselves. This is twice as many cars as were produced in the record year of 1920 and nearly 25 per cent more than in the year just closed.

One car for each of the 20,000,000 native born families has been selected as the new saturation point in the great industry. To reach it, advertising will be depended upon to carry on national salesmanship.

Viewed from every angle, the continued prosperity of American newspapers is assured through 1924.

ROUTINE BUT ENTERPRISE

NEWSPAPER enterprise and desire to render service to the reader was never better exemplified than on December 29 when the New York Herald presented to its readers the full text of the new tax bill recommended to Congress by Secretary Mellon in a special tabloid section.

No subject is of greater public interest at this time and the Herald scored a modern beat by presenting this proposed and much discussed measure in a way that made it of the greatest possible value for study and reference.

Even the value of routine news—the principal commodity of the daily newspaper—can be greatly increased in winning public interest. This was an outstanding example.

"FINE! Now what will you do tomorrow?" To this effect did a famous general reply to a report of victory by a subordinate. The philosophy fits the present situation of daily newspaper advertising. Need no longer exists of convincing business people that it will do all it is permitted to do. That victory is won. Now the job of space sellers, especially, is to make easier the task of the advertiser in their media. Sellers of space can convince themselves anew of the power in their hands by reading and considering carefully the ideas advanced on pages 3 to 6 of this issue. Some of the suggestions, of course, would lead backward rather than ahead, but all are worth careful thought in the effort to make newspaper advertising the kind that knows no failure.

January 5, 1924 Volume 56, No. 32

EDITOR & PUBLISHER
Published Weekly by

THE EDITOR & PUBLISHER CO.,
1115 World Building, 63 Park Row, New York

James Wright Brown, Editor.
Ben Mellon, Associate Editor.
Arthur T. Robb, Jr., Managing Editor.
Fenton Dowling, Business Manager.
J. B. Keeney, Advertising Manager.
George Strate, Circulation Manager.

Washington: Sam Bell, 26 Jackson Place.
St. Louis: Roy M. Edmonds, 1638 Arcade Building.
Chicago: L. B. Gilmore, 30 North Dearborn Street.
London Editor: Herbert C. Ridout; Special Commissioner, H. Rea Fitch, Hastings House, 10, Norfolk Street, Strand, W. C. 2.

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

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

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

PERSONAL

EDWARD H. BUTLER, publisher, Buffalo (N. Y.) News, and Mrs. Butler, provided a Christmas dinner, toys and entertainment for the 32 children who reside at the Crippled Children's Guild home, Buffalo.

Henry A. Wise Wood, president Wood Newspaper Machinery Corporation, sails today for Europe.

Senator John W. Haigis, publisher, Greenfield (Mass.) Recorder, is chairman of the special commission on coal investigations, which has just filed its report with the Massachusetts legislature.

Harry Rasmusson, editor Austin (Minn.) Herald, is in a hospital at Rochester recovering from an operation.

Buell W. Hudson, son of S. F. Hudson, business manager and editor, Woonsocket (R. I.) Call, was a member of the Yale delegation to the Student Volunteer Convention at Indianapolis, Ind., attended by students from colleges for men and women in every state of the union.

Mrs. Freeman Conaway, widow of Freeman Conaway, Iowa editor and journalist, underwent an operation for appendicitis last week at the Methodist hospital, Des Moines.

Claude E. Ingalls, editor, Corvallis (Ore.) Gazette-Times and ex-president of the Oregon State Editorial association, has been ill with diphtheria.

THE BUSINESS OFFICE

WILLIAM DEMPSEY has joined the display advertising force of the St. Paul Dispatch-Pioneer Press.

M. C. Athey has resigned as manager of the Portland (Ore.) Peninsula Herald, and has been succeeded by E. L. Merritt.

Harry M. Dill, who wrote the "Romance of Glass" for the Pittsburgh Plate Glass Company, and who has had 15 years of advertising and sales experience has become manager of the sales and creative advertising department of the Evanston (Ill.) News-Index.

F. A. Potter, from merchandising service department Boston American, to solicitor, radio department of the American.

Bertram W. Keightley, advertising manager, Quebec Telegraph, left that paper on Jan. 1, to join the sales staff of the Standard Advertising Corporation, Chicago office.

Harold Harlow has joined the advertising staff of the Parsons (Kan.) Sun. William J. Rogers, assistant office manager Trenton (N. J.) Times, and Mrs. Rogers are parents of a baby boy, William J. Rogers, Jr.

Miss Bertha McCarty has resigned from the advertising staff Lynn (Mass.) Telegram-News. She conducted a weekly feature, the "Betty" page, consisting of newsy write-ups of advertisers.

Hyman Klass has resigned from the circulation department, Lynn (Mass.) Telegram-News and has joined the office force of the A. E. Little Shoe Company, of that city.

IN THE EDITORIAL ROOMS

JOHN M. GLEISSNER, managing editor, Baltimore, Post, has been transferred to its sister tabloid, the Washington News, as acting editor; Louis F. Keenle has been promoted from news editor to managing editor of the Post. Both are Scripps-Howard newspapers. Before going to Baltimore, Gleissner was New York manager of the United News.

Earl R. Obern, financial editor, Los Angeles (Cal.) Herald, has resigned to become vice-president of the Jennings Corporation, investment bond institution of Los Angeles.

Calvin Randolph has joined the radio department of the Philadelphia Public Ledger as a technical writer.

Clifford McDonald and Thomas Smith, former New York newspapermen, now employed on St. Petersburg, Fla., dailies, have organized a company to publish a hotel guide during the winter.

James F. Carroll, editorial writer, Sioux City (Ia.) Tribune, has resigned.

Franklin Ellis, local staff, Philadelphia Public Ledger, has resigned to join the staff of a New England paper.

Arthur R. Todd, day city editor, Rockford (Ill.) Star, has been appointed chairman of the general Boy Scout committee of Walter R. Craig Post No. 60, American Legion, Allen Brophy, sporting editor, Rockford (Ill.) Register-Gazette, was appointed chairman of publicity for the same movement.

Bryan Wilson, former business reporter, Toledo (O.) News-Bee, has been appointed editor of "The Headlight," publication of the Toledo Automobile Club.

N. R. Bickford, poultry and dairy editor, Oswego (Kan.) Democrat, has been made secretary of the National Single Comb White Leghorn Club for Kansas.

Roy J. Dunlap, assistant managing editor St. Paul Dispatch-Pioneer Press, is on his vacation, leaving his desk in the hands of H. B. Crozier.

E. S. Reynolds, better known as "Tige," joined the staff of the Portland Oregonian, Jan. 1, after spending the past 5 years as cartoonist of the Tacoma Ledger. He succeeds Herbert H. Perry, who becomes cartoonist of the Portland (Ore.) Telegram.

R. P. McCullough, Kansas newspaperman and former publisher of the Anthony (Kan.) Bulletin, has been named clerk of the district court of Freiley county, Kan. He succeeds R. B. Spillman.

Howard Noble, Boston newspaperman, was the speaker at the luncheon of the Rotary Club, Marlboro, Mass., Dec. 27.

Floyd Hicks, make-up man on the Miami (Okla.) News, and Mrs. Hicks are the parents of a baby girl, Norma Jean.

Austin W. Webb, at one time real estate editor, St. Louis Star, and more recently with the Western Advertising Company, St. Louis, has entered the real estate business.

H. F. Seymour, night commercial reporter, Sioux City (Ia.) Tribune, has been transferred to the day side and will cover the courthouse run.

Jack Mac Elderry, formerly with the Sioux City (Ia.) Journal, has resigned and gone to Des Moines.

Miss Georgia M. Bowen, formerly assistant Sunday editor, Cleveland Plain Dealer, who has been director of publicity for the Cleveland Welfare Federation, on Jan. 1 took charge of a newly created department of alumni organization and fund management of the University School. Miss Brown has also been publicity director of the Cleveland Community Fund.

Russell Smith, reporter on the Trenton (N. J.) Times, spent his Christmas vacation at his home in Birmingham, Ala.

William Tugman, city hall man, Cleveland Plain Dealer, is now writing politics for his newspaper.

Miss Audrey Merrick, society editor, Coffeyville (Kan.) Journal, was injured recently when struck by a steel girder workmen were moving.

Sidney Smith, of the Chicago Tribune, with Mrs. Smith, recently spent 10 days at Atlantic City.

Mrs. Ruth Lewis is now associate society editor, Parsons (Kan.) Republican.

Ed Weigle, Chicago Tribune photographer, has left newspaper work to start a chicken farm near Deerfield. Weigle was under Mexican fire when the Marines captured Vera Cruz; he was under shell fire when the Germans captured Antwerp; took many war pictures while this country was in the fight, mostly from airplanes, and has had other neck-risking adventures during his career as a news photographer.

Leroy Overstreet, editor, Greensburg

FOLKS WORTH KNOWING

F. W. STARBUCK, president, Racine (Wis.) Journal Printing Company, which publishes the Racine (Wis.) Journal-News, celebrated the 50th anniversary of his connection with the firm Jan. 3.



