

THIS ISSUE:—OCTOBER ADVERTISING BREAKS MANY RECORDS.



EDITOR & PUBLISHER



The Oldest Publishers' and Advertisers' Journal in America

SUITE 1700 TIMES BUILDING, NEW YORK.
42 N. STREET AND BROADWAY

Original second class entry, The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Vol. 58. No. 24

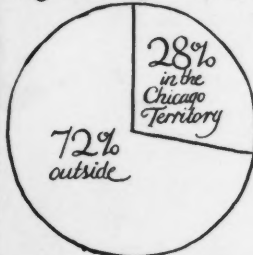
NEW YORK, NOVEMBER 7, 1925

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

10c Per Copy

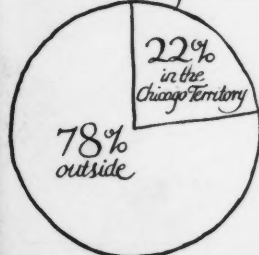
The charts below represent three graphic reasons why publishers seeking to increase their National Advertising revenues should use The Chicago Tribune.

Number of National Advertisers



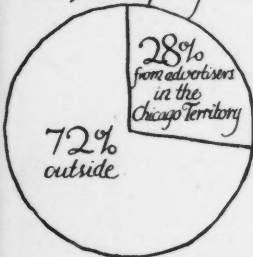
In the territory covered by The Tribune (Zone 7) are to be found 28% of advertisers doing a national business.

Number of Advertising Agencies



22% of the total number of advertising agencies are to be found in The Chicago Territory.

Expenditures of Advertisers in 29 leading magazines



During 1924 28% of the money spent by National Advertisers in 29 leading magazines came from advertisers located in The Chicago Territory.

Not only in Chicago but in more than 1,000 other communities throughout Illinois, Indiana, Iowa, Michigan and Wisconsin, The Chicago Tribune is read every morning by an overwhelming majority of the manufacturers, bankers, lawyers, executives and business men generally.

Buying Space to Sell Space

FORTUNE has been exceedingly good to business this fall. Publishers have felt the exhilarating touch of prosperity as the volume of circulation and advertising gains can testify. But 1926 should see even greater gains. Even the most conservative of our business forecasters admit an unusually bright outlook for the coming year.

The Chicago Tribune has had a banner year. Circulation has increased and advertising revenues are the greatest in the history of The Tribune. In fact The Tribune has the largest revenues of any newspaper on earth; and this distinction is inseparably connected with the fact that The Tribune is itself a consistent and adequate advertiser of itself. So far this year The Tribune has spent \$81,000 in other newspapers.

The Chicago Tribune not only *sells* advertising but *believes* in advertising and *buys* advertising.

This advertising schedule is as much a part of The Tribune's policy as its editorial policy.

The use of this space has been mainly to increase National Advertising by hard intelligent selling of National Advertising in individual papers.

The Chicago Tribune will be glad to give any other newspaper the benefit of its successful experience in the development of National Advertising. A request will bring a Tribune man who will discuss the use of Chicago Tribune space.

The Chicago Tribune
The World's Greatest Newspaper

Circulation Over 670,000 Daily and Over 1,000,000 Sunday

THE BIRTH RATE IS HIGH IN THE SOUTH AND THE DEATH RATE IS LOW

The population is rapidly increasing also because of the steady stream of new arrivals from all parts of the world.

There are certain economic forces at work, greater than the power of man to stay them.

These forces are attracting various industries to the South that have been considered a natural and permanent part of other sections of the industrial world. There is unlimited territory for the development and expansion of these industries and there will be available an abundant supply of suitable labor.

The South offers ample banking facilities. Public service is highly developed and supplied at low rates.

The South has been laying a foundation for present and future prosperity reflected in its cheap power, good roads and growing diversification of agriculture and industry.

They're busy down South—already rich, they're growing richer—the only visible idleness is voluntary—earning power is great—buying power is great.

Opportunity for distribution and sales promotion of commodities was never greater.

The newspaper was a factor in the wonderful development of the South.

The newspapers of the South will present your product to the territory they have helped develop. They will supply you with proper territorial information and merchandising cooperation.

[THIS LIST OF NEWSPAPERS ARE LEADERS IN THE SOUTH]

	Circulation	2,500 Lines	10,000 Lines		Circulation	2,500 Lines	10,000 Lines
ALABAMA				NORTH CAROLINA			
††Anniston Star (E)	5,546	.035	.035	††Greensboro Daily News (M)	25,968	.08	.07
**Mobile News-Item (E)	11,663	.05	.05	††Greensboro Daily News (S)	31,422	.08	.08
**Mobile Register (M)	20,544	.08	.07	††Raleigh News and Observer (M)	31,460	.07	.07
**Mobile Register (S)	32,421	.025	.036	††Raleigh News and Observer (S)	35,255	.07	.07
FLORIDA				††Winston-Salem Journal (M)	12,357	.05	.05
*Daytona Daily News (ES)	4,036	.035	.035	††Winston-Salem Journal (S)	12,697	.05	.05
**Florida Times-Union (M)	42,376	.12 (S.15)	.12 (S.15)	**Winston-Salem Sentinel (E)	16,132	.06	.06
†Lakeland Ledger (E)	4,283	.03	.03	SOUTH CAROLINA			
*Miami Herald (M)	31,499	.09	.09	**Columbia State (M)	23,663	.07	.07
*Miami Herald (S)	36,498	.10	.10	**Columbia State (S)	24,838	.07	.07
**Orlando Reporter-Star (E)	5,124	.035	.035	**Greenville News (M)	21,704	.075	.07
**Orlando Sentinel (M&S)	6,172	.05	.05	**Spartanburg Journal (E)	4,172		
**Pensacola News and Journal (EM)	8,689	.06	.06	**Spartanburg Herald (M)	7,252	.05	.05
†St. Petersburg Independent (E)	10,087	.055	.055	TENNESSEE			
**Tampa Times (E)	19,228	.06	.06	**Chattanooga Times (M)	30,203	.10	.10
**Tampa Tribune (M)	28,249	.09 (.11S)	.09 (.11S)	**Chattanooga Times (S)	30,230	.10	.10
**West Palm Beach Post (M)	8,638	.06	.06	**Memphis Commercial Appeal (M)	99,989	.18	.18
GEORGIA				**Memphis Commercial Appeal (S)	126,063	.21	.21
**Augusta Herald (E)	14,561	.05	.05	**Nashville Banner (E)	51,750	.11	.11
**Augusta Herald (S)	14,420	.05	.05	**Nashville Banner (S)	54,748	.12	.12
**Macon Telegraph (M)	26,753	.08	.08	VIRGINIA			
**Macon Telegraph (S)	27,165	.08	.08	**Danville Register and Bee (M&E)	12,644	.05	.05
**Savannah Morning News (M)	21,015	.06 (.07S)	.06 (.07S)	**Danville Register (Sunday)	8,300		
KENTUCKY				**Newport News Times-Herald (E)	7,791	.05	.05
**Lexington Leader (E)	18,171	.06	.06	**Newport News Daily Press (S&M)	5,708		
**Lexington Leader (S)	18,506	.06	.06	**Roanoke Times & World News (M&E)	25,658	.07	.07
**Paducah Sun (E)	9,353	.04	.04	**Roanoke Times (S)	16,672	.06	.06
				**Staunton News-Leader (M), Leader (E)	6,541	.035	.035

* A. B. C. Statement, March 31, 1925.
 † Government Statement, March 31, 1925.
 ** A. B. C. Statement, September 30, 1925.
 †† Government Statement, September 30, 1925.

GRANTLAND RICE

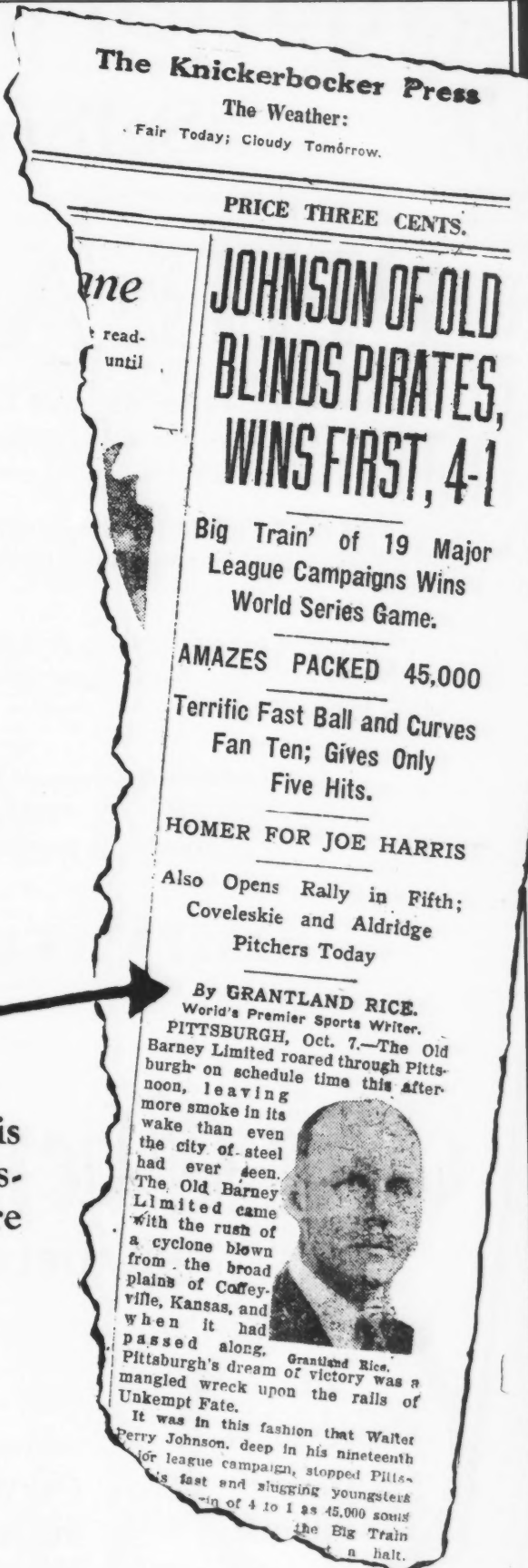
World's Premier Sports Writer

Every major sporting event of the year is covered by Grantland Rice for the newspapers that use his great daily feature "The SPORTLIGHT"

BASEBALL FOOTBALL
FIGHTS TENNIS
GOLF

ALL CHAMPIONSHIPS
in SPORTS

New York Herald Tribune Syndicate



The Knickerbocker Press
The Weather:
Fair Today; Cloudy Tomorrow.

PRICE THREE CENTS.

JOHNSON OF OLD BLINDS PIRATES, WINS FIRST, 4-1

Big Train' of 19 Major League Campaigns Wins World Series Game.

AMAZES PACKED 45,000

Terrific Fast Ball and Curves Fan Ten; Gives Only Five Hits.

HOMER FOR JOE HARRIS

Also Opens Rally in Fifth; Coveleskie and Aldridge Pitchers Today

By GRANTLAND RICE.

World's Premier Sports Writer.
PITTSBURGH, Oct. 7.—The Old Barney Limited roared through Pittsburgh on schedule time this afternoon, leaving more smoke in its wake than even the city of steel had ever seen. The Old Barney Limited came with the rush of a cyclone blown from the broad plains of Coffeyville, Kansas, and when it had passed along,



Grantland Rice.
Pittsburgh's dream of victory was a mangled wreck upon the rails of Unkempt Fate.

It was in this fashion that Walter Perry Johnson, deep in his nineteenth year, stopped Pittsburgh's fast and slugging youngsters in a series of 4 to 1 as 45,000 souls watched the Big Train stop at a halt.

Selling Footwear IN PHILADELPHIA

Philadelphia, having the third largest population in the United States, is naturally a very important market for the maker of shoes and stockings, shoe polishes and other things sold in Retail Shoe Shops.

With more than three million consumers in Philadelphia, Camden and their vicinity, it offers particularly attractive possibilities to those who seek a concentrated outlet for the products of their factory.

What local advertisers do is probably the best guide to national advertisers in sizing up the situation in any city. Nearly every Philadelphia retail merchant that advertises uses The Bulletin. Follow him, he knows!

Send for a free copy of THE BULLETIN ROUTE LIST OF SHOE DEALERS IN PHILADELPHIA AND CAMDEN. It will be of great help to your salesmen when calling on the trade.

DOMINATE PHILADELPHIA

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

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER



**520,072 Copies
a Day**

Average daily net paid circulation for the six months ending
September 30, 1925.

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

NEW YORK
247 Park Avenue
(Park-Lexington Building)

SAN FRANCISCO
Thomas L. Emory, Verree & Conklin, Inc.
681 Market Street

CHICAGO
Verree & Conklin, Inc.
28 E. Jackson Boulevard

KANSAS CITY, MO.
C. J. Edlmann, Verree & Conklin, Inc.
1100 Davidson Bldg.

DETROIT
C. L. Weaver, Verree & Conklin, Inc.
117 Lafayette Boulevard



EDITOR & PUBLISHER



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Landslide of Fall Trading Drives Press To New High October Linage Records

Some Papers Show 14 Per Cent Gains—Widespread Prosperity Reported—Brilliant Holiday Season Indicated—Year Totals May Smash Many Records—1925 Ranking With 1920

WITH frost on the pumpkin, savory mincemeat perfume in the air and the jingle of Christmas shopping bells faintly echoing across the continent advertising men are speculating on 1925 newspaper linage totals.

If the currents of business are not disturbed during the last quarter of the year 1925 will bulk its linage totals vastly in excess of those of 1924, which was also a first-class year. The present year of grace will put good old 1923 totals completely in the shade. Many newspapers are scoring new high records.

Reports received by EDITOR & PUBLISHER this week, detailing October advertising volume in the newspapers of some 25 key cities, show that the average run of paid space at the present time is from 10 to 15 per cent greater than during the Fall season of 1924.

Prosperity is in the air from Atlantic to Pacific, from border to border. Merchandise is everywhere in active demand, prices are favorable, the season is normal, crops are excellent, the people are employed, money is flowing and never before have advertisers used newspaper space to better advantage. Indeed, it is a commonplace among advertisers that judicious publicity is at present paying out the highest dividends ever known in the trade of this country in a normal year.

In the East October 1925 newspaper linage ran greatly in excess of last year's figures have completely out-distanced 1923. Take New York as the shining example. The aggregate linage gain of the newspapers was more than two millions, whereas October of 1924 fell short more than a million of the total for the same month of 1923. New York department stores, specialty shops and general retailers of branded merchandise are hotly contesting the field with some of the most brilliant advertising that the metropolis has ever seen. The press is bulging with this commerce. Rarely before have the streets been more colorful in a Fall Season. EDITOR & PUBLISHER is informed that the New York stores are looking forward to the biggest holiday trade in history. Even now the stores are thronged with buyers.

October was the largest month in the history of advertising in Boston. A. H. Marchant, of the Boston Post, in a telegram re-

ceived on Wednesday, said: "October broke all records for Post linage, as well as for some of the other Boston papers. The total increase in display advertising of the Boston papers over October of last year was more than a half million lines. The whole year, to date, has been the best ever known and the outlook for Fall, Winter and Spring is exceptionally good."

Philadelphia newspapers are having their share of prosperity, all reporting exceptional October gains, in instances breaking records. The same is true of Washington. In Wilmington October showed a heavy increase and the publisher of *Every Evening* wired: "Prospects for local business were never better and this applies to all classes of trade."

The Baltimore papers gained nearly a half million lines in October over the same month a year ago. "I look for continued record-breaking linage," said W. F. Schmick, business manager of the *Baltimore Sun*. "The majority of the stores are telling us that they are having their best season. Many new advertising accounts are breaking."

At Richmond, *The News-Leader*, according to a report to EDITOR & PUBLISHER, made an October gain of more than 72,000 lines. "Business conditions are fine. National advertising has been increasing constantly and the holiday outlook here is splendid," said the management of that newspaper.

Birmingham leaped ahead of October 1924 totals by more than a quarter of a million lines. "Conditions here indicate that we will break all records in 1925, including our banner year of 1920," the *Birmingham News* reported.

