



EDITOR & PUBLISHER



Issued every Saturday, forms closing ten P. M. Thursday preceding publication, by
The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor;
Suite 1115, World Building, 63 Park Row, New York. Telephone, Beekman 5814-18.
Charter Member Audit Bureau of Circulations.

Vol. 57

NEW YORK, SATURDAY, AUGUST 9, 1924

No. 11

Radio Now Paid Advertising Medium Also Special Spot News Carrier

Editor & Publisher Investigation Shows "Space in Air" Is Commercially Sold for General Publicity Advertising—Companies Use Big News But Claim They Are Not Newspaper Rivals—How the Wireless Reporter Works

By WARREN BASSETT

REPORTING big news events by radio—how is it done and what effect does it have upon the newspapers? To answer this question I interviewed officials of two of the largest radio broadcasting stations in the country this week—WEAF operated by the American Telephone and Telegraph Company, and WJZ, controlled by the Radio Corporation of America, both located in New York.

As the interviews progressed I learned that more and more the business of radio broadcasting is paralleling the business of gathering and disseminating news. Space on the air is considered much in the same way as newspaper white space. It is the duty of the radio program manager to fill the immeasurable columns of the ether with information and entertainment which will "hold" listeners just as the news editor fills the news columns.

Discovering "what the public wants" is the problem of program officials just as it is the problem of newspaper editors.

Radio program features are "edited" in the light of their entertainment value to insure variety and appeal.

Radio broadcasting stations compete for listeners just as newspapers compete for readers.

An assignment book is kept in which news events of wide importance are listed for broadcasting. When the opening gong clangs in the prizefight arena, when a foreign polo team enters play with the Americans, or when a World's Series begins, a "radio reporter" is present to dictate into the microphone a running story of the event.

And advertising, the backbone of the newspaper business, is not being neglected. "Space on the air" is being sold at the rate of \$200 for 10 minutes by the American Telephone and Telegraph Company. A group of 4 salesmen is at work interesting firms in this form of advertising. To date more than 250 companies have purchased and used this radio advertising, which differs radically from other recognized forms.

Is this close similarity between broadcasting and newspapers a menace to the future of journalism?

Radio officials say not. The daily broadcasting of national and international news—the same news which goes into the dailies of the country—is virtually impossible. The press associations, defending their property rights in news, have refused the radio companies permission to broadcast any story carried in their reports. Individual newspapers, by terms of their contracts with the press services, cannot furnish this news. Because of this situation only an infinitesimal portion of the news carried by daily papers of the country finds its way into the air via radio.

In New York WJZ broadcasts nightly a short summary of local news prepared by the *New York Evening Post*. Both WEAF and WJZ carry a daily farm produce report obtained from the New York



J. ANDREW WHITE,
Radio reporter at work at the Yankee Stadium

Bureau of Farms and Markets. WJZ broadcasts daily, by permission of the New York Stock Exchange, a limited financial report carrying the quotations of 60 stocks. This list is prepared by a local firm of brokers. In addition a daily summary of Wall Street written especially for WJZ by the *Wall Street Journal* is put on the air.

Refusal of the press associations to release their reports for broadcasting has limited the news field of the radio to the isolated "big" news events—speeches by the President—the national conventions—sports contests in which there is sectional or national interest, and occasional big news flashes, like the death of the President's son, which get into the air without prearrangement.

How do the radio companies cover these fixed events?

It takes enterprise, skill, and ingenuity. Competition for the right to broadcast is

keen. In New York and the East the race is usually between the American Telephone and Telegraph Company and the Radio Corporation of America because of the mechanical features involved. To broadcast a prizefight, a baseball or football game, a microphone must be placed at the arena or field. Wire connections must be made between the scene of the contest and the broadcasting station itself. Few companies have the mechanical facilities for handling these "remote control" events, as they are called.

The right to broadcast is obtained from officials in charge of the event under consideration. If it is a prizefight the promoter is consulted. Permission to broadcast the World's Series is obtained from owners of the participating teams and approved by Judge Kenesaw M. Landis. The National Republican and Democratic Committees decided what companies should broadcast the recent conventions.

Graduate managers of college football teams are consulted for permission to broadcast important games.

Neither WEAF nor WJZ pay for the right to place an event on the air.

"Competition never reaches that point," officials declared. "As it is, whichever company wins must stand a loss. We could hardly pay for that privilege."

In the case of the Republican and Democratic conventions, however, the A. T. & T. received pay from the stations in other cities which were hooked up by wire and received the radio report in their own plants for broadcasting.

When permission to broadcast has been obtained, the necessary mechanical arrangements are made. It is now that the "radio reporter" steps into the lime-light. Seated at the microphone at the scene of action he dictates his running story for the thousands of listeners. It is a difficult art.

The men chosen for the task of "covering" an event by radio are selected for their special ability to report tersely and accurately what is occurring.

J. Andrew White, WJZ's veteran "radio reporter" is a former New York newspaper man. He started on the *New York Herald* in 1907 as a reporter and subsequently worked on the old *New York Press* and the *World*. For a time he was New York correspondent for the *London Times*. For 10 years he edited *Wireless Age* and at the present time owns a weekly near Tuckahoe, N. Y., the *Eastchester Citizen-Bulletin*.

White declares it would be impossible for him to report by radio without his newspaper training.

"News judgment is absolutely necessary to radio reporting," he declares. "You must pick the news and get it on the air instantaneously. You can't be a second late. The listeners hear the crowd cheering when a decisive blow is struck. Your report of that blow must coincide. The newspaper reporter has time to weigh and select his phrases—to cross out, rearrange and correct. But with radio you must put the event into words at the time it occurs."

Graham McNamee, announcer for WEAF who has covered several sport events for his station is not a newspaper man. He usually works with an "observer"—a trained newspaper reporter. Because of the voice qualities necessary for good broadcasting, the average news writer is not adapted to reporting by radio, although he be able to dictate a smooth, unbroken story, radio officials say.

To understand the competition between radio companies for the right to broadcast news it is necessary to know the agreement which exists between the American Telephone and Telegraph Company and the Radio Corporation of America. Each company holds exclusive patents on devices needed by the other to broadcast successfully. Generally speaking A. T. & T. devices are principally in the field of

broadcasting; Radio Corporation patents are in the field of receiving. In return for the right to use the A. T. & T. broadcasting patents other companies have agreed not to enter the field of commercial broadcasting, that is, broadcasting for pay.

Immediately this agreement became effective the race for listeners began. By arranging distinctive programs the A. T. & T. aimed to attract a wide circle of "fans," thus making advertising space on the air of high value. Like a newspaper, the larger their "circulation" the more they could charge for advertising. In addition, daily broadcasting popularized radio and created a demand for broadcasting apparatus, which the A. T. & T. has for sale.

The Radio Corporation of America, whose chief patents cover receiving devices, aimed through its station WJZ to make "listening in" popular, resulting in the wide sale of receiving apparatus.

To maintain from day to day continuously interesting programs, radio officials constantly search for new features. News events, therefore, which attract the attention of millions are eagerly sought after. They are the most popular offerings of the broadcasting stations. Orchestras, lectures, operatic singers—regular radio features—are backed from the boards when an event such as the Dempsey-Firpo fight takes place.

Program managers, like city editors, are constantly on the watch for "news" broadcasting features. Events are singled out months ahead. WJZ at the present time has its entire football program lined up for this fall. Other big news events which will be covered by radio in the near future are the polo matches between the British and American teams at which the Prince of Wales is expected to be present the match race between Epinard, famous French race horse and an American horse; the Firpo-Wills prizefight; and the World's Series baseball games.

However, the prize news event of this fall—the presidential election returns—will not be broadcast, according to present plans. It is said, the Western Union Telegraph Company, which cooperates with the Associated Press in collecting election results in every state in return for permission to sell the results to public gatherings, has been requested by the A. P. not to release vote figures to radio companies.

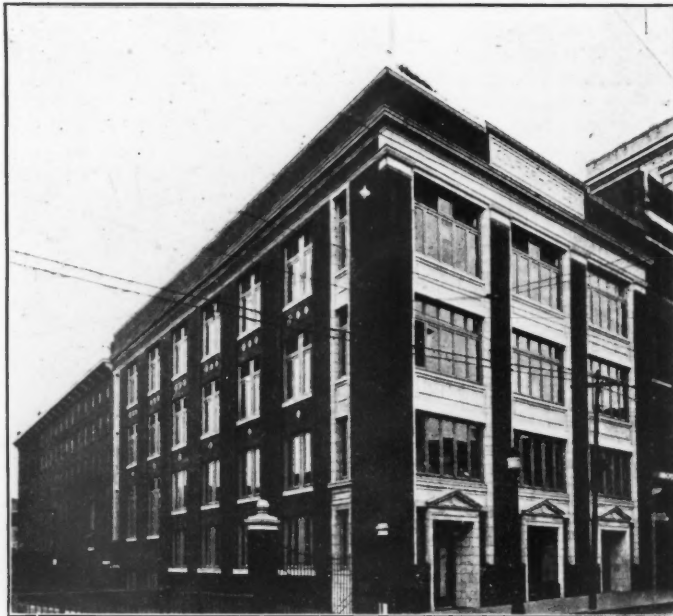
Just what is the attitude of the radio companies toward the newspapers and news?

W. E. Harkness, assistant vice-president of the American Telephone and Telegraph Company outlined the position of his company.

"It is not our business to compete with the newspapers," he declared. "We have no desire to 'scoop' them on any news event. When we broadcast a sport contest it is merely as an added feature to our regular program. We have never attempted regular news reports, nor have we ever hired reporters to furnish us news for broadcasting. The A. T. & T. is chiefly interested in the commercial side of radio and is conducting researches in that field.

"Radio advertising sold by WEAF does not compete with newspapers. We need a new term for 'radio advertising' for it is not truly advertising. Everything we put on the air is carefully 'edited' to eliminate features the radio public would resent. No direct advertising is broadcast. Prices or names of firms are not carried in connection with an article mentioned. The general form is to announce that the next

SMACKS OF EFFICIENCY



Remodelled Plant of the Lowell (Mass.) Courier-Citizen

feature on the program is by courtesy of the _____ Manufacturing Company."

To make available radio broadcasting to firms which cannot erect stations of their own, WEAF is providing facilities for their use, it was explained. Such firms are allowed the privilege of presenting amusement, entertainment and educational programs just as though they had their own station.

For an evening talk WEAF charges at the rate of \$200 for 10 minutes. A musical program is allotted half an hour's time for the same price. The charge for morning broadcasting is exactly half of the evening charge for the same time. A discount of 10 per cent is allowed for a contract of 10 talks or more. Musical programs get the discount on 13 or more appearances.

Four salesmen are employed by WEAF to sell radio advertising. These men stress the "good will" feature of broadcasting.

"We invariably recommend the use of newspaper advertising, in connection with radio," an official declared.

The results of a year's work has proved that radio is adapted to service as a good will medium and that success is based largely upon the value or service which the features render to those listening in, it was stated. For this reason, the very best entertainers, dance orchestras and lecturers are frequently employed by the users of the station. Educational talks are not permitted to give the price of any article, nor to discuss its trademark identification or the place that it may be purchased.

Among the 250 firms which have used radio advertising during the past year are, American Chicle Company, Bank of America, Borden & Co., Columbia Phonograph Company, Corn Products Refining

Company, Gold Dust Corporation, Great Atlantic and Pacific Tea Company, Happiness Candy Stores, National Carbon Company, Penn Mutual Life Insurance Company, Proctor and Gamble and the United States Sugar Association.

WJZ, by terms of its agreement with the A. T. & T. cannot broadcast for pay, but is highly interested in broadcasting news, according to Charles B. Popenoe, program manager. He declares radio holds no menace for newspapers.

"We want to broadcast general news and we have tried to get it, from the Associated Press, but without success," he declared. "We are hoping that someday an arrangement can be made. At present we confine our activities to special sport contests, speeches, and other available events. It is not our intention to form a news gathering organization. Several months ago we turned down the proposition of a newspaper man who wished to form such a group. What could it cover? Crimes, divorce trials, accidents. We are not interested in sending this type of news into the homes.

"We picture the typical radio audience as composed of the man, his wife and their children seated in the parlor of their home. We could not broadcast scandal and crime to them and survive. You can lock your door against the 'scandal' newspaper, not against radio."

Mr. Popenoe cannot visualize the radio ever becoming a serious rival of the newspaper. "Listeners in" cannot select items which interest them as they do in the newspaper—they must listen to the program as it comes, or cut off. And even when sport contests are broadcast radio fans buy newspapers just the same, Popenoe declares.

The radio audience in the metropolitan district, which includes the area within 50 miles of New York is well above two

million, both WEAF and WJZ estimate, although there are no absolute figures obtainable. WJZ estimates there are 750,000 receiving sets in this area, with three listeners to each set.

FORMER WAREHOUSE IS NOW FINE PLANT

Lowell Courier-Citizen in New Home Said to Be One of Best in New England—Luxuriously Furnished and Efficient

THE Lowell (Mass.) Courier-Citizen and Evening Leader moved recently into their new building in Kearney Square, regarded as one of the best in New England.

The building was remodelled from an old mill warehouse, the construction of which lent itself admirably to remodeling for a news plant. There is ample room for expansion over a period of many years.

In its remodelled state, the building has 4 stories, averaging 12 feet each. The ground floor of one front section is devoted to the general business office, the advertising, circulation and accounting departments. It is luxuriously furnished. The business executive offices are on a mezzanine floor. The second and third floors have been rented for office purposes. The editorial offices occupy the top floor.

The second section houses the mechanical departments. On the top floor is the composing room, just back of the editorial department. It is equipped with 11 Mergenthaler linotypes, 5 of which are new model 8's. The news copy bank is located near the news machines, while the display machines are near the advertising bank. In the advertising section there are two Ludlow type-casters and an Elrod rule and slug caster. On the same floor are located a pair of Hoe automatic steam tables and a double action molding table. The matrices, when molded, are dropped through a chute into the stereotype foundry two floors below. Another chute carries all dead metal into the foundry for re-melting.

The floor below the composing room is devoted to locker and wash rooms for the employees.

On the next floor is the stereotype foundry, equipped with new machinery, including a Hoe finishing machine, a Hoe front finishing machine and the latest in saws and trimmers for flat work.

The press is on the same floor, which makes for easy handling of the plates from the stereotypers. The press is new—a straight-line octuple of the R. Hoe make of 64-page capacity. The control board is located on a mezzanine above the floor.

The conveyor from the press runs into the mailing and distribution room on the ground floor. A right-of-way running beside the building permits the circulation department's trucks to run up to the mailing room door, a factor which facilitates deliveries. In the same right of way is a spur track of the Boston & Maine railroad which makes it possible to unload paper cars right at the building, thus avoiding trucking from the freight yards.

The remainder of the building, comprising another entire section, is devoted entirely to storage, which permits the accumulation of huge stocks of newsprint.

The occupancy of the new building coincided with the 100th anniversary of the Courier-Citizen, and the occasion was marked by a 64-page souvenir edition.

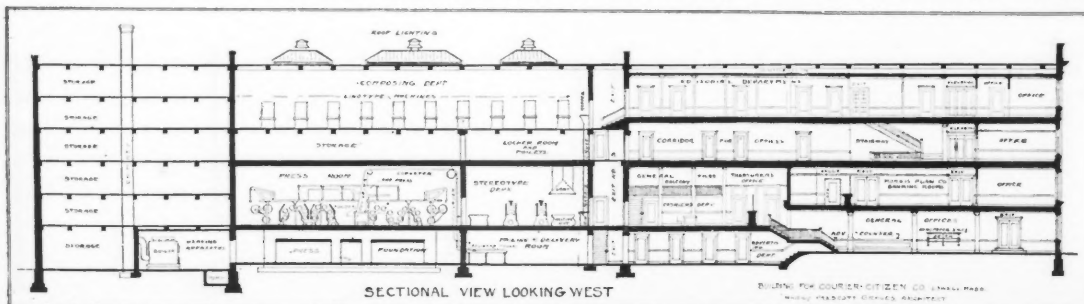
Kaltenborn Completes Radio Tour

H. V. Kaltenborn, associate editor of the Brooklyn Eagle, has just returned from the first transcontinental radio tour ever undertaken by a radio performer. Between June 24 and July 30, he addressed radio audiences from 10 principal stations in the middle and far west.

Ulrich Joins Peshtigo Mills

M. L. Ulrich, formerly with the Junkin Paper Mills, Fort Madison, Ia., was recently appointed general superintendent of the Peshtigo Paper and Pulp Company, Peshtigo, Wis.

Editorial, advertising and circulation ideas in EDITOR & PUBLISHER, \$4.00 a year.



SECTIONAL VIEW LOOKING WEST

BUILDING FOR COURIER-CITIZEN CO. LOWELL, MASS. WOOD, FREESTON, CHASE, ARCHITECTS

Sectional view of new Lowell plant.

"DING'S" GENIAL PEN REFUSES TO LIBEL LIFE

"It's the Only Human Race We Have, Why Not Be Kind to It," Eminent Cartoonist and Pulitzer Winner Counsels Colleagues—Condemns Vitriolic Caricatures—Says Ideas Transcend Mere Drawing

By HARLAN S. MILLER

"I DON'T care who is president," a well known cartoonist remarked, "provided his nose is amenable to caricature."

With this dictum Jay N. Darling, the 1924 Pulitzer prize cartoonist, is in complete and hearty disagreement.

First of all Mr. Darling, who signs his cartoons "Ding," holds it axiomatic that all noses, even the most chaste, are defenseless before the caricaturist's pencil.

Second and lastly, "Ding" does care who is president. Unlike some geniuses—incidentally, Ding doesn't believe much in genius—he esteems his country above his art.

It follows that should a prophet arise with an impeccable nose, a nose defiant of distortion, Ding would not hold it against him at the polls.

That is to say, Ding takes his government seriously, although he is not averse to giving it an occasional dig in the ribs, or chucking it under the chin. Caricature is merely one of its by-products.

It is significant that while he might in fun augment the Hughes whiskers and mustachio, or magnify the Hoover chin dimple or the Wallace eye-brows, so people who have never seen them can recognize them, he values this trio as the ablest public servants within sound of the republic's voice.

If you define genius as hard work dressed up in its starched shirt, he is willing to concede a conscientious government official the appellation. And he believes most officials are profoundly and eagerly conscientious.

Ding believes, moreover, that a cartoonist should not be hyper-critical, violent or vitriolic in his attacks on officials. He maintains that the effective admonition is the sweetly sugar-coated.

Thus it was with a muffled bludgeon that he won the \$500 Pulitzer award, voted him as he was on his way back from a two-month vacation in Europe.

Rival caricaturists whose rapiers are smeared with no healing unguent estimate that this is something less than half of one per cent of his yearly income.

He arrived from Europe without heralding—no one met him or notified him of the prize, and he was ignorant of the award until he fished a Columbia university envelope, that looked as though it concealed a circular, from his waste basket.

Although he is still staff cartoonist for the *Des Moines Register*, an independent morning newspaper of Republican tendencies, which he joined in 1906, he has also been on the staff of the *New York Tribune* since 1917. The *Tribune* syndicates his cartoons to 110 newspapers of all shades of political and editorial views.

Thus 110 newspapers printed the Pulitzer prize cartoon.

It was a drawing in four parts, of non-political import. Each part depicted the career of an easily recognizable national figure, from humble and obscure boyhood to his place with the mighty.

A goodly fraction of Ding's drawings are in this vein, broad commentaries on American and international life, not one whit contentious.

But often his sketches embody views sharply at variance with the editorial policies of some of his 110 newspapers, and yet are by them prominently displayed. In this way the cartoonist achieves somewhat the stature of a Fifth Estate.

By the terms of his agreement with the *Tribune*, Ding spends 4 months of each year in New York. The other eight he lives at his home, in Des Moines, Ia.

"There is less pressure out there against a man's brain and brush," he explains, "fewer suave enthusiasts for and against everything. Moreover, I have grown accustomed to the way we live in Iowa, and so find it more comfortable to live that way."

So much for the many who detect some esoteric philosophy in Mr. Darling's adherence to his Hawkeye prairies.



J. N. DARLING

During the Democratic Convention, Ding, as is his wont when sojourning in Manhattan, took possession of a sedate hotel suite and disguised it with palettes, drawing stands, boxes of paints, brushes, ash trays, piles of photographs and clipped pictures until it resembled a studio after a minor hurricane.

This time it was the Algonquin, and Ding, a brawny six-footer or thereabouts, with a habit of making himself comfortable, had eliminated any urban hauteur the suite originally may have possessed. Cigars, books, cigarettes and magazines lay about.

The Democrats had adjourned a few minutes before, and already the cartoonist, with his sleeves rolled up, was squared away before a 30 by 20 sheet of stiff drawing paper, on a draughtsman's stand in the light of a bay window.

On the paper, under a rain of swift brush strokes, Smith and McAdoo were emerging as the Kilkenny cats. As in the legend, their tails, tied together, suspended them from a clothesline, and their claws tore at each other.

It was a prophetic picture, drawn early in the balloting, for Smith and McAdoo later emulated the cats and clawed away until little remained but their tails. As he sketched he smoked and talked.

Ding's brow is broad, high and streamlined against faddist breezes. His features are large, sympathetic and tolerant, with eyes that are deceptively merry when he is most earnest. His facial lines bear the imprint of smile infrequently seen. His hand is amazingly, disproportionately swift at the end of a heavy arm slung from a broad shoulder.

There was, however, an interlude when it wavered. Well might Ding have added a fifth strip to his prize cartoon of greatness snatched against great odds.

Few know that 12 years ago, as he stood on the threshold of national recog-

nition, that right arm hung helpless at his side, virtually crippled in a hunting accident.

First he tried to learn to utilize his left arm. Then during two years of stubbornly unconceded disability he held his brush in his right, its fingers and arm muscles quite limp, and furnished motive power by pulling it across the paper with his left. Eventually specialists restored use of the arm, but not before he had bridged a 24-month crisis that yawned menacingly across his career.

"Julian Mason wants this and three others by eight-thirty," said Ding, with a trace of pride. "These conventions give you a whiff of battle smoke. I feel young again." He looked permanently young, and behaved so.

A waiter was setting the table for dinner. Ding takes most of his meals, during such emergencies, in his own rooms. Friends accused him of avoiding the dining room downstairs for fear that he might encounter a bevy of columnists and critics. This explanation he waved aside and insisted "It's cozier up here."

Ding's father was a Methodist minister, who never sojourned more than two years in any pulpit. Fate and the Conference decreed that he be born at Norwood, Mich., on the lake shore.

When he reached the gawky years he was living in Sioux City, Ia. From there he went to college, to absorb the scientific preparation for a medical course.

Science must have seemed a gaunt and austere taskmistress, for he sought relaxation in horseplay which blinded a sensitive faculty to the fact that his grades were good.

It was a warm Democratic night, and as Ding gave recognition to the potatoes hashed in cream, he declined to remember all the schools that had expelled him. It was a subtle revenge; or so it must seem to the schools obliterated. Obviously

Beloit University expelled him more tactfully than elsewhere; in Beloit's favor he made a solitary exception and remembered her kindly.

With the pedagogic tincan athwart his ambitions, Ding heard in its rattle no dirge; only an "I'll show 'em!" refrain. Like many another collegian, he became a journalist temporarily to earn tuition money, so he could return to his skeletons and scalpels in a year.

A husky, willing youth, he became police reporter, city hall man, sporting editor and staff photographer for the *Sioux City Journal*. That was before the day of specialized journalists.

In college he had been an awkward bashful exhibit, by his own avowal. Suave classmates and co-eds froze him in strange postures, tongue-tied.

"I still get sea-sick when I have to meet a roomful of strangers," he explains. And so in revenge he carried a pad and pencil and caricatured those who embarrassed him most.

On his several runs for the *Journal*, he still carried his pad and pencil. During lulls he would reduce an unsuspecting prominent citizen, at a banquet or a trial, to the equality of caricature. One day he thus embalmed an irascible pioneer attorney, the local Cato, during a school board meeting.

Shortly afterward this same short-tempered Demosthenes blew up during an argument in court and lambasted his colleague, the opposing counsel, with a walking stick.

This was a novel performance, and the city editor yanked Ding from a hot story about the horseshoe tournament, and sent him to get the violence gentleman's photograph.

The assignment was a stalemate. Ding's quarry had never had his picture taken, and announced thunderously that he never would. To cover his chagrin, Ding produced the pencil sketch. The city editor recognized his man instantly, and ran the caricature, probably no more flattering than a photograph would have been, on page one.

The *Journal* printed his whole sketch-book gallery as an alphabet of Sioux City celebrities. As a result Ding, then 24 years old, became engrossed in his cartoons, and abandoned his medical career.

Sometimes he regrets this, and surgery is still his foremost hobby. He reads surgical works, and is absorbed in intricate operations performed by some of the republic's leading surgeons who are among his friends.

This defection occurred in 1901. Five years later, when he joined the staff of the *Register* at Des Moines, his Iowa farmer was a recognized type, and he had stressed the hitherto unremarked resemblance between Uncle Sam and Farmer Cornstossel, till it was limned in the national consciousness.

Today he has built a comfortable fortune with the characteristic black lines from his pencil and brush. (Even a Ding pig can be recognized anywhere as a Ding pig.) He drops in to size up the League of Nations at first hand, in its Geneva seclusion, as informally as he goes to the Iowa state fair for other data. He is having his young son and daughter educated in Europe, perhaps with the hope that they will love Iowa more. He has exchanged ideas with many, perhaps most, of the Republic's grandest vegetables, as the French say. Not because he is sociable, alone, but because he holds that a cartoonist ought to know his victims.

"A cartoon," says Ding, "is an illustrated figure of speech. Too many of them are merely mixed metaphors. Far too many are guilty of hyperbole. They exaggerate."

"What they exaggerate most of all is the wickedness of public officials. An unkind cartoonist, and there are too many

of him, condemns a whole government with a few brisk strokes.

"It is far too easy to criticize and slam well-intentioned, honest officials through caricature. A conscientious cartoonist will not poison the wells of public opinion by attributing false motives to personages whose heads are momentarily above the mob-line. It is too easy to foster baseless suspicion. The public usually is suspicious enough.

"The cartoonist with a warning or a message must sugar-coat it or become a common scold.

"This is the only human race we have. Why not be kind to it?"

The inspired cartoonist who dashes off a masterpiece in a mad frenzy. Ding testifies, is as rare in real life as the indomitable reporter of fiction, who wins a job as dramatic critic by climbing into the city hall through the transom and foiling a political plot.

"The 10-minute-a-day cartoonist is a myth," devastates Ding. "To keep a mind fit for caricature, the pictorial critic must flex his mental muscles constantly, by reading, by study and by contacts.

"Inspiration will not come to his rescue, galloping on a winged white elephant. He must grope for the message, and then he must study the public's psychology for the best way to convey it.

"In conveying it, he cannot be temperamental or toloftly. A cartoonist may well adopt for his motto: 'Reason with the public; don't dictate to it.'

Ding was smiling benignantly at some outlandish cheese, in lieu of dessert, which may or may not be an outgrowth of his last trip abroad. Suddenly the smile vanished.

"Here I am, preaching again," he acknowledged. "Well, if I am, I'm preaching at the thousands of hopeful parents of hopeful cartoonists who think the 'funny pictures' offer a good, clean if dishonest way of making a living for a youngster who's so ornery and incapable of everything else that he must have artistic genius.

"If all the aspiring cartoonists I meet every year were laid end to end, they would form a wiggly line clear around the White House, and high enough to protect it—even against cartoonists.

"Many of these youngsters are graduates of art schools, and can draw things around me. But they don't know what the world's all about. They are too lazy to learn. Yet that's just why their folks want them to become cartoonists—because they're incorrigibly lazy.

"Why, the poor cartoonist,"—and here Mr. Darling's face assumed a solemn and sympathetic expression—"the harassed cartoonist spends more hours at work than anyone else in the shop.

"That brilliant symbolism having to do with the cow's whimsy toward her milk pail, expressed in kicks, and the inspired stuff about summer boarders, is good only once or twice a season. There are gaps to fill with ideas.

"Still, without any ideas whatever a caricaturist can always ruin a man's reputation, by pitiless cartooning."

Harshness and vitriol, however, are more frequent in the sketches of Europe's "pictorial critics" than in this mellow, live-and-let-live republic, Ding has concluded. There "pitiless cartooning" is the rule.

"The idiom of expression varies greatly between Europe and America," he said. "They use the bludgeon.