F. W. STARBUCK

During the half century, he has been active in the management of the Journal-News, and has controlled its editorial policies.

Although he has resided in San Jose, Cal., for the past 11 years, and has unfortunately been deprived of his eyesight, he keeps well posted through having read to him the current events and writes editorials daily on the typewriter himself.

Mr. Starbuck is a native of Ohio, having been born at Cincinnati, Nov. 8, 1845. His father was Calvin W. Starbuck, who was the owner and editor of the Cincinnati Times before and during the Civil War.

It was on Jan. 3, 1874, that Mr. Starbuck, several months after coming to Racine began work on the Journal, purchasing a half interest, assuming editorial charge. Later he bought out the other half interest. In 1886 the Journal Printing Company was incorporated and he retained the presidency.

On Jan. 3, 1881, the Daily Journal was established and in 1912 the Racine News was taken over and the name became the Journal-News, under which title it has since operated.

(Kan.) Kiowa County Signal, and formerly with the Pratt (Kan.) Tribune, has been forced to resign on account of his health. He received injuries during the World War, and has never recovered fully.

Warner Olivier, reporter, Philadelphia Public Ledger, returned to Baltimore during the holidays to visit his parents.

Tom A. Lewis, formerly of Baltimore, has recently moved to Chicago, where he will represent the Baltimore American. His offices will be located in the Hearst Building.

Miss Gertrude I. Cohen, for several years connected with the Fourth Estate, and with the King Features Syndicate for about a year and a half, has resigned from the Fourth Estate.

David Davis is the newly appointed representative for the Boston Advertiser in Chicago. He was formerly with the Chicago Herald & Examiner. The new office is in the Hearst Building.

Miss Annie M. Story, editor, Manchester (N. H.) Sunday Union Leader until the suspension of the Sunday issue Nov. 25, has rejoined the staff of the daily Union and Leader and will write signed editorials on topics of local, state and national interest.

Walter E. Howey, managing editor, Boston American, is planning to take a trip to Europe within a few weeks. He will make a 3 months' stay in Italy.

George E. Sprague, rewrite man, Lynn (Mass.) Telegram-News and lieutenant in the 101st Observation Squadron, Aero Corps, Massachusetts National Guard, recently was elected commander of the Saugus Post, American Legion.

Paul Edward Barron, formerly assistant sport editor, Lynn (Mass.) Telegram-News, has resigned from the copy desk of that newspaper and returned to Haverhill.

Mrs. Marion McCarthy Dalton, under the name of "Marion Dale," has been appointed editor of the woman's page of the Lynn (Mass.) Telegram-News.

Jack Ferris, rewrite man and reporter, Philadelphia Public Ledger, and Mrs. Ferris are the parents of an 8-pound boy.

MARRIED

GEORGE SHICK, Trenton (N. J.) Times reporter, to Miss Euphemia D. Anderson.

Miss Alma E. Leer, secretary to George D. Lindsay, editor, Marion (Ind.) Chronicle, to Dr. Alger C. Solberg, of Mitchell (S. D.), in Marion Christmas morning.

William J. Mullen, newspaper reporter, Millbury, Mass., to Miss Catherine M. Dwyer of Webster, Mass.

Miss Irene Geer, of the advertising staff, Bloomington (Ill.) Bulletin to Gerald Koppang of Peoria, Ill., Dec. 21.

WITH THE SPECIALS

HOWLAND AND HOWLAND, publishers representatives, have been appointed to represent the Watertown (N. Y.) Standard.

C. L. Houser Company, New York and Chicago, has been appointed National advertising representative for the Lockport (N. Y.) Union-Sun & Journal effective Jan. 1.

New Jersey Newspapers, Inc., New York, Newark, and Chicago, has taken over the national advertising represen-

During the year 1923 the newspapers represented by Frederic J. Haskin distributed to their readers free educational literature that cost nearly \$250,000.

tation of the Passaic (N. J.) News, and Morristown (N. J.) Jerseyman.

Bradford (Pa.) Star & Record, and the Bradford Sunday Herald have appointed MacQuoid Special Agency their national representatives.

Williams, Lawrence & Cresmer, newspaper representatives, and formerly located at 111 West Monroe street, Chicago, moved recently to 360 North Michigan avenue, Chicago.

HOLDING NEW POSTS

MRS. MARY MAHONEY, from Boston Post, to staff, St. Peterburg (Fla.) Independent.

W. Keith Kerman, from reporter, Peoria (Ill.) Star, to copy desk, Baltimore Sun.

Elias McQuaid, from New York World, to night rewrite staff, Boston American.

George Hahn, from copy reader, Boston Telegram, to Lynn (Mass.) Telegram-News.

Charles E. Phelan, from financial editor, Lynn (Mass.) Telegram-News to advertising department, Boston Herald.

"Jake" Schwartz, from political and city hall reporter, Philadelphia Public Ledger, to Philadelphia Inquirer, in same capacity.

WITH THE ADVERTISERS

JOHN H. EARLE has been named eastern sales manager for Fuller & Sons Manufacturing company of Kalamazoo, Mich. He recently resigned as sales manager of the Huck Axle Corporation of Chicago.

J. G. Ham and Mrs. Ham are leaving this week for Florida where they expect to spend the winter. For more than 40 years Mr. Ham placed the advertising of Castoria.

Dudley Lytton Smith, advertising manager, Mandel Brothers, Chicago, has resigned to join the Bruce Morgan Advertising Agency.

IN THE AGENCY FIELD

BURROUGHS ADDING MACHINE Company has placed its advertising account with the Campbell-Ewald Company, Detroit. This is the first time that the advertising of this company has been centralized in their home city. Campbell-Ewald Company has recently taken over the advertising of the Barnes Scale Company, Detroit; the Bruce Products Company, Detroit, maker of the Bruko cleaner, and the Wales Stoker Company, Hillsdale, Mich., makers of a new type of smoke consumer.

H. M. Dodge, for the past 18 years in general advertising work, is now associated with the Greenleaf Agency, Boston. He recently has been in charge of the plan and copy department of the Wood, Putnam & Wood Agency, Boston.

Arthur W. Ramsdell, formerly of the Frank Seaman Company of New York, and H. Calvin Ryan, for 5 years a member of the art department of the Burroughs Adding Machine Company, have joined the Campbell-Ewald Company, Detroit.

Harry H. Harris has joined the S. A. Conover Company, Boston, as an account executive. Mr. Harris was formerly with the Frank Seaman Company, New York, and more recently vice-president of the Greenleaf Company, Boston, Mass.

NEW PLANTS AND EQUIPMENT

GREENVILLE (Pa.) Record, owned and edited by John L. Morrison, has moved into its new plant. The present building owned by that newspaper was rebuilt and enlarged.

Rockwood (Tenn.) Times has just installed the latest model Mergenthaler linotype, and in addition is spending about \$2,500 for other equipment.

St. Petersburg (Fla.) Independent has purchased a new Duplex tubular press. Mayor B. Brown is owner.

Jamaica (N. Y.) Queens County News has installed a Ludlow equipment.

CHANGE OF OWNERSHIP

HERMAN REENTS, editor Holyrood (Kan.) Gazette, has purchased the equipment of the Bushton (Kan.) News and will conduct both papers.

Palmer (Mass.) Register, owned by the late Frederick F. Cady, has been sold to Ralph M. Keller, business manager, Boston (Mass.) Telegram. Carl W. Hyland, for some time connected with the Palmer Journal, will manage the Register for the new owner.

Bird Watrus, for many years publisher of the Medicine Lodge (Kan.) Index, assisted by his sons is now publishing the Stratford (Okla.) Star.

Elliott Grayson of Washington, Ia., and Donald Ross of Cedar Falls, Ia., have purchased the Washington (Ia.) Democrat, a weekly, from Frank Appleby, who has been publisher the last 5 years. Ross was lately in the advertising field in Cedar Falls and Grayson for 15 years was printer on the Washington Journal.

Blue Springs (Mo.) Herald and the Sni-a-Bar Voice, both weekly papers, of Jackson county, Mo., will hereafter be published at Blue Springs from the Herald office, under that name. E. L. and R. W. Wickers are editors and publishers. W. L. Hall, owner of the Voice, sold out and will retire.

G. P. Garland, retired newspaperman, has sold the Otterville (Mo.) printing office to R. R. Russell, of Webster, S. D., who plans to resume the Otterville Weekly Mail, which suspended 3 years ago.

Milton Tiddy and Col. W. A. Fair have purchased the Shelby (N. C.) Highlander and News from B. H. De Priest, who plans to enter newspaper work on the Pacific Coast. Mr. Tiddy formerly published several papers in the Southeast. Col. Fair was in newspaper work prior to entering the army.

Ira B. Hyde, Jr., editor Trenton (Mo.) Times and a brother of Gov. Arthur M. Hyde, has sold his interests in the Times to his partner, H. S. Beardsley.

NEW PUBLICATIONS

CORVALLIS (Ore.) Gazette-Times has filled articles of incorporation. Capital stock is \$50,000; the incorporators are C. E. Ingalls, G. Lansing Hurd and Myron K. Myers.