In Atlanta three newspapers during

October published a total advertising linage of 3,739,952. Charles D. Atkinson, business manager of *The Journal*, said: "Atlanta bank clearances for several months have exceeded the percentage of increase for any other city of Atlanta's size. The post office receipts for months have surpassed the receipts for the corresponding month last year. The stores generally report the largest October business in their history. Prevailing opinion among Atlanta business men is that sales are based on the soundest foundation ever known here and that a steady increase can be expected, much more desirable than rapid inflation."

New Orleans newspapers stacked up a total October linage of nearly a million more than in 1924, and in that year they had a gain of more than 850,000 over 1923. One new morning paper has been added to the field, but business in New Orleans is breaking records in all directions this year and advertisers are using the daily press as never before. Said the management of the *Times-Picayune*: "We expect a total advertising linage of eighteen million for the year, which would be a million more than our peak year, 1920."

"Business conditions are excellent and the outlook on every side is good," reports the *Memphis (Tenn) Commercial Appeal*. "Our territory is picking a record cotton crop. The price has declined, but much of the crop was already sold at high price. We look for a wonderful holiday season." Memphis newspapers in October ran ahead of the corresponding month of last year, despite a huge gain then over 1923.

Florida press prosperity, of course, is simply amazing. For instance take the

October figures for three newspapers reporting to EDITOR & PUBLISHER from Miami. These three papers carried in the month 10,500,212 lines, gaining nearly seven million over October 1924. Three Miami newspapers in October carried five eights as much advertising as all the New York newspapers. This business, naturally, represents in the main the astounding land boom. "The Miami Herald's total linage record for the first ten months of the year was 24,106,030, which exceeds the world's record, according to a wire received this week from Charles S. Bates, the advertising manager."

The *Tampa Tribune* carried 2,544,038 lines of advertising in October, against 1,083,736 in October last year. J. H. Hampton, the advertising manager, said: "Every indication points to continued improvement and big increases in the coming two months. We could carry more business if we had adequate facilities." These are but indications of the whirlwind of business that has overtaken the press of the "newly" discovered land of tropical enchantment.

Turning westward the Fall prosperity reports to EDITOR & PUBLISHER were on a par with those of key cities in the east and south. In Chicago the aggregate October total of all of the newspapers ran more than a million lines ahead of the corresponding month in 1924. Chicago papers are breaking records. For instance, the linage for October for *Chicago Tribune* was the largest in the history of that newspaper. The business management of the Tribune this week reported: "Advertising men here expect record business to continue. Trading is remarkably active in every department."

The aggregate total paid linage of three newspapers of Cleveland ran ahead of the figures established last year by a third of a million. The October linage in three Indianapolis newspapers was 3,641,151, compared with last year's total of 3,149,991. The *Indianapolis News* management wired EDITOR & PUBLISHER: "This October was the biggest month in the history of the News and we expect excellent business in November and December." Total October linage in all Cincinnati newspapers was 3,600,162, a gain over October of last year, of 153,720 and business there was said to be remarkably active. (See p. 4.)

BIG OCTOBER LINAGE GAINS IN TYPICAL KEY CITIES

Following are newspaper October linage records, selected at random, indicating the huge volume of paid space now running in the press of the country. The figures represent the aggregate linage of all of the newspapers published in each city, except where noted. On the basis of this comparison the average linage increase for October, 1925, over October, 1924, was about 14 per cent.

	October, 1925	October, 1924	1925 Gain	October, 1923	1924 Gain or loss
New York (all)	17,387,908	15,315,626	2,072,282	16,466,140	1,150,514*
Chicago (all)	8,824,605	7,710,093	1,114,512	7,406,350	313,743
Indianapolis (all)	3,641,151	3,149,991	641,151	3,057,516	92,475
Kansas City (all)	3,638,630	3,491,432	147,198	3,330,975	160,457
St. Louis (all)	4,904,920	4,624,620	280,300	4,311,240	313,380
Houston (all)	2,712,864	2,711,982	882
Cleveland (three papers)	4,461,856	4,094,482	366,374	3,963,764	130,718
Minneapolis (all)	3,437,012	3,217,794	219,218	3,349,523	131,729*
St. Paul (all)	2,920,078	2,389,170	530,908	2,416,756	27,586*
Fresno (all)	1,322,062	1,294,580	27,482	1,289,709	4,871
Cincinnati (all)	3,690,162	3,536,442	153,720	3,325,152	211,290
Baltimore (all)	4,913,607	4,497,219	416,388	4,867,060	369,841*
Memphis (all)	2,815,848	2,799,476	16,374	2,551,304	248,172
New Orleans (all)	4,238,479	3,317,839	920,640	2,458,329	859,510
Miami (three papers)	10,500,212	3,527,604	6,972,608
Birmingham (all)	2,928,618	2,663,906	264,712	2,470,454	193,452
Salt Lake City (all)	2,083,368	2,043,986	39,382	1,952,552	91,434
Total	81,390,308	71,893,392	(incomplete)	*Loss.

The following are the October advertising records for Minneapolis: *Journal*, 1,438,754, compared with the October 1924 record of 1,268,892; *Tribune*, October 1925, 1,452,365, against 1,411,505 for October last year; *Star*, 545,892, for 1925, compared with 537,397 for October last year. E. I. Harlow, advertising manager *Minneapolis Journal*, said: "There is every indication here that record business will continue."

St. Paul newspapers gained in excess of a half million lines in the October comparison. R. T. Snodgrass, of *St. Paul Dispatch Pioneer-Press*, wiring EDITOR & PUBLISHER said: "November will show still larger increases. It looks like a sure record year until the year's end. Excellent business in this district."

The total paid advertising of all the St. Louis papers in October this year exceeded last year's total by more than a quarter of a million and George M. Burbach, of *St. Louis Post-Dispatch* said: "Present indications are that the newspapers will enjoy an unprecedented volume of local and national advertising this year and at least during the early part of 1926. Conditions never looked better in St. Louis."

Substantial gains were made by all the newspapers at Kansas City: "All conditions are favorable for a big business during the rest of the year," the *Kansas City Star* reported. "Building permits, postal receipts, grain and live stock prices and local trading all go to indicate a healthy condition throughout the southwest. October 1925 was the Star's biggest month in advertising linage."

Houston, Texas, newspapers made a slight gain in October over last year and both Houston and Dallas reported to EDITOR & PUBLISHER that conditions in that state were first-class and that the outlook for holiday trade was excellent.

Salt Lake newspapers in October bettered the total of last year and the management of the *Salt Lake Tribune*, had the following to say: "The inter-mountain country and particularly Salt Lake's trading territory, has had a notable improvement in business conditions. There are bumper crops in both Utah and Idaho and prices are high for agricultural commodities. Conditions surrounding the Utah metal mining industry are basically sound and there is a marked improvement in live stock industrial conditions. These circumstances have united to create a most satisfactory condition. There is every reason to believe that Salt Lake's holiday season will show an increase of from 15 to 20 per cent over last year. During the past eight weeks the volume of retail trade has advanced from 15 to 20 per cent over the corresponding period of a year ago. Merchants are anticipating an equal or larger increase in December. Utah's crops on a price basis are valued at \$55,000,000, or ten millions more than the farmers received in 1924. Utah business will run ahead of the peak year of 1919."

Tremendous advertising gains are reported for every month during 1925 over the corresponding months of the previous year by the *Denver Post* and the management of that newspaper said: "Business here is in splendid condition, with wonderful prospects for the balance of the year."

Los Angeles had a slight decline in October linage, under that of last year's October. The figures are as follows: For 1925, 7,469,140; for 1924, 7,507,052. In 1923 the aggregate October linage of the Los Angeles newspapers was: 8,589,840. Business conditions in Los Angeles are reported improved by I. R. Smith, advertising manager of *Los Angeles Times*, who predicts good trading conditions for the balance of the year.

J. A. Callahan, of *San Francisco Examiner*, wired: "The local situation is excellent and the outlook is good for record business until the end of the year. Examiner total October linage this year was 1,757,294 against last year's 1,650,717."

Total Fresno linage for October showed a substantial gain and business there is reported to be vastly improved.

Unprecedented favorable conditions prevail at Portland, the newspapers reporting significant October gains. For instance, the *Oregonian* said that its 1925 linage was the largest since October 1920

and that the indications were that the year would break all records except 1920.

At Seattle business activity is reported on a high scale with all of the newspapers participating in prosperity. The majority of people in Seattle are reported at work, and indication for the holidays unusually favorable.

These are snapshots taken on a hop-skip telegraph survey of the country by EDITOR & PUBLISHER, with many omissions of important centers and important newspapers, but highly significant of a bumper newspaper advertising crop in 1925.

PRESS CLUB BUILDING PLANS PROGRESSING

John Hays Hammond Named President, Temporary Board Directors, of \$9,000,000 Club Home Project

WASHINGTON, D. C., Nov. 4.—John Hays Hammond has been elected president of a temporary board of directors of the National Press Club Realty Holding Corporation at a special meeting at which plans for the completion of the National Press Building, for which the corporation will act, were reported to have made considerable progress.

The building, to be erected at a cost of \$9,000,000, is expected to be ready for occupancy by Nov. 1, 1926.

Besides Mr. Hammond, Henry L. Sweinhart, president of the National Press Club, John Joy Edson, James William Bryan and Harvey D. Jacob were chosen members of the temporary board. Mr. Sweinhart was elected vice-president; Mr. Edson, treasurer; and Mr. Bryan secretary.

"Our project is making rapid and favorable progress," Mr. Sweinhart said. "Applications for office space are pouring in upon us. A number of leading newspapers have already taken space. There is every indication that the new building will house a majority of Washington correspondents, many of whom have already 'signed up' for space. Special arrange-

ments have been made for the most adequate telegraph and telephone service. We are certain the new building will prove a real headquarters for the active working newspaper correspondents of Washington, and one in which the newspapers represented may take a genuine pride as reflecting the growing importance of national journalism."

BUY MARYSVILLE DEMOCRAT

McKechnie Group Take Coast Daily at Reported \$85,000 Price

The *Marysville (Cal.) Democrat*, afternoon paper, has been sold by Arthur W. Gluckman to a group of newspaper men headed by Fred W. McKechnie, Jr. Formal announcement of the sale was made Monday, Nov. 2.

The sale includes all of the newspaper property and a job-printing establishment in connection. No official announcement of the selling price was made, though reports placed it at \$85,000.

Mr. Gluckman, who purchased the *Democrat* ten years ago, is president of the Marysville Chamber of Commerce and has been active in fraternal circles. He will retire from newspaper publishing.

Mr. McKechnie will be president of the new company and editor of the paper. Before coming to the Pacific coast, Mr. McKechnie was an editor of the *Newspaper Enterprise Association* at Cleveland and later managing editor of the *Cleveland Press*. Upon coming to the coast he was placed in charge of the United Press bureau at Portland and subsequently became managing editor of the *San Francisco Daily News* and the *San Francisco Bulletin*.

His last newspaper connection was as publisher of the *Sacramento Star*, which was purchased within the last year by the *Sacramento Bee*.

Associated with Mr. McKechnie as manager of the mechanical departments of both the newspaper and the commercial printing establishment will be Clarence A. Davy of San Francisco.

The *Marysville Democrat* is a client of the United Press.

LEARNING HOW TO ADVERTISE



NEARLY 400 advertising men and women are enrolled in what the Advertising Club of New York claims is the largest class in advertising ever held by anybody anywhere. The exact enrollment is 386. Ernest Eberhard, is chairman of the club educational committee, consisting of Robert K. Leavitt, Daniel S. Tuthill, and Mathew Beecher. The class in session is pictured above.

Other lectures are scheduled. It had been planned to hold sessions of the course in the Advertising Club building, but so many students applied that it was necessary to take the class to larger quarters in the 23rd street branch of the Y. M. C. A. On Oct. 29, A. T. Powers, of the Powers Reproduction Corporation, lectured on Photo-Engraving, the members of the class be-

ing conducted through his modern plant.

Newspaper-Stage Romance

William Dowdell, city editor of the *Cleveland Press*, was married Oct. 19 to Mae Jensen, vaudeville dancer. The romance started when Dowdell was connected with the New York office of the United Press. He was sent to Boston to cover a murder trial in which Miss Jensen was a witness.

Cornelius Vanderbilt Jr., Under Knife

Cornelius Vanderbilt, Jr., publisher of tabloid newspapers, was operated on Nov. 3, in Atlanta, Ga., for the second time within two weeks for an infection of the jaw. The ailment is due to his being gassed in the World War.

PAN PRESS MEET TO PROBE NEWS PROBLEMS

Distinguished Editors of South and Central American Papers to Attend Washington Gathering, April 7-13

WASHINGTON, D. C., Nov. 4.—Plans for the first Pan American Congress of Journalists, which is expected to draw to Washington the most distinguished editors and reporters of the South American and Central American newspapers, went forward this week to insure the success of the Congress, to be held from April 7 to 13 next inclusive.

Among the subjects to be discussed are the influence of the press on international relations; the transmission of news by cable, by wireless and by mail and the cost of gathering and distributing news; the study of questions relating to newspaper advertising; the organization of newspapers in the American republics, and the education and preparation of Journalists, it was announced at the Pan American Union headquarters on Wednesday.

The Congress of Journalists was provided for by resolution of the fifth International Conference of American States held at Santiago, Chile, in 1923, and will be held under the auspices of the Pan American Union. The Congress will be unofficial in character but it is expected that representative journalists from every portion of the American continent will attend.

At the meeting of the Governing Board of the Pan American Union held Wednesday, Secretary of State Frank B. Kellogg was reelected Chairman of the Board for the coming year. The Minister of Guatemala, Francisco Sanchez Latour, was elected vice-chairman of the Board, succeeding the Minister of Uruguay to this office.

Under the regulations of the Pan American Union the chairman and vice-chairman of the Governing Board are elected annually at the regular meeting of the Board held in November.

The Board also adopted a resolution approving the proposal of the Government of Cuba that the Sixth Pan American Conference meet at Havana in January, 1928. Under the resolution adopted by the Governing Board the conference will convene at Havana on Monday, Jan. 16, 1928. A resolution was also adopted authorizing the chairman of the Governing Board to designate the members of the committee on program of the Sixth Pan American Conference. The Secretary of State was elected chairman of this special committee.

FRENCH WRITER IMPRESSED BY U. S. NEWSPAPERS

By G. Langlaan

PARIS, Oct. 20.—Gerville-Reaché, one of the French correspondents, who came to the United States with the Caillaux debt commission was impressed by the thorough organization of American newspapers.

"In a general way, I was struck by the marvellous organization, the rapidity and the highly developed technical nature of the American press," he told EDITOR & PUBLISHER. "It is needless to say that in France we have no comparable methods even in our biggest newspapers, circulations of which, nevertheless, are superior to those of American dailies, although the importance of our French papers from the point of view of the number of pages and advertising carried is much less. French newspapers are more condensed, more concise, but not so free as American papers nor so firmly based on revenue producing advertising."

TRAIL BLAZERS OF ADVERTISING

Fascinating Story of Barnum's Publicity Hokum

by Chalmers L. Pancoast

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Barnumopsis

*"When to the common rest that crowns his days,
Dusty and worn the tired pedestrian goes,
What light is that whose wide o'er-looking blaze
A sudden glory on his pathway throws.
"It is the Drummond Light that from the top
Of Barnum's Massive Pile, sky-mingling there,
Darts its quick gleam o'er every shadowed shop,
And gilds Broadway with unaccustomed glare."*

"Barnum's Parnassus" 1855.

Chapter I

THE spirit of P. T. Barnum is found today on Broadway. His publicity ideas and schemes still gild Broadway's glare. If he were on earth at this moment, this publicity giant would have husky-voiced newsboys yelling "Wuxtra! Wuxtra! All about P. T. Barnum the World's Greatest Humbug! With wonders new and strange, with monsters scaly and scarey!"

Most humbugs have been advertising men, but not all advertising men are humbugs.

Old Barnum—Prince of the Humbugs—and Buffalo Bill, the famous Indian Scout and showman were my boyhood heroes. That is the reason I associate them with myself and other schemers.

The titles of "Humbug," and the "Prince of Humbugs," were first applied to Barnum by himself. They were his advertising slogans to hit the public hard and carry along the notoriety of his sensational schemes and hoaxes.

Barnum was America's first GREAT advertising man. The question has often been asked "Was Barnum the humbug he claimed to be?" No! That was just one of his many clever ways of advertising himself. It was the most sensational publicity of those times, or any period since then.