"The continental caricaturist is even more violent than his British colleague. The Britons are leaning toward geniality. "But even the continentals are corks their rapiers. The youngsters among them are more generous. They yield a better admixture of humor.

"On the whole, I think caricature is discarding its ancient flair for lampooning." Ding knows his Voltaire. If he doesn't regard this as the best of all possible worlds, he is convinced, at least, that it is the champion world extant.

Morning Daily for Key West

John A. Lloyd, managing editor of the *Havana (Cuba) Post*, and J. T. Willford, business manager of that paper, have announced they will publish a morning daily paper at Key West, Fla., Sept. 15.

ALL IN THE DAY'S WORK

Drawn for EDITOR & PUBLISHER

By HUBBELL REED McBRIDE

Originator of "The Ark Age" Will Draw for Macfadden Tabloid



"Praise from Sir Hubert —"

"STRUGGLING ARTIST" may sound bromidic to casual readers, but to Hubbell Reed McBride, newspaper cartoonist, creator of the comic strip "The Ark Age," and now illustrator and cartoonist for the Macfadden publications, it has fresh and poignant meaning.



H. R. McBride

Today McBride "has arrived" as they say. He has perfected an individual style. His drawings are widely known. He is a consistent contributor to *Life* and other publications. In his spare time he is completing

a series of 36 figures of President Roosevelt—pen drawings—which he says will be the best serious work he has yet done.

It was in 1915 that McBride learned to know what the phrase "struggling artist" means. He was 22 then, and had come to Cleveland from his home on a farm near Mansfield, O., with the hope of "catching on" some place where he could foster his ambition to draw. For a month he worked in a restaurant at \$12 a week. Then he found a place in the art department of a local bag company.

His first job as a newspaper cartoonist was with the Newspaper Enterprise Association, where he illustrated jokes and drew an occasional cartoon for a salary of \$10 a week.

"I can't draw very well but I've got to have a job" was the way he applied, and it was the utter sincerity of this appeal which won him a place, according to the man who hired him.

After a year and a half with the N. E. A., McBride came to New York.

"Life was hard—I didn't know a soul when I came and I was timid about going after work and charging for it after I got it," he says. "EDITOR & PUBLISHER gave me my first work in New York. I was drafted into the army after 6 months, and spent 15 months in the army, 8 of them as art director of *Air Scout*, an air service publication."

After the armistice McBride freelanced in New York for 4 years, trying to popularize a difficult style with little or no results.

He finally hit upon the style shown in the accompanying drawing, in which the drawing of the engraver and the artist is rendered, which he believes is best suited to him.

McBride will draw cartoons for the new Macfadden evening tabloid to be launched in New York soon.

MUST GROW TIMBER OR FACE PAPER CRISIS!

U. S. Forest Service Experts Report Astonishing Findings in Pulpwood Survey—Amazing Increase in Consumption Without Corresponding Conservation or Reforestation—Conditions Which Every Newspaper Publisher Should Study

By ARTHUR ROBB, Jr.

FIVE million tons of newsprint. Thirteen and a half million tons of all kinds of paper. The last figure is stated, the first implied, as American requirements for 1950 in Bulletin 1241, U. S. Department of Agriculture, "How the United States Can Meet Its Present and Future Pulpwood Requirements." This document, a deep and detailed survey of the present and future of the chief raw material of paper, is the work of Earle H. Clapp, assistant forester and Charles W. Boyce, forest examiner, both of the U. S. Forest Service.

For the benefit of those not familiar with the present figures of the paper industry, it might be said that the figures cited represent double the tonnage of 1922, which are three times those of 25 years ago—1899. The use of paper per capita has increased 90 pounds, from 57 to 147, between 1899 and 1922, and a similar increase during the next twenty-five years, with the expected increase of 40,000,000 in population during that time, would involve a total paper consumption of 18,000,000 tons.

Conservatism, therefore, has characterized the quoted estimate of the report, in which some allowance has been made for factors which would make for a decreased rate of increase.

Any newspaper man can count a dozen or maybe a score of living publishers who were in the newspaper business in 1899, when its total draft on the newsprint mills was 569,000 tons. The 1922 consumption was 2,450,000 tons, and in 1923, it was 2,750,000 tons, probably more. It will not be much, if any, less in 1924.

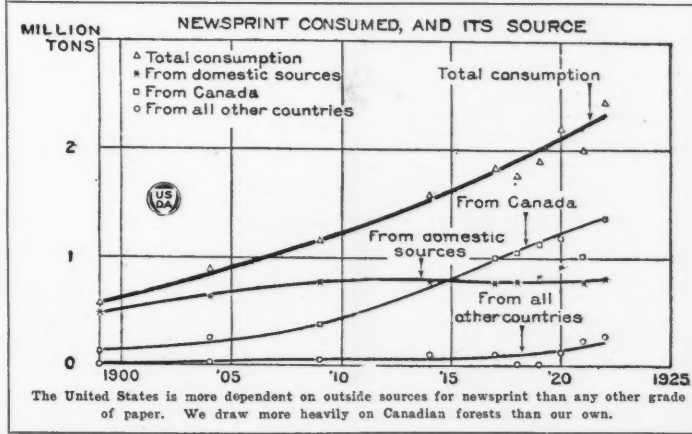
Now, before getting into the meat of the report, let us look back at the source of the 1899, 1922, and 1923 supplies. In 1899, the report states 83 per cent of the wood from which our newsprint was manufactured came from domestic forests. In 1922, this percentage had dropped to 34. That drop is relative, not actual, for the amount of domestic wood used for newsprint has increased about 450,000 cords in that time.

In 1922 we imported 42 per cent of the newsprint we consumed, all but 5 per cent of the imports coming from Canada, which in 1922 exported 83 per cent of its entire newsprint production. Imports of Canadian newsprint alone in 1922 exceeded the production from American wood, and this in spite of the fact that as recently as 1909 they totalled only 20,000 tons.

American mills also import pulp to the extent of 14 per cent of their consumption, half from Canada and half from overseas. Total imports of newsprint pulpwood in all forms, paper, pulp, and pulpwad, from all countries, are equivalent of 2,050,000 cords of pulpwood. Of this 350,000 cords came from Canada in pulpwood form—more than for any other paper grade. An additional 1,575,000 cords come from Canada in the form of pulp or newsprint.

Transferring the thought from newsprint to the entire paper field, let us state the problem, as of 1922, in this form. It took 9,148,000 cords of wood to supply 1922 paper requirements, of which about 4,498,000 cords were cut in our own forests. We exported the equivalent of 235,000 cords. Pulpwood imports amounted to nearly 1,045,000 cords. The remainder of our requirements, equivalent to 3,840,000 cords, was imported as pulp and paper.

Stated in another way, the American paper industry in 1922 manufactured 7,000,000 tons of paper from domestic and foreign supplies, but we consumed 8,000,000 tons. Our pulp industry manufactured 3,500,000 tons of pulp, in part from imported wood, but 5,847,000 tons were required for our total paper consumption. Finally, we cut from Ameri-



can forests 4,500,000 cords of wood, but the total consumed in the United States and elsewhere to meet our paper requirements was 9,148,000 cords of domestic and foreign wood. Only 88 per cent of the paper consumed in the United States in 1922 was manufactured in this country; only 60 per cent of the pulp used was a home product; and only 49 per cent of the wood used came from our own forests.

And the estimate is that we shall need 15,000,000 cords of wood in 1950!

Shall we get it from Canada? Probably not, as Canada is beginning to object seriously to letting unmanufactured wood cross the border. And Canada is beginning also to reach the limits of expansion, some observers say. Is Europe the source of the future? Hardly. Sweden is already removing the full annual growth from her forests and Norway is overcutting hers, as is Finland. Apparently, the report goes on, the only country in the world which offers the opportunity for a long sustained increase in pulpwood supplies commensurate with the increasing world demands is Russia, including Siberia, and a large part of the Russian forests are inaccessible. Europe, when it recovers, will need more paper than it can purchase now. The Near East and the Orient, Latin America and the gradually settling parts new to civilization will demand paper from the nearest points of supply, and Uncle Sam's children can expect to pay well in competition with the world if their supplies of paper are to come from beyond borders. That is leaving out of consideration political exigencies which might shut off outside supplies of pulpwood; that consideration is hardly negligible.

These are purely negative arguments the report advances for a domestic source for all our pulpwood requirements.

On the positive side, it is set forth that regions with large areas of forest land can be made centers of the same permanent development as areas of rich agricultural lands. Both produce crops which differ only in kind. A thriving timber industry is as basic in character as agriculture. Upon timber crops can be founded permanent local wood-using industries, such as pulp and paper manufacture. On the other hand, extensive areas of idle forest lands are a public burden. As long as they remain idle, transportation facilities can not be supported, taxes on productive property are increased, settlement is hampered, and social progress is retarded.

European pulpwood supplies, it is pointed out, now come from cultivated forests. Canadian supplies will also have to be grown by forestry if they are to remain a factor of importance. The

United States has on the whole much more favorable growing conditions than either Eastern Canada or Northern Europe, the main sources of our imports, and we should therefore secure larger yields in shorter period from our own lands. Water power, fuel, and materials other than wood for manufacture of paper are abundant in the United States. Thus the more nearly independent the United States can become of foreign wood supplies, the less likely we are to be subject to dictated prices from outside sources of excessive prices resulting from world competition.

However, for the period during which paper or its constituent materials can be obtained more cheaply from foreign than domestic sources, importation is a sound measure of forest conservation, eking out our diminishing supply of convertible pulpwood.

The problem of the future is to make that 1950 requirement of 15,000,000 cords of pulpwood at home. Twelve million cords of this will have to be in spruce, fir, and hemlock, the constituents of ground wood and sulphite pulp which are all there is to newsprint and which are essential to a number of other grades of paper.

Of the total timber now standing in the United States about 760 million cords, including jack pine, is suitable for mechanical and sulphite pulp; 850 million cords are suitable for soda pulp, used in book papers; and 1,920 million cords are available for sulphate, which goes into the boards and other coarse papers. All of the Alaskan pulp species are within the sulphite-mechanical group.

The total annual drain on American forests, of which only 2.5 per cent is for pulpwood, is a little short of 25,000,000 cubic feet, about one-thirtieth of the total visible wood supply of the United States. Annual replacement through new growth is only 6,000,000 cubic feet, so that our timber resources are decreasing 19,000,000,000 cubic feet, or 160,000,000 cords a year. This drain includes much timber below saw-timber size, the losses in this size being thrice its renewals, thereby reducing the possibility of replacing the larger-size timber by the progressive growth of new wood. The drain upon the larger sized material suitable for saw timber is 5 1/2 times the annual growth.

Now, under forests in the United States are 470,000,000 acres of the original 822,000,000 acres of virgin forest. The outlook is that agriculture will make no further inroads on forest lands and that the present acreage can be taken as the area for the forest cultivation that the future must bring. This total does not include the Alaskan forests, only two

of which are considered in the report—the Tongass and the Chugach reservations. These 5,000,000 acres of forest lands may be added to the previous total. Of the present acreage, 138,000,000 acres are still covered with virgin timber, 250,000,000 with volunteer second growth, and 81,000,000, devastated by logging and fire, lack forest growth of any kind.

The forests of practically every region in the United States are being cut much more rapidly than they are being replaced by growth, and in most regions the original timber supplies have been greatly reduced, the pulpwood regions falling within the latter class.

The most urgent phase of the immediate problem is to secure annually an additional 870,000 cords of spruce, hemlock, and balsam, and 180,000 cords of aspen (known in the trade as poplar), to offset pulpwood imports. An important, but less urgent phase of the problem is to secure from American forests the pulpwood required to offset present pulp and paper imports. The total of these immediate and future requirements is a total annual increase in the spruce, fir and hemlock cut of about 3,916,000 cords, in the pine cut of 773,000 cords and in the cut of various hardwoods of 196,000 cords.

A third phase of the problem stated by Messrs. Clapp and Boyce is to meet increasing future paper requirements from our own forests if possible. This based upon the increase in requirements of the past decade or two, would necessitate a further increase in the fir, spruce, and hemlock group of 237,000 cords a year, in the pine cut of 110,000 and in the hardwood cut of 23,000 cords. Upon the basis of possible paper consumption of 13,500,000 cords by 1950, there would be required at that time, under present manufacturing practices, nearly 12,000,000 cords a year of fir, spruce and hemlock, 2 million cords of pine, and a little over 1,000,000 cords of hardwood.

Growing pulpwood is the fundamental solution. Some relief may be expected from new or modified pulping processes, whereby the number of species available for pulping purposes can be increased. If such an increase can include species which are still comparatively abundant in the Middle Atlantic, New England, and Lake States—the heart of the newsprint industry of the United States—it will be of first importance in relieving the present crisis, Messrs. Clapp and Boyce report. Additional relief may also be had by shifting sulphate pulp production from spruce, fir and hemlock partly or wholly to pine and larch. Elimination of waste in the chemical processes will also help. Only about 45 per cent of the original weight of wood now appears as sulphite pulp, the remainder being lost in the liquor. Reuse of waste paper has grown to 29 per cent of our present total paper consumption, but, with the perfecting of present deinking processes or the discovery of better ones, waste paper can be made to furnish to new paper more than its present 1,850,000 tons a year.

Use of woods and sawmill waste in pulp and paper is another avenue, which has been neglected these past 15 years. About 20,000,000 cords a year of sawmill waste from pulp species cannot be salvaged in lumber manufacture. Only 90,000 cords were used in pulp operations in 1922.

But, important as all these measures are as part of a general program, the investigators say "the main reliance in ultimately and fully meeting our pulpwood requirements must be placed upon the growing of timber."

The possible margin of growth on our present forest area, under intensive forest management, over the present drain, would ultimately amount to about 12,000,000 cords of the pulp species. To this

could be added a part of the 11,000,000 cords of pulpwoods not lost annually by fire and disease, but which could be saved by better protection. Alaska's forests can add another 2,000,000 cords a year without depletion of its resources. This total would more than meet the 10,500,000 cords difference between the present cut from our pulpwood forests and the ultimate cut of 15,000,000 cords, and leave plenty for increased use of other wood products. But—the difficulty comes back of the necessary concentration on spruce, fir and hemlock.

Two solutions of this difficulty—one for now and one for the future—are presented.

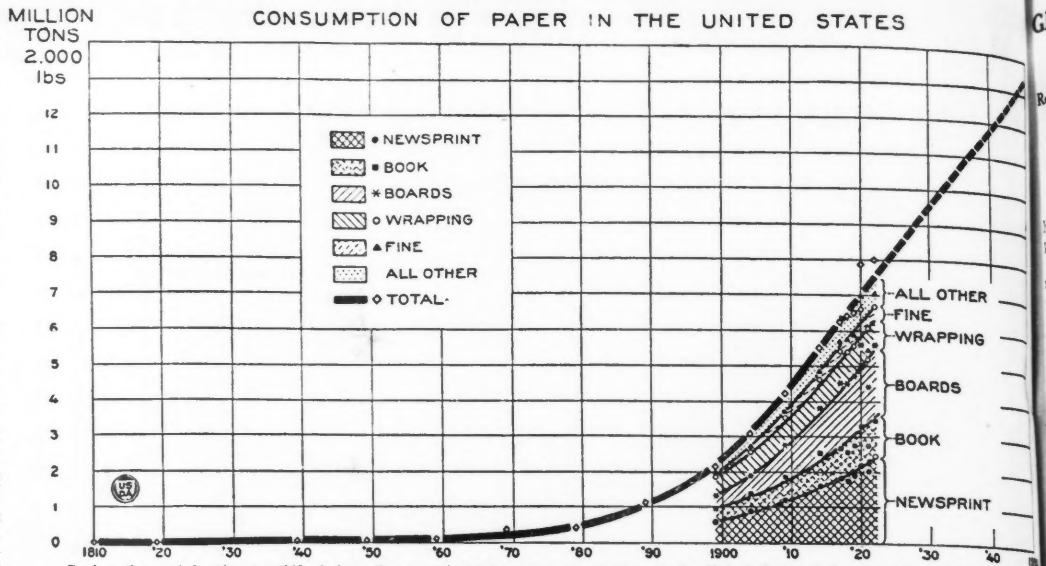
"Unfortunately," the report states, "the timber supplies of New York and Pennsylvania are now so greatly reduced in relation to demands, and provisions for their replacements by growing new supplies are still so far short of ultimate possibilities, that a curtailment of pulp production seems to be the only outlook if present pulping processes are continued. How rapid the curtailment will be, and how far it will go, depends primarily upon how soon forest management is applied, with what degrees of intensity, and on what part of the area of the entire spruce-fir type. Increased cutting of pulp timber in the immediate future would merely hasten and aggravate later curtailment. The main effort in the solution of the problem in the Middle Atlantic States must be to increase timber growth.

"The outlook for the immediate future in New England is similar, but less critical because of the larger timber supplies in relation to plant requirements and the smaller pulpwood imports. New Hampshire of the three spruce states, is in the worst situation, and Vermont is in the best. Vermont might succeed in supplying its own mills, but will probably be called upon increasingly to assist New Hampshire and New York. Drastic curtailment is the only outlook for New Hampshire so far as its own supplies are concerned, and reliance upon Maine and Vermont only serves to aggravate the difficulties of these States.

"Michigan's spruce and hemlock supplies are chiefly available for Wisconsin. Wisconsin, with only limited resources of its own, draws its pulpwood largely from Michigan and Minnesota. Minnesota, with anything but a favorable spruce outlook, is trying to eliminate the competition of Wisconsin mills. Eliminating new processes, the only way in which the pulp industry can hold its own is through the increased use of hemlock in competition with the sawmills, and through the possibility, already beginning in fact, of using jack pine. Both of these species are more suitable for sulphite than for mechanical pulp. Both, without intensive forest management, and possibly hemlock in any case, will be purely temporary expedients. Immediate enlargement of the pulpwood cut or of the manufacturing industry, is out of the question without corresponding curtailment later.

"Under present pulping processes, therefore, new regions alone, with ample stocks of virgin timber, offer the only hope in making up in the near future either our 870,000 cords of spruce pulpwood imports or the sum total of our dependence for spruce, fir and hemlock, equivalent to 3,916,000 cords. Half of the latter can be wiped out by a new industry in Alaska; three-fourths can be secured from the forests of Washington, Oregon, and California; one-fourth can be secured from the Rocky Mountain forests in Montana and Idaho. Only the growing of new crops of timber to replace present supplies can afford a basis for permanent plant operation in these new regions."

The outline for the future is less particularized. The possible cut from Alaska, the Pacific Coast and the Northern Rocky Mountain states is placed at about 6,500,000 cords annually. This is conditional upon intensive forest management on all cut-over lands, or at least on restricted areas devoted to pulpwood production. Potential growth on the spruce-fir lands of the Middle Atlantic New England, and Lake States combined, can ultimately, under similar methods, exceed 6,000,000 cords. Use of spruce for other purposes than pulpwood might



During the period prior to 1869, before the use of wood, paper consumption in the United States had increased only to 881,000 tons. Since that time consumption based chiefly on paper from wood has increased to 8 million tons. A smaller rate of increase than that of the last two decades would bring consumption to 1,950 to 13½ million tons. Paper consumption by grades is shown by cumulative curves.

be offset by utilization of more or less jack pine, possibly also hemlock, for sulphite, and by cutting spruce and hemlock in the Southern Appalachian states. The total for East and West would barely meet a 12,000,000 cord requirement of spruce and fir pulpwood, and the Eastern contribution would not be available until long after 1950.

"Public interest in the pulp and paper problem carries public responsibility to aid in its solution," the report concludes. "The supplies of pulp wood, lumber, and other forest products and the profitable utilization of the forest land constitute merely two phases of one of our most important national problems. The public is interested in securing permanent, as contrasted with temporary, industries. It is interested also in securing ample future supplies of paper at reasonable prices.

"The public must redeem its responsibility by enlarging the area of publicly-owned forest lands and devoting such lands in part to the growing of pulpwood. In co-operation with private owners, it must extend and improve protection against fire, insects, and disease. It must solve the question of forest taxation, which in its present form helps to discourage efforts by private owners to grow their own timber supplies. It must encourage the development of satisfactory forms of timber insurance. It must aid in forest products research into pulpwoods and pulping processes. To supplement present knowledge, it must, in co-operation with the pulp and paper industry, extend and enlarge the research or forest experiment stations in methods of reforestation, timber-growing, and protection.

"It must also secure fuller data on the adjustment of needs and supplies. Although the general information available amply justified action along the lines suggested, much more accurate and detailed data on timber supplies, growth, requirements, and available forest lands are essential for thoroughly satisfactory plans from the standpoint of either the pulp and paper industry or the public. For such data reliance can be placed only upon a timber survey, and in making this the public and the industry must cooperate.

"The interest of the industry in planning and providing for itself ample supplies of raw materials to meet its own future requirements is still more immediate and direct than that of the public and carries corresponding responsibility for the solution of the pulp and paper problem.

"The responsibility of the industry extends to co-operation in the lines indicated—forest protection, forest-products investigations, research at forest experiment stations, and a thorough-going timber survey. It includes systematic

and widespread efforts to apply the results of research as rapidly as they become available. Further than all of these, the pulp and paper industry should, to safeguard its own interest, assume the leadership in timber-growing on its own forest lands and those upon which it is dependent for pulpwood supplies. The alternative is scrapping pulp and paper plants or diverting them to other and less essential products affords no real choice."

WEEK'S PRESS FLASHES

Nowadays the gentle sex is composed of men who do not drink or smoke cigarettes.—*New York American*.

A soft answer turneth away wrath, but the Loud Speaker is relied on to turn in the votes this year.—*Boston Transcript*.

You can always tell when you are on the wrong road. There are no detour signs.—*San Francisco Chronicle*.

We may at least hope that Defense Day will not involve mobilizing the military experts.—*Springfield Republican*.

The inventor of the "death ray" won't sell it to the United States, but at any rate we have the secret of making moonshine.—*Portland Oregonian*.

Stepping on gas has become more dangerous than inhaling it.—*Lebanon Reporter*.

Hood—I saw you in church last Sunday morning.

Gear—Yes; I had a bad knock in my engine. What was the matter with your car?—*Boston Transcript*.

After all, the only real difference between the girls of this generation and the

girls of the last generation is one generation.—*Robert Quillen in Detroit Free Press*.

The first candidate who says anything about "normalcy," should be led one and quietly shot.—*Columbia (S. C.) Record*.

No man is master of his own house if his bedroom is done in pink.—*Baltimore Sun*.

A man seventy-four years of age admits drinking whiskey for sixty years. Prohibition came along just in time to prevent him from getting the habit.—*New York World*.

Frequently a golf bag on the front porch indicates unpulled weeds in the back yard.—*New York Telegram and Evening Mail*.

A man in Sheffield, England, who is one hundred and eleven years old attributes his longevity to his confirmed practice of bathing his head in vinegar. Hope it hasn't soured his outlook on the world.—*Providence Journal*.

Radio in summer sounds as if dishes were being broadcast.—*Columbia (S. C.) Record*.

46% coverage

The largest percentage of coverage of its field offered by any New York paper—morning, evening or Sunday.

NEW YORK EVENING JOURNAL

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

Has the Largest CIRCULATION IN PITTSBURGH
MEMBER A. B. C.

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

EVENING HERALD
Los Angeles, Calif.

Gained 7,249 Daily Average Circulation. Sworn Government Statement. Six Months Ending March 31, 1923, 166,300 Daily. Six Months Ending March 31, 1924, 173,549 Daily. Increase in Daily Average Circulation, 7,249.

IT COVERS THE FIELD COMPLETELY

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

GREAT NORTHERN CUTS NEWSPRINT PRICE

Reduces Newsprint Quotations from \$75 to \$70 Per Ton—International Declares It Will Not Abandon \$73 Figure

The Great Northern Paper Company has reduced its price for newsprint to \$70 per ton from \$75.

This \$5 reduction per ton is \$3 below the price recently set by the majority of Canadian mills and followed by the International Paper Company and other producers in this country.

International and the Canadian concerns early in July lopped \$2 a ton off the \$75 figure, which had stood on contracts drawn up since the first of 1924.

Paper authorities point out that several years in the past Great Northern has quoted a figure below the majority of other newsprint makers.

That the International Paper Company does not intend to quote newsprint below \$73 a ton, or \$3.65 per cwt., during this year at least, was stated to EDITOR & PUBLISHER this week by Joseph L. Fearing, sales manager.

Mr. Fearing took great pains to explain his company's position, declaring it was "to the interest of newspaper publishers as well as newsprint manufacturers to keep the price at \$3.65 per cwt.," a figure, which he insisted was "absolutely fair."

Regarding the reduction made by Great Northern, Mr. Fearing limited himself to the comment that "some mills of course may have an economically better strategic position than others."

"We already have met the price quoted by the majority of Canadian mills," he said.

"The American publishers realize that it is cheaper to produce paper in Canada than it is in the United States.

"Our position is, therefore, one of wonder as to how anyone can consider it possible for American mills to make prices lower than the Canadian concerns.

"We believe we have taken a fair stand in meeting the Canadian figure of \$3.65 per cwt."

WESTOVER RE-ELECTED

Publisher of Yuma Sun Again Heads Arizona Association

J. H. Westover, publisher of the Yuma (Ariz.) Sun, was re-elected president of the Arizona Daily Newspaper Association, at the annual meeting held recently at Phoenix. Fred Breen of the Flagstaff (Ariz.) Coconino Sun was re-elected vice-president and O. B. Janes of the Tucson (Ariz.) Citizen was re-elected secretary-treasurer.

The Arizona publishers endorsed the El Paso and Southwestern Railroad and Southern Pacific merger, with the subsequent construction of the main line through the Salt River Valley. A resolution was passed expressing the sorrow of the association for the loss of C. J. Akers, late publisher of the Phoenix Arizona Gazette.

Plans were discussed for the association's fall meeting, which will be held in Phoenix about the middle of October. At this meeting the publishers will join with the Southwestern Associated Press Convention and the meeting of the Arizona Press Club.

Publishers present were: W. P. Stuart, of the Prescott Courier; Chet Johnson, of the Tucson Star; Leroy Kennedy, of the Miami Silver Belt; Tom S. Garlow, of the Miami Bulletin; George H. Kelly, of the Douglas International; John H. Whyte, of the Arizona Gazette; and Chas. A. Stauffer, W. W. Knopp and Ed Harrington of the Arizona Republic.

Hattiesburg Daily Suspends

The Hattiesburg (Miss.) Morning Herald, published by Ben Stone Dever, has suspended publication after a few months' existence.

NEWS CAMERA WITH 100-YARD RANGE INVENTED BY NEW YORK MAN



M. S. Walker and his giant camera.

THE most exciting play in the baseball game was that slide to second base in the "lucky seventh."

Ground rules prevented most of the camera men from snapping the picture.

That long green thing, however, that looks like a cannon aimed from the grandstand behind the backstop, 100 yards away, has the graphic story told on a plate, ready to be developed and reproduced in tomorrow's newspaper.

It is the long range camera, invented by M. S. Walker, manager of the photographic department of the New York American. As a photographer who too frequently saw that exciting play missed by fellow camera men, Walker got busy, and after a year's hard work produced this long distant giant, which, according to claim, is the largest practical newspaper camera in the world.

Measuring 5 feet long, this Leviathan of cameras weighs 100 pounds despite the fact that it is made of aluminum. The fifty-seven and one-half inch lens alone weighs 40 pounds.

This lens, the secret of the camera's power of bringing subjects from 300 feet away up to the equivalent of 20 feet for smaller cameras, was manufactured in Germany. It is a copy of lenses used by Hun airmen during the war, long kept secret by the Germans from the rest of the world.

Two men are required to manipulate this photographic monster, which sits on a tripod made like a battle ship's gun pivot, capable of revolving around and moving up and down.

It is only one of Walker's camera creations, although it is his latest. Walker has been a newspaper camera man for 20 years, starting first with the New York American, and later trans-

ferring to the New York World. He was on the World up to the war, when he enlisted in the army. After the war he joined the photographic staff of the New York Daily News, later returning to the American.

While on the News, Walker constructed a camera about half the size of his latest, which then, known as "Big Bertha," was a sensation in New York newspaper circles. "Big Bertha's" lens measured only 30 inches. He has also invented a camera which makes three almost instantaneous exposures of the same subject, and another which takes 14 pictures 3 1/4 inches square in a half a second's time.

Billboards Order'd Down

All advertising signs along the highway in Lancaster County, Nebraska, will be torn down, according to the county road engineer. Only highway markers will be permitted.

Unexcelled as a Food Medium.