Oakland (Kan.) News, a weekly paper for Oakland, a suburb of Topeka, is being published by L. G. Ballard, former publisher of the old Oakland Blade.

Rome (Ia.) News, a weekly, has been started by James O'Grady.

ON THE MECHANICAL SIDE

CHARLES E. BENNETT, composing room, Rockford (Ill.) Morning Star, has gone to Los Angeles, where he will reside. He once published a lumber journal and later conducted an advertising business in Minneapolis, Minn.

Russell Stirling, formerly of Norfolk (Va.) Virginian-Pilot, is now general foreman of the Trenton (N. J.) Times composing room.

Otto Krumbholtz, foreman, Cedar Rapids (Ia.) Republican composing room and Mrs. Krumbholtz, are parents of a daughter, born last week.

Verne J. Wilson, former pressman of the Casper (Wyo.) Herald is now foreman of the Iola (Kan.) Register pressroom.

NEWS SERVICES AND SYNDICATES

E. B. MACDONALD has joined the staff of the United News Washington bureau.

George Harris has been appointed manager of the United News bureau, Houston, Tex. He was formerly manager of the Kansas City bureau, United Press.

Ray E. Harrington, former Topeka correspondent for the Associated Press, is now director of publicity for the Kansas Wheat Growers Pool.

Arthur Constantine has been appointed manager Mexico City bureau, International News Service, succeeding Oscar

Goll, who is returning to the United States because of the serious illness of his wife.

Frank Mason, Paris correspondent, International News Service, has returned to France, following a short leave of absence spent in this country.

Board of Directors of the Associated Press will meet Jan. 23, at 10:30 o'clock at the headquarters, 51 Chambers street, New York.

Sulphur Springs (Tex.) News-Telegram has been elected to membership in the Associated Press.

SPECIAL EDITIONS

PASADENA (Cal.) Star-News, a 64-page New Year's edition, Jan. 2, magazine size, printed on book paper.

Chicago Journal of Commerce, a 60-page anniversary edition Jan. 3.

St. Paul Daily News, a 64-page annual review of 1923, Dec. 30.

St. Paul (Minn.) Minnesota Union Advocate, special magazine Christmas edition, Dec. 17.

Huntsville (Ala.) Times, a 60-page pre-Christmas edition, Dec. 23.

Knoxville (Tenn.) Sentinel, a 24-page New Year's edition, Jan. 1.

SCHOOLS OF JOURNALISM

PROF. GEORGE S. TURNBULL represented the school of journalism of the State University of Oregon at the conventions in Chicago, Dec. 27, 28, and 29, of the American Association of Schools and Departments of Journalism and the American Association of Teachers of Journalism. Following the con-

ventions, Prof. Turnbull journeyed to New York for observation of metropolitan newspaper methods.

Chris Sheerin, formerly reporter for the Tonapah (Nev.) Bonanza, has been elected president of the University of Nevada Press Club.

Nelson Antrim Crawford, head of the industrial department of journalism at the Kansas State Agricultural College has published a new book of poems entitled "Carrying the Ghost."

Journalism students at the University of Toledo recently heard addresses by Grove Patterson, executive editor Toledo Blade, Charles McAdam of the McNaught Syndicate, Inc., and John Dun of the Toledo Times.

Post-Dispatch Host to Children

Ten thousand children of St. Louis were made joyful at the 24th annual Christmas Festival of the Post-Dispatch, which was held in the Coliseum on Christmas day. The children received toys, dolls, books and candy. There was a giant Christmas tree, and entertainment was furnished by the children of the City's playgrounds. Between 30,000 and 34,000 persons gave about \$15,000 to the Post-Dispatch Christmas Festival Fund this year.

New Daily Launched

Excelsior Springs (Mo.) News, a morning paper, made its appearance recently. It is the third daily in the community. It is published by the Elms Publishing Company, composed of George F. McKenney, C. L. Oliver, and Dr. A. S. McCleary, all of Kansas City.

Sells Copy To Single Church

The Providence, R. I., Journal has sold regular space to a local Congregational Church. The church will use Series No. 4 of Church Advertisements issued by this department.

Many other papers could add to their lineage by selling churches the same series. The proofs show one of the 25 advertisements in large display space. There are special ads for special days.

Churches are coming to realize that they can persuade people to come to church by offering them an invitation with a reason through the local papers. This is desirable business from the publishers' viewpoint. Some papers make special efforts to attract the type of readers who are interested in churches. They are the stable, substantial, home owning majority of any community.

Series No. 4 may be used by only one paper in a town. Proofs on request to Herbert H. Smith, 518 Witherspoon Bldg., Philadelphia, Pa. Price for use nominal to cover cost of printing and issuance.

CHURCH ADVERTISING DEPARTMENT

A. A. C. W.

In New York— 300,000 Practicing Radio Amateurs

Greater New York City is today a thoroughly aroused, wide open radio market. It presents the heaviest concentration of radio purchasing power anywhere available. Conservative estimates indicate that there are over 300,000 practicing amateurs in the Metropolitan district; and that this vast body of radio purchasers will be doubled within the coming twelve to eighteen months.

For Radio Advertising

THE EVENING MAIL

NEW YORK, N. Y.

Foreign Representative:
Paul Block, Inc., N. Y.
New York—Chicago—Boston

"In Boston It's the Post"

Circulation Averages
November, 1923

BOSTON DAILY POST
401,204
Copies Per Day

BOSTON SUNDAY POST
395,819
Copies Per Sunday

First in Local, National and
Total Display Advertising

FINING PRESS SYNDICATE

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

The Deseret News

SALT LAKE CITY, UTAH

Covers a radius of 300 miles—
all retail trading territory—
prosperous, happy.

Foreign Representatives
CONE, HUNTON & WOODMAN
New York Chicago Detroit
Kansas City St. Louis Atlanta
Pacific Coast Representatives
CONGER & JOHNSTON
Los Angeles San Francisco

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

Published every Saturday in
London.

PRESS AGENTS GRINDING COAL WAR THREATS

Dailies Face Task of Sifting Propaganda
as Sides Align—U. S. Coal
Commission Scores Pub-
licity Methods

WASHINGTON, D. C., Jan. 3.—News-
papers are beginning to hear the
first faint rumblings of a situation that
may develop big news between now and
April 1, and thereafter, if the bituminous
operators and miners fail to come to an
agreement that will replace the existing
wage contract in the soft coal industry
on that date.

Those rumblings are in the form tra-
ditionally approved in the mining indus-
try—a violent attack by operators on
miners, or vice versa, and then a stream
of partisan publicity and propaganda lit-
erally swamping the press. No mining
controversy within recent years, and
there has been one every year since 1919,
has been carried on without a skillful
corps of press agents and publicity men
on both sides issuing charges, counter-
charges and statements designed to do
little save prejudice the public in favor
of one side or the other.

It has been the habit of the operators
and miners, as if by agreement among
themselves, to hold their wage negotia-
tions in secret, let them run along for
months, feeding the public through the
press meanwhile with partisan informa-
tion designed to assist the negotiators in
their jockeying for advantage. Finally
the public brought to realization of a
possible coal shortage is willing to sanc-
tion anything that will produce coal. To
a large extent the newspapers have been
unwilling parties to the controversy of
operators and miners.

The danger of the procedure to the
public welfare and bitterness engendered
by what the United States Coal Commis-
sion has called "unduly partisan propa-
ganda," was pointed out by the Commis-
sion in several of its reports on the coal
industry. If the same procedure is fol-
lowed this winter preparatory to the bitu-
minous wage negotiations to renew the
bituminous wage agreement, the season
of statements and counter-statements will
soon be in full swing.

What may be called the opening gun
was fired in Washington several days ago
by Ellis Searles, who directs the publicity
of the United Mine Workers of America.
In a speech Mr. Searles charged the
non-union bituminous miners with fo-
menting trouble so as to bring about a
strike on April 1 in the unionized bitu-
minous fields. Thus far the operators,
both union and non-union, have been sil-
ent, but the blasts of both sides may be
expected unless the Coal Commission's
exposé of the coal industry's methods of
using the press as a forum for their
wordy and bitter battles has been of some
avail.

Simon Wins Partial Victory

David Simon, formerly president of
the New York printing pressmen's union,
who is seeking readmission into the union
from which he was ousted following the
recent strike, won a partial victory, when
his application for a mandamus to com-
pel officials of the international union to
grant him a membership ticket was al-
lowed in part by order of Justice Burr,
Supreme Court. The court directs the
board of directors of the international
union "to forthwith consider and pass
upon the relator's application."

PUBLISHERS WIN TAX CUT

Canadian Government Reduces Paper
Levy to 3 Per Cent

The Dominion Government has acceded
to the representations of Canadian news-
paper publishers and has granted a 50
per cent. reduction in the sale tax on
paper entering into the production of
newspapers, quarterly, monthly and semi-
monthly magazines, weekly literary
papers unbound, hymn books, religious

tracts and Sunday School lesson pic-
tures.