He won fame as a fake and a humbug, notorious fame, but he started it all himself. It was just a clever piece of personal publicity.

It takes a wise man to proclaim himself a humbug nationally, keep it going and make the people like it. Barnum made his humbug advertising so attractive it fooled people and they ate it up and cried for more. It made such a hit that they still talk about Barnum and quote his famous remarks. His schemes and stunts worked so well that they were popular for 50 years following. His circus methods are still as powerful today as they were in 1850.

There is something very fascinating about the advertising of yesterday. Old-times and old-timers come in for a lot of discussion these days because times have changed so abruptly.

The great change in American life in the past 25 years has been brought about by advertising—but not Barnum's kind of advertising.

Looking backward to the old days and old-time methods, one is struck by the remarkable change that has taken place in this dignified, scientific business which now refuses to be classed as a "game."

We hear a great deal about the romance and adventure of the "old newspaper game," the "old writing game," the "old selling game," and "the old advertising game." In comparison the "games of yesterday" present a striking contrast with the science of the newspaper and advertising business of today.

Barnum was America's first great

FROM a lifetime spent in all phases of advertising, Chalmers L. Pancoast has written "Trail Blazers of Advertising" which is to run serially in EDITOR & PUBLISHER. Now vice-president of the Charles C. Green Advertising Agency, New York, Mr. Pancoast looks to the days when, as a boy, he made his professional debut as a handbill passer for the Kickapoo Indian Medicine Tent Show in Newark, O. As a cub reporter on the Newark (O.) Tribune and later as a frontier newspaperman on the Albuquerque, New Mexico, Citizen and other southwestern papers, he saw at first hand the flamboyant beginnings of advertising in those early days. Later he became an advertising solicitor and copy writer working for many mid-western newspapers, magazines and agencies. Before joining the Charles C. Green Agency he was successively manager of the Eastern office of the Chicago Tribune, and manager of the Eastern office of Liberty Magazine.



The yokels came to gawk and remained to pay when Barnum flung out his screaming canvases advertising the "Feejee Mermaid." His freak was only a repulsive little sea animal having little resemblance to human form.

scheme, stunt and lottery advertising man. He made a "game" out of advertising, because he used the power of publicity to attract the people in mobs.

Barnum played the "advertising game" as it has never been played before, or since his time. He was always shouting about himself or something he had to sell the public, and making it sensational by stirring up controversy. He criticised his own stunts, but no one knew he started the fight.

In one of his early autobiographies, written in 1854, he used this dedication: "To the Universal Yankee Nation of which I am proud to be one, I dedicate these pages, dating them from the American Museum, where the public first smiled upon me, and where henceforth my personal exertions will be devoted to its entertainment."

P. T. Barnum.

Barnum knew the value of tempting advertisements; especially those which shocked people, then produced harmless laughter. Barnum knew mob psychology before the name was coined. He tickled the nation's funny bone by advertising himself as a humbug. He knew people would believe him if he gave himself a

black eye, and yet would not take him too seriously.

Barnum started advertising himself in minute detail when in 1855 he wrote "The Life of P. T. Barnum Written By Himself." In this first volume he says:

"My career has been a checkered one—my life has been a merry one—I have looked chiefly on the bright side of things—I have not covered up my so-called humbugs, but have given a full account of such schemes as 'Joice Heth,' the 'Feejee Mermaid,' and the 'Woolly Horse.' The fame of 'General Tom Thumb,' the musical campaign of Jenny Lind—though a portion of my 'confessions' may, by some, be considered injudicious I prefer frankly to 'acknowledge the corn' wherever I have had a hand in plucking it."

The advertising schemes back of promoting General Tom Thumb and Jenny Lind, the Swedish Nightingale were the marvel of the early forties and fifties.

Barnum first started his publicity game in money-making lotteries. In those days lotteries were patronized by both church and state. People would gamble in lotteries for the benefit of a church in which to preach against gambling.

Barnum's first advertising venture was to concoct schemes which would be attractive and popular.

One church scheme he worked was a novelty. He advertised, "Not a blank in the Lottery." It was a winner; for while the price of a ticket was \$5, 11,400 out of a total of 12,000 prizes were set down at \$2.50 each. Barnum says—"Never was a lottery so popular (before it was drawn) as this."

Barnum turned everything into advertising. When he was editor of a weekly paper, *The Herald of Freedom*, he was indicted and sent to jail for a story about a dignitary of a church being guilty of taking usury of an orphan boy.

When he was released from jail the event was extensively advertised as: "P. T. Barnum and a band of music in a coach drawn by six horses made a triumphal march. The procession commenced its march amidst the roar of cannon and cheers by the people who escorted the editor from the jail to his home."

Chapter II

Some of Barnum's Hoaxes

*"Barnum in search of wonders new and strange,
Grasped the wide skirts of Nature's mystic robe;
Explored the circles of eternal change,
And all the dark chambers of the entire globe."*

THE most interesting book I have in my collection is the Autobiography of P. T. Barnum which was issued in large editions and sold at his circus performances and given away by P. T. to his friends.

At the beginning of this book, written in 1854, he says: "I have been in jail in palaces; I have known poverty and abundance; I have traveled over two continents; have encountered all varieties of men, and have often been in imminent personal peril. In all this I have had some sad experiences, but, on the whole my life has been a merry one."

In perusing the old volume it is evident that Barnum was inclined to be ludicrous, which made him a success as an advertising man. After Barnum came to New York to live, he wrote: "Every morning at sunrise my eyes were running over the columns of 'Wants' in the *New York Sun*, hoping to hit on something."

This advertisement started him on his career as an advertising showman:

"Curiosity—the greatest natural curiosity ever witnessed, viz, Joice Heth, a negress age 161 years, who formerly belonged to the father of Gen. Washington."

Barnum purchased Joice Heth and reaped his first golden harvest exhibiting her at Niblo's Garden. His advertisements had the unique appeal of patriotism and curiosity. They were founded on a keen insight into human nature.

Barnum's great publicity stunt was secretly to start a controversy, which always resulted in priceless newspaper publicity. He circulated report that the aged negress was a mechanical automaton and the crowds came surging. No one would have doubted his advertisements if he had not questioned them anonymously in the newspapers.

The Joice Heth hoax started a battle between the editors of the *Sun* and *Herald*, which was profitable for Barnum, and a lot of fun for the public. Hundreds of dollars worth of free publicity was obtained as a result of this wordy battle.

His circus day advertising stunts were exciting. While running his first traveling circus he had advertised negro songs. His negro impersonator abruptly left

(Continued on page 42)

SYRACUSE JOURNAL SOLD TO HEARST

Consolidated With Telegram and Sunday American With Harvey D. Burrill as Publisher—Price "In Excess of \$1,000,000"

(By Telegraph to Editor & Publisher)

SYRACUSE, N. Y., Nov. 4.—Harvey D. Burrill, publisher of the *Syracuse Journal*, announced tonight the consolidation of



HARVEY D. BURRILL

the *Syracuse Telegram* and *Sunday American*, Hearst newspapers, with the *Journal*. This consolidation in the evening field leaves the *Syracuse Herald* as the only opposition evening newspaper.

Beginning Thursday the two newspapers are to be issued as one with the title of *Syracuse Journal-Syracuse Telegram*. The *American* will be issued Sunday as usual. Both papers will be issued from the *Journal* plant and one of the Hearst presses will be moved to the *Journal* building.

The articles of incorporation filed at the County building today state a new corporation, called *Syracuse Newspapers, Inc.*, has been formed to effect the consolidation of the *Journal* with the Hearst interests. Negotiations have been going on for about two weeks.

The directors of the new corporation will be Harvey D. Burrill, Stewart F. Hancock and William Randolph Hearst.

Mr. Burrill declined to make a direct statement relative to the control of the stock and other details of the financial transaction, but it is understood Mr. Hearst will have a controlling interest of stock, following negotiations with *Journal* stockholders.

The price paid for the *Journal* could not be definitely set until an accounting is made, but a member of the *Journal* organization stated it was in excess of \$1,000,000.

The *Journal* staff will be retained intact, except that it will be augmented by some members of the Hearst organization to take care of the *Sunday American* and the general expansion. The *Journal* has not issued a Sunday paper. There will still be three Sunday papers, the *Post-Standard*, regular morning daily, the *Herald* and the *Sunday American*.

About 100 men in the Hearst organization will be affected by the consolidation, but in most instances they will be given the opportunity to go elsewhere with the Hearst interests. By organization of the new corporation the consolidation of the unionized mechanical staff of the two papers will result in a majority of the *Journal* men being retained and some of the *Telegram* staff added to produce the combined papers.

The *Journal* building, a splendidly equipped modern newspaper plant, was built about ten years ago and devoted exclusively to newspaper publication. It is two stories high and the presses are located in the basement. The *Telegram* building was bought by Hearst when he started the paper three years ago last September. The size of the building was doubled and opened for the use of the paper last spring. This building will be sold and the equipment disposed of here and elsewhere in the Hearst organization.

Removal of some equipment from the *Telegram* to the *Journal* office began late Wednesday afternoon, though official announcement of the consolidation was withheld until Thursday.

The incorporation papers of the new company provide for the issuing of 100 common shares of stock of no par value. The incorporators are: T. E. McEntegart, R. F. McCauley and E. M. Kent. W. A. DeFord, one of Mr. Hearst's attorneys, is attorney for the new corporation.

The officers of the *Syracuse Newspapers, Inc.* are: Harvey D. Burrill,

publisher and president; Stewart F. Hancock, vice-president; Louis D. Burrill, secretary; M. M. Andrews, treasurer. These officers are the same as the former *Journal* organization.

"While Mr. Hearst is a director of the consolidation," said Mr. Burrill, "I am still in direct charge of the *Journal*."

Mr. Burrill has been connected with the *Journal* for nearly 40 years. He started in the capacity of newsboy, became a reporter and gradually arose to the office of president and publisher three years ago.

The *Journal* is one of the oldest newspapers in the state. It was first published as the *Western State Journal*, a weekly on March 20, 1839. The *Syracuse Daily Journal* appeared for the first time on July 4, 1844.

The repeated rumor that a morning paper would be issued by the consolidation was met by the statement by Mr. Burrill that "nothing of that sort has been contemplated as yet."

When Mr. Hearst started the *Telegram* in Syracuse he made overtures to the *Journal* with the idea of purchase, but his offers were refused.

The following announcement was published in the combined newspaper Nov. 5: "With this issue the *Syracuse Telegram* and the *Sunday American* are consolidated with the *Syracuse Journal*, and hereafter these newspapers will be published from the building which has been the home of the *Journal* at the corner of East Fayette and Montgomery streets.

"Harvey D. Burrill will be president of the new corporation, which will be known as the *Syracuse Newspapers, Inc.*, and publisher of the consolidated newspapers. The other officers will be Stuart F. Hancock, vice-president; M. M. Andrews, treasurer, and Louis D. Burrill, secretary. The directors will be Harvey D. Burrill, William Randolph Hearst, and Stuart F. Hancock.

"Under Mr. Burrill's management, there will be no change in the policies, aims, and purposes, maintained by him during his long connection with the *Journal*. The consolidated newspaper will continue to be a *Syracuse* institution, independent in politics, and devoted to the best interests of the public.

"The *Journal* combined with *Telegram*, and *Sunday American*, foremost in their respective fields, means circulation supremacy in central New York State, and assures the reading public of continued service by giving them a greater and better newspaper."

"Warfare between the newspapers in Syracuse has now ended," the Hearst management in New York declared to EDITOR & PUBLISHER.

"With one newspaper made from two, there is now room for all the newspapers remaining in the Syracuse field. It has been a logical merger of the daily of large circulation and no local advertising with the daily of less circulation, but large local department store advertising."

In New York it was also stated that the penny price, inaugurated recently on the *Telegram* to increase circulation, would now go up to the three-cent price on the street for the *Syracuse Journal-Syracuse Telegram*.

The John Budd Co., Inc., will continue to act for the paper as special advertising representative.

Department Store Buys Big Space

Chicago, Nov. 5.—All sales records of the Boston Store were broken this week, when the firm celebrated its semi-annual Netcher Day, established by Charles Townsend and Irving Netcher in honor of their father, the founder of the store, which is now managed by his widow, Mrs. Mollie Netcher Newberry. In preparation for the celebration the firm carried 6 full pages of advertising in the *Chicago Daily Journal*, 7 in the *Chicago Evening American*, and a section of ten pages in the *Chicago Daily News* on Nov. 3, announcing bargains in every department on the next day. In addition 4 pages of advertising was distributed among 7 foreign language newspapers. In each of the English newspaper offices it was said the use of such large space on a single day was without precedent.

STAR-TELEGRAM BUYS FORT WORTH RECORD

Amon G. Carter Completes Deal Purchasing Opposition Daily from William Randolph Hearst Properties Merged

(By Telegraph to Editor & Publisher)

FORT WORTH, Tex., Nov. 3.—The first of the newspapers which William Randolph Hearst purchased in Texas, the *Morning Record* of Fort Worth, was sold by Mr. Hearst Nov. 1, to Amon G. Carter and associates, owners of the *Fort Worth Star-Telegram*.



AMON G. CARTER

The transaction, which is an outright sale and was handled on a cash basis, became effective at midnight and all Sunday editions of the *Star-Telegram* appeared as the *Star-Telegram* and *Sunday Record* Nov. 2.

Publication of the *Record* as a six-day morning paper under the name of the *Record-Telegram*, and serving the city and suburban territory only, began Monday morning from the *Star-Telegram* plant. The *Sunday Record* has been discontinued, the new *Sunday* paper being a combination of the best features and departments of the two former papers. There will be no changes in either the name or editions of the *Star-Telegram*.

The subscription price of the *Daily Star-Telegram* and the *Sunday Star-Telegram* and *Record* will remain 75 cents. The price of the six-day morning *Record-Telegram* and the *Sunday Star-Telegram* and *Record* will likewise be 75 cents a month. The price of the six-day morning *Record-Telegram*, without the *Sunday* edition, will be 10 cents a week or 45 cents a month.

However, for those who desire a morning, afternoon and Sunday paper delivered in the home the price for all will be \$1 a month. 13 issues a week delivered for the flat price of \$1. To subscribers, who have been taking heretofore both the daily and Sunday *Star-Telegram*, and the daily and Sunday *Record*, this will mean a reduction in subscription price of 50 cents a month.

Street sale and news stands prices follow: *Daily Morning Record-Telegram* 5 cents; *Sunday Star-Telegram* and *Record* 10 cents; afternoon editions of the *Star-Telegram* in Fort Worth 2 cents. These prices are the same as in effect now with the exception of the afternoon editions of the *Star-Telegram*, where the price has been reduced from 5 cents to 2 cents a copy.

Rumors about a change in the ownership of the Fort Worth newspapers had been rife for several weeks, some believing the Hearst paper would absorb the *Star-Telegram* and vice versa. However, members of the *Record* editorial staff found an unsigned notice in their local room seven days before the sale, announcing the impending deal. About 15 of the Hearst men went to the *Star-Telegram* editorial department, while the rest were able to get located elsewhere.

The *Star-Telegram* will maintain all of its State editions as at present, adding two in the early morning for the *Record-Telegram*, namely at 1:15 A. M. and 2:30 A. M.

The *Star-Telegram* was established in 1909, as the union of the *Telegram* and the *Star*. Amon G. Carter, president and publisher, has been at the head of the publication since it started its rapid growth in 1909. In addition, Mr. Carter is an important factor in the growth and development of Fort Worth and West Texas. He is president of the Texas Technological College board or directors, now erecting a \$2,000,000 state school; president of the Fort Worth Club, which is building a \$1,200,000 structure in Fort Worth and active in the development of Texas and Fort Worth.

Starting Nov. 2, the *Star-Telegram*, which had a circulation of about 130,000, is issuing the following editions: 11:30 A. M.; 2:30 and 3:30 P. M. (home editions); 4:30 (financial); state editions at 6, 7, 8, 9, 10 and 11 P. M. and the morning editions at 1:15 and 2:30.

Star-Telegram executives in all departments are in control of the *Record-Telegram*.