4 to 6 food pages every Thursday.

TRENTON (N. J.) TIMES

KELLY-SMITH CO.

National Representatives

Marbridge Bldg. New York

Lytton Bldg. Chicago

N. Y. SUN'S "IDEA MILL" PROVING VALUABLE

Business Office Invites Criticism of Methods from "Greenhorns" of Other Departments—Efficiency Ideas Unearthed

An "Idea Mill" with large capacity has been inaugurated in the business department of the New York Sun at the suggestion and under the direction of Edwin S. Friendly, business manager.

The principle of the mill is to improve methods of various departments by reversing the customary theory of having experts investigate.

"Brainy greenhorns ask the experts questions and make suggestions, with the result that many old deep-rooted traditions are being broken for the better," Friendly explained.

Meetings of the Sun's business department heads are held every Saturday. Friendly assigns 3 department heads to investigate another department, about which they know nothing.

"They ask fundamental questions," Friendly continued, "and demand answers."

"A committee, for instance, made up of the circulation manager, the head bookkeeper, and the production manager, investigate the operation of the advertising department.

"The investigators go into the department full of curiosity. They ask all sorts of questions, uncovering minor details that might easily be overlooked by an advertising expert. Their reports are brought up at the regular weekly meeting, discussed, and suggestions made are either rejected or accepted by the business manager.

"Some of the ideas emerging from the mill are of course wonderful and strange. But many are decidedly practical. And altogether it has made the Saturday meetings very interesting."

One result of the plan, which has only been in operation a short while, has been reduction in the number of the advertising checking copies of the Sun, 700 daily, Friendly pointed out.

The system of handling mail in the file room has been changed. A back number room of the Sun has been established. At present a committee made up of the promotion manager, the head of the publication office and the auditor are investigating the press room to discover how many spoiled copies there are daily and why.

James Editor 46 Years

With the issue of July 31, M. A. James completed 46 years as editor of the Boxenmanville (Ont.) Canadian Statesman, a weekly.

MOST NEWS

The largest morning daily circulation in Pittsburgh

The Pittsburgh Post

MORNING AND SUNDAY

Daily Circulation...118,000

Sunday Circulation...175,000

Member A. B. C.

New Haven Register

is New Haven's Dominant Paper

Circulation over 40,000 Average

Bought every night by More New Haven people than buy any other TWO New Haven papers COMBINED.

New Haven Register

The Julius Mathews Special Agency Boston—New York—Detroit—Chicago

NEW IS INVESTIGATING POSTAL COSTS

President's Statement to Postal Employees on Wage Increase Plans Reveals Status of Second-Class Postage Situation

If Congress, at the next session, re-enacts the postal employees' salary increase and provides the means of raising the money for the advance, President Coolidge will sign the bill. Virtual assurance on that score was given a delegation of the United National Association of Post Office Clerks, who called at the White House recently. The measure, carrying upwards of \$60,000,000 passed at the last session of Congress was vetoed by Mr. Coolidge on the ground that it failed to provide additional revenue.

The President made it plain to the representatives of the postal workers that he appreciated the condition of postal employees, particularly in the larger cities and recognized the need of proper readjustment in salaries, provided that such readjustment would not impose further tax burdens on the people. He stated that he had virtually approved the proposal of Postmaster General New for salary increases aggregating \$43,000,000 to be absorbed by increases in second, third, and fourth class matter, the heaviest increase falling on the parcel post.

The New plan provided for \$5,000,000 of the additional \$43,000,000 of postal expenses to be raised by increases in second class matter. Since the visit of the delegation of postal employees to the White House, President Coolidge has discussed the question briefly with the Postmaster General, but no decision has been reached regarding specific legislation. Mr. New is known to favor a program that will delay action on the salary readjustment until the investigation of the Post Office Department into the cost of handling various classes of mail, has been completed. This investigation is underway.

SCIENTIFIC AMERICAN WINS

U. S. District Court Enjoins Encyclopedia from Using Name

Through a decision just rendered by Judge Learned Hand in the United States District Court, Southern District of New York, the Scientific American Publishing Company is granted an injunction restraining the Encyclopedia Americana Corporation and its subsidiary, "The Scientific American Compiling Department, Inc.," from continuing to use the name "Scientific American" or "Scientific American Compiling Department, Inc.," on any of its present publications without proper qualification to indicate that there is no connection between the publishers of the Encyclopedia and the publishers of the Scientific American.

At one time the Scientific American consented to the use of the term "Scientific American Compiling Department" by the Encyclopedia. The magazine also co-operated in assembling data for the work, which was to be published within a limited time. When the policy of the new organization changed, however, Munn & Co., publishers of the Scientific American, withdrew their consent and sued to restrain the Encyclopedia Americana and the so-called Scientific American Compiling Department from using the name of the Scientific American in connection with the sale of the encyclopedia.

Associates Honor Bartlett

Edward E. Bartlett, president of the Bartlett-Orr Press, and director of linotype typography for the Mergenthaler Linotype Company, was the guest of honor at a dinner, July 29, at the Engineers' Club, New York, welcoming his return from a journey to Europe for typographic research and observation. Harry L. Gage, assistant director of linotype typography, presided as toastmaster.

GEORGIA DAILY WINS FARMER SUPPORT BY BOLL WEEVIL CAMPAIGN

Educational Drive by Albany Herald Lauded by Community and Backed by Local Business Firms—S.N.P.A. Enlisted

HOW an intelligently directed newspaper campaign against the boll weevil aided a section of Georgia to suc-

cessfully combat that destructive cotton pest was told by J. A. Davis, business manager of the Albany (Ga.) Herald at the Southern Newspaper Publishers' Association convention held recently at Asheville, N. C.

So effectual was the campaign that the S. N. P. A. voted to issue a special bulletin to its members outlining the methods used by the Herald in order that the work might be taken up by newspapers in all parts of the South. How the newspaper carried on its battle has been told by Mr. Davis for EDITOR & PUBLISHER

"Many years ago, when the South was wedded to the one-crop agricultural system and when cotton was practically the only product of Southern farms, the Herald saw that the South could not enjoy the prosperity to which it was entitled if it continued to adhere to the one-crop system of farming," he declared. "More than 20 years ago the Herald inaugurated its 'Hog, Hominy and Hay' campaign, the result of which was to develop a wide diversity of farming in southwest Georgia, to make the farms more nearly self sustaining, leaving cotton as a surplus money profit crop.

"But as it was impossible for the South to enjoy its fullest prosperity by raising cotton alone, and so it has developed that the South can not enjoy its fullest prosperity without the production of cotton. As long as the South permits the boll weevil to destroy from 60 to 75 per cent of the cotton it plants it will feel the effects of this large economic loss. This is not only true of the whole South, but of any section of the South. It costs money to plant and cultivate cotton, and if that cotton is not harvested a loss results which curtails prosperity and progress."

"For three years prior to 1924 the boll weevil had taken a heavy toll from the cotton harvest of southwest Georgia. Farmers who had experimented with various methods of boll weevil poisoning had made discouraging failures. When the planting season of 1924 approached, there was a spirit of pessimism in this section. Farmers were disheartened and business men were discouraged.

"Fortunately, experimental work which had been carried on by the Armour fertilizer Company on a cotton farm near Albany had demonstrated that the boll weevil could be controlled, that cotton could be successfully and profitably grown under boll weevil conditions.

"The Albany Chamber of Commerce made the boll weevil fight, one of the planks of its program for 1924 and sought the co-operation of the Herald in getting the information to the farmers and in building up their morale, which had been completely shaken by the unsuccessful experiments with boll weevil poisoning in previous years. A simple, efficient and economical method of poisoning was prepared and the Herald undertook to 'sell' this method to the farmers of southwest Georgia.

"The Herald took the position that the farmers were in no condition to experiment any further in their fight against the boll weevil, but the experimentation should be left to the agricultural departments of the State and the United States and to such large interested industries

as were able to carry it on. In an intensive campaign which lasted for 4 weeks the Herald urged the farmers to use the one method which had been proved to be efficient, and to stick to that method just as closely as possible.

"The campaign was opened up with a screamer printed in red across the top of the first page of the paper—'Southwest Georgia Must Lick the Boll Weevil.' In the same paper was a strong editorial calling upon the farmers to poison and to poison in the right way. The paper also carried a two-colored advertisement, half-page size, of the Albany Chamber of Commerce giving the simple method which any farmer could understand and easily use. For several days a red screamer was carried on the front page and editorials urged upon the farmer the importance of winning the fight.

"In a few days, the Herald augmented the appeal it was making to the farmers by publishing a series of half-page two-color advertisements from the leading business enterprises in the community, throwing behind the Herald's campaign the weight of endorsements from conspicuously successful enterprises in many lines of business—banks, wholesale houses, railroads, manufacturers, etc.

"The effect of this campaign was almost immediately felt. Soon everyone in southwest Georgia was talking about the boll weevil fight. The merchants and supply people were quickly sold on the idea and every time the farmer came in contact with these people he was urged to poison and to poison by the method which the Herald was advocating. Other papers in the territory took up the campaign and it became the all-absorbing topic of interest during the month of May when it was so important for the poison campaign to begin.

"It is too early yet to determine just what the ultimate results of the campaign will be, but a survey shows that about 87 per cent. of the farmers of this section have applied poison this year by the approved method. There are fewer boll weevils in the territory than there have been in a number of years and the prospects for a good yield of cotton are finer than they have been for five or six years.

"The Herald has never done anything which strengthened so much the good will it enjoys as the boll weevil campaign. Both the business men and the farmers are enthusiastic in their acclaim over an effort which they state has saved southwest Georgia hundreds of thousands of dollars.

Look for Smith's "Newspaper Typography and Make-up." Regular monthly feature. EDITOR & PUBLISHER, \$4.00 a year.



J. A. DAVIS

FORESHADOWED EVENTS

- Aug. 11-16—National Assn. of State Press Field Managers, annual meeting, Salt Lake City, Utah.
- Aug. 18-23—International Assn. of Printing House Craftsmen and Graphic Arts Exposition, Milwaukee.
- Aug. 21-23—Nebraska Press Assn., summer meeting, Omaha.
- Aug. 21-22—South Dakota Press Assn., midsummer meeting, Watertown, S. D.
- Aug. 22-23—Washington State Press Assn., summer meeting, Spokane.
- Aug. 22-25—Wisconsin Press Assn., summer tour, Milwaukee, and southeastern Wisconsin.
- Aug. 25-27—Ninth District Convention, A. A. C. W., Washington, Ia.

Terrell (Tex.) Dailies Merge

The Terrell (Tex.) Tribune has purchased the Terrell Transcript, and it is understood that the two newspapers, which are both evening dailies, will be merged into the Tribune-Transcript. The Tribune was established in 1916, while the Transcript started publication in 1899. Fred Massengill is president of the Tribune Publishing Company. H. Galbraith was owner of the Transcript.

Summer Advertising

We learn that Kops Brothers, manufacturers of Nemolastik fabric, from which many garments are made, are continuing newspaper advertising throughout the country straight through the summer months, for the first time in years and with satisfactory results.

Ahead on its Merits

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

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

Write for information, how to cover this rich field.
WESTCHESTER NEWSPAPERS, Inc.
T. Harold Forbes New Rochelle

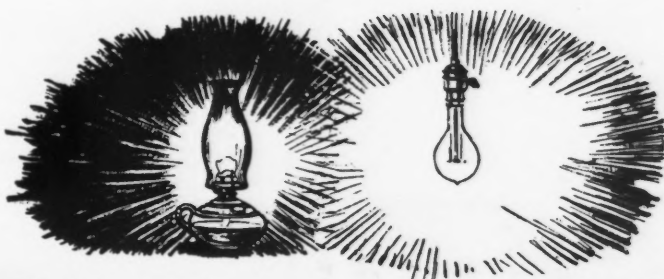
Seven Months as Leader

The New York Times published 14,821,820 agate lines of advertising in seven months this year, a gain of 493,166 lines over the corresponding period of last year and an excess of 5,118,102 lines over the second New York newspaper.

Remember!

IT REQUIRES the use of only one medium—at one low advertising cost to thoroughly cover the rich Milwaukee-Wisconsin market. That medium is—

The Milwaukee JOURNAL
FIRST—by Merit



77% Gain in Sales Marks 52nd Year in Business

Cribben & Sexton use Chicago Tribune space to Merchandise More Universal Stoves

Every advertising salesman encounters this line of talk:

"Young man, this was a successful concern before you were born. We have never done any advertising, but our factory is busy year in and year out. Dealers buy our product on its merits. We pay our profits out in dividends and we don't need any smart ad man to tell us how to pay them out for white paper or blue sky."

There are many splendid businesses which have been built without advertising. But the experience of Cribben & Sexton shows that past triumphs are

no more an answer to the story of this great business force than the excellent qualities of the horse or the kerosene lamp counterbalance the advantages of the automobile or electric light.

Cribben & Sexton, manufacturers of Universal Stoves and Ranges, began business in Chicago half a century ago. They have warehouses in five other cities from which their dealers, scattered from coast to coast, are supplied. In New York, as well as in Los Angeles, this old Chicago firm is a big factor in the stove business.

One year ago, however, Cribben & Sexton undertook to stimulate sales throughout The Chicago Territory (Illinois, Indiana, Iowa, Michigan and Wisconsin) by means of Chicago Tribune advertising. A page a month in The Sunday Tribune was contracted for. Based on this campaign, an intensive effort was made to secure dealers in the 502 major towns in each of which The Chicago Tribune reaches one-fifth or more of the families.

In one year, Cribben & Sexton increase their dealer organization by 43%

This drive began on July 1st, 1923. Cribben & Sexton then had 565 dealers in these five states. Today, after one year of Chicago Tribune advertising, they have 807 dealers, a gain of 43 per cent.

Furthermore, the old dealers have sold more Universal Stoves than they ever did before. During the year 1923 Cribben & Sexton sales outside The Chicago Territory were 6 per cent greater than in 1922. But in the five states of The Chicago Territory (where Chicago Tribune advertising was behind the salesmen and behind the dealers) increase in sales was 77 per cent.

What Cribben & Sexton think of Chicago Tribune advertising is evidenced by their assurance to dealers that 13 more pages will be run during the next year under a non-cancellable contract with The Tribune.

The kerosene lamp gave light, but the incandescent bulb gives more light, better light, and instant service. The horse has worked loyally for mankind for centuries and centuries, but he can't keep pace with the automobile. Impressive successes are possible without advertising, but no man knows the real possibilities of his business until he has geared to it this tremendous stimulating force.

SALES In Chicago Territory

1922 - After 51 years **100%**

1923 - 51 years plus Tribune Advertising **177%**

Outside Chicago Territory

1922 **100%**

1923 **106%**

Ask a Tribune man to call and tell you how the vast prestige of The Chicago Tribune, won by 77 years of success and of advertising in this community, can be fitted into your merchandising problems. There is more to Chicago Tribune advertising than the mere purchase of space. We recognize the vital and strategic positions held by jobbers and dealers. We look upon advertising not as a separate entity in itself but as a force to be closely co-ordinated with selling.

Chicago Tribune men are familiar with merchandising as well as with advertising. They have conducted sales campaigns in The Chicago Territory for various lines of business. From repeated contacts with wholesaler and retailer, as well as with manufacturer, they know how to get maximum value from advertising dollars. You place yourself under no obligation in asking a Tribune man to call. You may find, as Cribben & Sexton did, that The Tribune has something worth while to tell you.

At Last!—a Fine Gas Range with Built-in Incinerator

UNIVERSAL GAS RANGES

807 Universal Dealers listed on this page—a gain of 43% as a result of One Year of Chicago Tribune Advertising

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

The Tribune's 1924 BOOK OF FACTS on Markets and Merchandising is now ready and will be mailed free of charge to any selling organization requesting it on business stationery

NEARLY 500 PRESS TELEGRAPHERS THREATEN NATION-WIDE STRIKE

**United Press, United News, Universal Service, and International News, Conducting Last Minute Negotiations
On Wage Scale**

UNION leaders and the managements of the United Press Associations, United News, Universal Service, and International News Service were seeking means of averting a threatened strike which would call out nearly 500 press telegraphers as EDITOR & PUBLISHER went to press this week.

Both sides admitted that a last minute conference might result in agreement. A strike vote, however, was being taken, and early returns indicate a large majority of union operators favored a walkout.

The union committee has until midnight Friday to accept or reject recommendations made by Hywel Davies, representative of the United States Department of Labor, providing a 3 year contract with \$1 a week increase each year. The recommendations were accepted by the wire services but were rejected by the union Wednesday this week, and the strike vote called.

Roscoe H. Johnson, international union president, and the union committee chairman, object to "binding union members" to a 3 year contract, EDITOR & PUBLISHER was told.

They declared they might accept a 2 year contract which would guarantee the total \$3 a week increase in pay.

The press services had demanded a reduction of \$2.50 a week in the minimum wage, all classes; 50 cents reduction Saturday night extra; 10 cent reduction overtime; \$10 reduction on wages of machine operators; and 10 cents reduction on machine operators overtime. They claimed decrease in the cost of living made these reductions justifiable. The management also wanted "vacation with pay" abolished.

The union demanded wage increases ranging from \$10.75 to \$15.75 a week.

Negotiations started in New York, July 6. Commissioner Liller of the Department of Labor was called in and, when he failed to conciliate the two parties Hywel Davies of the Department of Labor was appointed arbitrator. To him the press association managements submitted a joint brief, and the union committees submitted their demands.

In handing down his recommendations, which rejected the management's demand for abolition of "vacation with pay" and offered the 3-year contract, with \$1 a week increase each year, Davies made it plain that his decision could not be considered as "an award," since, within 5 days either party could reject his proposals.

He declared his investigations showed that the "weighted average" of wages paid the Associated Press operators is \$1.75 more than that now paid by United Press, I. N. S., Universal, and United News.

Union committeemen, however, contended that this average included "short trick" men, paid lower wages because of the short hours worked daily, and claimed the Associated Press paid its men more than the other press associations.

If settlement is not reached, both sides declared themselves for a finished fight.

Present wages now run for day work from a minimum of \$41.75 per week up to \$60.25 per week; and for night from \$47.25 to \$60.25.

Karl Bickel, president of the United Press, said his service was well prepared to meet a strike emergency should it arise. The U. P., he pointed out, has widespread machine distribution as far west as the Missouri River, now, also out of Los Angeles, with a new machine service being prepared to operate out of San Francisco.

President Johnson stated that there were very few unemployed press telegraphers available at the present time, since they had found work on the various stock exchanges, because of the boom in food and grain prices.

Willingness to reach a settlement, however, was indicated by both parties.

The present agreement expired June 30.

Following is the notice sent to all union telegraphers signed by the union committeemen, calling for a strike vote: "All committees and President Johnson rejected 3 year contract, refusing to tie membership hand and foot over such a long period. Managements refuse to put arbitrator's \$3 decision in 2 year contract with threat to organize company unions. We know present employees will not operate scab wires. Have members wire overhead immediately your general chairman, authorizing strike midnight, Friday, if our continued efforts fail. Committees ask for full vote and will hold every member accountable who fails wire vote to strike headquarters Aberdeen Hotel, New York."

Committeemen are: United Press Division 47; A. T. Maddux, General Chairman; J. P. Frayn; C. J. McTiernan, Secretary-Treasurer.

International News Div. 61: C. E. Landers, General Chairman and R. M. Pollock.

Universal Service Div. 97: M. B. Norton, General Chairman.

Representing the press services are: Karl Bickel, president, United Press Associations; George C. Shor, editor and manager, International News Service; Chester Hope, Universal Service.

The Associated Press employs 1,080 telegraphers, and has never dealt with the union.

HOUSTON MERGER COMPLETED

Staff Changes Announced—Hearst Wanted Post, Watson Says

Merger of the *Houston Post* with the *Houston Dispatch* following the sale of the former to the latter last week, has been completed.

The editorial masthead of the combined *Post-Dispatch*, Aug. 1, carried the following list of executives: R. S. Sterling, chairman of the board; W. P. Hobby, president; G. J. Palmer, vice-president; George M. Bailey, editor; Charles C. Maes managing editor. Directors R. S. Sterling, W. P. Hobby, R. M. Johnson, G. J. Palmer, R. L. Dudley, George M. Bailey, Judd Mortimer Lewis, A. E. Clarkson and S. M. McAshan.

William Randolph Hearst was angling for the Post just prior to its sale to Hobby and Sterling, according to Roy G. Watson, retiring Post president. He said Lester Clark, Hearst representative, had spent a week in Houston making the usual survey preliminary to purchase.

247,496

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

July, 1924

The average net paid circulation of THE SUNDAY SUN for the four Sundays in July was 176,129.

Everything in Baltimore
Revolves Around

THE  SUN

Morning Evening Sunday

WHAT'S WHAT IN THE FEATURE FIELD

V. V. McNitt, president of the McNaught Newspaper Syndicate, New York, is spending the month of August at his summer home in Palmer, Mass.

Franklin P. Adams, conductor of the "Conning Tower," for the New York World Syndicate, is spending this month on vacation.

Tom Doerer, sports editor of the *Baltimore Post*, is drawing and writing a daily sports feature for the International Syndicate, of Baltimore.

Clinton T. Brainard, president of the McClure Newspaper Syndicate, N. Y., has purchased a co-operative suite with a roof garden in an apartment house being built at 800 Park avenue, New York.

The Bell Syndicate, New York, is negotiating with Ed Howe of Atchison, Kan., seeking to obtain a new feature to be run under the signature of the famous "Sage of Potato Hill".

Macfadden Publications, Inc., New York, is forming a new newspaper syndicate to distribute features to be developed by the New York daily newspaper which Bernarr Macfadden will establish this fall. Arthur Leslie has been appointed general manager.

Russell Cole, artist for the *Des Moines (Ia.) Register and Tribune Syndicate* sailed from New York, Aug. 7 on a tour of England, France and Germany. E. W.

Jamieson, former artist and photographer on the Register accompanied him.

Warwick M. Tompkins, for several months sporting editor and copy desk man of the *Manila Daily Gazette* is now crumbing through the South Sea Islands in a 55 foot yawl, seeking material for his weekly feature articles, which are syndicated under the title of "Tompkins Travel Tales."

O. O. McIntire, who writes a daily New York letter for the McNaught Newspaper Syndicate, New York, sailed for abroad last Saturday, on the S. S. Olympic. He plans to spend 2 or 3 weeks in Paris.

Rosita Forbes, England's woman explorer, has written a series of 4 articles for the Ledger Syndicate, Philadelphia, entitled "Terrors of the East." In this series the "nerviest woman in all England," as she is dubbed by King George, describes the 4 occasions when she was most afraid.

N. C. Ferguson, formerly associated with the Newspaper Enterprise Association, has joined the selling organization of the McNaught Syndicate, New York, effective Sept. 1.

Alex J. Morrison, trick-shot golf champion of America, has written a series of 24 articles on "Common-Sense Golf" for the Ledger Syndicate, Philadelphia.

Advertisements, like men, are judged by the company they keep

Who introduced him? Who are his friends? What company does he keep? These are the questions every man and every woman asks and answers before admitting a stranger to the inner circle of the home.

So, too, with merchandise. The confidence with which you welcome it, is determined in large measure by your regard for the newspaper that first brings it to your attention. This necessarily involves the consideration of the other advertisements commonly carried by the same newspaper.

In Cincinnati a campaign of advertising in the Times-Star is the "Open Sesame" to the worthwhile market. The Times-Star is the home paper of a well-to-do and highly discriminating market of 600,000 people. It is their paper, owned and edited by their fellow Cincinnatians whose interests are identical with their own. Editorially the Times-Star crystallizes the sentiment of the community of which it is so significant a factor.

The Times-Star goes daily into practically every literate, white, English-speaking household within the metropolitan area of "the most American of American Cities." Its daily city circulation is approximately 28,000 greater than that of its evening contemporary and more than 70,000 in excess of the leading morning newspaper.

In display advertising the leadership of the Times-Star is even more pronounced. Last year it carried 4,481,358 lines more than the second afternoon paper in Cincinnati and 2,192,708 in excess of the leading morning newspaper, including its 52 Sunday magazine editions. The preponderance was equally overwhelming in national and in local display. It is even greater now than last year or at any other time in the sixteen consecutive years of its unchallenged supremacy.

CINCINNATI TIMES-STAR

CHARLES F. TAFT, Publisher

C. H. REMBOLD, Manager

Member of Audit Bureau of Circulations



There are certain fundamental beliefs upon which we have built this business

A PROFITABLE INVESTMENT

We consider it an unsound transaction to permit a customer to overequip his office or to buy a Linotype until his business justifies it. We do not therefore encourage the purchase of any Linotype unless, in our judgment, it will prove a profitable investment to the man who buys it.



MERGENTHALER LINOTYPE COMPANY

Brooklyn, New York

SAN FRANCISCO

CHICAGO

NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World

GILBERT ANALYZES REPORTERS' TENDENCY TO GILD PUBLIC MEN

FRANK R. KENT, Washington correspondent for the *Baltimore Sun*, "stirred up the animals" with his waspish article on President Coolidge in the August issue of the *American Mercury*, wherein he asked the reason for the "curious conspiracy on the part of reporters to keep from the people the facts about public men."

Clinton Gilbert in his "Mirrors of Washington," appearing in the *New York Evening Post* Aug. 4, commented on Kent's article as follows:

"Here is Frank R. Kent, a clever newspaper man, making the discovery that truth is the hardest thing to tell. Pilate had the same idea a couple of thousand years ago. Probably he had been reading the newspapers of his day and generation. Says Mr. Kent, in Mr. Mencken's *American Mercury*, there is a 'curious conspiracy among newspaper reporters to keep from the people the facts about public men. . . . There is nothing deliberate about it. Unplanned and unpremeditated, they have been at it for generations. . . . This instinct to anoint and glorify, exalt and protect, is found among the local reporters who write about Sheriffs, County Clerks and City Councilmen, and among Washington correspondents who write about Congressmen, Cabinets and Presidents.'

"Mr. Kent takes Mr. Coolidge as a case in point. 'Here,' he says, 'was the dullest and most ignored and obscure Vice-President in history suddenly pitchforked into the Presidency. As Governor of Massachusetts and as Vice-President he had been a laughing stock for those who watched him function—a thoroughly commonplace, colorless person with a neat little one-cylinder intellect and a thoroughly precinal mind.' And today there exists the 'wise, strong, silent man' legend. This is overproving the case. It isn't anything against Mr. Coolidge that he wasn't highly regarded as Vice-President. A curious tradition requires us to look on all Vice-Presidents as a joke. A Vice-President is as inevitably funny as a man slipping on a banana peel.

"Now, what has brought about the contrast which impresses Mr. Kent so forcibly between the way Mr. Coolidge was regarded a year ago and the way he is regarded today? Two factors: one, Mr. Coolidge himself, and two, human nature. First, Mr. Coolidge has been all that the country has asked for in the way of an Executive, and he has given to a large, influential and vocal element of the community something it is grateful for—a medium for expressing its conservatism. This is important. And, second, what Mr. Kent calls a 'conspiracy of newspaper reporters' is really a conspiracy of human nature itself. Reporters are merely not free from human nature.

"If you ask half a dozen of your acquaintances separately to recommend to you a doctor, each will tell you that his doctor is a wonderful physician. If you want to find a good lawyer, every man will tell you his lawyer is a genius at the law. Every woman will tell you how her minister holds the keys to the gate of heaven. I was at a luncheon given by Lord Northcliffe while President Wilson was in England. A British newspaper man, no child in experience, said to me: 'I'm glad your President is staying with our King. It will do him good to talk to the King. The King, you know, is an awfully wise, level-headed fellow.' I was astounded to have it suggested that the King, whom I had shaken hands with the day before, had more sense than my President. But this British editor—it was his King, you see. The President is his President to every man in the country as well as to every newspaper man in Washington. And it's human to think highly of your President, as well as of your doctor,

your lawyer, your dog and your automobile. At least, it is to so many that it does not make as much difference as Mr. Kent says what the reporters write from Washington.

"As for reporters, I should like to meet those 'hard-boiled' ones Mr. Kent talks about. The blasé cynical reporter of the stage does not exist. Sometimes one talks like a wise guy, but it is all for show. His wise guidance is like the worldliness of a young collegian. As a class, newspaper men—and this includes Washington correspondents—are the most tender-hearted, sentimental, credulous people in the world. Mr. Arthur Brisbane, advising a correspondent who was approaching thirty that age was as dreadful to a newspaper man as to the beauty, said: 'Young man, you are approaching your grand climacteric. Young man, whatever you do, do not lose your superficiality.' If reporters lost their

'superficiality,' became hard-boiled, critical, penetrated below conventionality, Presidents might be less great, but Vice-Presidents would cease to be a capital joke, Congresses would no longer 'lack the faith of the country,' 'the highest authority' would pale into insignificance, 'fights' would degenerate into poses, Aldermen would stop being excruciatingly funny. Think what it would mean!"