Under the sale tax law expiring Dec.
31, newspapers and other publications
were paying a tax of 2 1/4 per cent. Under
the new law, they were to have paid 6
per cent. Under the revision, they will
pay 3 per cent. The strongest argument
advanced by Canadian publishers in
favor of a reduction was that Canadian
newsprint sold to United States pub-
lishers was exempt from the tax and that
it was hardly fair to levy a 6 per cent
tax on Canadian users of the same
product.

CAPPER PREDICTS GOOD YEAR

Kansas Senator-Publisher Addresses
Philadelphia Poor Richards

Senator Arthur Capper, publisher of
the Capper Publications, was the guest
of the Poor Richard Club of Philadel-
phia, Dec. 28. Before a large gathering
he made an optimistic address predicting
that 1924 would be a good year for both
agriculture and business.

Senator Capper emphasized the close
alliance between business and agriculture
stating that "the farming interests mea-
sures the industrial interest of the coun-
try. When the farmer is prosperous, so
is the manufacturer. Take care of the
farm and the farm will take care of the
country."

The Senator believes that it will be
possible to have both a soldiers' bonus
and income tax reduction.

In addressing the Poor Richard Club,
Senator Capper, who has been in the
publishing business all his life, told of
his first advertising contract secured in
Philadelphia 29 years ago.

COOLIDGE DISCOURAGES "OPEN LETTERS"

Klan Missive Draws Indication He
Will Ignore Pleas Made to Him
Given Simultaneously
to Press

WASHINGTON, D. C., Jan. 3.—Presi-
dent Coolidge has decided to discourage
the form of publicity popular in Wash-
ington and known as the "open letter to
the President." Those who write an
"open letter," which means that the plea
made to the President, or the request
made upon him is given to the news-
papers simultaneously with its presenta-
tion to the President, must realize in the
future that the very method puts them at
a disadvantage before the President.

The plan usually is to send a letter to
the President, preferably by private mes-
senger or a delegation, and carry along
to the White House a large bundle of
hand-out copies for the reporters at the
White House and elsewhere. This was
the procedure recently used by Edward
Y. Clarke, former head of the Ku Klux
Klan and brought a statement from the
White House plainly indicating the
President's dislike of the method.

Mr. Clarke attacked the present ad-
ministration of the Klan, called it a
"cheap political machine" and menace to
law and order and urged the President
to co-operate in "cleaning it up."

It was said officially at the White
House that the President had had con-
siderable experience with the "open let-
ter" method while Mayor of Northham-
pton and Governor of Massachusetts, and
it was indicated that no consideration
would be given Mr. Clarke's request or
any other request similarly made.

Correction

Trades Advertising Agency, 665 5th
avenue, New York, is placing the ac-
count of the Mallory Hat Company, in-
stead of the Creske-Everett Company, as
stated last week.

News Print Bureau to Elect

New Officers will be elected by the
News Print Service Bureau at the an-
nual meeting scheduled to be held in
Montreal, Jan. 25.

In Portland, Me.

and its immediate
trading territory

the Evening Express

"The paper that goes home"

has, by far, the

Largest Circulation

Latest U. S. census figures (1920) compared
with Express' net paid City Circulation indicates
that MORE than 15 of every 16 Portland Homes
take the Express. "A Truly Remarkable Cov-
erage!"

Portland Express

"The paper that goes home!"

The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago

READING
CARPENTER
IS
SEEING
THE WORLD

**CARPENTER'S
WORLD TRAVELS**
Washington D. C.

To sell WOMEN'S WEAR

to MRS. and MISS NEW
YORK use the evening
paper that is

FIRST in WOMEN'S WEAR
advertising

**NEW YORK
EVENING JOURNAL**

New Haven Register

is New Haven's
Dominant Paper

Circulation over 37,000 Average
Bought every night by More New
Haven people than buy any other
TWO New Haven papers COMBINED.

New Haven Register
The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago

PORTSMOUTH, OHIO

EVENING TIMES
MORNING SUN
SUNDAY SUN-TIM

They cover South Canal Ohio
Completely.

Foreign Representatives
ROBERT E. WATSON INC.
5 So. Wabash Ave. Chicago
Fifth Ave. New York

ILLINOIS

Illinois is, in a commercial sense, the pivotal state of the Middle West.

Not only in population but in influence Illinois dominates with an unquestioned authority, spreading its influence into neighboring states.

Such a state, a hub state, is a good state in which to start a localized, territorial advertising campaign for business.

Illinois is the most important manufacturing state west of the Alleghanies and stands third in the entire country in value of manufactured products.

Illinois also stands second and third respectively in value of farm property and value of crops.

Illinois is one of the wealthiest states in the Union.

The daily newspapers, as listed here, offer the motive power that will put any well merchandised campaign over the top in splendid shape.

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

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

JOURNALISM TEACHERS URGE PRESS RESEARCH

Suggest Topics of Study to Weigh Present Methods at Chicago Meet—Piercy Elected President

(By Telegraph to Editor & Publisher)
 CHICAGO, Ill., Jan. 3.—Teachers of journalism adopted a program significant both to newspaper publishing and to journalism teaching at their annual meeting in the La Salle Hotel, Chicago, Dec. 27, 28 and 29.

The convention was a joint meeting of the American Association of Teachers of Journalism, the Association of American Schools and Departments of Journalism, and the American Association of College News Bureaus, with each body meeting separately on the first day.

Following a detailed presentation of opportunities for research in journalism given by Prof. W. G. Bleyer, of the University of Wisconsin, the teachers' association took steps to encourage research in modern problems of newspaper making by members. A committee on research was recommended and will be named by the new president, J. W. Piercy of Indianapolis University.

Exhaustive studies of the influence of type faces, display, make-up, cartoons, comics, and various kinds of news upon newspaper readers, circulations and profits, was declared by Prof. Bleyer to be urgent if newspaper making is to approach a more exact science.

Dr. Bleyer suggested a few research problems in journalism as follows:

"Form and topography of newspapers; elements that affect the ease and rapidity with which newspapers can be read; size of page, size of body type, form of headlines, size and kind of headline type, makeup, illustrations, cartoons, news cuts.
 "Contents of newspapers; effect of press on ideas and ideals of readers; relative space and prominence given to news, editorials, criticism and reviews, practical advice and useful information, entertainment, illustrations, and advertisements.

"Relative space and prominence given to various classes of news; amount of press association news used and discarded.

"Completeness with which significant news, local, state, national and foreign, is presented.

"Accuracy with which news is presented, both in stories and in headlines.

"Treatment of news of crime, vice, scandal, and violations of the law; whether constructive or destructive.

"Influence of editorials in elections, campaigns, reform drives.

"Influence on the public taste and standards of morality of criticisms and reviews of moving pictures, plays, books.

"Influence of entertaining reading matter; short stories, serials.

"Effect of illustrations of various kinds; whether constructive or anti-social.

"Character of advertising in its effect on readers and extent of censorship of advertisements by newspapers.

"Effect of contents of newspapers on circulation; news policy, editorial policy, non-news features.

"Effects of competition on newspapers in news, editorials and non-news features.

"Extent, character, and influence of publicity and propaganda in newspapers.

"Comparative study of the completeness and accuracy of press association news; effects of the rewrite system on accuracy in news.

"A study of methods of testing the knowledge and ability of reporters, rewrite men, copy readers.

"Effects of syndicates furnishing news and non-news features."

An outline giving directions for analyzing newspapers with a table of weight, was presented also by Dr. Bleyer.

The significance of Prof. Bleyer's paper and of the emphasis given to research in general by the teachers of journalism is that schools of journalism are started on the task of helping place newspaper publishing upon a more scientific basis. The amount of good or evil performed

by a newspaper has never been determined, nor have the elements that make for good or evil ever been analyzed scientifically.

Another important action of the teachers at the Chicago convention was the election of a council on education for journalism, patterned after similar councils in the legal and medical profession societies, the purpose of which is to classify schools and set standards of instructions in the various subjects being taught.

Members of the council elected are J. W. Cunliffe, Columbia University; W. G. Bleyer, Wisconsin; E. W. Allen, Oregon; J. S. Myers, Indiana; N. A. Crawford, Kansas State Agricultural College.

Officers of the Teachers' Association elected are: J. W. Piercy, Indiana, president; Miss M. Virginia Garner, Merce, vice-president; R. R. Barlow, Minnesota, re-elected secretary-treasurer; L. W. Murphy, North Dakota, bulletin editor; F. W. Beckman and F. W. Scott, additional members of the executive committee.

PAPER FREIGHT RATES AIRED BEFORE I. C. C.

Washington and Baltimore Publishers Protest Discriminatory Charges—Object Paying Transit on Protective Wrapping

(By Telegraph to Editor & Publisher)

WASHINGTON, Jan. 4.—Complaint of the Washington Publishers of discriminatory freight rates on newsprint maintained by the Canadian Pacific and Eastern Trunk Line Railroads, was argued today by publishers' representatives before the Interstate Commerce Commission. The publishers told members of the commission that difference existed ranging from 2½ to 11½ cents between the rates from mill points to Baltimore and the same points to Washington much to Washington's disadvantage.