In purchasing the *Record*, that newspaper passes into the ownership and under the control of men who own and operate the *Star-Telegram*, all of whom have been connected with this newspaper in various capacities since its start. The ownership of the *Star-Telegram* has not been affected by the purchase. These men are Amon G. Carter, A. L. Shuman, Bert N. Honea, H. V. Hough and J. M. North, Jr. The *Star-Telegram* and *Record-Telegram* have 24 hour service from three Associated Press leased wires, one Consolidated Press leased wire, one Times-Tribune wire and International News Service.

Executives of the Hearst organization in Fort Worth have returned for the most part to the Pacific coast.

Col. D. D. Moore, publisher of the *Record*, who came to Fort Worth from New Orleans for Mr. Hearst, will remain in Fort Worth, it is understood. Col. Moore started his newspaper career in Fort Worth as a printer a quarter of a century ago.

Mr. Hearst's other Texas newspaper is the *San Antonio Light*. He owned the *Record* 30 months.

CO-EDITORSHIP SPLIT ON CHICAGO TRIBUNE

Patterson to Establish New York Headquarters to Direct Daily News and Liberty—Col. McCormick Remains Chicago Chief

CHICAGO, Nov. 4.—Division of the co-editorship of the *Chicago Tribune*, the *New York Daily News* and *Liberty*, was announced here today. The official announcement follows:

"Due to the growth in size and scope of the *Chicago Tribune* and its related enterprises, important changes in administration have been put into effect as of Nov. 1.

"Hitherto Robert R. McCormick and Joseph M. Patterson, co-editors and publishers of the *Chicago Tribune*, the *New York Daily News*, *Liberty Weekly*, and the paper manufacturing industries of these publications, have divided their time between Chicago and New York.

"During the coming year Mr. Patterson will establish his headquarters in New York and administer the affairs of the *News* and *Liberty*. Col. McCormick will stay in Chicago and manage the *Tribune* and the paper mills.

"Mr. Patterson will remain president of the *News* and *Liberty Weekly* and vice-president and secretary of the *Tribune*. Col. McCormick will remain president of the *Tribune* and first vice-president and treasurer of the *News* and *Liberty Weekly*. The directors of the different companies will remain as now constituted with William H. Field and Max Annenberg added to that of *Liberty Weekly*.

"S. E. Thomason, at present second vice-president and business manager of the *Chicago Tribune*, remains in Chicago as second vice-president and general manager of that newspaper.

"Max Annenberg, circulation manager and director of circulation of the *Tribune* publications, will move his residence from Chicago to New York to become second vice-president and general manager of *Liberty Weekly, Inc.*

ROBERT R. MCCORMICK
JOSEPH M. PATTERSON

Don Marquis Yale Lecturer

Lectures in the Bromley lecture course at Yale, founded in memory of Isaac H. Bromley, long editorial writer on the *New York Tribune* will be given this winter by Don Marquis, former newspaper columnist.

N. Y. HONORS FOUNDER OF ITS FIRST PAPER

Printing Craft Marks 200th Anniversary of William Bradford's New York Gazette, Started Nov. 8, 1725—Trinity Church, Newspaper Club and Typographical Union Pay Tribute to Pioneer Publisher

By MARION R. LELAND

NEW YORK with its many highly developed and specialized papers is finding time this week to remember and recognize the two hundredth anniversary of the birth of its first newspaper. On Nov. 8, 1725, William Bradford, whose print shop was on Hanover Square, began publishing the *New York Gazette*.

Recognizing the historical importance of this anniversary the event will be fittingly celebrated by various organizations. The diversity of these organizations is interesting to note. During the present week the New York Historical Society and the New York Society Library—the oldest library in the city—will have on special exhibition imprints from the Bradford press.

Trinity Church, ever faithful to its historic traditions, will on Nov. 8 hold a memorial service in honor of New York's first newspaper and its publisher, who was for years a vestryman in this church which has stood through almost three centuries with welcoming doors in the midst of the city's materialistic growth. Inside the inner gate on the north side of the church-yard one of the most conspicuous stones is that which marks the grave of William Bradford—a mecca for printers visiting the city. For the present commemorative date Typographical Union No. 6 has arranged to see that this grave is suitably decorated.

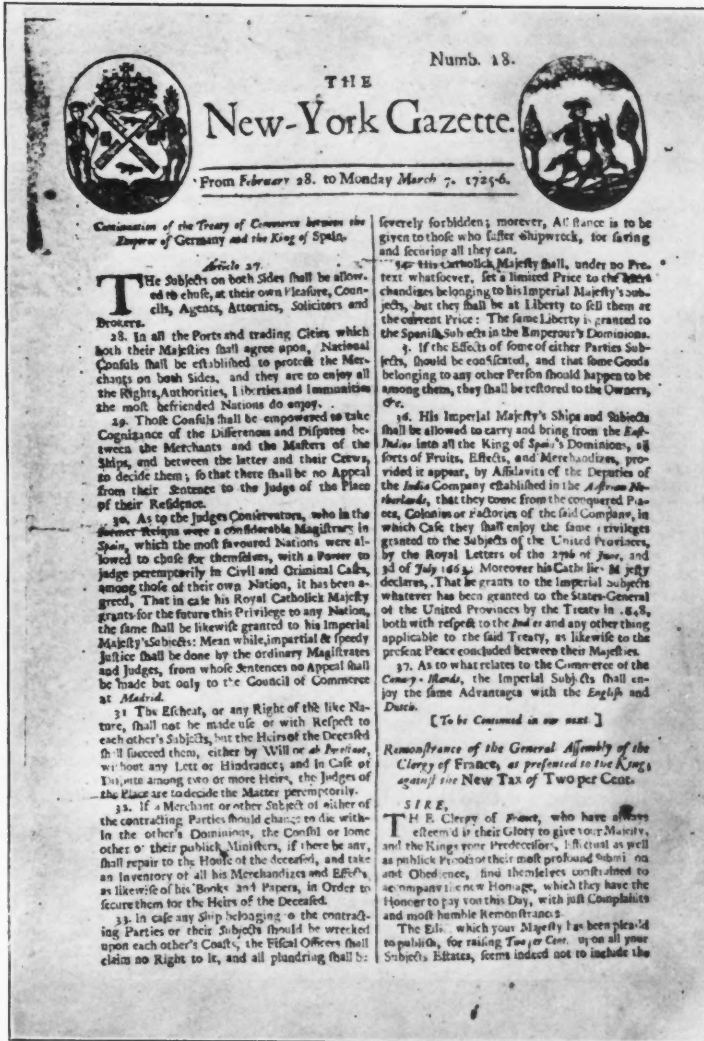
Emphasizing Bradford's importance in American newspaper annals the New York Newspaper Club will serve a special Sunday supper at which fitting tribute will be paid to the city's pioneer printer who also had the honor of being the first printer of the middle colonies.

Sharing the general unrest of those in England who sought greater freedom Bradford came over in 1682 with William Penn to see what "Penn's Woods" had to offer a printer. Having helped in the building of the first log houses in that wilderness, and satisfied that the new country and the rule of Penn would be to his liking he sailed for England to procure the press and type for use in the trade which he had been taught by his father-in-law, Andrew Soule, in London. Returning shortly to America with his family and plant equipment he set himself up to do general printing in the Quaker city of Philadelphia.

Trouble with the Quakers and with government authorities over the freedom of the press made Bradford willing to accept the offer of Governor Fletcher to come to New York as "Printer to the Crown" at a salary of 40 pounds per annum. He took with him his son, Andrew, who after learning the printing trade in New York returned to Philadelphia to become its printer and postmaster. In 1719 the son anticipated his father's paper by starting the *American Weekly Mercury*, the first newspaper in the middle colonies and the third in America. In New York, the father encouraged the son's paper by selling copies of the Mercury in his own shop.

The success of the Mercury may have led Bradford to decide upon his own journalistic venture. Interest in the Mercury and in the *Boston News Letter*—already published for 21 years in Boston—as well as the avidity with which foreign papers were awaited and read in the public taverns of New York encouraged Bradford to believe that the time was ripe for the publication of his *Gazette*.

The date on which the first issue of the *New York Gazette* appeared is usually erroneously given in encyclopedias and various books of reference—to say nothing of recent magazines and newspaper articles. The erroneous dates are either Oct. 16 or Oct. 23, 1725. Unfortunately no issue of the first number, nor of the following 16 has yet been brought to light for modern historians. The earliest



Facsimile of Page 1 of William Bradford's New York Gazette for March 7, 1726, one of the earliest copies of his paper in existence

known issue being Number 18 for March 7, 1725-26 of which the first page is here reproduced. Dr. James Melvin Lee, in his "History of American Journalism" has proved conclusively by taking this issue and working backward, (providing no issue was skipped) that the initial date of publication was Nov. 8, 1725.

Dr. Lee substantiates this deduction by the printed word from Bradford himself, contained in the following items scissored by Dr. Lee for proof:

N. B.—This Numb. 26 of our *Gazette*, concludes the first half year and is the Time the first Payment should be made by the Gentlemen who encourage the same. And altho' the Number subscribed for does not defray the Charge, yet we intend to Continue it the next half year, in the hopes of further Encouragement.—*The New York Gazette*, May 2, 1726.

By the Advice and encouragement of some Gentlemen, for the Information of the Publick, We began to Publish this *Gazette* the first of November, 1725 (not doubting but we should have Subscribers to take off such a Number as might defray the Charge) and the first of May last it was Two years & a half that we have continued its Publication; but having calculated the Charge of Printing and Paper for the same, as also how much will arise to defray that Charge (when all those that take this *Gazette* have paid in what is due to the first of May last) do find that we shall lose Thirty-Five Pounds in the two years and a half by Publishing this Paper, besides the trouble and Charge of Correspondents, collecting the News, making up Packets and conveying the same to those in the Country who take them. And therefore if some further Encouragement be not

given, by a larger Number of Subscribers for said *Gazette*, we must let it fall, and cease publishing the same.

Many Persons that take this *Gazette* being above a year behind in their Payments, and some not having paid since the first publishing of the same, They are now desired to pay in what is due, in order to enable the further Publication, if it be continued.—*The New York Gazette*, June 17, 1728.

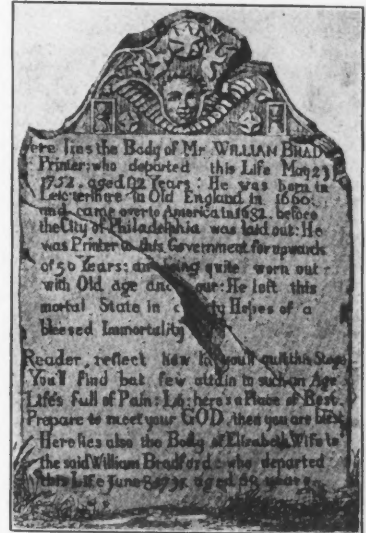
This date of Nov. 8, established by Prof. Lee is now universally accepted as authoritative. The celebration this week is proof of the general acceptance of the date.

Early issues of the *Gazette* show that the type was well worn from the printing of "Laws of the Colony," almanacs, books, prayer books, pamphlets, and general job work. Bradford did the best he could with the facilities at his disposal and his *Gazettes* compare favorably with the papers printed in Boston.

The news that Bradford found "fit to print" was usually taken from London contemporaries or from letters received from friends in England. Yet an examination of early issues shows also items from Constantinople, Vienna, Madrid, Paris, etc. Of course official proclamations were featured. Some issues had good stories from the settlements on Long Island, Connecticut, Massachusetts, and other colonies. News from towns in the New York colony often had more space than that given to events in the city.

Local news included the all important items of the Custom House, prices current, and a list of incoming and outgoing vessels. Other local news sifted through in the form of various advertisements. Then, even as now, according to views attributed to Mr. Kipling, the advertisements at times contained the real meat of the day's news. In contrast with present day conditions the return from advertising was most meager. Subscribers were slow in payment and some, even then, turned in the products of the farm.

To supplement his income Bradford, as was the practice of other printers and booksellers of the day, engaged in selling of various other commodities, besides sell-



Original tombstone above William Bradford's grave in Trinity Churchyard. This stone is now in the New York Historical Society Museum.

ing almanacs and pamphlets. This is evidenced by the following advertisements appearing from time to time in his *Gazette*:

Very good fresh Oatmeal to be Sold by the Printer hereof.

Very good Mill'd Stockings to be sold by the Printer hereof.

Very good Press—Papers for Fullers and Felling Mills are to be Sold by William Bradford.

Bradford also acted as an agent for advertisers who often directed that "inquiry may be made of the Printer hereof."

When Bradford started his paper conditions in New York were rather quiet. At a late period, however, local bickerings arose between the colonial Governor and the state assembly. But as the strictures upon printed matters were very severe, Bradford, employed as he was by the Crown, had to be very careful of what he printed and found it better to let political matters alone. The times, however, were rife with the agitations caused by Governor Crosby's high-handed demands. Some organ for expressing the "people's" views was required. John Peter Zenger, a Palatine orphan, was sponsored and literally subsidized by Crosby's opponents as printer of New York's second paper, the *New York Weekly Journal*. The first issue appeared on Nov. 5, 1733.

Zenger had been trained in Bradford's shop. But after first running away, then later joining in partnership with Bradford for a short period, he had finally set up an independent shop. He was very poor but aided by such men as Rip Van Dam and James Alexander he soon pros-

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MICHIGAN PRESS CLUB ELECTS A. R. TREANOR

Lively Discussion Follows Charge of Colored News Leveled at Booth Correspondent by Weekly Publisher

A. R. Treanor of the *Saginaw News-Courier* was elected president of the University of Michigan Press Club Oct. 31 at the close of a three-day session, marking the seventh annual meeting of the organization. The other officers elected were L. A. Weil of Port Huron, vice-president for the larger dailies of the state; Frank J. Russell, Marquette, for the smaller dailies; R. Averill, Birmingham, for the weekly papers. Prof. John L. Brumm was re-named secretary and treasurer. All the officers were elected by acclamation.

The discussion sessions of the Press club ended in a stormy meeting, stirred up by charges that political news written from Lansing, the state capital, by Fred A. Grimes, the Booth correspondent, was colored. The charges were brought by Fred D. Keister, publisher of a weekly newspaper at Ionia. He alleged that Grimes had colored the news as ordered by his superiors, and that the *Detroit News* had been unfair towards Mayor John W. Smith in his campaign for re-election.

Edmund W. Booth, editorial director of the Booth newspapers in the state, replied to the charges, disclaiming any official connection with the *Detroit News* with the exception that its publisher was his relative. Mr. Booth declared that if it could be proved that correspondents, Mr. Grimes in particular, were coloring the news to fit some political bias or some ulterior purpose of his superiors, he would resign his job.

Senator Harry Whitely of Dowagiac, who was called by Mr. Booth, declared that from the standpoint of an anti-administration newspaper man that he did not think the news was colored but that the sources of news at Lansing were all of an administrative nature, thus accounting for the preponderance of administration material.

The convention was officially opened Thursday afternoon by A. L. Miller, editor of the *Battle Creek Enquirer-News*. His keynote speech emphasized the need for discussion of newspaper problems. Then followed a talk by George Averill of the *Birmingham Eclectic* on "Journalism Students in the Weekly Field." He pointed out the importance of the small daily or weekly as a training ground for the graduate, and stressed the need for trained reporters and schools of journalism.

Charles D. Cameron, editor of the church department of the *Detroit News* addressed the gathering on "The Church As a Source of News." He defined church news as the presentation of facts concerning actual progress in the religious field; and not remarks about church controversies, nor the promulgation of church propaganda.

Prof. Preston Slosson of the University of Michigan history department, in speaking of "The Newspaper as an Organ of Government," advocated the addition of an "informative" department to our executive, legislative and judicial divisions of government. "The newspaper," he said, "is an organ of government, such that, without it, democracy would not exist."

Dr. Clarence Cook Little, newly chosen president of the University of Michigan, gave the leading address on the first evening of the convention.

An address in memory of the late President Marion LeRoy Burton of the

university opened the Friday evening session. It was given by Arthur H. Vandenburg, editor of the *Grand Rapids Herald*.

Grove Patterson, editor of the *Toledo Blade* and Dr. Morris Fishbein, editor of the *Journal of the American Medical Association*, were the other speakers of the evening. The *Blade* editor asserted that "we have all the democracy we know what to do with and more. No greater fallacy ever was penned than 'all men are created equal.' Mere numbers never mean anything to the building up of civilization, which must be accomplished by a group; not necessarily a group of intellectuals, but a group of those who care—an aristocracy of the understanding heart."