KLAN BRANDS REPORTER

Woonsocket Man Has "K," Burned on Forehead and Wrist

Lucien C. San Souci, a reporter on the staff of the *La Tribune*, a French newspaper published in Woonsocket, R. I. and a relative of former Governor Emery J. San Souci of Rhode Island, said he was branded with a "K" on his forehead and the left wrist, as the result of trying to "listen in" on a Klan meeting near Woonsocket, on Aug. 5. San Souci heard that there was to be a Klan meeting and went out to investigate and get some information on the ritual of the Klan. While he was hiding in the woods, 3 men ap-

proached, San Souci said, wearing white hoods and robes. They grabbed him and more klansmen appeared. When questioned he told them why he was there and then, while some of the men held him, others branded him with a hot iron.

Fire Wrecks Weekly's Plant

Fire completely destroyed the office of the *Beaver* (Okla.) *Herald-Democrat*, a weekly owned by A. L. Kimball recently. The *Liberal* (Kan.) *Democrat* assisted in publication until new offices were obtained.

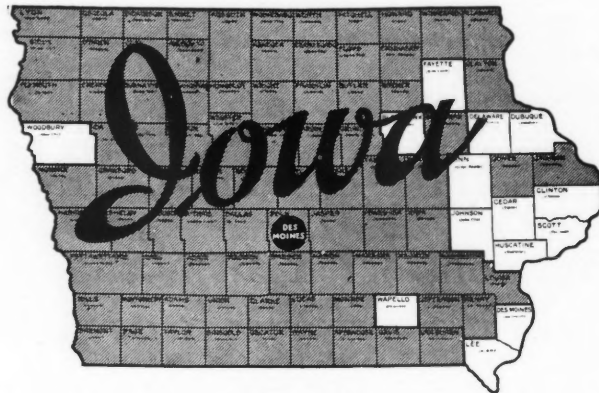
Eleven Children on Dad's Paper

The *Hico* (Tex.) *News-Review* claims to be a real "family newspaper." John M. Aiton, the editor and owner, has 11 children and all of them aid in getting out the weekly.

Two Dailies Elected to A. P.

The *Sarasota* (Fla.) *Evening Times* and the *Nome* (Alaska) *Daily Nugget* have been elected to membership in the Associated Press. The A. P. membership now totals 1,202.

85 counties out of 99



Iowans Prefer Iowa Newspapers

Iowans have a strong liking for news and pictures of happenings in their home state. Consequently they prefer to read Iowa newspapers.

In 85 out of 99 Iowa counties The Des Moines Sunday Register has a larger circulation than the leading Chicago Sunday newspaper. The Sunday Register exceeds the Chicago Sunday newspaper in all the shaded counties.

Write for dot map and circulation statement, town by town in over 1,000 Iowa cities and towns.

Net paid circulation exceeds
145,000 daily and 130,000
Sunday

The Register and Tribune Des Moines

I. A. Klein, New York; Guy S. Osborn, Inc., Chicago; Jos. R. Scolaro, Detroit; C. A. Cour, St. Louis; R. J. Bidwell Company, San Francisco and Los Angeles.

The South is Nature's Treasure-Trove

The treasures supplied by Nature to the South were donated so lavishly that other sections of the country seem almost to have been slighted.

IT has resources in coal and iron ore, petroleum, sulphur, graphite, mica, lead, zinc, quartz and asbestos, enormous stands of yellow pine and oak timber, land so fertile that present volume of farm products could be doubled under intensive methods.

It is calculated that the two score rivers in the South, which now develop about 2,400,000 horsepower, have a capacity to generate nearly four times this amount.

The Southern States are now facing an era of great industrial development. For many years considered a purely agricultural section, the South is now developing its natural resources and is preparing to meet modern industrial conditions in a most progressive spirit.

The South's rapid industrial growth has been the development of an expanding manufacturing industry at home to utilize locally produced raw materials.

The South, rich in natural resources, rich in buying power and rich in merchandising possibilities, is now developing faster and progressing more rapidly than any other part of our land. For your share of business, advertise all merchandise of merit in this list of Southern dailies.

| | Circulation | 2,500 lines | 10,000 lines | | Circulation | 2,500 lines | 10,000 lines |
|--|-------------|-------------|--------------|---|-------------|-------------|--------------|
| ALABAMA | | | | | | | |
| ***Birmingham Age-Herald (M) | 30,930 | .08 | .08 | ***Asheville Citizen (S) | 11,009 | .055 | .055 |
| ***Birmingham Age-Herald (S) | 49,177 | .10 | .10 | ***Greensboro Daily News (M) | 22,424 | .07 | .06 |
| ***Birmingham News (E) | 75,304 | .18 | .18 | ***Greensboro Daily News (S) | 29,807 | .07 | .07 |
| ***Birmingham News (S) | 85,322 | .18 | .18 | ***Raleigh News and Observer (M) | 27,934 | .06 | .06 |
| ***Mobile News-Item (E) | 11,217 | .05 | .05 | ***Raleigh News and Observer (S) | 32,372 | .08 | .06 |
| ***Mobile Register (M) | 20,227 | .07 | .07 | ***Winston-Salem Sentinel (E) | 14,218 | .06 | .06 |
| ***Mobile Register (S) | 31,962 | .085 | .088 | | | | |
| FLORIDA | | | | SOUTH CAROLINA | | | |
| ***Daytona Daily News (ES) | 3,165 | .03 | .03 | ***Columbia Record (E) | 15,695 | .05 | .05 |
| ***Florida Times-Union, Jacksonville (M&S) | 39,228 | .09(.10S) | .09(.10S) | ***Columbia Record (S) | 15,366 | .05 | .05 |
| ***Miami Herald (M) | 19,492 | .06 | .06 | ***Columbia State (M) | 22,028 | .06 | .06 |
| ***Miami Herald (S) | 23,404 | .07 | .07 | ***Columbia State (S) | 23,079 | .08 | .06 |
| ***Orlando Sentinel (MS) | 5,965 | .025 | .025 | ***Greenville News (M) | 18,214 | .065 | .06 |
| ***Pensacola News (E) | 5,872 | .02 | .02 | †††Greenwood Index Journal (E&S) | 4,378 | .025 | .025 |
| †††St. Petersburg Independent (E) | 7,236 | .03 | .03 | ***Spartanburg Journal (E) | 3,799 | .04 | .04 |
| ***Tampa Times (E) | 14,779 | .05 | .05 | ***Spartanburg Herald (M) | 8,014 | .03 | .03 |
| ***Tampa Tribune (M&S) | 25,651 | .07(.08S) | .06(.07S) | | | | |
| GEORGIA | | | | TENNESSEE | | | |
| ***Augusta Herald (E) | 16,024 | .05 | .05 | ***Chattanooga Times (M) | 24,122 | .06 | .08 |
| ***Augusta Herald (S) | 18,562 | .05 | .05 | ***Chattanooga Times (S) | 24,355 | .06 | .08 |
| ***Macon Telegraph (M) | 23,878 | .07 | .07 | †††Nashville Banner (E) | 58,582 | .10 | .10 |
| ***Macon Telegraph (S) | 25,185 | .07 | .07 | †††Nashville Banner (S) | 56,959 | .11 | .11 |
| ***Savannah Morning News (M) | 19,558 | .06(.07S) | .06(.07S) | | | | |
| KENTUCKY | | | | VIRGINIA | | | |
| ***Lexington Leader (E) | 18,432 | .06 | .06 | Alexandria Gazette | 3,900 | .025 | .025 |
| ***Lexington Leader (S) | 18,538 | .06 | .06 | ***Danville Register and Bee (M&E) | 12,223 | .05 | .06 |
| ***Paducah Sun (E) | 8,759 | .04 | .04 | ***Danville Register (Sunday) | 7,590 | .05 | .05 |
| NORTH CAROLINA | | | | ***Newport News Times-Herald (E) | 7,860 | .06 | .06 |
| ***Asheville Times (E) | 7,098 | .04 | .04 | ***Newport News Daily Press (S&M) | 5,725 | .06 | .06 |
| ***Asheville Citizen (M) | 10,277 | .055 | .055 | ***Roanoke Times & World-News (M&E) | 25,043 | .07 | .08 |
| | | | | ***Roanoke Times (S) | 17,506 | .07 | .06 |
| | | | | ***Staunton News-Leader (M, Leader... (E) | 8,588 | .035 | .035 |

*** A. B. C. Statement, April 1, 1924.
 ††† Government Statement, April 1, 1924.

EDITORIAL

MISSIONARY WORK

IN your city there is a manufacturer, perhaps several, doing business with the people of the United States through the medium of advertising.

You may know him socially, or through a local commercial organization. He is busy with the responsibilities of his office, buying his raw products, installing modern machinery, dealing with labor, employing executives, managing financial affairs, satisfying his stockholders and directors, watching his competitors and striving to refine and improve his product and give it the widest possible distribution through the most economical means.

Here, then, is the national advertiser. What does he know, in specific terms, of the various forms of advertising media? If he is typical he has only a sketchy idea of the established principles which determine values. It is a detail to him, very often delegated to subordinates.

A newspaper publisher, keenly feeling the subject of newspaper advertising superiority when merchandise distribution co-ordinates with selling publicity, decided within a year to appoint himself a committee of one to show some of his city's national advertisers how to improve their business by substituting newspaper advertising for various other forms of paid publicity. He tells us that he interviewed no less than 30 men, sometimes over coffee cups at his club, sometimes on golf links or at their places of business. He acted as a missionary for a cause from which he would benefit only indirectly, whereas the convert and the city would reap definite and immediate advantages. He laid down the facts as they are printed, week by week in **EDITOR & PUBLISHER**. He found that men at the heads of huge businesses, spending fortunes for advertising, were often acting in the hazy light of incomplete understanding.

If every publisher in the country would follow the lead of this zealous journalist incalculable benefits would accrue to journalism.

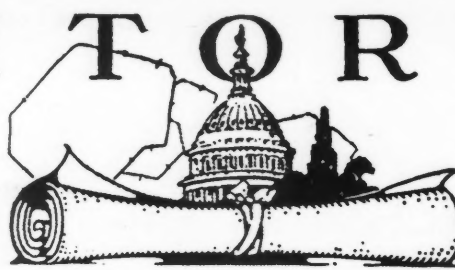
Consider what would happen if, for instance, it would be possible to instill in the consciousness of the manufacturers of the country a single fact revealed in the columns of **EDITOR & PUBLISHER** last week. We found the milline rate for the 112 daily and 60 Sunday newspapers in the 20 leading cities to be \$1.89 for the dailies and \$1.71 for the Sundays. These newspapers have a combined circulation of 29,000,000. No one can doubt that they reach all classes of people of those cities and that the man with a worthy product on sale in such cities can use those newspapers and call the fund devoted to such advertising "investment" and not "speculation."

How many manufacturers in the United States, meaning high executives of great corporations, know of a certainty that in buying for \$1.89 a line space in a million copies of high-class daily newspapers in 20 leading cities he is paying only about one-half what he would be called upon to pay for the same space in national circulating media, with distribution which cannot often be controlled to co-ordinate with the sale of the merchandise advertised? How many know that some of their advertising is costing them from three to five times what the best newspaper advertising would cost?

*Little drops of printer's ink,
Little grains of fact,
Make the dear, old public think—
Sometimes exu act.*

ALL ADVERTISING PAPER

ONE of the interesting publications you learn about when visiting London is Dalton's Weekly House and Apartment Advertiser. It contains nothing but advertising matter, 90 per cent classified. It is in blanket form, seven columns, and in a recent issue coming to our notice there were about 1,500 separate ads on seventeen pages, attractively composed, each ad carrying a three-line initial letter. The paper sells for two pence and has wide circulation. One insertion of twenty words, or under, costs approximately 35 cents. Evidently the news value in real estate, apartment and boarding house advertisements is of sufficient interest to cause the public to buy this paper. We know of nothing like it in our country.



CORINTHIANS

CHAPTER VIII. 2.

And if any man think that he knoweth any thing, he knoweth nothing yet as he ought to know.

SMASHING CAMERAS

A NEW YORK camera man was attacked and his camera smashed by an irate actor whose name figures in the week's grist of scandal news. The picture reporter attempted to get a magistrate to issue a warrant. Said the magistrate: "Did you have this man's consent to be photographed?" The photographer replied that such certainly was not the case, and the magistrate thereupon refused the warrant.

It is an old point and a fine one. It is not the disposition of newspapers to take unfair advantage of citizens, yet the best photographs, like the best interviews, would not be obtained for the press if the newspaper men were to go about asking people's consent. An assault and injury to property is something that concerns the processes of law, but perhaps the best method is the old one of picking up the pieces, smiling and forgetting the incident as soon as possible.

Avoid controversy with people, but fight for your principles when you have to, which is most of the time!

HOT STUFF FROM KANSAS

THIS spicy bit of news from the "great southwest empire," is contained in a letter to **EDITOR & PUBLISHER** from our friend Sidney D. Long, business manager of *Wichita Daily Eagle*: "We are right in the midst of the wheat harvest just now, out here in Kansas. Every indication points to a record-breaking production—and already new prosperity has commenced. It even looks like we're going to have a peach of a corn crop, too."

Fine business! In the East and the Far West they are going to have a pear of a peach crop, in Maine a turnip of a potato crop, in the south a wool of a cotton crop, and in the great field of advertising we are going to have a bust of a lineage crop, if **EDITOR & PUBLISHER** is not misled by reports from all sections.

August 9, 1924

Volume 57, No. 11

EDITOR & PUBLISHER

Published Weekly by
THE EDITOR & PUBLISHER CO.,

1115 World Building, 63 Park Row, New York

Marlen E. Pew, Editor
Arthur T. Robb, Jr., Managing Editor

Associate Editors, Philip N. Schuyler
Warren L. Bassett

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

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

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

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

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

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

COMMERCIAL RADIO

THE statement of facts in reference to radio broadcasting, appearing in this week's issue of **EDITOR & PUBLISHER**, is commended to those who for four or five years have been contending that there is no menace in radio.

Radio is today, despite statements to the contrary a news rival. In recent important news events has been "creaming the pot," in so far as that portion of the public which listens-in is concerned, is ridiculous to contend that it is a good thing if newspapers to have announcements of news events broadcast through the air. The news of the great political convention contests, of major sports events, of such national items of interest as Presidential speech, are among the best newspaper sellers. When you have the result of a horse race or a prize fight, you have the story, in the main, whether you get it through the air or through a newspaper. The broadcasters will carry the running accounts of the world's series ball games and college football games this fall. They promise to "keep off" the presidential election, but we fancy listeners-in will hear something concerning the winners. Radio is in the news business.

We clearly reveal in this issue that radio broadcasting is also in business to sell "publicity advertising." Irrespective of the question whether such advertising can conceivably give commercial results to the advertiser, nevertheless it is another form of publicity on the market, by whatever name it may be called. It is solicited with reservations, such as limited space and clever devices to prevent radio audiences from realizing that advertising is being poured into their ears, but it is advertising.

The newspaper world was led to believe that radio broadcasting would not become commercial, in the advertising sense, and that it would not become competitive in the news sense.

We believe, from what we are hearing, that it is now both commercial and a news rival. The encroachment was to have been anticipated. No one has solved the radio economic puzzle. Without broadcasting the radio equipment business would smash. There would be no purpose in buying sets. Yet, the interests that profit from broadcasting seem not to have been organized to support broadcasting. The natural expedient, therefore, is to sell "air space" to advertisers.

Vanity, thy name is the advertiser of merchandise who spends his money to get his name in print, or on the radio, without expectation of business results.

SPECIAL PAGES

DO special pages pay? It is an old idea. There is a theory that advertisers brought in for an occasional use of small space because of the special interest in a page devoted to their trade specialty, often learn the value of advertising and develop good accounts.

Summer is usually a light season for music advertising, but we see an occasional music page that appears to be making money. The electric pages are ordinarily successful, sometimes running into Sunday sections in large cities.

In these days almost every newspaper carries a financial page, but outside of large cities, a small proportion show adequate advertising support, particularly local volume. Summer sport pages deserve particularly strong advertising support—they are the centers of interest for a mighty host of the liveliest elements in society.

EDITOR & PUBLISHER, in its valuable "Dollar Puller" department, which merits the attention of every advertising man, often presents successful experiences of many newspapers with special pages. It is a subject worthy of consideration if your summer volume is light.

Never before have we seen so many newspaper men writing for the periodical press, mainly about newspapers and newspaper men, some critically and some generally, but all helpfully.

PERSONALS

FRANK B. NOYES, publisher of the *Washington* (D. C.) *Star*, is enroute to Winter Harbor, Me., on board his private yacht Asthor. He plans to be away during the month of August.

E. Lansing Ray, editor of the *St. Louis* (Mo.) *Globe-Democrat* sailed for France this week to join Mrs. Ray who is in Paris. He plans to remain abroad about a month.

Frank Munsey is making a six weeks' tour of the Continent.

Saul Hass, editor of the *Seattle Union-Record* was in New York this week.

William T. Dewart, vice-president of the *New York Sun*, left Aug. 2, to spend a month's vacation at Alexandria Bay, where he has a summer home.

Elbert H. Baker, president of the *Cleveland Plain Dealer* has sold his 187 acre country estate, "Keewaydin Farms", at Gates Mill, 20 miles from Cleveland.

John D. Jackson, owner of the *New Haven* (Conn.) *Register* sailed for abroad Aug. 5 on the S.S. *Columbus*.

Frederick Roy Martin, general manager of the Associated Press, left Aug. 7 with Mrs. Martin to visit their daughter Nancy who is in camp at Lake Otsego, Cooperstown, N. Y.

Kent Cooper, assistant general manager of the Associated Press, is spending his vacation playing golf on the courses near New York.

Jackson S. Elliott, assistant general manager of the Associated Press, and his family spent part of last week at Great Barrington, Mass.

A. L. Dawe of the Consolidated Export Paper Company is due to return to the United States at the end of August from Sydney, Australia, where he went in the interests of his organization.

K. L. Ames, Jr., publisher of the *Chicago Journal of Commerce*, is leaving Monday, Aug. 11, for Camp Grant, Illinois National Guard encampment, where he is a captain attached to the staff of Brig. Gen. Milton A. Foreman.

IN THE BUSINESS OFFICE

J. E. MARTIN, production manager of the *New York Sun*, left on Monday this week for three weeks' vacation at Blue Ridge Summit, Pa.

Stephen B. Brigham, for several years with the American office of the North-Hill Press, is now American representative of the Oceanic and European editions of the *Chicago Tribune*, with offices at 312 Fifth avenue, New York.

Amos B. Jenkins, of the advertising staff, *Salt Lake City Deseret News*, has been made manager of the department, succeeding W. E. Tyler, resigned.

Charles Copeland, after 40 years of service as compositor, reporter and advertising manager of the *Elmira* (N. Y.) *Star-Gazette*, has retired.

Charles B. Hollinger has resigned as business manager of the *Warren* (Pa.) *Tribune*. R. G. Chapel, president of the *Tribune* company's board of directors, is in temporary charge of affairs formerly handled by Mr. Hollinger.

E. Almquist, circulation manager of the *Sioux City* (Ia.) *Daily Register*, has resigned.

Don Thayer, formerly on the advertising staff, *Cedar Rapids* (Ia.) *Republican*, has resigned and has purchased the *Walker* (Ia.) *News* from Norman Graham.

George V. Harper, for several years circulation manager of the *Miami* (Fla.) *Herald*, has been promoted to business manager, succeeding Edward Taylor, resigned.

Lewis M. Nachman, has been appointed classified manager of the *Chattanooga* (Tenn.) *Times*.

Dan Brown, formerly circulation manager, *Sioux City* (Ia.) *Tribune*, is now on the circulation staff, *Chicago American*.

Walter E. Hoots, formerly of Decatur, Ill., has resigned as circulation manager of the *Akron* (Ohio) *Press*, to succeed Carl Julian as circulation head of the *Indianapolis Times*. Orville L. Cross, formerly of the circulation department of the *Decatur* (Ill.) *Review*, will succeed Mr. Hoots at Akron.

Frank Griswold is now New York representative for the *Chicago Journal of Commerce* succeeding Paul B. Howard, resigned. Clarence Borre, is a new traveling circulation representative.

C. L. Smallwood, Jr., for two years telegraph editor, *Tuscaloosa* (Ala.) *News and Times-Gazette*, is now handling foreign advertising for that paper.

IN THE EDITORIAL ROOMS

VINCENT BYERS, city editor of the *New York Evening Post*, returned this week from 3 weeks' vacation spent in Bermuda.

Milton V. Snyder, assistant cable editor of the *New York Sun*, is recuperating from a serious illness caused by an infection.

Edmond P. Barnett, city editor of the *New York Sun*, resumed his duties Monday this week, following 3 weeks' vacation spent in the Berkshires and at his home in New Rochelle.

George VanSlyke, political editor of the *New York Sun*, returned Monday from 2 weeks' vacation.

William Rice, assistant city editor of the *New York American*, is recuperating from pneumonia at Tobyhanna, Pa.

Edgar S. Barnes, for the past 10 years editor of the *Geneseo* (N. Y.) *Livingston Republican*, has resigned and has been succeeded by Samuel T. Jennings, former editor of the paper.

Harry J. Gurley, formerly city editor of the *Utica* (N. Y.) *Saturday Globe*, will join the staff of the *Utica Observer-Dispatch*, Aug. 11. For the past 2 years he has been with the *Albany Knickerbocker Press*.

George R. Young, recently with the Hearst papers in Oakland, San Francisco and Fort Worth, is now makeup editor of the *Miami* (Fla.) *Herald*.

Frank B. Anderson, city editor, *San Francisco Bulletin*, and Herbert Westen, special writer for the *Bulletin*, have been making an automobile tour of the Pacific Coast.

Olin W. Kennedy, managing editor of the *Miami* (Fla.) *Herald*, is spending a month's vacation in Montreal.

Roy J. Dunlap, assistant managing editor of the *St. Paul Dispatch-Pioneer Press*, is taking a two-week motor trip through Indiana.

Fred H. Strong, former city editor of the *St. Paul Daily News*, has returned to that paper as feature writer.

T. G. Michelmore has been made Sunday editor of the *St. Paul Daily News*.

Miss Cecile Kirwan, formerly a writer for the *Tulsa World*, *Champaign News-Gazette* and *New York Times*, has been made editor-in-chief of *Woman's Weekly*, at the age of 25.

Earl Wade of the editorial staff, *Warsaw* (N. Y.) *Wyoming County Times*, has resigned and has gone to Chicago.

Horace F. Wulf, telegraph editor, *Sioux City* (Ia.) *Tribune*, has been elected commander of the Eleventh district of the Iowa American Legion.

Wesley Hamer, reporter on the *New York American*, is spending his vacation on a motor boat trip up Long Island Sound.

Harrington Wimberly, one of this year's graduates of the University of Oklahoma School of Journalism, has been appointed city editor of the *Altus* (Okla.) *Times-Democrat* and *Plain Dealer*.

Oliver B. Campbell has been appointed managing editor of the *Medford* (Okla.) *Patriot-Star*. He graduated from the University of Oklahoma School of Journalism, Class of 1924.

A. J. Craig, make-up editor of the *Cleveland Plain Dealer*, with his wife, motored to Kansas City on a vacation.

FOLKS WORTH KNOWING

WESLEY McCURDY, who for the past 11 years has been associated with the *Winnipeg Free Press* as director, secretary-treasurer, and assistant to the general manager, has resigned to become the business manager of the *Winnipeg Evening Tribune*.



WESLEY McCURDY

Mr. McCurdy is a graduate of Manitoba University, and began his newspaper career 24 years ago with the *Free Press*, and in a short time became the advertising manager of the paper. He subsequently resigned to become the advertising manager of the *Grain Growers' Guide*, after which, in conjunction with R. J. McPherson, he conducted the McPherson-McCurdy Advertising Agency in Winnipeg, which still continues under this name. In 1913 he disposed of his interest in that concern and joined the *Free Press*.

The *Winnipeg Tribune* since its change of ownership 4 years ago, and its subsequent acquirement of the *Winnipeg Telegram*, has shown a substantial gain in both advertising and circulation.

J. O. Abernathy of the local copy desk took over the make-up job.

Kate Hassell and Mamie Wynne Cox, of Dallas, well known in newspaper circles, are now conducting a book review department in *The Woman's Viewpoint*, a semi-monthly, published at Houston by Miss Florence M. Sterling.

William F. McDermott, dramatic editor of the *Cleveland Plain Dealer*, is touring Europe.

Don Stevens has joined the local staff of the *Helena Record-Herald*.

H. T. Bailey of Missoula is now state editor of the *Helena* (Mont.) *Record-Herald*.

Hal Foust, who free-lanced in Mexico City for a short time after leaving the city editorship of the *Prescott* (Ariz.) *Journal-Miner*, has joined the local staff of *San Antonio Evening News*.

W. M. Darling, formerly reporter for *San Antonio Evening News*, has resigned.

Arnold Prince has returned to the staff of the *New York Sun* after several years

spent with the *New York Tribune* and on Pacific Coast newspapers.

Will Keats, make-up editor of the *New York Sun*, is on vacation.

Herman Drezinski has left the *San Antonio Express* local staff to return to New Orleans.

J. Keefe has been named city editor of the *Sioux City* (Ia.) *Daily Register* succeeding B. T. Campbell who has returned to Minneapolis. C. W. Campbell, a reporter, has also resigned. C. T. Culhane of Mankato, Minn., has been added to the staff as court house reporter.

V. E. Whitney has resigned as sports editor of the *Sioux City* (Ia.) *Tribune*. He has been succeeded by Roy G. Larson, member of the editorial staff.

Herman H. Koch, editor and publisher of the *Mapleton* (Ia.) *Press*, and Mrs. Koch, are the parents of a girl born July 24.

C. A. Wait, a special writer on the *Decatur* (Ill.) *Review* has resigned to become assistant to H. V. Studebaker, president of the Illinois Power & Light and the Missouri Power & Light companies.

Allen O. Brophy, sporting editor, and Morris Scott, city hall reporter for the *Rockford* (Ill.) *Register-Gazette*, lieutenants in the Officers' Reserve Corps, are attending a 15-day training camp at Camp Custer, Mich. Edward Aitchison, city editor, and J. Howard Johnson, reporter, returned Sunday from Camp Custer.

Lieut. Gov. Fred E. Sterling of Illinois, managing editor of the *Rockford* (Ill.) *Register-Gazette*, inspected Illinois troops in training at Camp Custer, Mich., on Aug. 5 as the official representative of Gov. Len Small.

Floyd Gibbons, of the *Chicago Tribune* foreign news staff, has returned from Paris and will be in Chicago for a few days on business.

G. A. De Witt has been made assistant managing editor of the *Chicago Herald-Examiner*, to fill the vacancy left by the resignation of William Foreman.

PRESS ASSOCIATION NOTES

A. S. THOMPSON, secretary to the general manager of the Associated Press, with Mrs. Thompson spent the last week end at Lake Otsego, N. Y., visiting their son Joseph who is in camp there.

L. B. Sebring, Jr., formerly of the A. P. Albany bureau, has been put in charge of the new A. P. bureau opened up at Syracuse, N. Y.

Alan J. Gould, sporting editor of the Associated Press, and Mrs. Gould, will return from France on the S.S. *Baltic*, Aug. 10. Gould assisted the A. P. Paris bureau in covering the Olympic games.

E. A. Dye of the Denver office of the

During the campaign the revised edition of "The American Government," (685th thousand), by Frederic J. Haskin, will prove an excellent premium for all newspapers that use canvassers for new subscribers or give premiums for renewals.

Ask Haskin—Washington, D. C.

Associated Press has been transferred to Helena to take charge of the Montana bureau. He succeeds W. A. Wells who goes to the San Francisco office.

Al Snyder, manager of the United Press, Dallas (Tex.) Bureau, has been appointed manager of the Kansas City Bureau, succeeding J. L. Sullivan resigned. S. A. Barker has been transferred from the Oklahoma City bureau to Dallas, while Richard Wilson relieves Barker.