T. D. Geoghegan, traffic manager, Washington Publishers Association, asserted the rates were made and maintained in direct opposition to the stated principle of the I. C. C. that as the distance grows greater the difference between contiguous points of delivery shall grow less and finally disappear while, as a matter of fact, there is an increasing ratio in the present instance corresponding to the greater distance of the point of origin.

A complaint was filed several weeks ago on behalf of the Evening Star Newspaper Company attacking the rates, and subsequently more than a dozen publishers, representing all the important daily newspapers in Washington and Baltimore, intervened, becoming parties to the complaint.

The differential in distance between Washington and Baltimore is not great enough to cover the great spread in rates shown by tariffs of the carriers on newsprint, Mr. Geoghegan pointed out.

Because publishers are forced to pay for the protective wrapping around rolls of newsprint paper on the basis of newsprint sale rates, Mr. Geoghegan declared, the Evening Star Newspaper Company paid more than \$20,000 for wrapping during 1922, which it sold only as waste paper, thereby realizing not more than \$2,000 on an expenditure of \$20,000.

Consignees are also required to pay for the interior wrapping of freight cars carrying newsprint, he said, under a price arrangement with the manufacturers, the cost of such wrapping being figured in the cost of paper loaded on cars at the mills. The witness declared the Evening Star Newspaper Company had instructed shippers to disregard the rules of the American Railway Association regarding car-loading of newsprint paper and thereby greatly reduced the damage loss in transit, due to friction between tightly packed rolls of newsprint. By leaving a space between the rolls, he said, the damage due to jolting of the car had been lessened.

WE RENDER A SERVICE

specializing solely in newspaper, publishing and printing buildings. What this service has accomplished will be outlined on request.

S. P. WESTON

Newspaper Buildings
Mechanical Layouts
Production, Operation

120 West 42nd St. New York

MILWAUKEE

is the ideal try-out market. Representative in size—not too large nor too small. First city in diversified industries. Located in world's richest dairying section. Covered at one cost by the sole use of—

The Milwaukee
JOURNAL
FIRST—by Merit

First in 1923

The New York Times in 1923 published 24,101,226 agate lines of advertising, continuing to lead all New York newspapers in total volume. The Times published 6,730,388 lines more than the second New York newspaper and an excess of more than 3,000,000 lines over the combined volume of the two New York morning newspapers popularly classed with The Times as to quality of circulation.

1,318,272
LINES GAIN

in
10 MONTHS

remarkable record of

The Washington Times
(EVENING EXCEPT SUNDAY)

The Washington Herald
(MORNING AND SUNDAY)

recently purchased by the Hearst organization, is "keeping up with The Times," gaining 96,276 lines in foreign lineage alone during the same period.

G. LOGAN PAYNE
Publisher and General Manager

DOLLAR PULLERS

Advertising and circulation managers are always on the lookout for new ideas that will increase advertising receipts and win new circulation. Your idea for increasing advertising or circulation may not appeal to your manager, but it may be just the thing that some other manager wants. EDITOR & PUBLISHER will pay \$1 for each idea printed under this head. The fact that the idea is now being used in your city does not bar it from the department. Address your communication to the DOLLAR PULLER Editor. When they appear clip them and mail them in and receive payment. Unavailable ideas will not be returned.

A PUBLISHER in the east recently used a little book scheme that helped to boost his circulation. He bought an assortment of new books from a jobber in New York at a price that averaged about 12c each. For the most part they were publishers' remainders but all in first class condition. Then he printed a coupon in his paper offering the choice of any book for a coupon and 25c. The books were well worth that price and so while he made some money on the idea he also put some pep into his circulation.—Russell Raymond Voorhees, General Delivery, Miami, Fla.

Sometimes a little change in contest plans will stimulate the carriers into more active subscription solicitations. For instance, after one manager had tried in vain to get the boys interested in a straight contest, he launched a "horse race" in which each of the boys was given the name of a horse. Each new subscription counted so many miles according to the time, etc., with the first three at the end of the race getting prizes in cash.—Bert A. Teeters, Lock Box 295, Springfield, Ohio.

Each day on the front page Halifax Herald carries inset advertisement of a local firm captioned "Town Topics—Tid-bits on the Tip of Everybody's Tongue." The point of the sub-caption is that the advertiser is a candy manufacturer. The snappy appearance and copy of the ad together with its prominent position ensures practically a one hundred per cent reading.—J. L. Love, 27 Wellington E., Toronto, Ont.

For some time past the Cedar City News has been publishing a front page box every week describing a woman customer in one of the city stores which was carrying a good sized advertisement, the box offering \$1.00 to the lady if she would call at the office before next publication day and claim it. We have had as many as three claim the same dollar, only the right one getting it, of course. The women watched the paper so close every week that we have had them tell us that as many as four friends called their attention to their published description. The News paid the dollar, so the merchant whose name was mentioned did not feel at all bad. This can be used by dailies in larger towns, in which merchants would be glad to pay larger amounts in return for the publicity on the front page. The smaller amount furnished by the paper, will build most good-will both ways, however.—J. R. O'Furry, Pub. Cedar City News, Hartington, Nebr.

One of the merchants in Topeka, (Kan.), a dealer in men's furnishings used newspaper display to tell the public that ten dollars would be allowed on old suits in serviceable condition if presented when purchasing a new suit; the clothes which the dealer accumulated were to be donated to the poor. Quite a large number of suits were sold on this plan.—Jas. W. Hesse, Topeka, Kan.

The Franklin (Ind.) Star in a one-column, full length advertisement carries a list of suggestions for want advertisements. They are classified under the following headings: Sell, Rent, Buy, Employ and Teach. Advertising of the classified variety is said to have been increased following the appearance of this advertisement.—Yandell C. Cline, Columbus, Indiana.

Here's a real live stunt that was "Put Over" by a Duluth paper. This paper

ran a \$50 Essay Contest Page. Briefly, the stunt is this: \$50 in ten cash prizes, ranging from \$2 to \$20, are offered for the best letters written by Duluth boys and girls telling "Why The Advertisers On The Essay Page Should Be Patronized." The page before the writer contains about 30 ads averaging 60 lines apiece. Small advertisers in a wide variety of businesses are lined up for this stunt—no doubt using more space than they ordinarily would were it not for the contest feature. Don't fail to try this one—you can sell it any day in the year.—George C. Marcey, Republican-Journal, Ogdensburg, N. Y.

Go after some "get acquainted" advertising from your local merchants. One large department store used a page in each newspaper in its city for pictures of all its buyers and heads of departments with brief sketches of their business experience to show what energy and business sagacity is being used to purchase bargains to the advantage of the store's customers. Send one of your solicitors around to broach this idea to the advertising managers of your big stores. The idea ought to mean extra display space in addition to the regular advertising of the merchants.—David Resnick, St. Louis Times.

The wide-awake business manager of a Canadian daily in one of the eastern cities, who has also control of the advertising conceived the idea of arranging a page of Father and Son advertising for three consecutive insertions. Every firm in which a father and at least one son were interested, was solicited to buy space. Seven inches at the top, full page, under the caption, were devoted to an article on Father and Son in Business, written by the business manager. The page was easily filled, and the special stunt attracted much attention to the newspaper as well as to the advertisers.—W. McNulty, St. John, N. B., Can.

The Cleveland Times recently acquired the extreme good will of all automobile dealers in the district through a stunt that can be varied in many different ways to serve many different purposes. The automobile men were to have a "get together" banquet. The Times prepared a special news page of a humorous character with many jibes at particular individuals. After the regular edition of the paper was off the press, the front page plate was removed and this special page substituted. The chairman, at the meeting, suggested that it might be well to make less noise because one alert newspaper had already gotten out a special edition and the entire city was excited over the wild event. At this juncture shouting newsboys rushed into the banquet room and distributed papers to everybody. Not one of those present proceeded with the next course until the papers had been thoroughly read. The town is still talking about the stunt—and automobile men are for the Times. Incidentally the total cost is small. As local advertising promotion it is mighty effective.—John Lewis Shissler, Cleveland Times.

A paper in Melbourne, Australia conducted a very popular contest last spring. Attractive prizes were offered for the best house plan submitted. Architects and professionals were barred, the contest was open, only, to housewives. As the plans came in, they were printed and finally the prize winner announced. Many fine plans were secured and paid circulation increased.—Geo. W. Watrous, 72 Yale St., Battle Creek, Mich.

START 1924

With a Big Circulation Gain

Follow the example of leading newspapers who use and endorse Hollister Plan Campaigns. Admittedly supreme in building Circulation. 8,340 NEW, paid-in-advance subscribers added to The Nashville Banner's circulation—and only two of the four periods of the campaign ended. One more proof of Hollister supremacy!

HOLLISTER'S CIRCULATION ORGANIZATION

Largest in the United States
300 MERRITT BLDG., LOS ANGELES, CAL.

Immediate Dates Available
Wire or write care of Nashville Banner

IN NEW ORLEANS NOW IT'S THE STATES

Largest afternoon city circulation.
Largest afternoon circulation in New Orleans trading territory.