REOPEN POSTAL HEARINGS NOV. 9

Postmaster Has Additional Material to Place on Record

The Joint Congressional Postal Commission will resume hearings on the postal rate situation on Monday, Nov. 9, at the request of the Post Office Department.

Postmaster General Harry S. New expressed a desire this week to U. S. Senator George H. Moses, of New Hampshire, the commission chairman, that the Department be allowed to submit an additional report on the operation of the present postal rate law before the convening of Congress on Dec. 7.

Mr. New and Joseph Stewart, his rate expert, are expected to reappear before the commission for the purpose of amplifying the testimony they have given already.

Newspaper representatives were notified by Senator Moses to be on hand if they wished to combat any fresh statements made by spokesmen for the Department which is seeking to upset the present law in a further effort to justify the costs ascertainment report which was repudiated at the last session of Congress.

Despite the latest move of the Department no postal rate revision at the coming session of Congress is anticipated, and whatever recommendations the Department may make are expected to be "tabled" until the present law has been in operation for a year at least.

SPEAKERS NAMED FOR A.N.P.A. MEETING

Thirteen Newspaper Experts to Discuss Means of Overcoming Waste in Various Departments—Sessions to Start Nov. 10

Speakers who will address the first fall convention of the American Newspaper Publishers' Association, to be held at the Greenbrier Hotel, White Sulphur Springs, W. Va., Nov. 10-12, were announced this week by L. B. Palmer, association manager.

The 13 experts named will discuss means of overcoming lost motion and waste in the various departments of a newspaper.

Names of the speakers and their subjects will include: E. M. Antrim, *Chicago Tribune*, "Traffic Problems"; George M. Rogers, Cleveland Plain Dealer, "Press Room Waste and Wrapper Weights"; Charles F. Hart, *New York Times*, "The Mechanical Department"; John Stewart Bryan, *Richmond News-Leader*, "Proposed Increase in Association's Work"; Louis H. Brush, *East Liverpool (O.) Review*, "Organization Efficiency of an Average Newspaper"; T. R. Williams, *Pittsburgh Chronicle-Telegraph*, "Elimination of Waste Through Local Co-operation."

Also: J. M. Schmid, *Indianapolis News*, and A. R. Michener, *Harrisburg Telegraph*, "Elimination of Circulation Waste"; R. L. P. Wallace, Wallace Delaney & Co., New York, "Newspaper Taxation Problems"; Don Bridge, *Indianapolis News*, "Lost Motion in So-Called Merchandising for Advertisers"; William Donahue, *Chicago Tribune*, "Proper Training of Advertising Sales Crews to Eliminate Wasted Energy"; Louis Wiley, *New York Times*, "Lost Motion and Waste in Advertising"; R. E. Lent, *Passaic Daily News*, "Waste in Advertising."

More than 150 hotel reservations have already been made, it was announced this week. Many members will leave for White Sulphur Springs on Special A. N. P. A. convention cars.

The first session will be called to order

at 10 A. M., Nov. 10, by S. E. Thomson, *Chicago Tribune*, association president, who will make the welcoming address. The convention will then be turned over to W. B. Bryant, of the *Paterson (N. J.) Press-Guardian*, chairman of the program committee.

Business sessions will be held Tuesday, Wednesday and Thursday mornings, and the afternoon will be devoted to golf. Special events have been arranged for ladies.

EDITOR SENT TO JAIL FOR GROUP LIBEL

Editorial Writer of Suspended *Statz-Zeitung* Is Sentenced to 6 Months for Attack on American Legion in 1921

SPRINGFIELD, Ill., Nov. 2.—The Illinois supreme court last week affirmed the sentence of a lower court committing Arthur Lorenz of Chicago, editorial writer of the *Statz Zeitung*, a Chicago German language newspaper, to six months in jail in Cook county for "criminal libel" against the American Legion. Lorenz's editorial appeared Dec. 13, 1921 and applied derogatory adjectives against members of the legion. The defense was that no one was named but the supreme court opinion was to the point in that particular.

"A libel," is held, "on a class or group has as great a tendency to provoke a breach of the peace or to disturb society as has a libel on an individual and such a libel is punishable even though its application to individual members of the class can not be proved." Justice Heard wrote a dissenting opinion.

The paper is now out of business.

"That's going very far," was the comment of a leading New York libel lawyer, when the Illinois decision was brought to his attention by EDITOR & PUBLISHER. He declined to be more specific without more detailed knowledge of the case in question.

"Class libel is possible, however," he maintained. "There are many cases of class libel on the books. Every state has different libel laws, while the underlying principle remains the same.

"The principle of class libel is that a group or a class may be considered criminally libelled if the description of the group or class is so worded and defined as to enable friends or acquaintances to recognize the application of the libelous matter."

As an instance of group libel, the attorney cited a supposed case brought by the board of directors of a corporation. None of the board might be named in the libelous article, but the writer could be prosecuted in view of the fact that many thousands of people would know just who were members of the particular board mentioned.

TABLOID FOR WILMINGTON

E. M. Davis, Weekly Editor, Announces New Delaware Daily

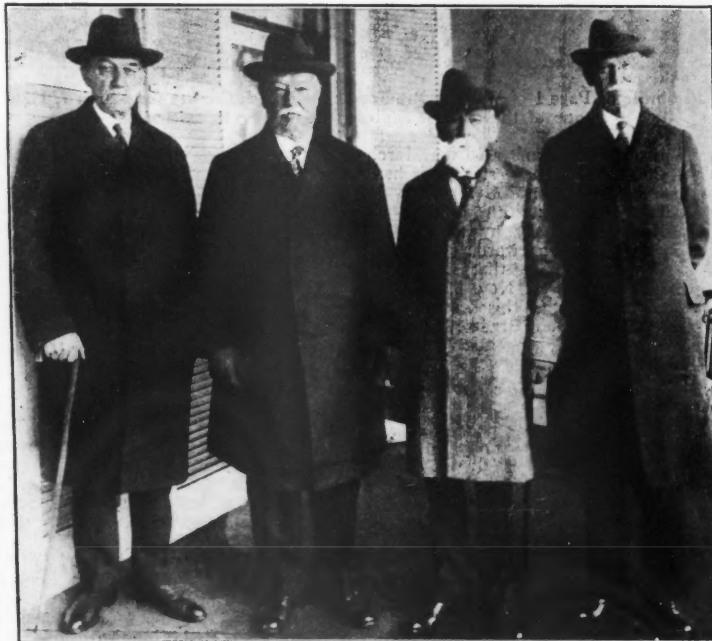
Edward M. Davis, editor and publisher of the *Delaware Ledger*, a weekly printed in Newark, Del., has announced his intention of starting a daily tabloid in Wilmington, probably an afternoon paper. He says a plant will be provided at a cost of \$220,000.

Mr. Davis says the paper is amply financed, but has not named his associates. He is to be president and editor of the company. The *Delaware Ledger* is to be continued as at present.

Editor Cooperates With School

The *Seattle Times* will run an editorial contest for nine weeks for students in the School of Journalism, University of Washington, the best editorial to be printed in the *Times* and the writer to receive a prize of ten dollars. Elliot Curry, senior, won the first week's prize October 26, with an editorial entitled "Tax Reduction and The National Debt."

FOUR NOTED TAFT BROTHERS



Ex-president, lawyer, teacher, and newspaper maker, makes up the distinguished Taft family pictured together at the dedication Oct. 28, of the Taft Law College, Cincinnati, named in honor of the late Alphonso Taft, their father. From left to right: Henry W. Taft, prominent New York lawyer; William Howard Taft, Charles P. Taft, publisher of the Cincinnati Times-Star; and Horace D. Taft, headquarters of Taft School at Watertown, Conn. Chief Justice Taft was awarded an honorary degree by the University of Cincinnati.

How Editorial Laxity Nibbles Profits

Concluding Article On Improved Copy Methods Which Will Eliminate Lost Motion and Waste in Composing Rooms—Solving the Problems

By EDWARD H. EDWARDS

(Copyright 1925, by EDITOR & PUBLISHER Co.)

IV—CRITICISMS AND SUGGESTIONS

AN innovation that would tend to assist and unify the work of newspaper operators would be the formulation of a few simple rules, printed and posted on the front of the machine, so that an operator will always have before him what might be considered fundamentals. The "regulars" sometimes need reminders, but this system would be especially useful to the "substitute," and, particularly, a new man in an office. Such rules, of course, should be formulated to suit the circumstances, but as a suggestion to cover most cases:

"When in doubt as to style refer to Style Book or ask your neighbor.

"Correct galley proofs as soon as received, and if there are further corrections pass to next operator. This is imperative.

"When leaving machine for an appreciable time turn off power and light.

"Avoid wide spacing as much as possible, especially near end of paragraph. This does not mean, however, that questionable divisions should be made rather than wide spacing."

An operator making proofsheets corrections should pass the proof (with his corrections, neatly rolled, beginning at the bottom so as to leave the top of the galley proof exposed), to the operator who is to make further corrections. If this method is followed it will be found that when the proofsheets reaches the correcting bank it contains all the corrections and makes it possible for the bank corrector to complete his work and pass the corrected galley to the "ready" bank or to the proofpress for revise.

This point may seem of minor importance, but it must be taken into consideration that if the proof is passed to the bank corrector with only a part of the corrections made he can correct only the portion corrected by the operator and must pass the proof back for the other corrections, sometimes as often as three or four times. In the meantime the bank corrector takes up other work, dismissing from his mind the proof sent back to the operator. After a while the first proof is returned to him; the galley must be relocated, and he then takes up the work where he left off. Again he places in the corrected lines, only to find that the operator making the last corrections did not make italic or small cap corrections, as the case may be, or that there are corrections for the head-letter machines. This necessitates a return of the proof to the operator again. Such instances are very frequent and needlessly consume time of operators, bank men and messengers.

Adherence to the above rule will not only expedite but simplify the work and insure more accuracy by the operator and bank corrector.

As far as practicable, each operator should correct his own proofs. He would thus have an opportunity to see his errors and keep posted on office style. To have it as an established principle that a compositor's work is not finished until his proofs are corrected would tend to instill the practice of accuracy, which means true economy.

While these suggestions apply mainly to the "news" sections of the composing room, they may, in a modified form, be applied to the "ad" department. In display "ads" it is the workmanship which

stands out and is different from the average that counts, and, within certain typographical style and uniformity, the printer should have scope and latitude.

One class of advertisements, however, can be handled according to given styles, to wit—the small classified. These, usually written by an advertiser entirely unacquainted with the style in which the compositor is supposed to set them, should be scanned closely by the clerk receiving them so that any illegible words or questionable meanings may be made legible or clarified at the source. Every "ad" should be written on a blank form with spaces at the top showing the classification, number of insertions, and any special instructions as to space, whether it is to be set in caps or black-face type, etc.

It is not an infrequent occurrence for an operator to set an "ad" in the usual style, only to find at the bottom, marked in an obscure way, instructions for setting in some other than the usual way.

A blank at the top for all instructions with the understanding that directions given elsewhere were to be ignored, would prevent the resetting of many a small "ad."

Many employes are ambitious and want to progress, while another class is satisfied with things as they are, and still another class—a small minority—are neither ambitious themselves nor patient with those who try to improve. These latter, as a rule, become cliquish and

ridicule all those who do not side with them; they are obstructionists and trouble-makers, and, paradoxical as it may seem, they not infrequently wield an influence very harmful to the whole organization.

Occasionally an employe shows a disposition to learn something of the work which does not come directly in his line of duty. He is ambitious to be an all-round man, observes the work of others and is willing to help at anything. Here the trouble-maker steps in and in various ways tries to discredit his fellow-worker. As one for more than forty years a member of the Typographical Union, the writer can say that this is not in accordance with the teachings of the organization but is, on the contrary, in direct violation of its underlying principles.

Not a few men roam from office to office, claiming to be operators when they are not. This is a very pernicious practice and is an injustice to the legitimate operator seeking employment, as well as a handicap to the foreman (who depends on the product from each machine to set the paper), proving, with dirty proofsheets and small output, a drag and a detriment rather than a help, for all of which the incompetent—known to the trade as a "barnstormer"—receives pay and brags about having gotten away with it. This reflects discredit not only upon the barnstormer but upon the craft. For this unfair condition, which is also prevalent in the proofroom, as well as

the machine department, there should be some remedy.

As an alternative, it is suggested the doors of opportunity be opened wider for printers to learn the operation of machines. This seems a subject worthy of consideration by publishers and union organizations, to the end that some plan may be worked out that would be beneficial to the ambitious printer, his organization and the publisher.

Apprentices and unapprenticed boys receive scant consideration in many newspaper offices. This is manifestly unfair to the boys, the office in which they are employed and the welfare of the future of the craft. The number of apprentices is limited by union rule in proportion to the number of journeymen in a given office; but as many non-apprenticed boys may be employed as are necessary.

To obtain the best results, each apprentice should be placed under the direct supervision of a competent hand-compositor, who will interest himself in the boy's typographical work and his conduct in every way in the office.

The unapprenticed boys should likewise be under the general direction of some one of mature years who will see to it that they not only perform their duties but conduct themselves properly toward each other and the other employes.

Most boys enter the composing room with the expectation of becoming apprentices whenever the opportunity presents itself. It is for this reason, as well as the boy's welfare, that his department should be under close observation. Almost every boy is amenable to the right kind of tutelage and anxious to progress toward apprenticeship. Proper principles instilled at this formative period will prove of lifelong benefit to the future man and his calling. Too much stress cannot be laid upon the importance of starting a boy right and watching over him to keep him under proper control.

Boys will be boys (and due allowance should be made for them), but one who does not soon understand his duties and place in the composing room should give way to some one more appreciative.

In almost every newspaper office is found at least one disgruntled employe. Nothing suits him. He grumbles to his fellow-workers, sometimes imagining that he is singled out for the more disagreeable duties; that the foreman does not give him a square deal; that every proposition emanating from the owner or publisher is for some ulterior motive. Not satisfied with discussing with his fellow-workers his office troubles, he may be found wherever printers congregate, airing his grievances and discrediting the office in which he is employed. No one, perhaps, could convince him that he is usually wrong in his conclusions. But he might convince himself if he would quietly and dispassionately weigh the facts concerning his dissatisfaction and investigate the conditions in other offices which he might expect to find free of objectionable features.

No doubt there are situations existent in composing rooms where an employe does not fit and where the "powers that be," without just cause, make it uncomfortable; but as a general proposition, if the dissatisfied one will reason out his own case many of the troubles will disappear. He is entitled to know why there is an apparent discrimination against him. The average foreman will readily discuss

(Continued on Page 43)

SONGS OF THE CRAFT

(Written Exclusively for EDITOR & PUBLISHER)

By Henry Edward Warner

WILLIAM BRADFORD

(The first newspaper publisher of New York City whose *Gazette* 200 years ago followed the first newspaper in Pennsylvania, *The American Mercury*, published by his son Andrew.)

I

Beneath the sod of Trinity
In peaceful sleep he lies,
The secrets of infinity
Oped to his spirit's eyes;
And that which mortal was he fled,
But Bradford . . . is not dead!

II

That soul that dared, it could not die! . . .
Let flesh the Earth caress!
But Bradford lives, inspired by
The spirit of his press!
A million tons of steel acclaim
The honor of his name.

III

To that untrodden Way he came
A Pioneer, and gave
His rough-hewn courage to a Game
That wooed none but the brave.
Somewhere, somehow, he lives today
Who cleared his mission's way.

IV

And I shall not regard him dead
Who lies in Trinity; . . .
The Tenant of the structure fled
Bides in infinity!
Peace to his soul! . . . and may he sleep
Safe in his City's keep!

PLAYING FANCY TRICKS WITH A SINGLE NEWSPAPER ADVERTISING COLUMN

Chief Charm Is That It's Different, Says Thomas Ryan, Creator of Ovington's Copy Style—Presents Rules for Making Effective Use of Elongated Space

"It will not be long before 'Do Your Christmas Shopping Early' will be added to the advertising copy of many retail stores.

"Ovington's, I have no doubt, however, will put in their space the slogan 'Do Your Christmas Shopping Late'—and still find distinctive gifts aplenty at Ovington's."

Thomas Ryan, of Pedlar & Ryan, the advertising agency which handles the account of Ovington's, New York gift shop, who was talking, told this story in answer to the question why he showed a preference to the use of full single column newspaper space for Ovington advertising copy.