W. L. Losh, manager of the United Press Washington bureau has returned from vacation.

Hugh Baillie, business representative of the United Press, is spending his vacation on a motor trip to Canada.

IN THE AGENCY FIELD

HONIG-COOPER Company of California, and the Joseph R. Gerber Company of Portland, Ore., advertising agencies, have consolidated. Officers of the new Honig-Cooper Company of Oregon are: President, Louis Honig; vice-president and secretary, Joseph Gerber; treasurer, Vernon R. Churchill.

Fairall and Battenfield Advertising Agency has moved to larger quarters in the Commonwealth building, Des Moines, Ia., from the Jewett building.

Alex F. Osborn of the advertising agency of Barton, Darstine and Osborn, has been elected a director of the Wildroot Company, Inc., of Buffalo.

A. E. Priest formerly with the National Cash Register Company and the Blaine Thompson Agency of Dayton, O., has joined the staff of Tuttle, advertising agency, Greensboro, N. C.

Capital Advertising Company of New York, Inc., has changed its name to Cutajar & Provost, Inc. Owners are Charles J. Cutajar and Carleton C. Provost.

WITH THE SPECIALS

ALLIED Newspapers, Inc., publishers' representatives, has opened a new office at 215 Higgins Building, Los Angeles, in charge of Charles H. Moody, formerly advertising manager for the *Western Farmer and Better Fruit* of Portland, Ore.

Benjamin & Kentnor Company has been appointed to represent the *Reading (Pa.) Tribune*.

Frost, Landis & Kohn, New York, have been appointed to represent the *Spartanburg (S. C.) Sun*.

WITH THE ADVERTISERS

F. X. WHOLLEY, formerly vice-president of the A. A. C. W., in charge of Washington affairs, now with the Barnet Leather Company, Inc., in charge of advertising and sales promotion, has recently been elected secretary of the Calf Tanners' Association.

MARRIED

GERRIT SMITH GRISWOLD, treasurer of the *Batavia (N. Y.) Daily News*, to Miss Evelyn Holden of Batavia recently.

Arthur E. Pilanz, reporter and staff photographer, *Utica (N. Y.) Daily Press*, to Jessie Stark.

J. Lyman Gollegly, former Sunday editor, *Utica Observer-Dispatch*, to E. Kathryn Bierman.

Lyle Henry Gift, circulation department, *Peoria (Ill.) Star* to Miss Ruth Elizabeth Seltzer, Aug. 2.

Milton M. Herrigg, former police reporter, *Sioux City (Ia.) Journal* to Miss Arice Paulson of Centerville, S. D.

Roland King of the *Bangor (Me.) Daily News*, to Miss Yvonne Soucie, of Bangor.

Jimmie Durkin, veteran head copy "boy," *Chicago Tribune*, to Mrs. Elizabeth Zuchsworth of Chicago, July 29.

ON THE MECHANICAL SIDE

INTERNATIONAL Plate Printers' and Die Stampers' Union of North America, at its 32d annual convention in Boston last week, voted to establish a death benefit fund of \$450 for the dependents of its members, operative Oct. 1. The following officers were elected: President, Walter A. Burke, president of Boston Plate Printers' Union 3; first vice-president, Joseph A. McCullough, local 8, New York; second vice-president, Fred Olsen, local 15, New York; secretary-treasurer, James E. Goodyear, for his 10th consecutive term; organizer, Charles T. Smith, Washington, D. C.

NEW PLANTS AND EQUIPMENT

NEW home of the *Cleveland Wächter* and *Anzeiger*, German language daily newspaper, is ready for occupancy. The paper is installing new presses and other equipment.

Miami (Fla.) Herald has purchased a new Scott press, five additional linotypes and other equipment.

Tuscaloosa (Ala.) News and Times-Gazette moved, July 21, into its new home.

HOLDING NEW POSTS

ROBERT MURRAY, from Boston *American*, to rewrite man, *New York American*.

Louis Fehr, from *Standard News*, to reporter, *New York American*.

George Weatherhead, from *Montana Record-Herald*, is now on the copy desk of the *Portland (Ore.) Telegram*.

Don T. Stetson, from rewrite man, *St. Paul Daily News*, to rewrite desk *Minneapolis Star*.

John L. Fletcher, from farm editor, *Cedar Rapids (Ia.) Republican*, to staff, *Mason City (Ia.) Globe-Gazette*.

B. H. Brown, from *San Antonio Evening News* local staff, to *San Antonio Express*.

R. W. Barry, from editor, *Beeville (Tex.) Bee*, to staff *San Antonio Express*.

Alfred Willoughby, from rewrite, *Baltimore American*, to news editor, *Evansville (Ind.) Press*.

Phil LaMar Anderson, from *Moline (Ill.) Dispatch*, to *Billboard*, theatrical weekly.

ASSOCIATIONS

CONNECTICUT Editorial Association held its annual summer meeting at Indian Point House, Stoney Creek, recently. A letter from President Campbell of the Massachusetts Press Association was read, inviting Connecticut editors to the outing to Mountain View Hotel, Whitefield, N. H., including a trip over the cog railway up Mount Washington, Sept. 27 to 30. President O. S. Freeman presided.

Golden Rule Advertising Club of Union City, Pa., has elected the following officers: E. R. Gates, president; B. L. Hess, vice-president; Ray H. Gates, secretary-treasurer.

Park Hills, (S. D.) Press Association spent August 8 and 9 in the Custer state park where they visited the South Dakota game lodge, Harney Peak, the Needles, Sylvan lake and other points of interest.

Montana State Press Association will hold its annual convention in Lewistown, Aug. 7, 8, 9. Among the speakers will be L. L. Callaway, chief justice of the state supreme court; Dr. M. A. Brannon, chancellor of the University of Montana, and Chester C. Davis, state commissioner. Tom Stout, editor of the *Lewistown Democrat-News*, will preside at the banquet.

Second District Editorial Associa-

tion of Minnesota held its summer session Aug. 1, at Luverne, Minn.

Jacksonville (Fla.) Advertising Club completed organization with the election of George S. Lowman, advertising manager of the Whistle Company, president last week. Noble Engle of the Engle Studios was elected vice-president, and Harry E. Burns, of the Thomas Advertising Service, secretary and treasurer.

Spokane (Wash.) Advertising Club is arranging a big civic celebration for Aug. 4, the anniversary of the fire which destroyed the pioneer town of Spokane Falls in 1889, the present city being built on the ruins of the first swept city.

Maine Typothetae held its second annual field day at Great Diamond Island in Casco Bay, July 26. There was a program of field sports, a dinner and professional talks.

Inland Daily Press Association will hold its fall meeting Tuesday and Wednesday, Oct. 14 and 15 at the Morrison hotel, Chicago.

Oregonian Has "Radio Sedan"

The *Portland (Ore.) Oregonian*, is using a "radio sedan" as a method of advertising the newspaper in surrounding counties. It is equipped with a radio receiving set with five loud-speaker horns attached. The car is sent to county fairs, grange meetings and other gatherings where it picks up entertainment from the Oregonian's own station and other stations, as well as amplifies speeches given at the meeting. The Oregonian claims it is the first newspaper in the country to install a radio car.

Who's Who in the CONSOLIDATED PRESS



L. C. OWEN



L. C. OWEN, Division News Editor and Special Staff writer, with headquarters at San Francisco, has been for ten years or more one of the best known newspaper men on the Pacific Coast.

A man of the "great open spaces" himself, Mr. Owen's stories breathe the atmosphere of the vast country in which he has a roving commission.

Some of the most graphic stories of the great Japanese earthquake were told first by L. C. Owen from facts gathered at the wireless stations when the world was waiting eagerly for news of the catastrophe. One of his recent dispatches was an eye-witness account of the first execution of a man in the lethal gas chamber at Reno.

San Francisco is admittedly one of the colorful cities of the world. Mr. Owen's stories reflect that color. His writings teem with human interest values. Whether it be a tale of the sea, of old Chinatown or of Nob Hill, this writer treats it with equal skill and a rare versatility.

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

Norwegian Newsprint

Prompt shipments

Inquiries solicited

NORWEGIAN PAPER MILLS AGENCY, INC.

33 West 42nd Street

New York City

Telephone Penn. 7443

City Trade Predominates

IN

NEW ENGLAND

NEW ENGLAND, as a territory, leads the United States in bona fide city trade.

Here, in this territory, more than half of the entire population lives in 39 cities having 30,000 or more inhabitants.

Owing to this density of population, New England is compelled to buy three-fourths of its food supply from other states. It is the biggest per capita market for high grade food specialties.

The wise food manufacturer can readily see that food campaigns meet with unflinching success in this territory.

New England is the most highly organized, densely populated and wealth accumulating section of the country and the well paid and prosperous industrial workers make it a coveted market.

The New England market has a stupendous aggregate buying power. This territory offers the greatest market and greatest field for intensive advertising through daily newspapers.

These daily New England Newspapers will introduce you to the right people.

MASSACHUSETTS—Population, 3,852,356

| | Circulation | 2,500 lines | 10,000 lines |
|---|-------------|-------------|--------------|
| ***Attleboro Sun (E) | 5,414 | .0275 | .0175 |
| ***Boston Globe (M&E) | 278,616 | .50 | .50 |
| ***Boston Globe (S) | 332,053 | .55 | .55 |
| ***Boston Post (M) | 362,520 | .60 | .60 |
| ***Boston Post (S) | 367,600 | .55 | .55 |
| ***Fall River Herald (E) | 15,271 | .05 | .05 |
| ***Fitchburg Sentinel (E) | 11,410 | .055 | .045 |
| ***Haverhill Gazette (E) | 16,003 | .065 | .04 |
| ***Lynn Item (E) | 16,517 | .06 | .045 |
| ††Lowell Courier-Citizen and Evening Leader (M&E) | 21,270 | .06 | .06 |
| ***New Bedford Standard-Mercury (M&E) | 32,565 | .10 | .10 |
| ***New Bedford Sunday Standard (S) | 27,334 | .10 | .10 |
| ***North Adams Transcript (E) | 9,604 | .0875 | .03 |
| ††Pittsfield Eagle (E) | 17,073 | .04 | .035 |
| ***Salem News (E) | 31,154 | .09 | .07 |
| ***Taunton Gazette (E) | 8,551 | .04 | .08 |
| ***Worcester Telegram-Gazette (M&E) | 83,066 | .24 | .21 |
| ***Worcester Sunday Telegram (S) | 48,127 | .18 | .15 |

MAINE—Population, 768,014

| | | | |
|--------------------------------|-----------|------|------|
| ***Bangor Daily Commercial (E) | 14,525 | .05 | .04 |
| ***Portland Press Herald (M&S) | 31,115(A) | .08 | .08 |
| ***Portland Express (E) | 38,400 | .10 | .07 |
| ***Portland Telegram (S) | 28,734 | .10 | .07 |
| (Sunday Edition Express) | | | |
| †††Waterville Sentinel (M) | 5,999 | .035 | .025 |

NEW HAMPSHIRE—Population, 448,683

| | | | |
|----------------------------------|--------|-------|------|
| ***Concord Monitor-Patriot (E) | 5,328 | .0375 | .025 |
| ††Keene Sentinel (E) | 3,518 | .03 | .034 |
| ***Manchester Union Leader (M&E) | 32,346 | .10 | .07 |

RHODE ISLAND—Population, 604,397

| | | | |
|---|--------|-------|--------|
| ††Newport Daily News (E) | 6,134 | .0396 | .0296 |
| ††Pawtucket Times (E) | 25,711 | .07 | .07 |
| ††Providence Bulletin (E) | 64,075 | .17 | (B).23 |
| ***Providence Journal (M) | 33,534 | .10 | (B).23 |
| ***Providence Journal (S) | 61,142 | .15 | .15 |
| ***Providence News (E) | 26,505 | .07 | .07 |
| ††Providence Tribune (E) | 33,081 | .10 | .09 |
| ***Westerly Sun (E&S) | 4,499 | .025 | .025 |
| ***Woonsocket Call (E) | 13,652 | .05 | .05 |
| (B) Combination rate Daily Journal and Eve. Bulletin. | | | |

VERMONT—Population, 352,428

| | | | |
|--|--------|-------|-------|
| ***Barre Times (E) | 6,885 | .03 | .025 |
| ††Bennington Banner (E) | 3,059 | .0125 | .0125 |
| ***Burlington Free Press (M) | 12,693 | .05 | .05 |
| ***Rutland Herald (M) | 10,548 | .04 | .04 |
| ***St. Johnsbury Caledonian-Record (E) | 4,064 | .0214 | .015 |

CONNECTICUT—Population, 1,380,631

| | | | |
|--|--------|-------|------|
| ***Bridgeport Post-Telegram (E&M) | 46,117 | .14 | .14 |
| ***Bridgeport Post (S) | 20,565 | .09 | .09 |
| ***Hartford Courant (M) | 31,940 | .08 | .08 |
| ***Hartford Courant (S) | 50,247 | .11 | .11 |
| ††Hartford Times (E) | 46,997 | .12 | .12 |
| ***Meriden Record (M) | 7,313 | .045 | .03 |
| ††Middletown Press (E) | 7,928 | .0325 | .025 |
| ††New Haven Register (E&S) | 40,106 | .13 | .11 |
| ***New London Day (E) | 11,341 | .06 | .045 |
| ††Norwich Bulletin (M) | 13,494 | .07 | .06 |
| ***Norwalk Hour (E) | 5,634 | .03 | .03 |
| ***Stamford Advocate (E) | 8,994 | .0375 | .03 |
| ***Waterbury Republican American (M&E) | 31,951 | .08 | .07 |
| ***Waterbury Republican (S) | 15,181 | .08 | .05 |
| *** A. B. C. Statement, April 1, 1924. | | | |
| ††† Government Statement, April 1, 1924. | | | |
| (A) Circulation daily edition only. | | | |

NEWSPAPER MAKERS AT WORK

By LUCILE BRIAN GILMORE



CHARLES HENRY DENNIS—Great newspapers have great staffs.

FORTY-TWO years in one newspaper organization in almost every editorial position from cub reporter to managing editor. Builder of the first great foreign news service. Maker of newspaper men and friend of many of the most notable of them.—Author.

There you have a thumb-nail sketch of the career of Charles Henry Dennis, managing editor of the *Chicago Daily News*.

While Mr. Dennis has been in active charge of the foreign service of the *Daily*

News throughout its development, he declared that it was Victor F. Lawson, publisher of the *Daily News*, who had the vision of the need for and possibilities of such a service.

"The Spanish-American war made the United States a world power and created in this country an interest in foreign affairs such as never before had existed," Mr. Dennis asserted.

"Our army and navy fought in foreign territory. We assumed a sort of guardianship over Cuba and acquired Porto

Rico, Guam and the Philippines. We made new contracts with other nations.

"Mr. Lawson was quick to realize this new condition and to prepare to meet it. It was possible to buy news of services in foreign countries, but it was unsatisfactory. It was written from the point of view of the country from which it came. Mr. Lawson's ideal was a service which would give foreign news for American readers, presenting the American point of view. To me he assigned the task of building such a service."

Mr. Dennis believes that the present is the beginning of a new era of interest in foreign news. The interest which developed during the Spanish-American war waned somewhat afterwards. There was another lull following the World War. Now he observes the first growing interest in foreign affairs, which has not been stimulated by a war. He believes it will continue to increase and will be lasting.

He cited conferences on foreign affairs being held at colleges and universities in the United States.

"The ability to recognize and to develop good newspaper men is the greatest asset a managing editor can have," Mr. Dennis said in reply to a question.

"Some men are born newspaper men, some men never can become newspaper men no matter how hard they try. By keeping young men of ability coming into the organization all the time, encouraging them, developing them, holding them with the paper, a newspaper always can be assured of having men for every need. No newspaper can be great which has not a great staff.

"Any managing editor should have an intense interest in his city. He should know and believe in human nature. He should see that the news is presented in a sympathetic rather than a cynical manner."

Speaking of himself is exceedingly distasteful to Mr. Dennis, but he loves to tell of men with whom he has been associated. He cherishes the memory of Eugene Field, near whom he worked for many years on the *Daily News*. He delights to tell of Field's practical jokes, his active brain, his brilliant work. He recently completed a book about Field which soon is to come from the press of Doubleday, Page & Co.

Mr. Dennis and George Harvey were reporters together on the old *Chicago Morning News*. That was in the days when there were no electric lights, taxi-

cabs or typewriters. A reporter coming into the office would get a kerosene lamp from a table back of the city editor's desk, go to his own desk and write his stories with a pencil.

Near press-time one night, according to a story Mr. Dennis tells, there was reported an explosion near what now is the stockyards district of Chicago. Harvey and Dennis were assigned to it. Going in a hack, they found the scene of the explosion. Among the excited, jabbering foreigners they could not find a person who could speak English. The two reporters spent the few minutes they had in looking over the scene and picking up such information as they could find and then started back to the office in the hack.

"On the way to the office Harvey said to me, 'Dennis, I'll be planning the story if you'll be working on a list of dead and injured,'" according to Mr. Dennis' account. "Our story stood up. The one fault that ever has been found with our work that night was that the list of dead and injured contained too many Polish names and too few Lithuanian."

Mr. Dennis declared George Harvey to be a natural reporter. He said the same thing of George Ade, once a member of the *Daily News* staff. John T. McCutcheon proved in his covering of the battle of Manila and subsequent stories in the Philippines that he was a real war correspondent, Mr. Dennis said. Others whom he recalled affectionately and with praise were Kennett Harris and Ray Stannard Baker.

"Well, I play a rotten game of golf occasionally," Mr. Dennis replied to a question as to his recreation.

Mr. Dennis was born at Decatur, Ill., in 1860. He became a reporter on the *Daily News* the day after his graduation from the University of Illinois, where he had been editor of the university paper and had done some other newspaper work.

During his first ten years on the *Daily News* he was successively reporter, dramatic critic, editorial writer, assistant editor, city editor and news editor. During the next nine years he was managing editor of the old *Chicago Record*, of which Mr. Lawson also was publisher. When Mr. Lawson sold the *Record* in 1901, Mr. Dennis became chief editorial writer and manager of the foreign service of the *Daily News*. He was associated editor from 1907 to 1912, and since 1912 has been managing editor.

Mr. Dennis is married and has a son and two daughters.

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Daily Features

RADIO, MOTOR, NEWS-MAPS, PORTRAITS, Fashions, Tricks, Puzzles, Smiles, Noozie. The International Syndicate, BALTIMORE.

Fiction

LET US BUILD YOUR CIRCULATION Famous stories by famous authors. Service for Authors, 33 W. 42d St., New York.

Humor

DO YOU LIKE LAUGHTER? STEPHEN LEACOCK "Age of Humorists"—Once a Week Metropolitan News, Ser., 150 Nassau St., N.Y.C.

Religious Features

A "DIFFERENT" SUNDAY SCHOOL LESSON The Standard Religious Feature of American Newspapers. Twenty-five years of continuous publication. Non-Controversial, Readable, Timely. The Ellis Service, Swarthmore, Pa.

Weekly Comic Story

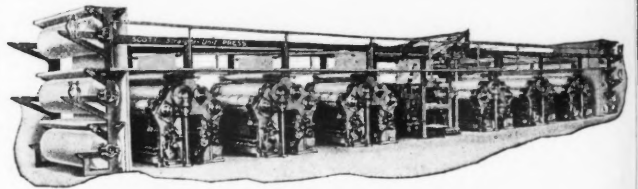
FAT & MATT Lewis Wilson Appleton, Jr., 1922 East Pacific St., Philadelphia, Pa.

Weekly Pages

CAMERA NEWS, FASHION, FEATURE, CHILDREN'S Pages—also House Plans, Handicraft in the Home, Radio and Motor features. The International Syndicate, BALTIMORE.

Women's Features

SINCE HOME MEANS MORE IN WINTER "YOUR HOME AND YOU" by Helen Kendall "Should Mean Even More to Your Readers. Metropolitan News, Ser., 150 Nassau St., N.Y.C.



The Scott "Straight Unit" Press

consisting of

SIX FLOOR FED UNITS AND 2 FOLDERS

is the handiest piece of printing machinery yet produced and every practical man endorses this statement.

THE SIX ROLLS OF PAPER

can be arranged to feed in from a substructure underneath the floor if desired. This will save space in your press room and allow for expansion.

LET US HELP SOLVE YOUR PROBLEMS

WALTER SCOTT & CO.

PLAINFIELD, NEW JERSEY, U. S. A.

CHICAGO

NEW YORK

1441 Monadnock Block

1457 Broadway, at 42d Street



OUR OWN WORLD OF LETTERS

By JAMES MELVIN LEE

WHAT is the newspaper man's newspaper? That is a hard question to answer today. Yet when Charles Anderson Dana edited the *New York Sun* there was only one answer, because this title was so commonly applied to Dana's paper. Edward P. Mitchell, who is publishing his reminiscences in *Scribner's Magazine*, has selected it as a caption for his comments about his former chief and their newspaper. (Mitchell was connected with the *Sun* for 45 years.)

The anecdotes which Mr. Mitchell inserts bring back the Dana that old-timers used to know. After remarking that Dana always had pity for a nincompoop, and frequently showed a soft side for the simpleton who was honest, he gives this illustration:

Somebody reported on a letter intended for publication: "This man's a darned fool." "Let's print it," said Dana. "Always give the darned fools a chance."

One night when Mitchell went out to the composing room to make up the editorial page he found in the form an item written by Mr. Dana and marked "Must." It was substantially as follows:

We are indebted to our esteemed subscriber, Mr. Iabez Lightwelter of Goshen, for the largest and reddest and most mysterious apple that ever came to Manhattan. For more than one year it is a prodigy of fruition. It looks as good as it is beautiful, but it would be a pity to cut it for eating; for it displays in perfectly distinct white letters on its unimpaired natural skin the initials of the Editor of this paper, who is compelled to confess that the marvel of cultivation or of artifice producing this phenomenon is beyond his comprehension.

Mitchell killed the item. When Dana the next morning demanded: "What became of my 'Must' paragraph about the apple?" Mitchell explained that the trick could easily be turned on an apple by pasting letters cut out of paper on the equator of the apple when it was green and then letting the sun do the rest. Dana replied: "Don't be afraid to kill my 'Must' for any reason as good as that one. Lynch him without judge or jury."

Mr. Mitchell thus introduces and describes Thomas F. Williams, who was Dana's secretary for a quarter of a century.

He was a sworn Fenian of 1864, a Dublin scholar and journalist, good as gold and taciturn as an educated clam, with a little of Mark Twain's physiognomy and a great deal of Mark Twain's tardiness. Like Boyle O'Reilly, he came to this country when presence in Ireland was no longer possible. An ardent fisherman, his sailboat, the "Sand Flea," was frequently in evidence on Sundays in the lower bay. It was difficult to detect emotion in his sun-tanned countenance unless the subject was the wrongs of Erin or piscatorial conditions on the Roamer docks.

For years there was famous in shorthand circles the story of his application for the job that became of life tenure. "Mr. Williams," inquired Mr. Dana, "are you sure you can take me as fast as I can talk?" "I don't know whether I can take you as fast as you can talk," Mr. Dana, drawled Williams, "but I do know I can take you as fast as any sensible man ought to talk."

Space—no editorial fib—permits only one more quotation, the *Sun* as a school of journalism:

In the prime years of the Dana period it used to be the fashion to describe the *Sun* not only as "the newspaper man's newspaper," but also as "the best school of journalism," then its existence. As to any attempt at formal instruction it was, of course, never a "school" in the sense intended. Such teaching as the printer had was negative, rather than didactic. The editor, and those of his subordinates who were more or less wise in the ways of the profession, were too busy as a rule in getting out the paper seven days in the week to devote any time to the systematic training of their younger associates. If education there was, it came mainly education by absorption. It came to the aspiring by example rather than precept. They were taught by observation and by the self-preservative instinct what to do and what to avoid.

CARL C. DICKEY, who was formerly on the staff of the *New York Times*, starts, in *The World's Work* for September, a series of articles on "The Truth About the Newspapers."

WIL V. TUFFORD, secretary-treasurer of The Inland Daily Press Association, is the author of "In Poetic Fields" (Press of the Iowa Printing Company, Clinton, Ia.). The thing that first impresses the reader is the economy in the use of white paper. I never could see why a full page should be given up to a verse of only four lines, but this may be the thought of a practical printer and not that of a poet. Columns in this book, like those of a newspaper, have been filled—not with fillers, but with good stuff.

Possibly Mr. Tufford is at his best when he picks up the old autograph album to turn its pages over, or when he finds his old, high chair in the garret. In these, and other verses in a similar vein, he seems to live over again the past in an Indian summer by heart.

One is a little surprised at not finding more references to the newspaper. Yet this field, so dear to the author's heart, is not completely overlooked, as the following quotation will show:

I am the modern press—
The Daily Newspaper.
I call on you at all hours,
From 5 a. m. to the Bull Dog edition.
I may say things sometimes unkind,
But mainly I come with a smile.
I bring good cheer;
I bring good luck to all.
I tell of strikes,
And of great crops,
Of prosperity and progress.
I may be hirsutized,
But I am here to stay.
While a free people
Live in America,
I am the Daily Press.

DOUBLEDAY, PAGE, & CO. seem to have almost a monopoly on the humor written by newspaper men. For example, it has just published "The Old Soak's History of the World," by Don Marquis, and "The Wisdom of Laziness," by Fred C. Kelly. The former is written in the Old Soak dialect, which is so funny itself that the subject matter need not be humorous. Strictly speaking, the volume by Kelly might be more correctly described as semi-humorous as there is some good common sense thrown in by way of good measure.

MRS. RALEIGH HANSL, who as Eva von Bauer at one time so ably edited the *Woman's Page* of the *New York Evening Sun*, reviews in *The Bookman* for August recent books published for the information of parents.

HARRY HANSEN, literary editor of the *Chicago Daily News*, finds time to review in *The Nation* for August 6 "The Autobiography of an Idea," by Louis H. Sullivan.

WALTER PRICHARD EATON in *The Bookman* for August has a brief but interesting chat about three great American printers—Bruce Rogers, Frederic W. Goudy, and D. B. Updike.

FOR newspaper men the most interesting item in *The Nation* for Aug. 6 is "Appalling Confusion in the *New York World*," Editorials in the *World* on La Follette explains the publication of the article by *The Nation*.

STEPHANE LAUZANNE, who edits the *Paris Matin*, answers in *The World's Work* for August the question "Will French Women Ever Vote?"

DON C. SEITZ is scheduled to contribute to *The Atlantic Monthly* for September "A Portrait of an Editor—Joseph Pulitzer." This magazine article is doubtless based on material used by Mr. Seitz in the preparation of his volume, "The Life and Letters of Joseph Pulitzer."

What More Can An Advertiser Expect

If a newspaper has a paid daily circulation of 27,000 in a community where there are 110,000 people? That newspaper should have strength enough to produce excellent results for its advertisers. Most merchants in Altoona have come to the point of concentrating all their efforts in the Altoona Mirror, because of its strength as an advertising medium.

They Know From Experience

If the reader is at all skeptical regarding the pulling power of the Altoona Mirror, address a letter to any of Altoona's leading merchants. Ask them to give you their candid opinion about the results they have obtained. The publishers of Altoona's only A. B. C. newspaper are confident regarding the answers.

No newspaper covers its territory more thoroughly and there is no more prosperous city in Pennsylvania than Altoona.

The
ALTOONA MIRROR
ALTOONA, PA.

Daily Paid Average for July

27,583

BUSINESS DIRECT

"WEMBLEY MEET FIXED ADVERTISING'S PLACE IN WORLD TRADE"—HUNT

A. A. C. W. Manager Speaks Enthusiastically of Benefits of Recent Convention—Says Americans Gained An International Viewpoint

"ORGANIZED advertising has found its place in the sun." So declared Carl Hunt, manager of the Associated Advertising Clubs of the World, on his return last Saturday from the 20th annual convention of the advertising clubs held in London.



CARL HUNT

In an interview granted EDITOR & PUBLISHER, Hunt enthusiastically detailed benefits from the conclave derived by the American advertising fraternity. Summing up results of the meet, he expressed conviction that he was voicing opinions of the large majority of the 1900 advertising men who crossed the Atlantic to attend the international gathering.

"A prominent British advertising man stated just before convention sessions closed that advertising had been advanced 25 years in Great Britain," Hunt recalled. "By this he did not mean that the English were so many years behind Americans in the profession. They are not. The exchange of ideas and ideals was reciprocal.

"What he meant was that, while heretofore nations seeking to solve economic problems had looked only to bankers, lawyers, statesmen, farmers and manufacturers, overlooking the potentialities of advertising men, the makers of markets, now, because of the gathering, advertising had attained its rightful recognition in the world.