Total daily over 52,000
Total Sunday over 77,000
1922 advertising gain, 1,625,422 agate lines.

Greatest record in the South.
Get complete information on New Orleans situation before deciding on advertising campaign.

Represented by
JOHN M. BRANHAM CO.
Chicago, Atlanta, St. Louis, Kansas City, San Francisco and

S. C. BECKWITH
SPECIAL AGENCY
NEW YORK CITY

If you want Evening Circulation in Baltimore use

THE NEWS

If you prefer Morning Circulation use

THE AMERICAN

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

NO FORCED COMBINATIONS when you buy

THE BALTIMORE NEWS
and The
BALTIMORE AMERICAN

OVER
64,000

LARGEST EVENING CIRCULATION IN IOWA

The
Des Moines Capital

EDITORS RUN STATE AFFAIRS

California's Governor Rewards 19 for Their Campaign Support

Governor Richardson, of California, opens the second year of his administration with 19 of the country editors, newspaper correspondents, and printers who supported him during his campaign holding important state positions under his appointment.

A list of former newspaper workers holding State offices under the present administration follows:

Governor's office—Richardson, former Berkeley editor, governor; Harry Lutgens, former Sonoma editor, executive secretary.

State Board of Control—George G. Radcliff, Watsonville editor, chairman; H. R. Braden, San Francisco; printer, Mrs. Nellie Brewer Pierce, former writer of special newspaper articles in Los Angeles.

State Board of Harbor Commissioners—M. F. Cochrane, San Rafael editor; J. B. Sanford, Ukiah editor.

State Board of Prison Directors—Emmet J. Olmstead, Petaluma, editor.

State Highway Commission—W. F. Mixon, Woodland editor, secretary; E. R. Durkee, former Sacramento newspaper man, assistant.

State Motor Vehicle department—Will H. Marsh, former Roseville editor, departmental chief.

State printing department—Frank J. Smith, San Francisco printer; departmental chief, R. W. Walker, Vallejo editor, cost expert.

State Board of Education—C. A. Storke, Santa Barbara editor; Florence O'Brien, Chico editor; S. D. Merk, Burlingame editor.

Board of Managers, Sonoma State Home—Charles O. Dunbar, Santa Rosa editor.

State Land Settlement Board—C. M. Wooster, former Sacramento editor.

State Banking Department—Sigmund J. Janas, former Sacramento newspaper man, chief deputy bank examiner.

Insurance Commission—George D. Squires, former newspaper man, departmental chief.

Brisacher Lauds Newspaper Ads

Newspapers were held up as the best advertising media in the United States for the great Western concerns in a speech given recently by Emil Brisacher before 100 salesmen of the Paraffine Companies, Inc., San Francisco. Brisacher said great business houses are realizing that continuity in advertising is the secret of success. Leading dailies proved so effective in presenting the company's messages to the public that 90 per cent of the Paraffine Companies, Inc., advertising appropriation for 1924 will be concentrated in them Brisacher said. Last year's results from newspaper space, he characterized as "marvelous."

Holmes Quits Newspaper Work

George R. Holmes, assistant telegraph editor, Bronx Home News, New York, has joined advertising department of S. K. F. Industries, Inc., ball bearing manufacturers, New York. He was formerly assistant advertising manager of the Edison Storage Battery Company; assistant editor, Science and Invention, and on the editorial staffs of metropolitan dailies. Mr. Holmes is a Sphinx Club member and an associate member of the A. I. E. E. and I. R. E.

Bell Host to Staff

Frank G. Bell, president, Savannah (Ga.) News, was host to members of the newspaper family at their annual Christmas party and luncheon. Gifts were exchanged between the 99 persons present. Capt. F. M. Grisham, composing room, was especially honored, the occasion marking his 50th anniversary with the News. He received \$50 in gold, one dollar for every year of his life with the newspaper. This is the fourth year of the News Christmas party.

Canadian Press Changes

L. R. Brindley, news editor, Ottawa Bureau, Canadian Press, has resigned from the service to enter the staff of the Ottawa Citizen. He is succeeded by Harold Raine, for the past two years night editor in Winnipeg and previously attached to the New York staff. Raine's place is taken by George Finlay, for some years assistant day editor in Winnipeg.

Finlay is succeeded by S. Robertson, of the Ottawa Bureau. F. G. Aldham, night editor in Vancouver, has re-joined the parliamentary staff in Ottawa, being succeeded by A. J. Tassell.

Baseball Writers to Honor Landis

Baseball Writers' Association of America is giving a dinner in New York, Jan. 27. Judge Landis is honor guest.

Associated Dailies to Meet

New York Associated Dailies will hold its annual meeting in Syracuse, Jan. 28. The State Publishers also meet in Syracuse the following day, Jan. 25. F. E. Keefe, Newburgh (N. Y.) News, is president of the Associated Dailies; C. D. Osborne, Auburn Citizen, vice-president, and H. M. Hall, Jamestown Journal, secretary and treasurer.

SUPPLIES and EQUIPMENT For Newspaper Making

Newspaper Web Presses

- No. 450—Hoe Right Angle Quad, 32 pp. No. 396—Goss Straight Line Quad, 32 pp. No. 433—Scott 24 pp. three deck press. No. 454—Hoe 20 pp. single roll press. No. 427—Goss half-tone color press, for comic sections, etc. No. 428—Cottrell 8 pp. "U" Web Press No. 241—Cox Duplex flat bed press (In Canada) No. 468—Goss "Comet" flat bed web press 8 pp. No. 457—Campbell Multicolor flat bed, 8 pp. For details, address Baker Sales Company, 200 Fifth Ave., New York City.

For Sale.

One model 8 Linotype machine, 3 magazines, 4 molds (2 U. A., 1 recess, 1 head letter) 110 volts Jenney D. C. motor, gas pot. In splendid working condition. Price \$2,500.00 f. o. b. skids plant, Norristown Times Herald, Norristown, Pa. One model 8 Linotype machine, 3 magazines, 3 molds (1 U. A., 1 recess, 1 head letter) 110 volts, Jenney D. C. motor. Price \$2,300.00. One model 20 Linotype machine, 3 head letter molds, 7 split magazines, 110 volts (Cline D. C. motor). Price \$2,200.00. Will make a reduction of 10% to any one purchasing all three of these machines. Address Business Manager, Times Herald, Norristown, Pa.

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.

Newspaper Presses Ready for You Goss and Scott 24 Page Presses. Goss, Hoe and Scott Quadruple Presses. Hoe and Scott Sextuple Machines. Scott Octuple Machines. Walter Scott & Co. PLAINFIELD, NEW JERSEY CHICAGO 1441 Monadnock Block NEW YORK 457 Broadway

N. Y. DAILY NEWS HALF-TONES Best in the World Made by POWERS NEW PROCESS

USED BY THE AURORA BEACON Aurora, Ills. We refer you to them for their opinion. Cline-Westinghouse Double-Motor Drive with full automatic push button control. MAIN OFFICE Fisher Building 843 S. Dearborn St. CHICAGO EASTERN OFFICE Marbridge Building Broadway at 34th St. NEW YORK

ADDRESSING and MAILING MACHINES Any mail list of over 3,000 can be handled more economically with our improved method than any other system. Get away from Linotype and Galley system. Put the mail list in the circulation department. One person can keep up a daily list of about 25,000 names, making all corrections and additions. Write us for particulars giving size of list and frequency of issue, and a list of the users of our system. POLLARD-ALLING MFG. CO. 220-230 West 19th St., New York City

R. HOE & CO. For One Hundred Years the Leading Designers and Manufacturers of Newspaper Presses and Printing Machinery of All Kinds Quality First—Progress Always We always carry a full line of press and Stereo-room supplies, including blankets of all kinds, knives, rubbers, cheek woods, matrix paper, imported and domestic tissue, brushes, chemicals, counters, paper roll trucks, etc., all at the lowest prices consistent with Hoe high quality. 504-520 GRAND STREET NEW YORK CITY No. 7 Water Street Boston, Mass. Tribune Building Chicago, Illinois

GOSS SERVICE Repair Parts for every Goss Press or Stereotype machine are carried in serially numbered stock bins at our Chicago Plant. Orders are shipped immediately—including those received by the "man on watch" nights, Sundays and holidays. This service has no parallel in the industry. How vital it is, our customers keenly appreciate. The GOSS PRINTING PRESS CO 1535 S. Paulina St. Chicago

Composing Room Steel Equipment We manufacture in steel everything in the way of equipment for the composing room, such as Makeup Tables, Galley Dumps, Correcting Banks, Type Cabinets, Galley Cabinets, Pressed Steel Gallies, Portable Psgc Trucks, etc., etc. Write us when in the market. Chicago Metal Mfg. Co. 3724 So. Rockwell Street Chicago, Ill.

QUICK STICK PASTE POWDER for mailing rooms its worth as emphasized by users —"helped us out of some of our worst labeling troubles." The Morning Republican, Findlay, Ohio. —"satisfied it is the best we have ever used." The Ann Arbor Times News, Ann Arbor, Mich. —"Quick Stick is sure a sticker." The Springfield Daily Sun, Springfield, Ohio. Made from pure vegetable gum—won't sour or mold. THE COMMERCIAL PASTE CO., COLUMBUS, O.