"Its chief charm is that it is different," Mr. Ryan explained.

Mr. Ryan formerly an executive in the firm of Barton, Durstine & Osborne, Inc., was among the first to discover the possibilities of using the full single column space of a newspaper for advertising purposes. Others now using it in New York newspapers include Brokaw Brothers, Cushman's Sons, Inc., Lightolier, the India Tea Growers Association, and Julius Kayser & Co.

Rules for effective use of the single column space, Mr. Ryan said, are simple. "First," he said, "the chief value of the single column is the illustrative effects obtainable in that space. It is my opinion that the text should be limited to as few words as possible.

"The illustration should carry the reader's eye from the top to well below the middle of the column. The whole picture should not appear in the column. Let part of it go outside. In this way, a skillful artist can easily give the impression that larger space is used.

"The text of a single column advertisement tells the story best when limited to about fifty words. The type should be larger than that used in the news columns. It is possible to get very few words on each line, and the necessary jumps would be hard on readers' eyes if the text was allowed to run too long.

"An important rule, I believe, is that an advertiser should not use the single space all the time. Variety is one advantage an advertisement should never overlook. Variety in form is as valuable as in content.

"And above all, make your illustration so striking that it will fairly shout for attention. Make your advertisement own the page."

The story of how to use the full column is also told in "The Progress of Newspaper Advertising," the booklet issued by the Bureau of Advertising of the American Newspaper Publishers Association.

A national advertiser is quoted as follows:

"Primarily we seek novelty in the physical form of our advertising in newspapers. We are firm believers in the assumption that the shape, the form, the style of a campaign, as it appears on the printed newspaper page, is highly important.

"First, we made certain investigations and we found at least 40 per cent of campaigns used three columns, ten inches. It was almost as if these proportions had been standardized. And in other sizes, there was the same degree of standardization, as if by common agreement, although I feel it is largely an advertising 'habit.'

"To break away from convention in this regard meant to obtain, inevitably, increased visual attention, because we would be doing 'something different.' The weakness in full column space seemed to be, not so much in the limitations of the area itself, as in poor compositions. What was placed in these columns and the manner of the placing, made them good advertising or poor advertising.

"And after clipping and mounting more

than three hundred single column newspaper advertisements, it was our conclusion that the better examples were in this classification because the space had been shrewdly studied and both copy and art made to accomplish a given objective.

"The chief trouble with most newspaper columns is that they fail to sustain interest from top to bottom. They are broken up, composed of spotty zones of

art display in the single column space. "This, of course, leads to specific instructions relative to the actual building of the 100% column display, and here are our office rules in this respect:

"(1) The illustration should be all-inclusive in its range; that is, it should literally compel the newspaper reader to run from top to bottom at one swift glance.

"(2) Action is desirable in single column illustrations. To illustrate: an advertiser formed a ladder of a column, this ladder running from the bottom to the top of the space. The middle rungs were mortized out for type. At the bottom, a small figure climbed upward, and at the top another figure waved triumphantly.

"(3) Do not scatter the illustrative features: that is, do not drop separate

the familiar newspaper columnist's method. The advertiser tells his story in broken paragraphs, set in various styles of type. At first glance, the feature might be, indeed, a syndicated feature or the local columnist's 'stuff.' Humor is mingled with 'reason why' copy. This column series has a standard, illustrated heading. It is signed by the sales manager of the company.

"In another campaign, equally distinctive, the type is set in straight reader style, with small half-column line illustrations interspersed. It is most inviting to the eye. There is a desire to read it because of the news flavor it exudes. Yet it is for a product no more exciting than rubber boots. These 'stunts' are based on the acknowledged popular interest in newspaper 'columns.' They merely imitate the style."

FIVE NEWSPAPER MEN ON A. N. A. PROGRAM

National Advertisers Will Hear Representatives of the Press at Meeting to Be Held in Washington Nov. 16-18—Other Speakers Named

Five prominent newspaper men are scheduled to address the annual meeting of the Association of National Advertisers to be held in Washington, D. C. at the Mayflower Hotel, Nov. 16-18.

L. E. McGivena, *New York Daily News*, will talk on the question "What About the Tabloid Newspaper?"; Don Bridge, manager of merchandising and national advertising, *Indianapolis News*, on "Newspapers Should Not Give Excessive Merchandising Service"; J. Thomas Lyons, formerly of the *Baltimore Evening News*, on "Newspaper Service is of Real Value to the Advertiser"; Marcellus Murdock, publisher, *Wichita Eagle*, "The Logic of Higher National Rates"; and Don Seitz, *New York World*, on "Rates and Results."

Other speakers at the convention will include:

Tim Thrift, advertising manager, American Multigraph Sales Company, on "Team Work"; H. W. Prentiss, Armstrong Cork Company, "Merchandising Through the Jobber"; H. H. Maynard, Ohio State University, "Tendencies in Retailing"; E. A. Filene, Wm. Filene's Sons Company, Boston, "The Future of Advertising"; J. R. Brundage, vice-president, White & Wyckoff Manufacturing Company, "The Need of Closer Cooperation in Department Store Distribution."

At the annual dinner the speakers will be Strickland W. Gillilan, Baltimore, and Merle Thorpe, editor, *The Nation's Business*.

Officers will be elected at the closing business session.

News Men Hosts to Sailor Heroes

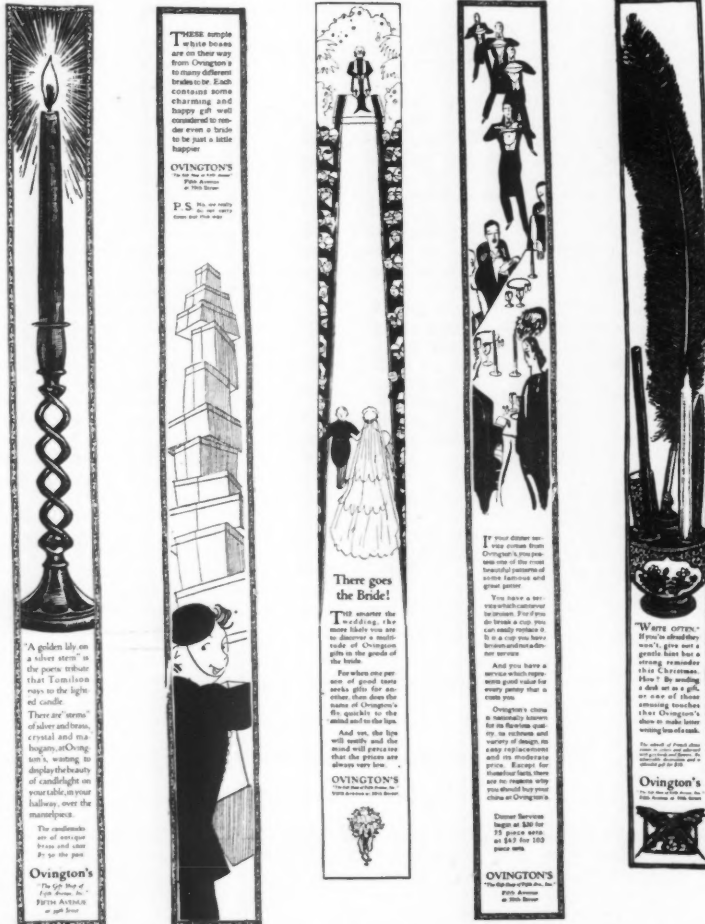
The Newspaper Club of New York was host, Oct. 30, to the captain and crew of the S. S. President Harding, rescuers of the crew of the wrecked freighter Ignazio Florio during a mid-Atlantic hurricane last week. Captain Paul C. Grening, First Officer Stedman and the volunteer boat crew, 25 in all, attended a special performance at the Hippodrome as the guests of the *New York Herald Tribune* and the theater, where they were presented to the audience by Fred D. Benham, of the *New York World*. Supper was served at the Newspaper Club.

Planning to Advertise Alabama

Plans for raising funds to advertise Alabama will be discussed at a meeting to be held Nov. 7, at Montgomery, Ala. of Advertising Alabama Abroad, Inc., an organization formed recently. The organization has the endorsement of the Alabama Press Association, Fred J. Crampton, its president, claims.

Amen Corner to Dine on Dec. 5

A dinner of the Amen Corner will be held at the Waldorf-Astoria on Saturday evening, Dec. 5, commemorating the first dinner of the Corner given on the same date twenty-five years ago.



To be different, Ovington's New York gift shop makes effective use of a single newspaper column, five examples of copy style being pictured above.

interest; there is no continuity. The best single column advertisement makes the reader glance the entire way down that column before he ever starts to read, and then keeps his mental and visual interest alive, as though on a Cook's Tour.

"There is a monotony to most column compositions. They may start off with an alert headline, but they soon disintegrate. Neither artist nor typographer can keep up the pace. We are using single columns regularly for the following definite reasons:

"(1) The physical form is unusual. Comparatively few advertisers are employing it.

"(2) There is often less surrounding competition in the matter of that first visual display. The column stands by itself; often it is set-off by a column of text beside it. When an advertisement is in other sizes, it is compelled to meet competition on every side.

"(3) The trend is for column space to get 'outside position,' which is highly desirable in itself.

"(4) It is easy to read text set single column measure because this is the conventional newspaper style.

"(5) Opportunities are great for unique

pictures, here and there, each an independent feature. This breaks up continuity. It also makes the reader jump from one block of type to another.

"(4) Do not run type out to the final limits of the column: indented typography is preferable, and it should not be in small-face.

"(5) The best illustration of all is the one which shrewdly takes the elongated space into consideration and deliberately plans to guide the reader down to the last line. An example: a church scene, with a wedding in progress. The aisle forms the column, with small seated figures on either side.

"(6) Borders are seldom desirable. They make the column space seem cramped and smaller than it actually is. Type composition and illustrative feature will unify the column, if wisely handled."

"One of the significant reasons why national advertisers are turning to single column campaigns has to do with their memorable quality. The public becomes conscious that a certain message is being delivered in a certain set form," the Bureau declares in its book.

"A series of 50 column advertisements, widely distributed, has taken the form of

FASCIST DICTATOR IS SNUBBED BY PRESS

Correspondents Turn Cold Shoulder to Mussolini Who Has Terrorized Press of Italy and Would Make Free Newspaper Men of the World Dance to Fascist Tunes

By A. E. JOHNSON

(Written for EDITOR & PUBLISHER)

LOCARNO, Switzerland, Oct. 21.— Benito Mussolini, Fascist dictator of Italy is on the blacklist of more than 200 newspapermen employed by journals in all parts of the world to cover European events.

The unprecedented action was taken at the Locarno Conference, where Mussolini appeared at the eleventh hour, supposedly to "climb on the bandwagon" at the signing of the Western Security Pact.

For some months there has been bad feeling between European correspondents and the Fascist government. Several representatives of the foreign press have been expelled from Italy. Others have been threatened with the "bastinado," a favorite weapon of the Fascists, while all have had their dispatches censored.

Today there is not a newspaper in Italy that can go to press—unless it is an avowed Fascist organ—without having its first copy censored by the Prefect of Police. Not a single Italian correspondent dares write anything derogatory to the Fascist regime. The second largest paper in Rome, *Stampa*, along with a half hundred smaller papers has been suppressed. A score of newspaper offices have been destroyed.

At a protest against the Fascist oppression of the press, the International Association of Journalists Accredited to the League of Nations decided to "boycott" Mussolini when he appeared at Locarno. Attaches to the Dictator's party announced that the Premier would receive the correspondents at the Palace Hotel Press room. After paying his respects to the allied delegation quartered there, Mussolini, a la Napoleon, came slowly down the sweeping staircase, to the lobby. His hand was over his breast in the most approved Napoleonic fashion. Still the actor was Mussolini. Behind him, as he walked through the group of about 200 silent newspapermen trailed the Italian journalists—afraid to join the boycott. Out of a score of British, one single correspondent attended the "audience." His case was exceptional. He was stationed permanently in Rome and his failure to see Mussolini would have meant a "bastinado" at least, if not expulsion from Italy.

Not a single Dutch correspondent, not one representative of the Norwegian, Swedish, Danish, Finnish, Russian or Balkan press attended. Even the Spanish and South American press abstained. Three out of about thirty Americans broke the solidarity, while a few odd Frenchmen followed the Italians and Germans. Perhaps fifty percent of the Swiss press took in the interview.

Emerging from the press room, seeing the correspondents who had ignored him lounging around the lobby, Mussolini spied a well known British journalist, George Slocombe, of the *Daily Herald*. Walking over to him the premier said: "Ah, tell me, is Communism marching on?" Without removing his hands from

his pockets, Slocombe, who stands a head above Mussolini, smiled and replied: "I do not know, Mr. President, I am not a Communist."

"I met you at Cannes? I thought you were. Perhaps I am mistaken?"

"You are" replied Slocombe, and the representative of the Rotherdamische

Courant spoke up: "As is often the case." To which Mussolini cynically replied as he walked away thoroughly chagrined: "Peutetre (perhaps)."

The spectacle of a prime minister baiting a newspaperman proved a striking contrast to the reception given the press by Chamberlain, Briand, Vandervelde and even Luther. Locarno is a small place. It has one street. And at almost any hour of the day and in the evening, the Allied and German representatives could be seen sauntering alone or with a couple of correspondents along the promenade. Or seated at the cafes drinking tea or beer—alone and unguarded. When Mussolini arrived he was attended by more than a score of personal guards who never left his presence. An auto followed preceded his car and another followed.

"And I walk along with only my cane..." commented Briand as the Fascist Premier's cavalcade rolled by in a cloud of dust and the roar of open exhausts after the final plenary session.

A few minutes previous Austen Chamberlain, with his wife on his arm, sauntered forth between the aisles of cheering townspeople, unaccompanied.

A half hour later, Herr Stresemann, who had received numerous threatening letters from Nationalists warning him to "remember Walther Rathenau," who was assassinated shortly after the Genoa pourparlers, stopped at the Cafe Suisse and drank his daily beer, alone.

M. Vandervelde, now foreign minister but who will undoubtedly be the next premier of Belgium, even refused to shake hands with the Fascist chieftain. Vandervelde was a personal friend of Matteotti, Italian Socialist murdered by the Fascists.

It has been said that foreign correspondents "made" Mussolini, as a result of the romantic publicity woven around his figure when his movement was young—and clean.

A dinner was given by more than 200 foreign correspondents to Messrs. Chamberlain, Vandervelde, Luther, Stressemann, Briand, Benes, Strynski and Scialoja, at the close of the Locarno Conference.

M. Mussolini was not invited. About thirty American correspondents were present including representatives of the *New York World*, *New York Herald Tribune*, *New York Times*, *Chicago Tribune*, *Cleveland Plain Dealer*, *Kansas City Star*, *Chicago News*, *EDITOR AND PUBLISHER*, *Chicago Journal*, *Philadelphia Public Ledger*, *Associated Press*, *United Press*, *New York Herald of Paris*, *International News Service*, *New York American*, *United News and Universal Service*.



Mussolini was not invited to the dinner given by diplomats to newspaper correspondents at Locarno. Scene and menu of the occasion are pictured above.

MORE NEWS TO CEMENT BRITISH EMPIRE TIES

New Cables and Lower Radio Rates Between United Kingdom and Dominions Sought by Empire Press Union—Next Meeting Scheduled to Be Held at London in 1930

By W. A. CRAICK

(Special Correspondent of EDITOR & PUBLISHER)

MELBOURNE, Australia, Oct. 3.—Dominating the proceedings of the Third Imperial Press Conference, which concluded its sessions here Oct. 1, was the expression of the need for a more adequate interchange of news between the various parts of the British Empire. One whole day and part of a second were devoted to a discussion of various aspects of the question of inter-imperial communication, resulting in the passing of a series of resolutions expressing the views of the Conference on the problem of strengthening and bettering the various channels through which news is carried. In addition the delegates discussed the development of Empire resources and trade and also took up the subject of Empire migration.