"The A. A. C. W. convention was a dramatic staging of the idea that world markets can be created by advertising, and that the creation of such markets is concomitant with prosperity.

"The idea of organized advertising has taken its place in the affairs of the world as the means for development of bigger sales and bigger commerce, with the resultant solution of economic problems."

Mr. Hunt pointed out that advertising is now helping to answer a serious economic problem in England. Demand is being created and production is subsequently increasing, with the result that unemployment and the dole to 1,500,000 unemployed people is being decreased, he said.

"Prosperity, our association believes, arises from the ability to create markets. This idea, along with the importance of marketing, was stressed at the convention."

Mr. Hunt then went on to discussion of personal business values gained by Americans attending the London meet.

"Perhaps the biggest value of this sort," he said, "was the contact established be-

tween advertising men on the boats going over and returning from England.

"Then those who were in the export business, those wishing to expand their markets overseas, were offered and accepted tremendous opportunities.

"We went over to see London. We saw the British Empire. I refer to the Wembley Exposition, which I wish could be duplicated in this country. This exposition presented a wonderful picture of a broad market, an inspiration, a remarkable source of trade information.

"Possibly many who went to England and saw the exposition were inspired with the thought of a broader market.

"We need more export business in the United States.

"Prosperity seems within easy reach in one single unit in the United States. It is a temptation for both advertising men and manufacturers to be content with this one market. Yet those who have learned the value of creating markets in other parts of the world are insured a more even flow of prosperity.

"Many A. A. C. W. members, I am sure, obtained this impression.

"Then others went to England desiring to find out specific things. Doors were opened wide to us. Ideas were exchanged. We talked to foreigners. We learned what they were thinking about; what they wanted.

"Briefly, a host of provincial Americans were given an international point of view.

"This international character has been everlastingly imprinted upon the A. A. C. W. We realize now that we must aid more than ever before in advertising club organization all over the world.

"Large delegations have promised to come to Houston in 1925 from England and France. Our internationality will be maintained."

Mr. Hunt concluded by saying that the convention had been the "biggest and best" in the association's history, which is 20 years.

"The English," he said, "prepared a marvelous program for us. Probably the most outstanding factor, and that which we will remember longest, will be the heartiness of British reception and entertainment."

Pennsylvania City Advertising

Sunbury, Pa., merchants through the Chamber of Commerce have launched a community advertising campaign featuring the "spirit of neighborliness" as a community asset.

The friendliness, reciprocity, and spirit of helpfulness as suggested by the simple act of "borrowing a cup of sugar" from a neighbor is the keynote of the series of ten 2-column, 10-inch ads, set in 10-pt, and signed "Merchants of Sunbury."

The ads appear weekly in 10 newspapers in that section of the state which Sunbury considers its trade territory.

SONGS OF THE CRAFT

(Copyright, 1924, by EDITOR & PUBLISHER)

By Henry Edward Warner

THE MAN-MAKER

An introduction!.....Come meet him, then—
Pounding his grinder or pushing a pen:
The Anonymous Maker of Famous Men!

Down in a corner called Pumpkinville,
In the last white house top o' the hill,
Lived an humble Farmer, grinding tools,
Plowing and dragging and cussing mules.
A Horny-Handed old type was he,
And he pitched his hay with a motion free
Till the Local Editor grabbed his pen
And called him a Prominent Citizen!

Then he hired a husky with calloused hands
To slaughter his hogs and turn his lands,
And got him a stovepipe and started to mix
In the Game of the Great called Politics.
Wherever a keg was bunged, he swung
A convincing manner and fluent tongue,
Till in course of time he arrived, and won
The Editor's brand of Favorite Son.

Out from the grasses of Pumpkinville,
Out from the white house top o' the hill,
Out from the business of grinding tools,
Plowing and dragging and cussing mules . . .
Behold, our hero has ridden his Fate
Into the halls of the Very Great! . . .
Back Home the Editor's praises burn
When he seconds a Motion to Adjourn!

Back Home the Editor shoves his pen,
Splitting Infinitives now and then—
The Anonymous Maker of Famous Men!

Lay Plans for Fall Now

Churches each year are learning the advantages of spending money to take their message to the community and to attract more attendants to service.

If you had difficulty last year in putting across a church attendance campaign perhaps your effort then has resulted in acknowledgment by church authorities now that advertising can be used to advantage.

Plan now for a definite city-wide campaign to begin when churches recommence vigorous operations, usually about September 1 to 15.

New copy will be offered shortly, similar to Series No. 3 and No. 4, used by many newspapers the past year.

CHURCH ADVERTISING DEPARTMENT

A. A. C. W.

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

Associated Advertising
383 Madison Ave.



Clubs of the World
New York City

INTERTYPE

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

INTERTYPE CORPORATION

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

NEW BEDFORD DAILIES IMPROVE PLANT

Evening Standard and Morning Mercury
Owned by Benjamin Anthony Oc-
cupy New 5-Story Addition—
Enlarge Press Equipment

The New Bedford (Mass.) Standard and the Mercury have moved into a new 5-story addition to the Standard building. A Hoe octuple press is being installed, and from now on both the Standard and the Mercury will be published as 8-column instead of 7-column newspapers.

This is the fourth major expansion step taken by the Standard. Started 74 years ago, by Edmund Anthony, grandfather of the present publisher, the Standard grew steadily with the progress of the city, and soon moved into a large and what in those times was considered a very handsome office, located on the edge of the business section of the town. This was occupied for 36 years.

As the old quarters became too small, a beginning was made on the present Standard building, a 4-story structure of yellow brick being erected.

In 1911 this building was further enlarged, an addition being built and a fifth story added and new machinery installed, including a Hoe sextuple press, the capacities of which are now becoming inadequate. The 5-story addition just completed to give room for the octuple press increases the floor space in the building by 40 per cent.

On the first floor are located the circulation departments of both newspapers, as well as the classified advertising department and the telephone exchange. A mezzanine floor above the street floor accommodates the bookkeeping department, and affords storage for supplies and files. The mailing room, which has been completely rearranged, is located in the basement adjacent to the pressroom. It has been equipped with a Lamson conveyor to facilitate the handling of bundles of newspapers, which are distributed throughout New Bedford and its immediate vicinity by a fleet of automobile trucks, and go by train to more distant points in New England.

The advertising department, the copy writers, and business offices are located on the second floor, and here, too, is located the publisher's office. Office space occupying part of the first, second, third and fifth floors is rented, while being held in reserve for the future needs of the Standard-Mercury organization.

The third floor of the building houses the editorial staff of both the Standard and the Mercury, as well as the "graveyard" reference library and recreation room, while the photo-engraving rooms and staff photographers' rooms are on the fifth floor.

In line with its activity in community development, the Standard-Mercury has set aside from its own resources during 1924 the sum of \$10,000 for advertising New Bedford throughout the country. This money is being handled through regular advertising channels in such mediums as the New York Times and the Chicago Tribune.

Benjamin H. Anthony, the present head of the organization, has grown up in the newspaper business.

The Standard-Mercury organization publishes three newspapers—the Evening Standard, the Morning Mercury, and the Sunday Standard.

SMARTLY APPOINTED OFFICE



New plant of "New Bedford Standard" and the "Mercury."

FEDERAL TRADE ORDERS

Commission Cites Two Concerns for Unfair Advertising

The Federal Trade Commission has issued unfair practice citations against W. C. and W. S. Mahaffey, and K. Hendricks of Linesville, Pa., trading as Mahaffey Brothers and Hendricks for advertising special process stationery as "Process Engraved" giving the public, the Commission alleges, the misleading impression that the stationery is engraved. The process is described as an application of chemical powder to type printing while wet and then submitted to baking, as opposed to real engraving from a plate.

The Puritan Silk Mills Corporation of Chicago also has been cited by the Commission for the alleged misbranding and advertising of certain fabrics as "Novelty Silks" and "Puritan Silks" with a "tendency to deceive purchasers of such products into the erroneous belief that the products are made of silk."

Providence Weekly Changes Name

The Elmwood Sector, a weekly covering the Elmwood section of Providence, R. I., has changed its name to the Elm-

wood Times. Frank Chapman, proprietor of the Providence County Times has withdrawn from the firm and the paper will henceforth be conducted by Abraham Pobris.

IN SALT LAKE CITY, UTAH

The Desert News

Oldest Western Newspaper, is the Recognized authority of the inter-mountain region.

Foreign Representatives
CONE, HUNTON & WOODMAN
New York Chicago Detroit
Kansas City St. Louis Atlanta
Pacific Coast Representatives
CONGER & JOHNSTON
Los Angeles San Francisco

Utah, Southern and Eastern Idaho, Eastern Nevada and Western Wyoming—the territory served by

THE

Salt Lake Tribune

No other section of the country offers the advertiser the opportunity of practically covering four states by using one newspaper.

FOREIGN REPRESENTATIVES

The S. C. Beckwith
Special Agency

New York—Chicago—Detroit—St. Louis
—Kansas City—Atlanta.

PACIFIC COAST REPRESENTATIVE

M. C. Mogensen & Co.,
Inc.

Los Angeles—San Francisco—Seattle



94,150

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

Advertising Leadership

The Dispatch leads all other Ohio newspapers in advertising (first 6 mos. 1924), exceeding the next largest (Cleveland) paper by 1,246,092 lines. For the first 7 months the Dispatch exceeded the other Columbus Newspapers combined by 2,094,189 lines.

DISPATCH . . . 12,231,807 lines
SEC. PAPER . . . 5,906,314 lines
THIRD PAPER.. 4,231,304 lines

204
exclusive
national
advertisers
first 6 mo.
1924

215
exclusive
local display
advertisers
first 6 mo.
1924

MAKE CENTRAL OHIO
YOUR TEST MARKET

The Columbus Dispatch
OHIO'S GREATEST HOME DAILY

The Imperial Plus Metal Plan



In Detroit

the splendid staffs of the News and Free Press are helping to keep over a million citizens of this automobile manufacturing center informed on international daily happenings.

We feel a sense of pride and responsibility in being selected by publishers of two of Detroit's excellent newspapers to supply an important item necessary to publication — Imperial Metal.

Publishers throughout the country are adopting the Imperial Plus Metal Plan as the most sensible solution of metal problems. The Plan is doubly popular because it applies equally well to village semi-weekly or metropolitan daily.

What is this Plus Metal Plan?

The Plus Metal Plan is not shrouded in mystery. Upon request we will send you complete details of this dependable, economical Plan that adds years of service to your type metal all the while keeping it up to highest efficiency.

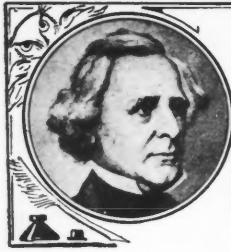
Imperial METAL

LINOTYPE—MONOTYPE—INTERTYPE—STEREOTYPE

"Best by Acid Test"

Imperial Type Metal Co.

Philadelphia — Cleveland — Detroit



NEW AND AUTHENTIC HISTORY OF THE HERALD OF THE BENNETTS

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

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Mrs. Bennett's Interesting Letters

Mrs. Bennett wielded a facile pen, and wrote a series of letters from Europe between December, 1846, and June, 1847, that were very favorably received by the public as they appeared from time to time in the Herald.

The first one to be published was headed, "Random Notes by Mrs. James Gordon Bennett," and was written in Paris on November 18, 1846. It was almost wholly devoted to a discussion of her little son's welfare and her plans for his education and physical development, and reads as follows:

"MY DEAR MADAM: Here we are in Paris at last, after travelling during the last summer over the greater part of Europe.

"You will be astonished when I tell you that I have not been engaged in studying the fashions, or driving in the Champs Elysees or walking in the Tuileries. Instead of these, I have been making enquiries into the European system of education for youth. When I was in Switzerland, I learned a great deal about the new and improved methods of instructing youth, which interested me exceedingly, because my little boy, now coming of school age, requires some attention in that respect. * * * * *

"I have sent my little boy to two schools—one to instruct his mind, the other to develop his body. His whole time is taken up between these institutions. The little Count de Paris attends this school, and goes through the same exercises. It is amusing to see the little creatures leap and jump about; climb ladders, turn somersets, hang by their hands, and work as hard as any posture-maker in the ring. The floor is padded in such a way that they can't hurt themselves.

"I have a great many things to say to you on other subjects, but must defer it to another time, as I am interrupted by a host of *marchands de modes*, who have just discovered that I am a new importation, and probably flush with money, and that they may lighten my burden with their attractive finery.

"Yours, H. A. B."

In another letter dated June 20, 1847, from Florence, Italy, Mrs. Bennett wrote as follows:

"I regret very much not having had a conversation with the Pope; but it was my own fault. I could not remain one day longer in Rome, though Monsignor Zamboni called on me himself, in company with Mr. Brown, the American consul, and tried to persuade me to remain one day longer. This M. Zamboni is a young nobleman, and one of the Pope's chamberlains. He sent me a cameo ring, with the Pope's likeness on it, and different other relics, and a painting which I bought. He does it for the benefit of the church. It is a copy of a celebrated picture by Guido."

In another letter, headed "Notes from Abroad by Mrs. James Gordon Bennett," and sent from London, she said:

"In London yet—damp, rainy London. Jenny Lind made her last appearance last night in 'Sommambula,' an opera in which she is said to excel. I must say decidedly, that she has not sufficient force for the character, in which my favorite, Grisi, is supreme. I have heard Grisi in the private salon, and there she is as fine as in the public theatre. In the concert room Jenny Lind pleases, from the extreme purity and beauty of her voice, but in the higher range of the musical drama, she lacks the sublime force of Grisi, and also Mr. B. says, of Malibran—still she is a wonder, and a peculiar wonder.

"After going the round of England, she returns to Germany. If ever she appears in Paris, there will be a prodigious controversy about the supremacy of her talents. The extreme purity and amiability of her character, so different from Grisi, who is both a termagant and a genius, has taken very much with the English nobility.

"A singular occurrence took place at a concert given at the palace by the Queen, where Grisi and Jenny Lind were to sing. It seems, Jenny, overflowing with good nature, was very desirous of an introduction to Grisi. It was given. Jenny was all smiles and amiability. Grisi received the advances with coldness, haughtiness and compulsion. As soon as the introduction was over, the beautiful

Italian turned her back to the fair Norwegian. The Queen, who was near by, witnessed this droll circumstance, and from that moment never entered Concert Garden, when Grisi performed."

Of Cerito, the famous dancer, she wrote:

"Cerito, the dancer is a lovely creature. I think the bounding leap, when she first appears on the stage, is the most wonderful and most graceful movement imaginable. You see her as if flying in the air like some ethereal being. The applause after the first movement is deafening."

Her last letter, dated August 25, 1847, was from London, and told of her last visit to Rome, where she "had the supreme pleasure of beholding that amiable and very talented man, Pius IX, the present Pope."

She also gave to her American friends advice as to the best way to tour Europe.

Mr. Bennett's letters were numerous and lengthy, and of great general interest. On June 19, 1847, he wrote:

"I have now completed my arrangements for the continent, in relation to correspondence and news, during the new *regime* of steam. I have established a central agency in Paris, with correspondents extending to all the chief cities in central and southern Europe. This is separate and distinct from my English arrangements. * * * * * Hereafter the United States will be more closely connected with Europe than ever was contemplated by man. In two or three years there will probably be an arrival of a steamer every two days, doing the voyage in ten or twelve days. The improvements of the press must correspond with those in the other great departments of life."

In one of his last letters Mr. Bennett said: "The Queen has just sailed for the North of Scotland—Jenny Lind has gone to Brighton—Louis Phillippe has gone to Eu—broken down in health. He cannot live long. When he dies, then look out for squalls in France and elsewhere. The people are waking up and organizing for further decided movements all over Europe."

His final letter, dated August 31, was devoted to a description of the serious commercial crisis in England.

(To be continued next week)

TO ADDRESS CRAFTSMEN

Speakers Chosen for Milwaukee Meet August 19 to 21

Program for the sessions of the fifth annual convention of the International Association of Printing House Craftsmen to be held in Milwaukee, together with a Graphic Arts Exposition, Aug. 18 to 21 inclusive, has been announced.

With the convention called to order by William H. Badke, president of the Milwaukee Club of Printing House Craftsmen, speakers for the first day will be Hon. Daniel W. Hoan, Mayor of Milwaukee; Perry R. Long, first president

of the international association; Harro H. Weber, president; and Hon. John Blaine, Governor of Wisconsin.

On Tuesday, Aug. 19, John Clyde Oswald, publisher of *American Printer*, will speak on "Co-operative Educational Effort," and there will be an address by George K. Horn, president of the United Typothete of America. The next day, James W. Lynch, president of the Typographical Union, will speak on "The Education of the Future Compositor."

Speakers on the final day of the convention, during which election and installation of officers will take place, will be Leighton Hawkins, on "Educating the Apprentice," and John M. Niven on "The Future of Printing."

The Business Men

of your community will value the authentic statements of

ROGER W. BABSON

on the business and financial situation, above any other single piece of news that you can print.

Supplied weekly through the Babson News Service, Division of BABSON INSTITUTE, Babson Park, Mass.

SPECIMEN RELEASES AND RATES ON REQUEST

"The Ludlow is Paying Daily Dividends"

THE president of the Queens County News, Jamaica, New York, Mr. Eugene E. Early, writes us this short, enthusiastic letter:

"Our experience with Ludlow composition is simply this: The Ludlow has solved our composing room problems. It is paying daily dividends because it saves the most vital element in the printing and publishing business—i. e., time. We would not be without it."



Ludlow Typograph Co.

2032 Clybourn Avenue

San Francisco

CHICAGO

New York

LUDLOW QUALITY COMPOSITION

DETROIT VETERAN SHUNS TYPEWRITERS — PREPARES COPY IN LONGHAND

NO novelist or scenarist, however fanciful his vagaries, has ever taxed his imaginative powers to the point of attempting to create a hero for a newspaper epic who turned out his brilliant masterpieces in longhand. The feverish and epochal efforts of the daimless reporter of screen and printed page are always pounded into hastily-scatched takes on the keyboard of an ancient mill. Yet, while the fact may seem unbelievably remarkable to those who have not learned it, there is such a character—a star on a great daily, whose copy is written, to the final dash, with a fountain pen. He is John Fitzgibbons of the *Detroit News*.



JOHN FITZGIBBONS

Fitzgibbons is the oldest newspaperman in point of service in Michigan. He has been with the *Detroit News* continuously for more than 40 years. During that time he has covered practically all political events of importance that have occurred in the state. He has known at least 15 governors intimately. He has the widest acquaintance among men of affairs of any Wolverine newspaperman. It was in the capacity of "coachman" that Fitzgibbons started his newspaper career. He came off a farm near Flint, Mich., and obtained a place driving a high-stepping "nag" for the late James E. Scripps, founder of the *News*. In spare time he composed some editorial paragraphs, which he submitted to his employer one morning while taking him to the office. The publisher liked the efforts and Fitzgibbons put aside the curry-comb and took up the pen. His original assignment was to report a dental convention. Fitzgibbons has seen service in Washington, during congressional sessions. He represented his paper in Cuba in 1898 and in the Philippines in 1900. Upon his return he was stationed regularly at the capitol in Lansing. He has served there uninterruptedly since. It was at Mt. Clemens, Mich., during the *Chicago Tribune*-Henry Ford libel case that Fitzgibbons' odd system of reporting stood him in good stead. When his copy left the courtroom it was ready for telegraphic transmission and his paper profited by the time saved. A visiting correspondent, while that trial was on, sent out a paragraph on "the longhand reporter." Within a month he was besieged with letters from no less than 10 manufacturers of fountain pens asking his endorsement of their particular make as his favorite. Thus far, however, "Fitz" has remained neutral on this point. Just as neutral, in fact, as he is determined

that he will waste no efforts gaining a one-fingered intimacy with the keys of a tottery office typewriter.

Montana Daily Host at Banquet

Celebrating the sixtieth anniversary of the discovery of gold in Last Chance Gulch, now Helena, Mont., the *Helena Record-Herald* recently gave a banquet to pioneers of the community. Dr. O. M. Lanstrum, publisher of the *Record-Herald*, announced the occasion would be made an annual event. Four prospectors found nuggets at Last Chance Gulch on the evening of July 14, 1864, the news of which brought on a great rush of miners to the new camp.

N. Y. World's "Kiddie Club" Frolics

More than 12,000 members of the *New York Evening World's* Kiddie Club attended the annual outing held this week at Starlight Amusement Park. "Cousin Eleanor" (Miss Eleanor Schorer) foster mother of the club membership, was on hand and qualified for handshaking honors. Miss Schorer is the wife of Chester Hope, editor of *Universal Service*, New York.

Oklahoma Names "Bronson Year"

Driving for new members of the Oklahoma Press Association, the present year has been termed "Bronson Year" in honor of the late E. L. Bronson, editor of the *El Reno (Okla.) American*, who died recently. Mr. Bronson, during his life, was one of the most enthusiastic association workers. E. A. Gaston, the newly elected association president, is conducting the membership drive.

Editor Runs "Auto Honor Roll"

While most newspapers print detailed accounts of automobile accidents, the editor of the *El Reno (Okla.) American* takes the other slant, and each week prints in a box an automobile honor roll of people who are entitled to recognition because of their careful driving. The names are supplied by traffic officers.

1893 SERVICE 1924
as visualized by
BENJAMIN & KENTNOR CO.

WHILE WE ARE always glad to add to our list of newspapers, we are also very careful as to the papers—their standing and their standards—and we insist upon everything measuring up.

It is because of these standards that we have the standing we have in the advertising field.

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

BENJAMIN & KENTNOR CO.
Advertising Representatives of Newspapers
2 W. 45th St. 900 Ma'lers Bldg.
New York Chicago
401 Van Nuys Bldg.
Los Angeles

Permanent Wealth Assured
IOWA
By the Elasticity of Its Products

Iowa has never known a crop failure, consequently, there is always production. Iowa's income from farm products alone is nearly a billion dollars annually.

Iowa farmers never quit. If the market drops, he cuts his overhead but keeps right on producing. He knows the elasticity of products and takes advantage of it.

His usual procedure is to sell his crops just as they come from the fields for shipment to the markets. If, however, he cannot get a good return, he sells to the mills and canning factories within the state and thus avoids the cost of long freight hauls. As a result the flour mills are doing an annual business of over \$25,000,000 and the canning factories well over \$6,000,000.

When prices drop, these industries are not seriously affected because the farmer must sell enough to pay his taxes and current expenses, and because of the lesser distance they offer him the best market. The farmer himself does not take such great losses. He only sells what he has to, the rest he feeds to his stock, and gets a good price for the stock. The surplus he stores until such time as buying confidence is restored.

As is usually the case, the period of depression is now being followed by a good crop year. When the farmer is prosperous, the people in the towns and cities of the state are prosperous. They are now eagerly watching their daily papers for suggestions as to improvements that are to be made.

| | Circulation | Rate for 5,000 lines |
|--|-------------|----------------------|
| ***Burlington Gazette (E) | 10,535 | .04 |
| ***Cedar Rapids Gazette (E) | 22,671 | .07 |
| ***Council Bluffs Nonpareil (E&S) | 16,132 | .05 |
| ***Davenport Democrat & Leader (E) | 14,485 | .06 |
| ***Davenport Democrat & Leader (S) | 17,416 | .06 |
| ***Davenport Times (E) | 24,946 | .07 |
| ***Des Moines Capital (E) | 61,683 | .14 |
| ***Des Moines Sunday Capital (S) | 27,895 | .14 |
| ***Iowa City Press-Citizen (E) | 6,230 | .035 |
| ***Keokuk Gate City (E) | 5,899 | .03 |
| +++Mason City Globe Gazette (E) | 13,405 | .04 |
| ***Muscatine Journal (E) | 7,980 | .035 |
| ***Ottumwa Courier (E) | 13,375 | .05 |
| ***Waterloo Evening Courier (E) | 16,775 | .06 |

***A. B. C. Statement, April 1, 1924.
+++Government Statement, April 1, 1924.

In Northern Ohio
The Plain Dealer
has the BUYERS!
that's why
The Plain Dealer
ALONE
Will Sell It at
ONE Cost

The Plain Dealer
ONE Medium—ONE Cost (ALONE) Will sell it
J. B. Woodward 119 E. 42d St. NEW YORK
Woodward & Kelly 350 N. Mich. Blvd. CHICAGO

Obituary

ERIC ADOLPHUS DIME, 49, proprietor of the American News Service, New York, and New York representative of the *Philadelphia Journal of Commerce*, died suddenly July 31. He was treasurer of The Writers and a charter member of the New York Press Club.

D. L. HUNTER, 70, president of the *Webster City (Ia.) Daily Freeman-Journal*, died July 26, at Des Moines, following an operation.

FRANK P. NUZUM, 68, for 20 years a reporter for the *Stillwater (Minn.) Daily Gazette*, died July 28.

WILLIAM C. GILL, 53, associate editor of the *Elmira (N. Y.) Sunday Telegram*, died in Elmira July 31. He had served on the editorial staff of the *Elmira Advertiser*, and the *Star*, which is now a part of the *Star-Gazette*. He was also a lawyer and served as City Recorder for many years.

SIMON D. NORTH, 75, assistant secretary and statistician for the Carnegie Endowment for International Peace, who died at Wilton, Conn., August 3, was for years managing editor of the *Utica (N. Y.) Herald*.

Frederick G. Terront, one time telegraph editor of the *Ogdensburg (N. Y.) Republican-Journal* and later with the *Ogdensburg Daily News*, died Aug. 1. At the time of his death he was private secretary to Congressman Bertram Snell of Ogdensburg.

JONAS GRANBY LUND, 88, formerly of the editorial staff of the *Athol (Mass.) Chronicle*, died July 30, at his home in Baldwinville, Mass.

CORNELIUS HAYES, formerly district reporter of the *Worcester (Mass.) Telegram*, was killed by a stroke of lightning at Spencer, Mass., Aug. 1.

WILLIAM O. KELLEY, 67, a printer for the last half century and employed by the *Shelbyville (Ill.) Democrat* the last 30 years, died July 31.

PURSLEY B. OGDEN, 34, former Chicago newspaperman, committed suicide July 26, in Pomona, Cal.

GEORGE H. MOORE, 85, formerly a compositor, later a proofreader on the New York Times, died in Brooklyn, Aug. 4.

S. N. CANN, former president of Typographical Union No. 16 of Chicago, and at one time a proof-reader for the *Chicago Tribune*, died July 29, at his home in Chicago.

AD-TIPS

George Batten Company, Inc., 383 Madison avenue, New York. Placing account of the Curtis Companies, Inc., Clinton, Ia., manufacturers of Curtis standardized woodwork.

Blackett, Sample & McFarland, 58 East Washington street, Chicago. Sending out orders on Van Ess Laboratories, Chicago.

Nelson Chesman & Co., 500 North Dearborn street, Chicago. Sending out schedules to general list of newspapers on Tonsiline Company, Canton, Ohio. Issuing schedules on Marmola Company, Detroit.

Erwin, Wasey & Co., 844 Rush street, Chicago. To use rotogravure sections on Aluminum

Goods Manufacturing Company, Manitowoc, Wis.

Kling-Gibson Company, 1606 Consumers' Building, Chicago. Handling account of the General Laboratories, Madison, Wis., manufacturers of "B-K-HYPOCHLORITE" antiseptic, disinfectant and sterilizer.

Mace Advertising Agency, Lehmann Building, Peoria. Will place account of the Eagle Manufacturing Company, Norton, Ill., manufacturers "Eagle" rotary harrows and "Eagle" straw spreaders.

Potts-Turnbull Company, 6 North Michigan avenue, Chicago. Sending orders to Michigan papers on Portland Cement Association, Chicago.

William H. Renkin Company, 180 North Walsh avenue, Chicago. Issuing schedules to general list of newspapers on Templeton Company (Rax-mah), Detroit.

Philip Ritter Company, 185 Madison avenue, New York. Placing account of Charles Cluthe & Sons, Broad street, Bloomfield, New Jersey, manufacturers of "The Cluthe" truss for rupture.

Tuttle, Greensboro, N. C., has secured account of the Kenilworth Inc., Greensboro.

Williams & Cunningham, Inc., 6 North Michigan avenue, Chicago. Now handling the following accounts: Davenport Bed Makers of America, Chicago; Holt Manufacturing Company, Inc., Peoria, manufacturers of caterpillar tractors; Peaslee-Gaullbert Company, Louisville, manufacturers of paints.