Introduction to Employer and Employee

SITUATIONS WANTED

6c A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 30 words) FREE.

Advertising Manager Available.
College man. Age thirty. Married. Ten years' experience large metropolitan dailies. Former advertising manager. Competent to assume full responsibility advertising department daily paper. Have had complete charge of local display, merchandising service and national advertising departments. Now employed. References exceptional as to character and ability as a producer. C-923, Editor & Publisher.

Advertising Manager-Solicitor.
High-grade copy-writer, layout man and sales correspondent seeks small city connection offering real future. Box C-928, Editor & Publisher.

Circulation Manager,
now employed seeks position with paper in Minnesota. Central part preferred. Can furnish best of references as to character and ability. Address C-929, Editor & Publisher.

Circulation Manager (I.C.M.A.)
2 years' experience, morning or evening newspaper. Four years in present position. 35 years of age. C-884, care Editor & Publisher.

Circulation Manager.
Age 35, qualified through years of successful experience; character and ability markedly above the average. The most minute investigation into past experience and references are cordially invited. Entire experience has been in cities under 100,000 population. Full particulars will be given in first letter. No objection to location or size of city. Position must be permanent. Write C-933, Editor & Publisher.

Classified Manager
With wide working knowledge of practical development methods and ability to procure quick results on multiply ads, descriptive copy, more insertions, reader interest and weak classifications. Over eight years' experience. Thoroughly acquainted with Basil L. Smith System. Always employed. Excellent endorsements. Age 28, three dependents. Services available immediately. Box 200, Editor & Publisher.

Do You Need Display Advertising Solicitor
whose monthly sales are from 50 to 82 per cent of total local, three times amount of any other solicitor on present position, who trebled all display sales records of other years, beat opposition four fold, with three men to your one? Have been beaten only four issues in 15 months by opposition, never any month, whose success is not unusual but persistent—who believes early bird gets the worm and get the ad today let opposition get "next ad." I not only sell for you, but merchandise for merchant, who trusts me with this cost code, seeks my advice, listens to reason, has faith in my "reason" because I talk business not shop, never knock, keep plugging. Figures talk, I crave no titles or name on office door. I earn \$100.00 weekly and if you are afraid, give me a percent and you will be glad to have me on salary. My references are from merchants and a "first newspaper." At present employed Middle West, prefer East. Before replying understand me. I am not a floater—one position seven years, last five years, this one two and I'll write you why I advertise. I am not drunk with Circus Advertising or sell them once, afraid to go back. I'll not startle you with calico or brass buttons and make you rebates each month. Don't demand unreasonable things for I want a city where you WRITE and SELL the copy and if you can make illustrations from black and white I draw MY OWN. Tell me truthfully opportunity offered and aware, not "death-bed" promises. I play business, are not egotistical as you may think this ad sounds. While you are investigating I'll do likewise. Don't answer this if \$100 weekly is too much. I guarantee every statement; bluffing would be taking bread and butter from my wife and two children and I am 34 and know better. I am not pleasure seeking but opportunity hunting and if you are sold Box C-932, Editor & Publisher will bring my confidential credentials for 14 years back.

Manager.
A man with exceptional ability, experienced in all departments of the newspaper business, very capable writer, with a national reputation as a business builder, thoroughly trained in the mechanical, editorial and business departments, seeks a position with a daily paper in the west or middle west. Splendid references to people wishing to connect with a high-grade man. Address C-931, care Editor & Publisher.

SITUATIONS WANTED

Managing Editor.
Washington correspondent and editor of community newspaper desires to locate permanently in small city on live daily as managing or city editor. Can handle combination wire and local desk, or will take combination street and desk job. Young, college educated, soundly schooled in journalism. In no hurry but plan to locate soon in small city. Hilton Butler, 480 House of Representatives, Washington.

Experienced Editorial Writer
wants situation on Republican daily newspaper. West. C-937, Editor & Publisher.

Managing Editor
Of broad experience, with unbroken record of success, now with large daily, voluntarily seeks desirable connection on afternoon paper in city of 20,000 or larger. Young, aggressive, with sound judgment, initiative and ideas. Knows news and men and how to handle both. Exceptionally good organizer and strong writer. College man with no bad habits. Not a cheap man but a good one. Eight years on managing editor's desk. Details and references gladly supplied. Address C-921, Editor & Publisher.

Newspaperman.
Seeks city editor's desk on New England daily. Address Box C-919, Editor & Publisher.

Publishers.
Do you want an Advertising Manager. One who can build display or classified advertising. Years of successful advertising promotion. Gulf Coast or Pacific Coast preferred. Letters and records if interested. Address C-918, Editor & Publisher.

Reporter,
willing and capable of doing anything from district work to foreign correspondence, must break back into game. 24 years old, healthy, single, Christian, college education. C-895, Editor & Publisher.

Reporter, Specializing in Articles
and editorials relating civic and industrial development, interviews with leading local personalities, coal, housing, some politics, wishes position on Independent or Democratic daily. College graduate. Twenty-eight years old. Now connected. C-934, Editor & Publisher.

Situation Wanted as Mechanical Superintendent
or as Foreman of Pressroom of newspaper, afternoon preferred, in city of 75,000 or over. 18 years' experience, 5 years' actual pressroom experience, 13 years' experience as press erector and service man for the Goss Printing Press Co. Also have a thorough working knowledge of all mechanical departments of a newspaper. Employed at present by the Goss Printing Press Co., as service and trouble maker. Desires to leave and settle down. C-901, Editor & Publisher.

Telegraph
or general news editor, wide experience leading dailies, available January 14. C-930, Editor & Publisher.

Wanted.
position as business manager daily newspaper. Party now occupying position in same capacity, having been with present employers ten years, quadrupling business. Now manager leading middle western daily. References. Address Box C-926, Editor & Publisher.

Advertising Solicitor and Copy Writer.
Experienced, prefer west or mid-west position. C-916, Editor & Publisher.

BUSINESS OPPORTUNITIES

6c A WORD for advertisements under this classification. Cash with order.

California Daily for Sale.
In growing city of 6,000. Plant modern in every detail, high circulation, advertising and job printing patronage. Absolutely dominates its field and making money. Price \$35,000.00. Parties interested must satisfy owner they have at least \$20,000 available for cash payment. Nothing less considered. No lease. No trade. Address C-935, care Editor & Publisher.

Newspaper Wanted.
I am in the market immediately for evening newspaper in Ohio or Indiana or East. Would not consider proposition in city under 25,000 nor city where there are more than two newspapers. Am in position to pay \$50,000 to \$100,000 cash. Prefer Republican or Independent paper. Am now publisher of paper in city of quarter of a million but desire to control outright and will consider much smaller city. Answers confidential. Box C-924, Editor & Publisher.

Philadelphia Representative.
Mechanical Engineer has office and acquainted with the composing room trade deals some good accounts. C-915, Editor & Publisher.

To the Business Manager
who can buy \$5,000 stock in morning south-west paper. I will give an additional same amount. With his investment all indebtedness will be paid and balance used to increase circulation. Address Box C-920, Editor & Publisher.

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

Circulation Manager.
Salary and attractive bonus proposition to a circulation builder who can produce; hard work and persistent plugging against stiff competition; do not want an "efficiency expert" but a man who builds newspaper circulation. State where you have produced results. Middle west newspaper 15,000. Address C-905, care Editor & Publisher.

Circulation Manager
Who has ambitions to get ahead but who has reached the limits of possible promotion in present location. Must have had experience in hiring and training canvassers and be willing to locate permanently in some large cities between Atlantic and Pacific. Further expansion of already large circulation organization creating several desirable positions with earning possibilities ranging from \$2,600 to \$5,000 per year. Answer with full particulars regarding last ten years' experience, and references as to personal habits and character. Ernest A. Scholz, Circulation Director, Butterick Publishing Company, Butterick Bldg., New York City.

Editorial Writer
On Middle West, Democratic Paper, City of 45,000. Good opportunity for man of good character and ability. State experience and give reference. Address C-922, Editor & Publisher.

Two Real Reporters.
Must be able to write with a pep and punch backed by a personality that will make their work stand out and give our newspaper a distinct and different flavor in highly competitive field. Our \$40 a week staff is filled; if you don't have the qualities noted above don't write. C-938, Editor & Publisher.

Wanted.
Combination web pressman and stereotyper for Southern California open shop afternoon newspaper. Good working conditions, wages and permanency assured high class man. Address C-908, care Editor & Publisher.

Wanted Editor.
A young and ambitious editor with reasonable experience and clear record who is in a position to invest \$10,000 to \$15,000 capital, would do well to communicate with the writer at once. This being a bonafide and urgent proposition, it would be idle to communicate unless capital is actually available. Proposition is evening paper in medium sized city in east, north central section. Box C-925, Editor & Publisher.

FEATURE ARTICLES

6c A WORD for advertisements under this classification. Cash with order.