The official opening of the Conference Sept. 29 was a notable function. The Governor-General of Australia, Lord Forster, performed the ceremony, after J. O. Fairfax, *Sydney Morning Herald* and chairman of the Australian Section of the Empire Press Union, had outlined the arrangements for the Conference and welcomed the overseas visitors. Impressive addresses were then delivered by the Earl of Stradbroke, Governor of the State of Victoria, and Premier Bruce of the Commonwealth Government. The election of president of the Conference followed, only one name being submitted, that of Lord Burnham. In a brief address of acceptance, Lord Burnham outlined the history of the Imperial Press movement, describing the conferences of 1909 in London and of 1920 in Ottawa.

"The Empire Press Union does not exist only for the holding of periodic conferences," said Lord Burnham, "and in that sense, unlike what is said of journalism, it is not ephemeral. In this respect it is comparable to the League of Nations. It has both its permanent organization and its general assembly and within its sphere of counsel and operation, it is a British League of National Newspapers. Each of our branches does its own work in its own way, according to the ideas and opinions of its own members. It is for all of us, severally and jointly, to do our best to carry into effect the recommendations of our conferences in the spirit, as well as in the letter, of newspaper life. The broad lines of newspaper policy are laid down in general assembly; the measures for carrying it out have to be formulated, considered and applied in detail and so far,—and I hope it may always be the same,—the branches have worked in cordial co-operation with the central office." Lord Burnham then outlined the work that had been done by the Union since the last conference in the direction of securing quicker and cheaper means of communication.

The conference got down to business Sept. 30, when Major Astor introduced a series of resolutions bearing on communications.

Several of these were of a general character and were disposed of rapidly, as for instance one declaring the Conference to be in favor of the fullest provision of facilities for telegraphic communication throughout the Empire and one expressing the urgent public importance of the provision of an adequate system for the cheap and rapid transmission and distribution of news throughout the Empire. A third welcomed the reduction in the cable rate between the United Kingdom and Australia, the announcement of the Pacific Cable Board that it would employ "loaded" cables in duplicating the Pacific channel and the decision of the Western Union to lay a new "loaded" cable across the Atlantic. At the same time it urged the Imperial Government to take immediate steps to lay a new "loaded" cable across the

Atlantic and in the meantime to hire two channels from the Western Union. A further resolution expressed satisfaction that the Eastern Telegraph Company had decided to lay a new "loaded" cable between Cocos Island and Perth, Australia. In view of the early completion of the wireless station at Rugby, England, with its Empire range and radius, it was urged that the tariff of charges should be at the lowest possible rate, this meaning on the cost of management, provision for interest and reasonable and proper allowance for depreciation. Another resolution expressed regret at the delay in the erection in England of stations for "beam" radio transmission but welcomed the recent statement that the work was proceeding with all expedition.

A. W. Moore, India, introduced and secured the adoption of a resolution advocating a large reduction of intermediate press cable charges between important centres of Imperial communication, indicating that the present cost of relaying messages from Colombo to such stations as Penang, Singapore and Hong Kong was greater than the cost of telegraphing from London to Colombo.

There was some debate on a resolution introduced by A. C. C. Holtz, Melbourne, supporting the proposal that the reciprocal wireless station in England for communication with Australia should be controlled and operated by Australia, it being contended by some delegates that in a time of national emergency difficulties might arise if a station were controlled by another government. An amendment inserting the words, "while recognizing the right of the Imperial Government to resume control of the working in times of crisis," served to clear up this difficulty and riders were added making it applicable to other parts of the Empire as well.

The longest discussion of the day developed on a resolution put forward by Sir Hugh Denison, *Sydney Sun*, declaring that it was desirable that a complete service of cable news from the Dominions to Great Britain for publication in the newspapers of that country should be established. He indicated that Australian newspapers were prepared to establish a bureau for the purpose of supplying such a service. Many delegates participated in the debate, the point at issue being the extent to which papers in Great Britain would use the service so supplied. It developed that the peculiar needs of the British press made it undesirable that syndicated news should be sent, each paper preferring to have its own correspondence. Pooled news would be of very little value to the great London newspapers. Eventually the resolution was carried in an amended form, pledging members to use their utmost effort to see that more Dominion news than was now published would be used in their respective papers in future.

Sir Emsley Carr introduced a resolution voicing the opinion of the Conference that penny postage for letters throughout the Empire should be restored, instancing the experience of New Zealand where the return to penny postage had been profitable. His resolution, which was carried unanimously, also reaffirmed the principle that postal rates within the Empire for newspapers and periodicals should not exceed the lowest rates in force between any foreign country and any part of the Empire.

The question of communication by air services was discussed by Sir Harry Brittain in an informative address, the Conference adopting his resolution that it viewed with sympathy the efforts now being made for linking up by air the different sections of the Empire and urged that all the resources of the Empire be used for the development of air services.

G. A. L. Green, South Africa, brought up the question of political interference with the press as instanced by the proposal in South Africa to legislate in favor of requiring signatures to all articles written about elections during election campaigns. The principle was declared to be most pernicious. As a result the following resolution was carried:

"This Conference deprecates any legislation or administrative action which, apart from the necessary restrictions of the existing laws of libel and copyright, in any way curtails the liberty of the newspaper press, or fetters its free expressions of opinion. This Conference further expresses the opinion that it is an infringement of the root principle underlying the liberty of the press to require political or other articles to be signed by the writer."

The position with regard to wireless broadcasting of news was introduced by Sir Percival Phillips. He contended that the newspapers of the Empire would sooner or later have to face serious competition in some form from broadcasting, perhaps from stations under direct government control, as well as from those operated by private agencies. He declared that the tendency of broadcasters was to throw off all supervision and to insist upon their rights as free agents to serve the public with news as they saw fit. Experiences in different parts of the Empire were voiced by delegates and finally a resolution was adopted asking the Council of the Empire Press Union to appoint a "watching" committee to keep the overseas branches informed of developments.

Sir Edward Iliffe precipitated a debate when he moved for action in the direction of tightening up copyright protection of material appearing in newspapers and periodicals. He claimed that there should be more restriction of the indiscriminate lifting of articles. Representatives of the smaller papers argued in favor of copying articles when due credit was given but there was a general feeling that this was being carried too far and the Conference adopted Sir Edward's motion calling upon the Council of the Empire Press Union, in consultation with other organizations, to consider what action might be taken to increase copyright protection.

A report on the development of the newsprint manufacturing industry in Canada was presented by W. A. Craick, Toronto, which indicated that the Dominion's capacity as a newsprint producer was rapidly increasing and that there would be a considerable additional surplus for export in the near future.

The problem of promoting Empire trade was discussed by Major Astor and several other speakers and a resolution was adopted inviting the newspaper press in all parts of the Empire to take all possible measures to promote the interests of inter-Empire trade and to impress its importance upon the reading public in the respecting countries. Several speakers also discussed the question of Empire migration and it was decided that the press throughout the Empire should be called upon to use its utmost endeavors to publish full, accurate information of the advantages afforded by the Dominions to settlers from the United Kingdom.

After the customary votes of thanks had been adopted, consideration was given to the place for holding the next Imperial Press Conference and it was unanimously agreed that it should be held in London in 1930.

The tour of Australia which was begun at Sydney on September 1 and which, prior to the conference, covered the states of New South Wales and Queensland, was resumed after the conference, a week

each being spent in Victoria, Tasmania, South Australia and West Australia. The main party of British delegates concluded the tour at Fremantle in West Australia on November 2.

The Conference, which held its sessions in Menzies Hotel in this city, was representative of practically all parts of the British Empire and included the following overseas newspapermen:

UNITED KINGDOM: Rt. Hon. Viscount Burnham *London Daily Telegraph*; Viscountess Burnham, representing the Institute of Women Journalists; Lord Apsley, *London Morning Post*; Major the Hon. J. J. Astor, M. P., *London Times*; Hon. C. W. Bowerman, P. C., M. P., representing Printing Trades organizations; Sir Harry Brittain, M. P., chairman of the organizing committee; Sir Emsley Carr, *News of the World*, London; Sir William Davies, *Cardiff Western Mail*; David Davies, *Swansea Daily Post*; Capt. Anthony Eden, M. P., *Yorkshire Post*; J. R. Findlay, *Edinburgh Scotsman*; N. B. Graham, *Wolverhampton Express*; A. P. Herbert, *Punch*; F. J. Higginbottom, *London Daily Chronicle*; Sir Edward Iliffe, M. P., *Allied Newspapers Limited*; Mrs. Henson Infield, *Brighton Daily News*; Mrs. A. W. Moore, *Sheffield Daily Telegraph*; Sir Frank Newnes; Sir Percival Phillips, *London Daily Mail*; Sir Joseph Reed, *The Press Association*; Capt. R. J. H. Shaw, *London Times*; W. Turner, *Reuters Limited*; E. Woodhead, *Huddersfield Examiner*.

CANADA: J. H. Woods, *Calgary Herald*; J. W. Dafoe, *Winnipeg Free Press*; C. F. Crandall, *British United Press*, Montreal; Hugh Savage, *Cowichan Leader*; W. A. Craick, *Industrial Canada*, Toronto. (John Bassett, *Montreal Gazette*, and Grattan O'Leary, *Ottawa Journal*, were compelled to return to Canada prior to the conference on account of the general election.)

SOUTH AFRICA: G. A. L. Green, *Capetown Argus*; B. K. Long, *Capetown Times*; D. M. Ollemans, *Daily Friend*, Bloemfontein; U. Sargent, *Natal Mercury*.

NEW ZEALAND: Sir George Fenwick, *Daily Times*, Dunedin; W. Dinwiddie, *Napier Herald*; H. Horton, *Auckland Herald*; Cecil Leys, *Auckland Star*.

INDIA: A. W. Moore, *Calcutta Statesman*.

BURMA: H. Smiles, *Rangoon Gazette*. STRAITS SETTLEMENTS: H. Welham, *Straits Echo*, Penang.

MALTA: Dr. Augusto Bartolo, *Daily Malta Chronicle*.

Celebrates 50 Years in Advertising

Ralph Zork of the advertising department of the *St. Louis Post-Dispatch* observed his 50th birthday anniversary on Oct. 30. A bouquet of chrysanthemums was given to Mr. Zork by other members of the staff, and George M. Burbach, advertising manager of the *Post-Dispatch*, made a short talk at the morning conference. Mr. Zork has been with that paper for 16 years.

Brandon Joins Knickerbocker Press

M. H. Brandon has resigned from the *New York Evening Graphic* to become circulation manager of the *Albany Knickerbocker Press*. Mr. Brandon, who for the past years has been connected with Macfadden publications as contest manager and the *Graphic* as promotion man and contest editor, was formerly circulation manager of the *Bridgeport* (Conn.) *Telegram* and prior to that circulation manager of the *Ogden* (Utah) *Standard-Examiner*.

First Among All Metropolitan Media

The Detroit News

With a Total Volume of

24,031,714

*Lines of Advertising During
the First Nine Months, 1925*

THIS great volume once more places The Detroit News in the enviable position of leading the great metropolitan newspaper leaders. The Detroit News during the first nine months of 1925 surpassed its record for the same period of 1924 by 1,614,508 lines, although in that year it led the world in total advertising.

Not only does The Detroit News lead the first ten great metropolitan newspapers in total volume of advertising carried, but it also shows the greatest increase in lineage over a year ago. Each month sees increasing patronage of Detroit News columns by advertisers, both local and national, due to the growing conviction among those of experience that one medium adequately covers Detroit. And The News is that medium. In fact, no other city of Detroit's size or larger is so thoroughly covered by one newspaper as Detroit is by The News.

The Detroit News

Greatest Circulation Week Day and Sunday in Michigan.

N. Y. PUBLISHERS TO BROADEN SCOPE OF EMPIRE PRINTING SCHOOL

Executive Committee Asked to Consider Establishment of Stereotyping Course—Financial Support Assured—Associated Press Group Meets

MEMBERS of the New York State Publishers' Association at their fall meeting in Hotel Syracuse Friday and Saturday, Oct. 30-31, passed a resolution asking the executive committee to consider the establishment of courses in stereotyping and press work at the Empire State School of Printing. While these courses would be conducted separate from the typesetting and printing courses now given at the school they would be given in the same building under the direction of Ross Kellogg, director.

The action broadening the work of the school of printing has already been assured of financial support by New York City publishers, it was reported. Passage of the resolution followed the address by Victor Ritter, vice-president of the *New York Staats-Herald*, who visualized a training center for all branches of newspaper work. The foundation of a school of engraving at the Empire State School is already under way and has the backing of a group of New York City citizens.

Mr. Ritter emphasized the growing demand for a center devoted to training men for newspaper careers in the mechanical, circulation, advertising and business management departments as well as the news and editorial departments. He said the schools of journalism provide the latter but they are not properly understood and that there should be training in the fundamentals of the newspaper profession exclusive of the news and editorial ends which the schools of journalism provide.

At the Friday evening banquet the speakers were James W. Brown, publisher of the *EDITOR & PUBLISHER*, and Edwin S. Friendly, business manager of the *New York Sun*. President Frank E. Gannett presided.

Mr. Friendly's address was extensively reported in *EDITOR & PUBLISHER* last week.

"Editorially the trend in newspaper making is decidedly in the direction of better newspapers," Mr. Brown maintained. "A broader view prevails, more care is exercised in the selection of material; there is more tolerance and fairness, less coloring of the news, more courage in the editorial page and much greater world service."

Mr. Brown called attention to the publication the previous week in daily papers throughout the land of the full text of the Locarno treaties before their submission to the parliaments of the various states. By such prompt release of a 5,000-word dispatch and immediate transmission of it over a 3,000-mile cable circuit without relay and at small cost to the newspapers he maintained we now have "open covenants openly arrived at."

The tendency among newspapers editorially is toward elimination of free readers, free write ups, free publicity, more original authoritative articles, and fewer canned statements, Mr. Brown pointed out. He emphasized the tremendous growth of newspaper advertising, because of its flexibility and facility. In administration, he maintained the tendency is toward a widening gap between editorial and advertising departments.

"The need of the hour in the editorial rooms is for more adequate compensation, and more adequate compensation of personnel would effect a great saving in turnover, which our surveys have shown to be more than 50 per cent in editorial departments alone," Mr. Brown stated.

"In circulation the trend is undoubtedly to independent carrier service with privately owned motor delivery, fewer schemes, fewer contests, fewer premiums, fewer cut rates and bargain days and more straight selling on the merits of the paper and at straight rates."

"In advertising the tendency is to a higher rate for department store advertising, less of a differential as between the local and national rate, less puffs and

free write-ups, less expensive merchandising service, more lineage and ever more lineage in every issue, always an increasing volume of business. Indeed, the slogan seems to be "The sky is the limit," take all the good clean honest business you can get.

"Newspaper advertising is about 100 per cent greater in volume this year than it was in 1914, when statistics were first gathered."

"The power of newspaper advertising to serve the home folks was powerfully demonstrated in Chicago recently when the Fair, big department store now owned by S. S. Kresge, put on its 50th Anniversary Sale. The sale was advertised in the Friday and Saturday evening papers, and with eight pages in the Sunday *Chicago Tribune* and seven pages in the Sunday *Herald-Examiner*. The sales Monday amounted to \$480,000. The increase in sales on the week over the same period the previous year amounted to a million dollars. Newspaper advertising was the backbone of the sales effort."

"But the tendency is to a higher rate for the big store and the encouragement of the smaller specialty house. The *Cleveland Plain Dealer* department store business is now reported as 15 per cent of the total volume carried by that paper, whereas some years ago it was 40 per cent."

"In the old days most newspaper promotion copy in the columns of the newspaper dealt with the exclusive stories printed, 'beat' this and 'beat' that. Now such copy deals mostly with lineage and circulation gains. I am inclined to think we must shortly hark back to the old days of the excellency of the product, of its distinguishing characteristics."

Mr. Brown paid a high tribute to the Audit Bureau of Circulation. From a small beginning ten years ago, he said it is now the "yardstick of circulation," furnishing advertisers and readers with an impartial and absolutely accurate account of circulations.

Mr. Friendly gave suggestions observed from his connection with the business management of the *New York Sun*. In his opinion newspapers do not devote enough time and thought to their own publicity. He told of the care which Mr. Munsey goes over the advertising which the *Sun* does.

"There is no more important thing to a newspaper than the publisher's responsibility to his readers; nothing has a more direct bearing on the business office than the publisher who is honest, sincere, and straightforward, and whose staff follows his ideals in making his newspaper."

The New York State members of the Associated Press gathered following the banquet. Expansion of the state wire ser-

vice was approved and it was voted to open an office in Rochester. A similar office was opened in Syracuse last year in response to the demand for more up-state news.