C. C. Wingham Agency, 10 Peterboro, West, Detroit. Placing accounts of the R. C. Mahon Company, Detroit, manufacturers of metal specialties and fireproof doors, and the Dover Manufacturing Company, Dover, O.

TOLD LAWYER TO CONFESS

Hearst New York Assistant Publisher on Stand in Fallon Bribe Case

New York newspapers in general gave wide publicity this week to the testimony of Victor A. Watson, assistant publisher of *New York American*, in the case of William J. Fallon, lawyer, on trial charged with having bribed a juror in behalf of two bucket-shop clients. Watson testified that he had advised Fallon to confess guilt and throw himself on the mercy of the community. The testimony was a revelation of activity on the part of the newspaper to expose a system of fraud and indicated that the newspaper had paid large sums of money in the enterprise.

Dailies Arrange Radio Stunt

Arrangements effected between the *Pittsburgh (Pa.) Post's* broadcasting station KDKA and the *Buenos Aires La Prensa* resulted in reception this week by South American amateurs of an American radio program. Dr. Ezequiel Paz, publisher of *La Prensa*, is an enthusiastic radio fan, even his automobile being equipped with a receiving set.

America's Best Magazine Pages

Daily and Sunday

Newspaper Feature Service

241 WEST 58TH STREET
New York City

The Greatest Force in British Advertising is

The Times
London, England

When you come to London—

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

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

JOHN BULL

For Advertising Rates and Particulars write:
PHILIP EMANUEL,
Advertisement Manager
ODHAMS PRESS, LTD.
57-59, Long Acre, London, W.C.2. Eng.

WHAT THEY ARE SAYING

RADIO CANNOT SUPPLANT NEWSPAPERS

"EVEN the radio with its seemingly boundless possibilities holds nothing in store for you that is comparable to the service of your newspaper. The radio is not going to tell you about the wedding of your neighbor's daughter. You won't find the radio telling you how your neighborhood baseball team knocked the daylight out of the team in the next town. A member of your own club might be entertaining friends but you wouldn't know about it if your newspaper didn't tell you. The radio isn't going to do that. The two fields are different. They say that the average metropolitan newspaper today prints about 100,000 words in each issue. If the radio should attempt to transmit that amount of reading matter estimates are that the process would take from 8 to 10 hours. Imagine yourself tuning in for that length of time to get what your daily paper brought you this morning!"—Frank Hicks, University of Iowa School of Journalism.

TRAINING NEWSPAPER READERS

"DEMOCRATIC government depends upon public opinion and public opinion, as we know today, is mainly taken from the newspaper. If the purpose of education is to train the youth of the nation in citizenship, the study of the newspaper should have a prominent part in our public schools. Newspaper reading today is not taken as a serious part of the individual's daily life. On the whole the individual devotes at least 30 minutes a day to the newspaper. This is the weakness of our modern democracy. We do not digest the facts, we swallow them too hurriedly. The aim of the newspaper and journalism schools should be to train a new generation of newspaper readers to whom news, real news, is of more importance than the society column, the sporting page or the funny strip. The news should be read first leaving these other features as dessert. The news is the solid food. We need to cultivate news taste and discrimination in the public."—W. G. Bleyer, Director, School of Journalism, University of Wisconsin.

SCRAPINGS

"I KNOW of one newspaper man who was receiving \$25 for Sunday articles, and who failed to please his Sunday editor with a certain interview. It was a botch job. The editor rejected it. The newspaper man, who had to submit regularly in order to secure his main income, was delighted. He sent the piece to the editor of a weekly magazine, one which carried heavy advertising, and straightway received a check for \$250 and a request for more of the same. That day the newspaper lost an intelligent, active fellow, a good writer with a talent for facts. The ex-newspaper man is now supplying more of the same, with his tongue in his cheek and a \$150 tailored suit on his back. Most magazine articles read exactly for what they are: scrapings from the reporter's kettle."—Laurence Stallings in *New York World*.

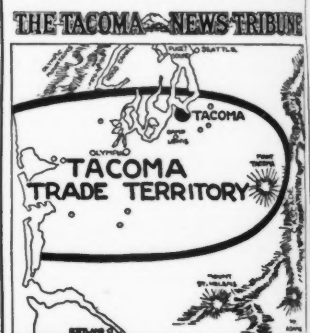
THE Daily Mail

with its
WORLD'S RECORD
NET DAILY SALE

enables the advertiser to obtain in a single day, at a single cost, complete coverage of the whole of the British Isles. It is the recognized medium for national advertising in England, Scotland, Wales and Ireland.

DAILY MAIL

NEW YORK OFFICES
280 Broadway
Telephone: Worth 7270



Frank S. Baker, President and Gen. Mgr. ADVERTISING REPRESENTATIVES
David J. Randall, 341 Fifth Ave., New York City
Charles B. Walsh, Editor and Gen. Mgr. ADVERTISING REPRESENTATIVES
Ford, Parsons Co., 360 No. Michigan Ave., Chicago, Illinois
R. J. Bidwell & Co., San Francisco and Los Angeles, Cal.

THE PASSAIC DAILY NEWS

Leads in Classified, Local and Foreign Advertising in New Jersey's Fastest Growing City

TRADING POPULATION
167,395

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

The Washington Herald
Largest Sunday Circulation
Any Washington Paper

The Washington Herald
morning and

The Washington Times
evening

Largest Daily Circulation at attractive combination rate. Concentrate in These Papers

G. Logan Payne
Publisher and Gen. Mgr.

NEW HEADS OF OREGON ASSOCIATION



The Oregon State Editorial Association, at its annual meeting at Tillamoot, July 25 and 26, arranged for district representation by vice-presidents, who also serve as directors. The picture shows the new officers elected. Left to right, Hal E. Hoss, president; Arne G. Rao, vice-president for Western Oregon; Earl Richardson, vice-president for Willamette Valley; A. L. Malley, vice-president for Southern Oregon; Lansing Hurd, secretary-treasurer; J. D. Thomson, vice-president for Central Oregon.

*Ninth in Industrial Products
Valued at Nearly*

\$2,000,000,000

The industrial growth of the state is the natural result of superior transportation facilities. It is the pathway of almost all of the great trunk lines, and branch lines tap every part of the state.

Indiana's industrial value is tremendous, ranking ninth in point of value of products, with \$1,901,846,000.

Manufacturing comprehends practically all standard products—steel machinery, motor cars, tinplate, cement, flour, glass, oil refining and meat packing.

Manufacturing consumes most agricultural products in preparation of foodstuffs for the market—meat packing, flour, etc., with considerable development also of machinery making to supply the immense nearby markets.

No other state enjoys the peculiar advantages of Indiana in regard to raw materials, fuel, power resources and transportation facilities. Other natural resources, especially sands and clay, furnish bases of profitable industries for her people, all of which have greatly contributed to the buying power of the people of the state.

Advertisers owe it to themselves to carefully scan the Indiana field and its great possibilities. This field can be judiciously covered by use of Indiana newspapers.

| | Circulation | Rate for 5,000 lines |
|--|------------------------------|----------------------|
| †††Decatur Democrat | (E) 3,276 | .025 |
| ***Evansville Courier and Journal.. | (M) 27,040 } (E) 10,868 } | 37,908 .08 |
| ***Evansville Courier and Journal..... | (S) 32,502 | .08 |
| ***Fort Wayne Journal-Gazette | (M) 31,274 | .07 |
| ***Fort Wayne Journal-Gazette | (S) 34,657 | .07 |
| ***Fort Wayne News-Sentinel | (E) 41,412 | .09 |
| ***Cary Evening Post-Tribune | (E) 11,410 | .05 |
| Hammond Times | (E) 15,436 | .05 |
| ***Huntington Press | (M&S) 3,563 | .025 |
| ***Indianapolis News | (E) 131,818 | .25 |
| ***Lafayette Journal & Courier... (M) | 7,372 } | 20,247 .06 |
| †††La Porte Herald | (E) 4,091 | .025 |
| ***Newcastle Courier | (E) 4,603 | .025 |
| ***South Bend News-Times | (M) 10,155 } (E) 12,884 } | 23,039 .06 |
| ***South Bend News-Times | (S) 21,440 | .06 |
| ***South Bend Tribune | (S) 19,718(E) | 20,588 .06 |
| ***Terre Haute Tribune | (E&S) 23,608 | .06 |

***A. B. C. Statement, April 1, 1924.
†††Government Statement, April 1, 1924.

EAGLETS BACK HOME

Brooklyn Eagle Party Dedicated Many National Parks

The Brooklyn Eagle National Park Development Tour, under the leadership of H. V. Kaltenborn, associate editor, which began June 20, ended in New York, Aug. 1.

This was the longest of Eagle tours, lasting 6 weeks, instead of the usual 4. It covered nearly 9,000 miles from the Atlantic to Pacific coasts. About 100 persons participated. Transportation was by rail.

There were more dedicatory ceremonies than on any prior tour.

They dedicated the new entrance to Mesa Verde National Park; the new Durango-Silverton-Ouray highway in Colorado; the southern entrance to Mesa Verde National Park; the El Morro National Monument; a rustic bridge, which they named Brooklyn Bridge Jr.; a new scenic road in Grand Canyon National Park; the Navahopi road, connecting two Indian reservations; the municipal zoo at Reno; the new community house in Grand Canyon National Park; the Tuba City and Painted Desert Drive; the Knife Edge Road and the Timpanogos Cave National Monument, near Salt Lake City.

UNITED PRESS EXPANDS

The United Press Association has opened two new automatic wire services, operating out of Columbus, O., and Harrisburg, Pa., connecting 14 different newspapers.

The circuit out of Harrisburg supplies the *Harrisburg News*, the *Lancaster New Era*, *Lebanon News*, *Shamokin News*, *Sunbury Item*, *Milton Standard*, *Shenandoah Herald*, *Hazleton Plain Speaker*, and *Lansford Record*.

The Columbus circuit serves the *Columbus Citizen*, *Bowling Green Sentinel*, *Fremont News*, *Portsmouth Times*, and *Tiffin Advertiser*.

Cargill Heads Midwest Trade Paper

John P. Cargill has assumed the editorship of the *Midwest Printer and Publisher*, published at Kansas City, Mo. He takes the position formerly held by

A. D. Scott, forced to resign because of prolonged ill-health. The *Midwest Printer and Publisher* circulates in news and print shops of Missouri, Kansas, Oklahoma, Arkansas, Nebraska and parts of Colorado and Wyoming.

A. P. Adds New Mail Service

Starting Aug. 17, the Associated Press will issue a new supplementary news service by mail out of Boston, serving New England newspapers only. G. B. Littlefield, head of the A. P. Boston bureau, will have general charge. Some time ago, New England A. P. members organized, and the new service has been inaugurated at their suggestion.

Edwards Heads Writers' Conference

Henry Edwards of the *Troup (Tex.) Banner* was elected president of the Writers' Conference at a recent meeting in connection with the annual farmers short course held at the Agricultural and Mechanical College of Texas, at College Station. Mrs. J. W. Baird, Dallas, was elected vice president, and Fletcher Davis, Hondo, secretary. Prizes were awarded newspapers selected as having best served their rural constituents. *Troup Banner* was first, *Harlingen Star* second, and *San Saba Star* third.

Brownsville (Tex.) Daily Sold

J. Morris Stein, former Sunday editor of the *Houston Chronicle*, has become editor and publisher of the *Brownsville (Texas) Daily Herald*, succeeding Mrs. J. C. Wheeler, for 31 years associate editor and editor and publisher of the *Herald*. Stein and associates purchased Mrs. Wheeler's control of the *Herald*, taking charge Aug. 1.

Famous Hearst Estate Sold

The magnificent estate of the late Phoebe A. Hearst, mother of W. R. Hearst, near Pleasanton, Cal., has been sold and will be transformed into an exclusive country club within 60 days. It consists of 500 acres, 50 of which are devoted to ornamental gardens. There are 92 guest rooms in the castle.

METHODS OF VALUING NEWSPAPER PROPERTY DISCUSSED BY EXPERT

Multiplying Annual Net Profits by Ten and Adding Current Assets and Plant Replacement Cost Favorite Method

By FRANK R. ELLIOTT

HOW to value a newspaper property, one of the most vital questions of the business, is one of the hardest to decide if we may judge from answers of men who have had much experience. None of the old heads in the newspaper business will lay down a hard and fast rule; they warn the purchaser to use common sense and think well over the general problems of local conditions, character of population, strength of competition, labor conditions, and responsiveness of business men. And buy low and sell high, is the rule here as elsewhere for success in commerce.

Speaking generally, the majority of the fifteen men whose answers form the basis of this article stand for three plans for valuing a newspaper property. The general methods are:

1. Count circulation and good will at \$10,000 per 1,000 of paid circulation and add net current assets and plant replacement value.

2. Value circulation and good will at the total gross receipts for a year, and add net current assets and plant replacement value.

3. Value circulation at the amount of the net earnings capitalized at 10 per cent and add net assets and replacement costs of plant.

The main point of difference lies in the value of circulation and good will. The publishers questioned are divided about equally between the three methods of accomplishing this, with the first method mentioned above least favored and the last method favored slightly more than the other two.

Jason Rogers, formerly of the *New York Globe*, says the fairest method and the safe and sane starting point for all circulation is \$10,000 per 1,000 of circulation. "Circulation as an item of the good will of a newspaper," he says, "is in most cases the newspaper's most valuable asset. Circulation once established, because of the peculiar nature of the patronage, is almost sure to continue, provided the quality of the paper is maintained the same."

After fifty years as a publisher and more than twenty years as a newspaper broker, C. M. Palmer, of New York, says \$10 per subscriber is a low rather than a high rate for circulation and good will except on a losing paper. On a leading paper, \$10 is decidedly low, he says.

H. F. Henrichs, veteran newspaper broker, of Litchfield, Ill., also shares the view that \$10 per subscriber is low except for newspapers failing to show a normal profit.

Omar D. Gray, broker, of the *Sturgeon* (Mo.) *Leader*, says \$10 per paid subscription is "outrageous" for a weekly of 1,000 circulation in a small town, but that \$10 is not far wrong in a good town for a daily or weekly of 3,000 to 5,000 circulation. "The owner of a good daily or weekly," says Mr. Gray, "that will net from \$5,000 to \$12,000 annually can usually name his own price."

Paul Poynter, publisher of the *St.*

Petersburg (Fla.) *Times*, the *Kokomo* (Ind.) *Dispatch*, and the *Sullivan* (Ind.) *Times*, voices a dissenting opinion and says that no dogmatic figure of \$10,000 per 1,000 of paid circulation is safe. "Circulation," he points out, and there is food for serious thought in this, "may even be a liability unless the business community is responsive."

When such experienced and successful newspaper men as Mr. Poynter and Don C. Seitz of the *New York World*, rather enthusiastically endorse the second plan previously mentioned, namely that of valuing circulation and good will at gross annual receipts, there must be merit in the plan. Mr. Poynter qualifies his endorsement by recommending that the gross annual receipts be taken as the average for five years rather than the receipts for any one year.

"My rough method of valuing a newspaper property has always been," writes Mr. Seitz, "that a going concern is worth its gross annual business, plus a fair valuation of the plant."

Leonard E. Kolmer, president of the Southern Publishers Exchange, Inc., Richmond, Va., readily asserts that this is the best plan and is highly satisfactory when net assets and replacement value can be established. Mr. Gray, referred to above, agrees with this view but says that present day buyers will not usually pay this price.

As with the case of \$10,000 per 1,000 of circulation, this second method of valuing circulation and good will at gross annual receipts brings a vigorously dissenting opinion. "This is a very poor rule," says Broker Henrichs, "and can be applied with justice to but a very few properties."

The third plan of valuing a newspaper at ten times its net profits for a year plus net current assets and plant replacement has unqualified support from a number of editors and brokers.

"Probably most popular rule," says Mr. Henrichs, "when net earnings make due allowance for owners' compensation, depreciation, interest on the investment, etc."

"A newspaper is actually worth ten times its annual profits," said the late General Charles H. Taylor, of the *Boston Globe*. He makes no provision for adding net current assets and replacement costs.

If a newspaper nets 10% on \$10,000, it is honestly worth \$10,000, says Justus F. Creamer, of the *Orange*, (Col.) *News*, without allowance for net current assets and plant replacement.

Editor Poynter agrees with plan three but thinks the ten percent earnings should be considered as the average earnings over a five year period. In this he may seem

unduly conservative, especially in view of the growth of newspapers within the last few years, but he reminds the prospective buyer that the newspaper business carries with it a hazard and risk not present in most commercial and industrial undertakings. It is primarily more of a profession than a business, he points out, and a wave of public sentiment in a short time can destroy a great deal of imaginary value. The prudent purchaser must guard against being made the victim of forced, artificial and fraudulent methods of circulation building, but at the same time he should be on the lookout for undeveloped possibilities in the newspaper property he is about to buy.

Broker Palmer, while agreeing with the view that at least a 10% earning should be expected on the investment, warns the prospective purchaser that unprofitable papers are frequently sold for sums running into the millions.

Both more liberal and more conservative methods of valuing newspapers than those outlined above have been followed by prominent publishers of the past and are being followed to some extent in the present.

James E. Scripps, founder of the *Detroit News*, held that a paper was worth its annual cash receipts if making 5 per cent twice its receipts plus the value of the plant if making 10 per cent, and three times the receipts plus the plant if making 15 per cent. This would make the cost almost twice as great as that of plan two above in which a paper was held to be worth its gross annual receipts, with the assumption that 10 per cent is a fair income.

In a meeting of the Southern California Editorial Association, two plans were introduced as follows:

1. Place weekly subscriptions at from \$5 to \$10, average \$7.50; daily subscriptions at from \$10 to \$20, average \$15; and add to this the plant valuation less depreciation allowance.

2. Value the plant at a reasonable figure without taking out depreciation

and if the gross annual earnings amount to this figure, pay this amount for the property.

W. B. Harris, purchaser or promoter of 135 different newspaper properties during his long career in the weekly newspaper field, now editor of the *Ellettsville* (Ind.) *Farm*, places circulation value at \$5 per paid subscription. O. H. Craven, publisher of the *Bloomington* (Ind.) *World*, says \$7.50 is nearer the correct valuation of circulation and would add whatever additional the good will value seems to be.

The rather conservative view of Job Dodge, of the old Scripps-McCrea Syndicate, is offered by Mr. Henrichs as a rule which must be respected because of the wide experience of Mr. Dodge in purchasing and conducting newspapers. His rule is as follows:

"A going newspaper property is worth \$5 per subscriber if the paper is breaking even.

"When property is making regular healthy yearly growth and is earning big (Continued on page 29)

Over ONE-THIRD added

to the circulation of The Rochester (N. Y.) Herald by a Hollister plan campaign, just completed,—the gain being all paid-in-advance subscriptions.

New Evidence of the Supremacy of HOLLISTER'S CIRCULATION ORGANIZATION 717-718 Commercial Exchange Bldg. LOS ANGELES, CAL.

In New Orleans Consult the Latest A. B. C. AUDIT

(September 30th, 1923)

Before scheduling space in evening papers.

NEW ORLEANS STATES 13c a Line Flat Daily 15c a Line Flat Sunday

SPLENDID COOPERATION TO ADVERTISERS

Leads in Daily and Sunday CITY CIRCULATION

Specials: East Beekwith West Branham

Our Features:

- Irvin S. Cobb
- R. L. Goldberg
- Don Herold
- Ed Hughes
- O. O. McIntyre
- Penrod and Sam
- Will Rogers
- H. J. Tuthill
- Albert Payson Terhune and others

The McNaught Syndicate, Inc. Times Building, New York

before consolidation

The New York Tribune 131,810 Daily—136,039 Sunday

and now!

276,340 Daily 332,921 Sunday

THE NEW YORK HERALD New York Tribune

first!

- in circulation
- in lineage
- in reader interest
- in proved results

The Indianapolis NEWS

WIRE NEWS
For Evening and Sunday Newspapers
International News Service
21 Spruce St., New York

Mr. Publisher or Business Manager

The International Circulation Managers' Association can supply you with a competent circulation manager. Write

CLARENCE EYSTER Sec'y-Treas., I. C. M. A.

Peoria Star Co. Peoria, Ill.

GOTHAM AD MEN HOLD GOLF TOURNEY

A. I. Wheaton Association President Takes Low Gross Score at Quaker Ridge Meet—Sixty Members Play

Prizes were won by virtually half of the 60 who took part in the second tournament of the Advertising Club Golf Association held Aug. 5 at the Quaker Ridge Golf Club, Mamaronock, N. Y.

Principal winners were: David Lee, of Lee & Williams, newspaper representatives, New York, who won the low net in the morning; H. J. Haskell, low net in the afternoon; J. I. Wheaton of the Tucson Arizona Copper Company, association president, low gross in the afternoon; and K. H. Bragdon, second low net.

Prizes awarded consisted of sweaters, golf bags, socks, cocktail shakers, thermos bottles, golf balls, auto robes, and silver carving sets.

Wheaton is president of the association. The tournament committee was composed of F. S. Newbery, chairman, Douglas Cairns, and Harold A. Stretch.

Some of the players were J. A. Sullivan of the J. O'Flaherty Company; R. S. Hursh, Brooklyn Eagle; G. H. Gunts, of the E. Katz Agency; Royal P. Smith, advertising representative of the Boston Advertiser; H. O. Barnes, representative of the Texas World; William Jennings of Backley-Dement; Fred W. Hume, executive secretary, National Publishers' Association; E. F. Morley; F. H. Dekhatel, Louis Blescer, and Edwin A. Shank.

UTILITY ADS UPHELD

Connecticut Commission Dismisses Case Brought by Publisher

Advocating "a proper amount of publicity on the part of public utility companies," Chairman Higgins of the Connecticut Commission at Hartford, Conn., recently dismissed a case brought before him by Mayor Phillips of Stamford, a newspaper publisher, protesting the right of the Stamford Gas and Electric Light Company to spend money for newspaper advertising.

The defendant claimed the advertisements in question were educational in character and explained the company's system of charging for gas and electric light.

Phillips at the hearing declared against "a grasping monopoly, which does unnecessary advertising." He is publisher of the *Darien* (Conn.) *Review*, which is one of the newspapers in which the Stamford company advertises.

Following dismissal of the case, the public utility company announced it would continue its newspaper advertising campaign.

James Arthur Seavey

James Arthur Seavey, 56, for many years executive editor of the Laffan bureau, and previously a reporter and editorial writer on the *New York Sun*, died Aug. 4 in New York, following a 5 years' illness. Until 3 months ago he had resided at Asheville, N. C., for 2 years towards the end of that period writing editorials for the *Asheville Citizen*. During part of the war period he was on the staff of the *New York Times*.

In New Orleans it's THE ITEM

NEWS WRITERS KEEP COOL

Group Covering World Flyers Are Now in Iceland

Many newspaper men are enjoying cool weather in the vicinity of Iceland this week, writing the history of the last lap of the world flyers.

Representing the Associated Press are W. J. G. Myers, chief of the A. P. New Haven bureau, on the destroyer Barry, now transferred to the Lawrence; W. E. Playfair, of the Boston bureau, on the S. S. Richmond; S. F. Reavis, of the London office, on the cruiser Raleigh; and Laclair D. Schulze, of the London office, on the Gertude Rask, Danish government steamer carrying supplies.

For the United Press Associations are Otis Peabody Swift, on the Richmond; Bob Doorland on the Lawrence, and J. R. Kelly, Montreal bureau, at Nova Scotia.

Davis Walsh is representing the International News Service, while Damon Runyon and Charles Tietzort are up north for Universal Service.

The *Chicago Tribune* has sent a huge Curtiss bi-plane to meet the world flyers. It is operated by H. A. Baker of New York. Reaching Portland, Me., Aug. 4, a few minor repairs were made, and the seaplane started for St. John, N. B. and from that port plans to continue north until the army aviators are encountered.

Reichler to Edit Square and Compass

Isadore Reichler, night city editor of the *Utica* (N. Y.) *Daily Press*, resigned, effective Aug. 1, to devote all his time to *Square and Compass*, a Masonic periodical published jointly by himself and his brother, Samuel Reichler, attorney. Kerby M. Spicer, for 2 years state editor, succeeds Reichler, while Robert L. Wheeler will take Spicer's place on the state news desk. Reichler had been a member of the *Daily Press* news staff for the last 4 years.

N. Y. to Have New German Daily

The Heiss Corporation, Inc., publishers of the *Inspirator*, German language monthly, announced this week it would start publication of the *New York Deutsche Post*, first as a monthly, with a view to making it a daily German language newspaper by Jan. 1, 1925.

Lakeland Star-Telegram Expands

The *Lakeland* (Fla.) *Star-Telegram*, a morning daily, this week started publication of an evening edition. L. W. Bloom and Harry L. Brown are the editors of the *Star-Telegram*. W. F. Merrill is the new member of the Associated Press for the new paper.

Missouri Labor Weekly Moves

Charles W. Fear, editor and publisher of the *Missouri Trades Unionist*, has announced that his labor weekly, published at Joplin, Mo., for the last 15 years, will move to Jefferson City, Mo.

VALUING PAPER

(Continued from page 28)

tween breaking even and 15 per cent, add \$1 per name for each 3 per cent of profit. "Ten dollars per name if netting 15%; for each 1 per cent profit above 15 per cent, add \$2 per name up to 20 per cent profit."

Perhaps the best indication of how to value a newspaper property may be gained from a study of some newspaper sales.

The *Miami* (Fla.) *Metropolis*, of 9,000 circulation, and the *Canton* (O.) *News*, with 20,000 circulation, are reported to have sold to ex-Governor James M. Cox, of Ohio, for \$350,000 and \$425,000, respectively.

In the field of the larger papers, the *Pittsburgh Press* is said to have brought \$6,000,000 on a circulation of 150,000 daily and 200,000 Sunday.

The *Vancouver Daily Province* similarly is said to have sold for \$1,000,000 with a circulation of 62,200.

As will be seen from the advice of nearly all newspaper owners of wide experience, valuation formulas are hard to determine on account of the variable factors of history, location, competition, field, personalities, and local financial conditions. Mere circulation and good will might be worth twice as much in one paper as in another.

When viewed purely and simply from a commercial standpoint and as a money-making proposition all these variable quantities must be taken into account. The owner will be interested in the income he will receive from his investment, and the only sure way to arrive at figures on profits would seem to be to find out what the profits have been over a period of years. If the prospects then are that the profits will be no less in the future than they have been, the prospective purchaser would be justified in offering an amount which will yield the desired profit.

Mrs. Don Seitz Dies in Maine

Mrs. Mildred E. Seitz, wife of Don C. Seitz, business manager of the *New York World*, died at St. Barnabas Hospital, Portland, Me., Aug. 4, following an operation. She was the daughter of the late John H. Blake of East Deering, where she was born in 1861. She was married to Mr. Seitz at East Deering in 1890 and thereafter lived in Brooklyn, N. Y., where she was prominent in local affairs. She served as president of the Chiropean and Cambridge Clubs and as regent of the Long Island Chapter of the Daughters of the Revolution. She was also deeply interested in orphan children, having found good homes for about one hundred, the majority of whom came from Maine. She had been spending the summer, at Summit Spring, Harrison, Me. Besides her husband, she is survived by two daughters, Miss Mildred Seitz and Mrs. E. M. Geibel, the latter of Tientsin, China, and two brothers, F. W. Blake of Tufts College and James B. Blake of Bridgton, Me.

FIVE BIG MARKETS IN TEXAS THREE BIG MARKETS IN LOUISIANA

The BEAUMONT ENTERPRISE AND THE BEAUMONT JOURNAL cover the Fifth Market in Texas and the Third Market for Louisiana.

No Texas or Louisiana list complete without them.

Ask Beckwith—He can tell you.

Over—**200,000**

CIRCULATION

in less than 3 years.

—because Detroiters want it.

DETROIT TIMES

A Security Market

with complete newspaper financial service.

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

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

Cover the Buffalo Market with the

BUFFALO EVENING NEWS

*Present average circulation 126,768

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

Los Angeles Times

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

World Leader in Advertising for Three Consecutive Years

"FIRST IN PUBLIC SERVICE"



The World and the Evening World have a combined circulation daily, of 750,000 for \$1.20 per agate line gross, subject to contract discounts. These two papers are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.



Pulitzer Building, New York Mollers Bldg. Chicago General Motors Bldg. Detroit

YOU can't list the representative newspapers of America without putting down The Dallas News for Texas.