Publishers—Attention!
We furnish MSS on all subjects by competent authors. Will take advertising in exchange for all or part of our service. Reasonable rates. Write us your wants. Literary Bureau Pub. Dept. MOJ4, Hannibal, Mo.

BOOKS, ETC.

6c A WORD for advertisements under this classification. Cash with order.

Breaking Into the Magazine
is easy if you let The Writer's Digest, America's leading magazine for writers, tell you how. Filled with brass-tack articles on writing and selling photoplays, stories, poems, songs, feature articles, etc., by America's foremost writers. Write today for free sample copy. Writer's Digest, 820 Butler Building, Cincinnati, Ohio.

BUSINESS SERVICES

6c A WORD for advertisements under this classification. Cash with order.

At Your Service.
Special reports, trade news and features, assignments, etc., with your own rates applying. "Accuracy First." Trade News Service, Lock Box 295, Springfield, Ohio.

Sales Appraisals

NEWSPAPER PROPERTIES

PALMER, DE WITT & PALMER 350 Madison Ave., New York

Pacific Coast Representative
M. C. MOORE 515 Canon Drive Beverly Hills, Calif.

Unusual Opportunities

Daily & Weekly NEWSPAPERS TRADE PAPERS

HARWELL & CANNON

Newspaper and Magazine Properties

Times Building, New York
Established 1910

WE CONNECT THE WIRES

WE'RE SCOUTING after two newspaper man—a classified advertising manager worth \$4,000; a circulation manager who rates around \$6,500. Positions are in the Middle-West. Each calls for record of successful performance in big league cities. Wire us, and mail all essential facts. No advance fee; fair commissions from men placed.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L BLD'G., SPRINGFIELD, MASS.

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.

BURRELLE

145 Lafayette St., N. Y. City
Established a Quarter of a Century

INTERNATIONAL PAPER COMPANY.

New York, December 28, 1923.
The Board of Directors have declared a regular quarterly dividend of one and one-half per cent. (1 1/2%) on the preferred capital stock of this Company, payable January 15, 1924, to preferred stockholders of record at the close of business January 7th, 1924.

OWEN SHEPHERD, Treasurer.

Dixon Joins Bowman Company

Willard J. Dixon, member of the Chicago law firm of Peaks, Bunch & Latimer, has joined the Bowman Publishing Company as assistant to A. H. Bowman, president of the organization and editor of the Evanston (Ill.) News-Index, published by that firm. The publishing company is completing the sale of a \$150,000 bond issue on the new plant of the company in Evanston.

Wood Heads Ship News Men

Samuel Americus Wood, New York Herald, was elected president of the New York Ship News Reporters' Association at the annual election. Harry P. Cunningham, Evening World, was chosen vice-president; John Regan, New York City News Association, re-elected secretary; and Martin Petry, Tribune, elected treasurer.

BILLY STIFF

by Alexander

**A Strip Feature
with a PUNCH!**

Proofs on request

ART CRAFTS GUILD, Inc.
510 N. Dearborn St.
CHICAGO, ILL.

EXPLOIT & ADVENTURE

A Sunday Feature That Rings True!

Authentic narratives by world-famous explorers, hunters of big game and adventurers. The tang of wild life, thrills and dangers on a background of actual experience.

Truthful, Vital, Stimulating
In Full Page Mats, Illustrated.

**METROPOLITAN
NEWSPAPER SERVICE**
Maximilian Elser, Jr., General Manager,
150 NASSAU ST., NEW YORK



WITH special writers and photographers covering all parts of the world, NEA furnishes Full Service clients the best of news pictures and news feature stories.

Write for samples and rates.



Raggedy Ann



Johnny Gruelle is the world's cleverest juvenile fiction genius. He writes and illustrates our little daily bedtime story.

**UNITED FEATURE
SYNDICATE**

A New York Corporation
Morris A. Huse, Gen. Mgr.
Bldg. New York

HUNCHES

Managing editors and city editors are always on the lookout for news and feature ideas that can be used locally. EDITOR & PUBLISHER will pay \$1 for each hunch published under this head. The fact that the hunch is now being worked successfully in your city does not bar it from this department. Address your contributions to the HUNCH Editor. When they appear, clip them and mail them in and receive payment. Unavailable hunches will not be returned.

IN view of the fact that the automobile is killing more people every month in America than are being killed with pistols or blackjacks or dirk-knives, and also in view of the fact that the people more or less seriously injured by automobiles are numbered by thousands, a Pacific coast daily is fostering a safety campaign with the end in view of organizing the motorists of its city into a Careful Drivers' club. The membership fees of this club are nothing. The membership card is a red and white metal disc, which attached to the radiator of an automobile indicates that the driver of the machine has pledged himself to obey traffic rules and laws and respect the rights of other motorists and pedestrians. It is a good stunt. The pledge is as follows:

I promise to drive carefully at all times, observing all safety rules, traffic laws and ordinances.

I will not dispute the right-of-way at intersections.

I will see that the brakes on my car are always effective.

I will stop, look and listen at all railway and street car crossings.

I will always signal to the driver behind when turning or stopping.

I will cross all intersections and enter all main arteries of traffic under control.

I will observe school traffic signs, drive carefully where children are playing in streets and respect the rights of pedestrians.

I will do my part to reduce the frightful number of automobile wrecks, casualties and fatalities.—D. H. Talmadge, 193 N. Commercial St., Salem, Ore.

An interesting story, readable and adaptable to all lines where the venture is large enough can be secured, through an illustrative article which will show how a department store is operated. Any article can be taken for illustration. Follow a piece of dress goods from wholesalers or jobber through market, special buyers and finally to the bargain table. The variety of buyers in a store, their duties and ramifications of the business which operates so clock-like would prove something new to everyone.—L. J. Jellison, Dubuque Times-Journal, Dubuque, Iowa.

A local authority on interior decoration will be glad to write a series of articles on the subject for your paper free of charge if you tickle his vanity with the use of his name over the stories. This is a subject in which most women and many men are interested. Around it you can easily build up a page of advertising from dealers in wall papers, paints, curtains and draperies, furniture, rugs, and so on.—David Resnick, St. Louis Times.

An attractive feature that has proven popular in the Boston Post is the printing of facsimile photographs of the handwriting of aged residents of New England to illustrate the fact that despite their advanced age, their penmanship still is excellent. The daily feature has caused much good natured rivalry among aged residents, resulting in a flood of letters containing specimens of handwriting of the writer to show proof that they have claim to membership in the A1 class.—C. L. Moody, Lynn, Mass., Telegram-News.

What are the first things an employer looks for in an applicant for a position in any capacity? Various employers have certain things which they invariably look for in a person who is applying for a

position. What is the chief objection of them all? This might be a help to those without a position, in telling them what to do, and what not to do in making application for a job.—Jas. W. Hesse, Topeka, Kans.

What company or organization in your city uses the telephone most? This idea can be worked into a general story dealing with "business by telephone" and the general dependency of everyday business affairs upon wire communication. The telephone company may be induced to give a general idea of the amount of money individuals and companies spend each month for their service.—A. C. R., Chippewa Falls, Wis.

The postman deserves a little credit after the holiday grind. Visit your post office and try to get some figures from the postmaster. Amount of incoming and outgoing mail; how long it took to clean the post office of this matter; how much material was consigned to the Dead Letter office; number of hours some carriers worked in a day; approximate number of stamps sold during the Xmas season. Then talk with the carriers. Those fellows have loads of human interest stories. Some are humorous, others sad. And the best part of it is they will be glad to tell you about them. The smaller the town the better the story.—R. C. Bolton, Jr., 315 West 97th St., New York City, N. Y.

There is a good story just now in the average night school system. In many cities it is claimed the attendance at these night classes is confined almost entirely to the foreigners. In other words some educators say the American young men and girls who are working days are too busy with social functions to bother with schools in the evening. Facts and figures on such a situation could be obtained from superintendents and teachers and some timely comment either touching on the failure to take advantage of the educational facilities or on the desire of many foreigners to advance in English, etc. The story could also be written into an effective lesson for the young men and women now spurning educational advantages.—T. J. B., Scranton Times, Scranton, Pa.

Editors are often puzzled to know what to do with some of the extremely miscellaneous but choice tidbits that come to their knowledge or their desk. W. C. Edwards, editor of the Denton (Tex.) Record-Chronicle, has capitalized a solution of the problem into a popular daily feature under the standing head, "Round About Town." Here are "junked"—or rather, carefully arranged—the interviews with former residents, the editorial comment, and the varied bits of localized information that most editors simply run in a column with all the personals. This column is the one place in this paper that editorial and news mingle and the result is a readable column which far exceeds in merit the injection of personality and editorial comment into news stories, as is still done by many "weakly" editors, and some daily ones. This column has become so popular that it was taken from the inside and now occupies the left-hand column of the front page. For this Texas college town of 7,000, this column has as much force as Arthur Brisbane's "Today" in certain metropolitan papers. The best thing about "Round About Town" is that it is entirely local and these small town papers certainly do need more emphasis on the local end.—Florence Whittier Tisdell, 213 West Gandy, Denison, Tex.

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