The Dallas Morning News

Supreme in Texas

DOLLAR PULLERS

One Dollar Will Be Paid for Each Idea Published

BUSINESS TICKLER



THE mind is running to ice, but the "tickler" says "coal."

Likewise refrigerators are obvious, but heating plants should be contracted for now.

A lot of house painting will be done before frost time. The wise woman is thinking about re-carpeting her home.

The question of where Susie and Willie will go to boarding school this year is still undecided.

If you neglected school supply people until the last minute last Fall, this suggestion will be helpful for this year's campaign in that direction.

All the boys who bought open cars are now wondering why they didn't get sedans in which to ride in comfort all Winter.

Hunch: Small town and country people are buying engine oil and "gas" by the barrel, saving a bit of money and a lot of roadside delay. Who in your town will advertise the fact?

First Monday in September is Labor Day, the big gateway to Fall business. Line up for that day!

WHO are the real estate agents in your city? It is to every real estate man's advantage to have folks familiar with his appearance. So it would be an easy stunt to get most of the real estate men to come in on a page or double page which was given over to photos and write-ups of the local real estate men under an appropriate heading clear across the page. The size of the space which any one man could buy should be limited so that no one man could dominate the whole thing and so that every advertiser would get a fair deal out of the proposition.—Frank H. Williams, Fort Wayne, Ind.

Every Saturday a manager of a small daily in northern New England runs a half page of advertising, the space being allotted solely to those establishments who specialize in the baking of beans for Saturday customers. In this way some small home bakeries became advertisers who had never advertised previously. Thus the newspaper received revenue from an unexpected source. The newspaper manager obtained this idea from the owner of one of the small bakeries.—W. McNulty, St. John, Can.

This idea makes a hit with theatres, washing machine dealers, grocers and others. In a 3-column space, letter in the days of the week in bold letters. Then block off 7 equal spaces with the names of the days at the top of each space and a heading across the top similar to this, "THINGS OF INTEREST IN BLANKVILLE NEXT WEEK." This is a good tonic for a lean Saturday issue.—Donald O. Ross, Washington (Ia.) Democrat.

Mexico City *El Universal* (Spanish) runs a column entitled "What You Ought to Know," presenting many advertisements of local merchants, restaurateurs and others, written interestingly as news.—C. M. Litteljohn, Washington, D. C.

"Patronize your neighborhood theater." Under this heading you can work up a campaign to run for a considerable length of time writing large copy telling why you should patronize the "movie" in your neighborhood—easy to get to, cheaper, etc.—pro-rating cost of campaign among the theaters.—Dorothy Dickel, Cleveland.

"Mighty Lak A Rose" was the caption

of a full-page co-operative recently run in a northern New York publication. The page contained 10 spaces with cuts of infants in each, and each space exploited some necessity for the little folks. It ought not be difficult to convince progressive merchants that such an advertisement would have a tremendous appeal to mothers.—George C. Marcle, Ogdensburg (N. Y.) *Republican-Journal*.

Buenos Aires *La Nacion* had a whole page ad in a recent issue in which the border outline carried the advertising, which was for a well known cigarette in that city. The interior (save for a small box of additional advertising) was utilized in interesting reading matter, a tiny short story, several paragraphs for children, illustrations, and magazine features of miniature nature. Considerable originality and enterprise was shown in this advertising endeavor, in furnishing

reading material not elsewhere available.—C. M. Litteljohn, Washington, D. C.

There is a small community just outside of Portland which has no paper of its own. Once a week we publish a full page or two of news and stories of the community under a strip head. The scheme is popular with the small town merchants and several hundreds of extra inches have been secured on regular weekly insertion contracts.—Tim Wier, Portland (Me.) *Express*.

New Negro Weekly at Columbus

William I. Gibson and Henry Moon are editing the *Columbus Voice*, a new weekly newspaper, published by and in the interest of negroes of Columbus, O. The new weekly appeared July 26.

SUPPLIES & EQUIPMENT

For Newspaper Making

For Sale.

4 Lee Linotype Metal Feeders and 2 Water Cooling Casters, good condition, like new. Sell all for \$50.00 cash. Write Buffalo Evening News, Buffalo, N. Y.

Printers' Outfitters

Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

For sale.

Hoe twelve page newspaper press, with complete stereotype equipment, prints 4, 6 and 8 or 12 pages, 6, 7 or 8 columns, length of paper page 22 3/4 inches, exceptional bargain, for quick sale, wire or write for details. Baker Sales Company, 200 Fifth Avenue, New York City.

Newspaper lineage statistics appear in *EDITOR & PUBLISHER*. Subscription \$4.00 a year.

FOR SALE

15-HOE Presses

These presses range in capacity from 20 to 64 pages. If you are in the market for a second hand press

Let us know your wants.

THE GOSS PRINTING PRESS CO.
1535 So. Paulina St.
Chicago

FOR SALE

Hoe Quad Newspaper Press

Excellent condition, has had no hard usage. Equipped with Westinghouse control and 44 h. p. motor. Prints 2 to 16 pages at 24,000 per hour and 21, 24, 28, 32 pages at 12,000 per hour. Now set for 8 columns, 12 ems; will do 8 columns 12 1/2 ems; type column length 21 1/4 inches. Sheet cut 22 3/4 inches. Price \$7,000 cash, on foundation, immediate delivery, with accompanying stereotype equipment including Hoe No. 7 pump pot. Not including saw and trimmer. Address B-693, E. & P.

Cline-Westinghouse Double Motor-Drive with full automatic push button control.

USED BY THE

KENOSHA NEWS,

Kenosha, Wisc.

We refer you to them for their opinion



MAIN OFFICE: FISHER BUILDING, 343 S. Dearborn St., CHICAGO
EASTERN OFFICE: MARBRIDGE BUILDING, Broadway at 34th St., NEW YORK

Don't "Pig" Metal It Wastes Money

Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.

MONOMELT SLUG FEEDER

Eliminates the Metal Furnace

Printers Manufacturing Co.
709-719 Palace Bldg., Minneapolis Minn.

BURRELLE

145 Lafayette St., N. Y. City
Established a Quarter of a Century

N. Y. DAILY NEWS

HALF-TONES

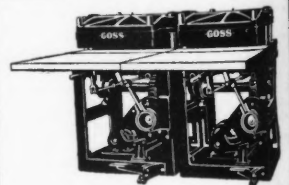
Best in the World

Made by

POWERS

NEW PROCESS

NEWS OF THE NEWSPAPER WORLD appears first in *EDITOR & PUBLISHER*. \$4.00 a year.



Goss Motor-Driven Steam Tables made in units of one platen, permit placing as many units as desired side by side. 30,000 lbs. "follow-up" pressure exerted during drying; automatic releases. Power is used only while platens are being raised or lowered. Write for complete catalog of Goss Stereotyping Machinery. The Goss Printing Press Co., Chicago.

Goss

USED PRESSES at ATTRACTIVE PRICES

GOSS 16-page Two-Plate-Wide Press, Page Length 23 9/16"
GOSS 24-page Two-Plate-Wide Press, Page Length 23 9/16"
GOSS 24-page Two-Plate-Wide Press, Page Length 23 9/16"
GOSS Straight-line Sextuple Press, Page Length 21.60"
GOSS Straight-line Sextuple Press, Page Length 23 9/16"
GOSS 32-page Two-Plate-Wide Press, Page Length 22 3/4"

DUPLIX Eight-page, Angle Bar, Flat-Bed Press. Double Drive, Page Length 22 3/4"
SCOTT 32-page Two-Plate-Wide Press, with Color Cylinder, Page Length 23 9/16"
WOOD Octuple Press, Page Length 23 3/4"
WOOD Sextuple Press, Page Length 23 9/16"
WOOD Sextuple Press, Page Length 23 9/16"

7 South Dearborn St. CHICAGO, ILL.

R. HOE & CO.
504-520 Grand St., New York, N. Y.

7 Water St. BOSTON, MASS.

The Market Place of the Newspaper

3c per word per insertion, cash with order, for advertisements under the classification of "Situations Wanted."

18c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

6c per word per insertion, cash with order for advertisements under any other classification.

36c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

Situations Wanted

Correspondent,
twenty-two years international experience in war and peace; unique governmental and other professional connections; linguist; seeks representation in Europe for American publications. Write: Doctor F. Holm, Bankers Trust Company, Place Vendome, Paris.

Copy Reader.
First class copy reader seeks position. Address B-713, care Editor & Publisher.

Editor.
Former editor for news service, 26, married, seeks permanent position. Telegraph, city or head of desk. Afternoon New England daily. Personal interview if desired. B-711, Editor & Publisher.

Editor
On or about September 15th, position as editor or city editor of daily in small city, preferably in South. Know news and how to get it. Can hold reader interest. Initial salary not as important as opportunity to locate where conscientious work can produce results. Address Box B-699, care Editor & Publisher.

Mechanical Superintendent or Foreman.
Available August 15. Ten years' composing room experience in cities from 100,000 to 300,000. 34 years of age, married. Best references. Union. Want to connect with good newspaper where ability and hard work is recognized. Address Box B-689, Editor & Publisher.

Newspaper Advertising Manager.
Now employed and with record that will bear the closest scrutiny, wants to make a change. Prefers city of 250,000 or larger. Would expect beginning salary of \$6,000 a year, with understanding that ability to earn more would be recognized in a reasonable time. Address B-697, care Editor & Publisher.

Newspaper Man.
Thoroughly familiar with details of editorial "game" from news gathering to putting paper to press. I am seeking a position, either on newspaper or magazine, where hard work, loyalty, and initiative will be rewarded. B-705, Editor & Publisher.

Photographer.
High grade all-around man with keen picture sense possessing wide experience in newspaper photography desires position; good executive, well educated, speaks foreign languages. 3 years' European experience. Address Box B-546, Editor & Publisher.

Reporter.
capable and experienced. Wants position on live daily in Wisconsin or Illinois. "Reporter," 425 South High St., Janesville, Wis.

Woman's Page Editor.
formerly on Cincinnati Enquirer desires position. Has done snappy, brilliant feature work on fashions, beauty, household, interior decoration, etc. Also capable of handling shopping service, advertising feature. B-706, care Editor & Publisher.

Young Woman,
ten years general newspaper experience, editor successful woman's department and music page, wishes connection with live newspaper. Best references. Address Box B-715, Editor & Publisher.

Help Wanted

Advertising Salesman Wanted.
Morning paper. City 10,000 Must be "Go-Getter" able to write copy and sell space. Give age, reference, salary. Address B-709, care Editor & Publisher.

Advertising Solicitor Wanted.
To be assistant to advertising manager; must be conscientious, steady, good habits, good personality; leading paper, evenings; over 10,000 daily. Salary gauged by ability, moderate at start. Give full particulars. The Courier, Elgin, Illinois.

Chicago Office
of Daily Newspaper Representative is open to young man qualified to assume same at reasonable salary. To have application given consideration, state fully in one letter, qualifications as to experience, salary expected, knowledge of Western field, age, nationality, religion, etc. B-708, Editor & Publisher.

Classified Advertising Manager.
In Connecticut City. Applicant must have experience and be willing to work as well as direct. For further particulars address Waterbury Democrat, Waterbury, Conn.

Correspondent and Bureau Manager.
A reliable newspaperman, preferably married, who is seeking a permanent position to act as correspondent and bureau manager in a live small town for a mid-western daily. Fair salary, low expenses, a real job for a man with determination and ambition. The Racine Times-Call, Racine, Wis.

Managing Editor Wanted.
Splendid position open for a managing editor of daily newspaper near New York. I want a thoroughly experienced, seasoned young man, with ideas and enterprise. Here is an excellent and well paid position for a man capable of holding it. Write stating previous experience and references. One or two good reporters also wanted immediately. Box B-704, Editor & Publisher.

New England Advertising Representative
wanted by National Weekly Newspaper of large circulation. Liberal commission basis. Address The Fellowship Forum, Washington, D. C.

Pacific Coast Advertising Representative
wanted by National Weekly Newspaper of large circulation. Liberal commission basis. Address The Fellowship Forum, Washington, D. C.

Photographers.
Wanted, immediately—Two newspaper photographers to work on established daily. City within few minutes of New York. Must be experienced and reliable. Box B-703, Editor & Publisher.

BUSINESS OPPORTUNITIES

August Opportunities.
Available through this and affiliated agencies, several very desirable daily and weekly publications all earning handsome dividends on price ask. If in the market address J. B. Shale, Times Bldg., New York City.

Buyer Has \$100,000.
First payment on Midwest or Western daily. Immediate purchase. Wire National Newspaper Bureau, Bedford Building, Chicago.

California Evening Paper
for sale. Fifteen thousand cash for first payment. Net profits nine thousand. Guaranteed paying basis. Town 6,000; modern equipment. Address B-665, care Editor & Publisher.

Chance for Someone
If you have the money and might be interested in participating in the purchase of an established newspaper in a city of over 250,000 write. Box B-702, Editor & Publisher giving data as to experience and amount available for investment and arrange for interview. Advertiser will be in New York for one week.

Daily Newspaper.
The only daily newspaper in a Massachusetts city of 18,000 population for sale. Other business connections which require owners personal attention and need of capital in these other properties make sale of this newspaper imperative. Splendid opportunity for a newspaper man with a moderate amount of money to invest. Address Box B-722, Editor & Publisher.

Printers and Publishers
of magazines and papers. Write us for price on handling your publication or on other printing requirements. Ledger Publishing Co., Columbia, Ohio.

Daily, Evening Newspaper.
and job printing plant, in prosperous town of 25,000 and trading radius of 75,000, within 100 miles of New York, can be purchased at remarkably low figure on cash basis. Owner has good reasons for selling. Palmer, DeWitt & Palmer, 350 Madison Ave., New York, N. Y.

Sales Appraisals

NEWSPAPER PROPERTIES
PALMER, DEWITT & PALMER 350 Madison Ave., New York
Pacific Coast Representative
M. C. MOORE 515 Canon Drive Beverly Hills, Calif.

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of **PURCHASE, CONSOLIDATION, SALE AND APPRAISAL** of newspaper and magazine properties throughout the U. S.
HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

CAN YOU SELL display advertising space and create retail copy and lay-outs? If you have newspaper experience in this line and are ready for new connection at around \$40-50 we have openings that will interest you. Tell us your story. Ask for our free registration terms. You make money—or we make nothing.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L BLDG., SPRINGFIELD, MASS.

FOR SALE

THE MIDDLETOWN DAILY & SUNDAY HERALD, of Middletown, N. Y., will be sold at the Court House, in the City of Newburgh, N. Y., on the 21st day of August, 1924, at 10:00 A. M.

Sealed bids will be received by the Trustees up to the time of sale. Each bid must be accompanied by a certified check in the amount of ten per cent of the bid.

For further details communicate with Frank H. Finn and Alan C. Madden, Trustees, Merchants' National Bank Building, Middletown, N. Y.

Terhune Talks to News Writers

Alfred Payson Terhune, writer of dog stories, addressed the annual dinner of the Pica Club at Highland Mills, N. Y., recently. Those attending included Eugene K. Bird, of the *Hackensack Republican*; John J. Sweeney, past president of the club; E. A. Bristol, editor and publisher of the *Passaic Daily Herald*; Michael Higgins, city editor of the *Hudson Dispatch*, and F. William Busch, of the *New York Journal of Commerce*. William M. McBride of the *Passaic Herald*, president of the club, was toastmaster.

Royal Commission Makes Report

The Royal Commission on Pulpwood has presented an exhaustive report to the Canadian Parliament, urging the development of a chain of publicly owned forests throughout the Dominion and suggesting a general conference to improve the protection of timber lands. The commission commenced investigation into the forest resources of Canada, Oct. 2, 1923. Regarding application of an export tax, the report states that such a step would be adding "insult to injury."

SITUATIONS WANTED

Advertising Man.
Experienced young advertising man—copy writer and solicitor—capable of managing department on small daily. Box B-698, Editor & Publisher.

Advertising Manager.
Man 30 years, married, 10 years newspaper—special—promotion, seeks position in city of 50,000 to 100,000. Best references as to character and ability. Address Box B-721, Editor & Publisher.

Advertising Manager.
A hard-hitting go-getter, city and country training; fifteen years in newspaper business. Not a barnstormer but a quiet, effective, tactful producer and executive. Clean in appearance and habits. Available soon. 31 years old, family. Good record and references. Address B-674, Editor & Publisher.

Advertising Service Man.
Copy and layout man to work with advertising manager or solicitor on daily paper. Retailer's, department store's, wholesaler's or manufacturer's advertising problems analysed by man capable of producing result getting advertisements. Experienced in advertising, news and mechanical departments. Box B-696, Editor & Publisher.

Advertising Solicitor.
American Hebrew, 7½ years' classified experience, desires a connection with metropolitan newspaper, city or traveling capacity. Live wire, available at once for particulars write, Box 8-701, Editor & Publisher.

Business Manager.
Wanted: Position as business or ass't business manager of newspaper, either daily or large weekly. Young married man. 10 years experience in daily field. First class references. Results guaranteed. Seeking advancement. Address, P. O. Box 45, Noblesville, Indiana.

Cartoonist Plus.
Experienced in retouching, layouts, advertising art, desires change where he can feel assured of a future if he works for it. Address Box B-687, Editor & Publisher.

Circulation Manager.
Efficient hard worker fully experienced, successful, seeks position requiring capable management. Box B-720, Editor & Publisher.

Circulation Manager.
Experienced on metropolitan and smaller dailies. Capable producer of maximum results at minimum cost. Familiar with promotion work, also A. B. C. records. Member T. C. M. A. References furnished. Address Box B-679, Editor & Publisher.

Circulation Manager.
Now employed is interested in securing position with larger possibilities. Last two positions in cities of 100,000 and over, four years with one paper and seven years with other. Splendid increases in all branches of circulation, to develop department along efficient and economical lines. Right age for best work. Member I. C. M. A. and thoroughly competent. Best of references. If interested write in confidence to B-695, care Editor & Publisher.

Classified Ads Are PRODUCERS

Read what a satisfied user says about them.

I wish to take this opportunity to thank EDITOR & PUBLISHER for the prompt and courteous attention extended in connection with my two recent classified ads, which brought me into connection with seven prospective positions along the line I was seeking, one of which I accepted. . . . The classifieds have proved themselves as producers to my complete satisfaction.

Cordially yours,
E. G. D.,
Spartansburg, S. C.

HUNCHES

One Dollar Will Be Paid for Each "Hunch" published.

PEOPLE are always celebrating their wedding anniversaries. But only a small percentage of these are reported. Silver and golden ones make good copy, and furnish future morgue material. The *Alexandria (Va.) Gazette* is now endeavoring to have the principals send in this material by inserting the following ad in the regular classified columns of the *Gazette*:

WANTED: News of wedding anniversaries. Have you celebrated your silver or golden anniversary? If so, let us know. Address Society Reporter, The Gazette, or telephone No. 7.—C. M. Littlejohn, Washington, D. C.

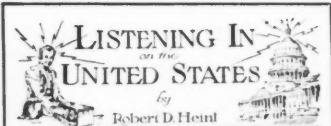
In order to stimulate more interest in personals among its reporters one Washington state daily recently offered a bonus of \$5 a week to the reporter who obtained the greatest number on his run. The results were gratifying, the average per day being raised from 50 to more than 100.—A. N.

Tennis is increasing in popularity each year. A story containing facts of various interviews with older men and their opinions of the game as compared with the sports of their day should make interesting reading for your subscribers. The improvements made to the city courts in the past few years, and the number of private courts in town should also be included in the article.—H. M. Logansport (Ind.) *Pharos-Tribune*.

For several years one of the pullers of a prominent mid-west daily was a little two-column box run in the lower right hand corner of page one, telling a humorous anecdote on some prominent business or professional man. Sometimes they would be illustrated with a miniature cartoon. Actual names were used, and nothing embarrassing was printed. Sometimes it would be a joke in court on a certain lawyer told by a fellow lawyer, or something that happened to a prominent business man on a trip, or something that had happened several years ago. Lots of human interest in a little feature of this kind, and good anywhere. Head it "Our Daily Yarn" or "Today's Corner Story."—E. G., Chicago.

What do purchasers of postage stamps tell the stamp clerk? *Detroit News* recently had an interesting feature—one that could be worked up in any city—of the many stories patrons tell as to why they are writing letters, of especial interest being the excuses many offered for placing special delivery stamps on letters.—A. N.

The *Portland Sunday Telegram* runs a complete section of automobile news, touring information and advertising every week. A recently inaugurated feature which is proving popular is a combination line cut and half-tone engraving showing a one day's motor tour illustrated with photographs of scenes on the trip, also a story giving information on points of beauty and historical interest. The map is marked and indexed and the photographs numbered to correspond with their position on the map.—Tim



POPULAR RADIO Syndicate
Feature for Saturday and
Sunday Newspapers covering
Legislation, Control, Patents, Statistics,
and Human Interest stories.

ROBERT D. HEINT
INSURANCE BUILDING
WASHINGTON, D. C.

Ward, *Portland (Me.) Express and Telegram*.

Common mistakes of automobile drivers and how these might be avoided are being covered in a daily feature of the *Boston Post*. A striking illustration brings out the point, which is discussed frankly, sometimes quoting what leading traffic officers say. The public is invited to report violations of the law to a local automobile club, which has prepared the data. The mayor has endorsed the series.—James M. Mosely, Boston, Mass.

NEW CASTLE HERALD SUSPENDS

Lack of Advertising Patronage Forces Daily to Quit

NEW CASTLE, Pa., Aug. 6.—After more than 60 years of existence the *New Castle Herald* has joined the Valhalla of newspapers. Saturday evening, Aug. 2, the Herald published its last edition, giving as its reason for suspension the lack of patronage by advertisers. The Herald was originally the *Courant-Guardian* but some 20 years ago under the management of Addison C. Dickinson changed its name. About 10 years ago the paper was taken over by H. C. Ogden, of Wheeling, W. Va., and has continued under his management ever since.

Whether or not the plant will be dismantled or sold to new interests is not known at the present time, although some of the equipment has already been moved out. Three years ago the Herald erected a new plant on East street and installed a press which had been taken from a Washington, Pa., newspaper which had suspended.

In the announcement of suspension the Herald said, "New Castle may be a newspaper town, or it may be that the paper will do better under a different management."

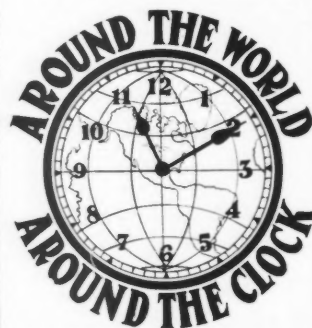
The notice came as a surprise, none of the employes having been informed. The withdrawal of the Herald from the New Castle field leaves but one daily in the field, the *News*.

Two other dailies, the *Rapid City (S. D.) Evening Journal* and the *Waycross (Ga.) Morning Journal-Herald* suspended last week.

Omaha Examiner Suspends

The *Omaha Examiner*, a weekly published and edited by "Senator" Alfred Sorenson, dean of Omaha newspaper men, suspended publication with this week's issue after 21 years of continuous publication. Mr. Sorenson who has had 53 years of active newspaper work, will retire.

BY UNITED PRESS



UNITED PRESS ASSOCIATIONS
World Building New York

Montana Editors at Annual Meet

The Montana State Press Association is holding its annual convention at Lewiston, Mont., Thursday, Friday and Saturday this week. The annual press dinner was to be held the evening of Aug. 9, with Tom Stout, editor of the *Lewiston Democrat News*, as toastmaster. O. S. Warden, general manager of the *Great Falls Tribune*, is president of the association, and S. E. Peterson, secretary-treasurer. Elections were to be held this Saturday. Program for the meet was arranged by Peterson, G. M. Moss, P. B. Snelson, C. H. Draper, M. J. Hutchens and T. J. Hocking.

Newsprint Imports Increase

During the first month of this year, EDITOR & PUBLISHER learns from U. S. Chamber of Commerce, 72,353 tons of European newsprint came into the United States. This meant that in these 6 months, American newsprint manufacturers lost business amounting to more than \$5,400,000. Of the total, Germany shipped 25,994 tons; Sweden, 20,854 tons; Finland, 18,947 tons; Norway, 5,000 tons; and other European countries, 1,557 tons.

Ohio Daily Celebrates New Home

The *Chillicothe (O.) News-Advertiser* celebrated its centennial year and the formal opening of its new home with a special edition July 23. The newspaper traces its history back to the spring of 1824, when Caleb Atwater established the *Friend of Freedom*. The *Chillicothe Advertiser* was founded June 11, 1831. J. K. Hunter is the present president and general manager. An artistic fireproof building now houses the News-Advertiser plant, the mechanical department having a total floor area of 4,000 square feet.

Plans Complete for Water Carnival

The *Chicago Tribune* will hold its third annual water carnival in the Lincoln Park Lagoon in Chicago, Aug. 17.

Thomas W.
Briggs
Company
General Offices
Memphis, -Tenn.
We increase your
Local Display
10,000 lines Monthly
With Our
Permanent
Weekly Business
Review Page
Look us up in
Dun or Bradstreet's

Million
Dollar
Hearst
Features

The World's Greatest Circulation
Builders

International
Feature Service, Inc.
New York

Eagle President's Son Married

William V. Hester, Jr., son of the president and principal owner of the *Brooklyn Eagle*, was married Aug. 6 in Paris to Miss Lillian Sherman of Brooklyn, member of the American women's tennis team in the Olympic games. Mr. and Mrs. Hester are honeymooning in Europe. They will return to America in September.

Interstate Circulators to Meet

The fall meeting of the Interstate Circulation Managers' Association in Pennsylvania, New Jersey, Maryland, Delaware, District of Columbia and West Virginia, will be held in Philadelphia, Sept. 17, at the new Hotel Sylvan.

Wickham Steed Writes Memoirs

Wickham Steed, editor of the *London Times*, has written his memoirs, which are scheduled for early fall publication by Doubleday, Page & Co. The title of the book will be "Through Thirty Years."

In Planning Your Paper
For the Fall and Winter

Remember—

"The Metropolitan
for Fiction"

Quality
Reader Appeal
Enjoyment

"Our Aim is Excellence"

METROPOLITAN
NEWSPAPER SERVICE
Maximilian Elser, Jr., General Manager
150 Nassau Street, New York City

"Know Your Own Child"

by

Dr. Albert Loyal Crane

is a
Practical Application
of
Psychology
to
Child-Training

Dr. Crane has specialized in this line for years. He invites and replies to correspondence.

Write for Samples

The McClure Newspaper Syndicate
373 Fourth Avenue, New York City

AUTOMOBILE
FEATURES

Touring — Camping—Traf-
fic — Gasoline — Upkeep—
Roads — Legislation —
Taxation — Insurance —
Garaging — Used Car Buy-
ing and Selling and all the
other

BIG SUBJECTS OF MOTORING
COVERED IN A BIG WAY

The Ullman Feature Service
Home Life Bldg., Washington, D. C.

Horatio Alger in 1924—

- ☞ "Tattered Toms" play but a minor part in the distribution of the Sunpapers.
- ☞ We have newsboys in Baltimore—hustling kids with voices as loud as, and with car-hopping agility equal to those of any other city.
- ☞ But their Sunpaper sales are merely a final touch to make Sunpaper coverage complete.
- ☞ Carrier circulation is the backbone of the Sunpapers — delivery directly into the home, not by the glorified newsboy of fiction, but by exclusive carriers, supervised by members of the Sun Route Owners Association, responsible business men who can glorify themselves after working hours and pay a good tailor for the glorification.
- ☞ Sunpaper circulation grows not through promises of sensation shrilled at the passing crowd, but through the efforts of these business men to serve a demand which grows as naturally and inevitably as the city itself increases its population.

July Average Net Paid Circulation

| | |
|---------------------------|---------|
| Daily (M. & E.) | 247,496 |
| Sunday | 176,129 |

Everything in Baltimore Revolves Around

JOHN B. WOODWARD
Bowery Bank Bldg., New York

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

THE
MORNING



EVENING

SUN
SUNDAY

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

Philadelphia

*Third Largest Market in America Offers
Great Opportunities to Alert Advertisers*

Three million people, fifty thousand business places, sixteen thousand manufacturing plants make Philadelphia worthy of the attention of those who would profit by trading with its inhabitants and those of the territory adjacent to the world's sixth largest city.

Four hundred thousand separate dwellings, most of them owned or being purchased by their occupants, present daily needs that run up into big figures.

Alert advertisers are planning their sales efforts now for good Fall and Winter business. Are you?

Dominate Philadelphia

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

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

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

512,445 copies a day

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



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