Fred P. Hall of Jamestown was elected to represent New York state, outside of New York City, on the Eastern division advisory board.

Edward McKernon, superintendent of the Eastern Division of the A. P. addressed the members.

Gardner Kline of Gloversville was re-elected chairman of the association; Russell Hathaway of Albany was re-elected secretary.

At the business session of the publishers group Jerome D. Barnum of the *Syracuse Post-Standard* gave a report on the postal rates and matters brought up at the meeting of the A. B. C. convention at Chicago. He advised the publishers against entangling alliances with other interests on the postal situation.

L. B. Palmer, manager of the American Newspaper Publishers Association, spoke in detail of the meeting of the association to be held in White Sulphur Springs, Nov. 10, 11, 12. Twelve members reported they intended to attend.

Frank E. Gannett reported present tendencies in the news print market easy but that the situation would tighten up in the next year. He advised economy in the use of the news print. There was also a discussion of improved typography, printing, the tabloid newspaper, and labor problems.

Fred H. Keefe of Newburgh discussed the legislative program for the year and stated that each member would receive an outline of it in the near future.

Compensation for Plane Deaths

It required but a few moments for the Ohio State Industrial Commission to pass on the applications of the widows of Maurice C. Hutton and Verne F. Timmerman, staff representatives of the *Dayton (O.) Journal*, for awards under the workmen's compensation law. The newspaper men were killed when the plane in which they were returning to Dayton from the Pulitzer air races crashed near New Salem, Pa. Each of the widows will get \$6,500, the maximum amount allowed. Hutton was aviation editor of the *Dayton Journal* and Timmerman a photographer.

For The Six Months Ending Sept. 30, 1925

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

239,198

The average net paid per Sunday circulation of THE SUNDAY SUN for that period was 183,814—a gain of 1,783.

Everything in Baltimore Revolves Around

THE  SUN
Morning, Evening, Sunday

MIAMI, FLORIDA, Publishers' Government Sworn Statements

(Average Daily Net Paid)

CIRCULATION

For Six Months Ending September 30th, 1925

Reveals the Following Facts:

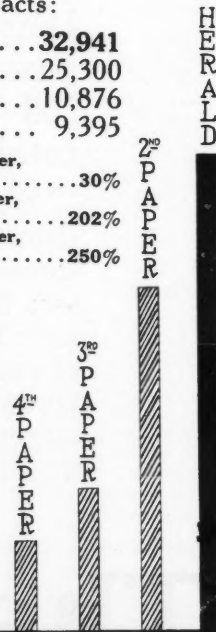
The Miami Herald.....32,941
The Second Paper.....25,300
The Third Paper.....10,876
The Fourth Paper.....9,395

Herald's Lead Over Second Paper, 7,641, or30%
Herald's Lead Over Third Paper, 22,065, or202%
Herald's Lead Over Fourth Paper, 23,546, or250%

Total Daily Circulation of Four Miami Newspapers

78,512

41% of which is carried by The Herald



The Miami Herald

"Florida's Most Important Newspaper"

FRANK B. SHUTTS, Publisher

Greatest Circulation Week Days or Sunday in Miami and Lower East Coast Territory.

Largest morning & Sunday circulation west of St Louis
Los Angeles EXAMINER

New York World Presses

Hoe Sextuples and Octuples Must Be
Moved Quickly to Make Room
for More of the New

DUPLEX

High Speed Super
Units

Two Hoe Octuples, Four Hoe
Sextuples, all in Good Condi-
tion—Now Running Regular
Edition of New York World.
May Be Inspected at Any Time.
Bargain Price to Quick Buyer.

Duplex Printing Press Company

Battle Creek, Mich.

Eastern Office, World Bldg., N. Y. City

RED HAT LURE ENLISTS 18,000 BOYS IN CAMPAIGN AGAINST FIRE

Baltimore Sun's Dramatization of Fire Prevention Week Becomes a Local Institution—4,000 Parade to Music of 3 Bands

THE *Baltimore Evening Sun* recently completed its third annual Junior Fire Department celebration, an enterprise which is thought to be unique.

For more than four weeks the attention of 18,000 boys was centered on means to eliminate fire hazards in their homes and in their neighborhoods.

The affair ended with a celebration in the forenoon one Saturday with 4,000 boys taking part in a gathering in the Fifth Regiment Armory and then marching downtown in a parade with 700 real firemen marching with them, three bands leading sections of the procession. There was an entertainment at the armory the biggest element of which was a moving picture of the Junior Firemen parading the year before. Some of the boys saw themselves in the picture.

In the parade the chief of the Junior Fire Department, rode alone in the red automobile of a chief of the department, with a chauffeur to drive him. The chief was free to sound the real chief's bell any time he wanted. And he made it work overtime. He was picked by August Emrich, the real chief of the Baltimore department, from the following body of boys who had qualified themselves for their special positions by writing the best suggestions on how to prevent fire: 12 battalion chiefs, 200 captains, 200 lieutenants. Each of the 18,000 boys who participated in the Junior Fire Department activities made ten suggestions. They wrote their suggestions and sent them to the office of the *Evening Sun*. They were judged for effectiveness of the suggestions by members of the staff and the Board of Fire Commissioners of Baltimore.

The parade ended with a demonstration of the Baltimore fire-fighting apparatus in the City Hall Plaza, the boy chief, battalion chiefs, captains and lieutenants being allowed to manipulate some of the apparatus.

A concert was given by a band made up of a consolidation of three organizations. John Philip Sousa came to Baltimore especially to lead this consolidated band.

The whole affair resulted from a suggestion received by J. Edwin Murphy, managing editor of the *Evening Sun*, and Edwin A. Fitzpatrick, Jr., assistant managing editor, from the Board of Fire Commissioners three years ago. The Board went to those executives with a request that special publicity be given in "fire prevention week." Neither Mr. Murphy nor Mr. Fitzpatrick believes much in preaching. The suggestion that they print stories and editorials on how to avoid fire during the designated week did not appeal to them. The Commissioners were anxious to arouse the adults,

Messrs. Murphy and Fitzpatrick told them that the best way to arouse the adults was to get the children interested. They dramatized the movement by planning the Junior Fire Department.

This year firemen's hats were distributed to a limited number of boys who distinguished themselves. Handsome badges were also supplied to the chief and the battalion chiefs of the junior fire department. Every boy in Baltimore wanted one of those hats. They are still trying to get them.

The boys got into the contest and the Junior Fire Department by getting their parents to sign blanks agreeing that they might join. These blanks were distributed at the office of the *Evening Sun*, at fire headquarters and at the fire engine houses throughout the city.

Parents who appeared at the office asking for hats for their sons or for application blanks proved the correctness of the judgment of Messrs. Murphy and Fitzpatrick by saying that their sons had been unable to talk about anything but the Junior Fire Department from the date the announcement was made in the paper.

That it was effective in directing the attention of people to simple measures they could take to avoid fires is beyond question. The boys who joined pledged themselves to clean yards, cellars and garrets of causes of fire such as paper and boxes, and were reminded of the dangers attending the use of the electric iron, the use of gasoline and other inflammable materials. They were asked if they knew how to turn in a fire alarm.

Six thousand boys joined the department in the first year. This third year 18,000 joined.

RADIO CONFERENCE NOV. 9

Editors and Representatives of Industry to Meet in Washington

Radio editors of many of the leading newspapers and magazines of the United States have signified their intention of participating in the Fourth National Radio Conference called by Secretary of Commerce Herbert Hoover.

The conference will open on Monday, Nov. 9, at 10 a. m. in the auditorium of the United States Chamber of Commerce Building.

The three previous conferences solved many of the problems which embarrassed radio communication, and contributed greatly to its rapid progress, Secretary Hoover pointed out. New questions now require consideration.

The conference is called for general discussion and consideration of matters affecting radio communication in the United

States from the viewpoint of the public interest.

The conference will include representatives of all radio activities.

While consideration will be given to radio activities generally, the principal problems will be those affecting broadcasting. The subjects, so far as they can be outlined at present, will be:

(1) Recognition of the principle that service to the listening public must be the basis for every broadcasting privilege and for all radio regulations.

(2) The present saturation in broadcasting due to the exhaustion of channels, and the necessity for limiting the number of stations on the basis of public service.

FREIGHT EMBARGO HITS FLORIDA NEWSPRINT

President Johnson, S. N. P. A., Asks Railroads to Expedite Shipments to Prevent Famine—Presses Held Up

As a result of requests from Florida newspaper publishers the Southern Newspaper Publishers' Association during the past week appealed by telegraph through its president Walter C. Johnson, to freight traffic managers of Florida railroads for the issuance of sufficient permits to insure an ample supply of Florida daily newspapers. This action was brought about by a shortage in Florida of newsprint paper as a result of the freight embargo now in effect in that state.

Publishers have advised S. N. P. A. headquarters that they have been experiencing some difficulty in Florida in obtaining freight permits since the embargo was placed in effect.

Mr. Johnson explained it is first necessary for the permit to go to the manufacturer before a shipment of paper will be made. He said he had been advised there was at one time 7,000 freight cars held up in the Jacksonville, Fla., yards.

Included in this number were some cars of newsprint paper.

Another report has reached the S. N. P. A. that one Florida newspaper had 47 carloads of paper at an eastern port which could not be moved on account of congestion and uncertainty of unloading and that several Florida newspapers were facing reductions in the size of their papers if a sufficient supply was not made available immediately.

The president has been advised that the shortage of labor has made docking facilities uncertain and unsatisfactory.

Another Florida publisher, according to Mr. Johnson, reported that a new press was held up in New York because of the congestion.

Mr. Johnson states this is the first time since the World war, and immediately thereafter that the S. N. P. A. has been called in to handle the freight traffic situation for any group of publishers.

Following is a copy of telegram sent to traffic managers of three railroads by Mr. Johnson:

"Am informed that many Florida daily newspapers are facing critical situation because of shortage of newsprint paper due to congestion and limited tonnage permitted to move. During the war newsprint was given preferential treatment as necessity and I appeal to you for issuance of sufficient permits to meet all needs of Florida newspapers. Please wire fully how you find situation on your line and what steps can be taken to insure ample supply of newsprint. Southern Newspaper Publishers Association,

W. C. Johnson, President."

The traffic manager of Seaboard Air-line in response to the request wired S. N. P. A. headquarters his road stands ready to give special consideration to shipment of newsprint paper in carload lots to relieve the Florida shortage. The traffic manager of the Atlantic Coast Line asked S. N. P. A. headquarters to furnish him with a report of newspapers on his line in Florida using newsprint paper in carload lots.

"THE BOY FRIEND"

A Daily One Column Comic

"We regard 'THE BOY FRIEND' as peculiarly representative of the innocent, pleasant, frivolous aspects of youthful life in our present age and as a relief from the coarser tendencies of so much flapper humor."—CHICAGO DAILY NEWS.

By Marjorie Henderson



LEDGER SYNDICATE
INDEPENDENCE SQUARE PHILADELPHIA, PA.

The INDIANAPOLIS

RUNNING against a national advertising record established in 1924, a local display record in 1920, and classified and total lineage records in 1923, The Indianapolis News has just completed the largest October in its history. Lineage records are written in results for advertisers.

By invitation, exclusive Indiana representative, The 100,000 Group of American Cities.

NEWS

FRANK T CARROLL
Advertising Manager

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

Chicago Office
J. E. Lutz
The Tower Bldg.

"You can't beat life, no matter how hard you try!"

That's the keynote of

"SPINSTERHOOD"

By Virginia Swain

(Copyright, 1925, NEA Service, Inc. All Rights Reserved.)

The new, great newspaper serial to be
Released November 23 by
NEA Service, Inc.



This girl chose Ambition



Love and pain and
ambition! Glory
and heartache!

Close to the life of
every woman, and
every woman who
sees the opening
chapter will read it
to the end!



And this girl chose Love

A sure fire circulation maker, written
directly for the newspaper public---and
directed by the only staff in America
that KNOWS HOW to construct successful newspaper serials!

NEA SERVICE, Inc.,

1200 West Third Street

Cleveland, Ohio



The World's Greatest Newspaper Feature Service



ZELLERBACH SUSTAINED BY U. S. JUDGE IN INCOME TAX CASE

Methods Devised by Paper Company to Declare a Non-Taxable Dividend Revealed in Decision of Board of Tax Appeals—History of Case Told

By LEO A. McCLATCHY

WASHINGTON, Nov. 5.—Methods devised by the Zellerbach Paper Company of San Francisco, to declare a dividend in 1917 that would not be taxable by the federal government as income, and would, at the same time, not appear to the public as constituting a dividend at all, are revealed in the decision of Judge Adolphus E. Graupner of the United States Board of Tax Appeals.

The decision sustains the appeal filed by Isadore Zellerbach, president of the company, against a deficiency of \$25,159.16 which the treasury assessed against him, and the appeal he filed as executor of the estate of his mother, Mrs. Theresa Zellerbach, on which an assessment of \$85,882.05 had been levied.

In both cases, the issue involved was a dividend declared by the Zellerbach Company in 1917. The treasury declared this was a cash dividend, and hence was subject to tax. The appellants maintained it was a stock dividend, and as such, exempt from tax. This latter view was upheld by Graupner.

In the "findings of fact" accompanying the decision, it is brought out that the company, in 1916, issued a stock dividend of \$750,000, concerning which, it is said: "This stock dividend aroused considerable discussion among customers of the company and in financial circles, and newspaper articles commented on the 'cutting of a melon' by the company. The gist of such discussion and comment was that the company was making very large profits and taking advantage of its important position in the manufacture and sale of paper to charge extremely high prices."

In 1917 the question arose of declaring another \$750,000 stock dividend, but, it is related in the "finding of facts" that: "Because the stock dividend of 1916 had resulted in much adverse criticism among those engaged in the paper trade and in financial circles, the officers and directors were reluctant to openly declare a stock dividend in the amount of \$750,000 within twelve months thereafter. The large stockholders, including the taxpayers, also objected to such a procedure as they believed it would subject them to heavy income taxes, stock dividends being regarded as income at that time. However, they were willing to convert surplus into capital as suggested if these objections could be overcome. The result of conferences among the officers, directors, and leading stockholders of the company, who held a total of 20,104 shares of the outstanding 22,500 shares, was the adoption of a plan whereby the capitalization of \$750,000 of surplus would be accomplished by calling for subscriptions for the 7,500 shares of stock remaining in the treasury of the company on the basis of one share for each three shares held by the stockholders, and the offsetting of the same by declaring a cash dividend in the total of \$25 per share on the total 30,000 shares of the company payable in two installments, one in 1917 and one in 1918. This plan was evolved to avoid the appearance of a stock dividend and at the same time distribute the income tax to the stockholders over a two-year period."

This scheme was adopted prior to the decision of the United States Supreme Court when it was believed that stock dividends were subject to income tax the same as cash dividends. The supreme court later ruled stock dividends were not subject to income tax.

At the time this plan was evolved, approximately 92 per cent of the stock of the company was held by members of the Zellerbach family, "or by officers, directors or employes of the company who were in accord with the plan." The remaining eight per cent of the stock was

held by "outsiders" to whom the plan was not divulged, the reason being to avoid publicity.

On April 2, 1917, the commissioner of corporations of California authorized the Zellerbach Company to sell 7,500 shares of its capital stock at \$100 per share. The company then notified the stockholders that the permit had been issued. As explained in the "findings of fact" by the Tax Board:

"This notice announced that all of the stockholders had subscribed for their pro rata; that the issue would be confined to one-third of their present holdings, eliminating fractions, and that a certificate for their pro rata of shares was ready for delivery. On March 15 there were 51 stockholders who held an aggregate of 22,500 shares in the company and of these, the holders of only approximately eight per cent of the outstanding stock paid in \$65,500 for their pro rata of the shares. None of the stockholders paid in any money and it was definitely understood by the holders of approximately 92 per cent of the stock that they would not be called upon for a stock subscription and that no money was to be paid by them. This understanding or agreement was never changed or modified."

"Neither Theresa Zellerbach, who was the largest stockholder, owning 7504 shares, nor Isadore Zellerbach, who was president and the next largest stockholder, owning 5475 shares, these joint holdings being more than 57 per cent of the stock, made any subscription for the stock. Neither of them paid any money for the pro rata of stock to which they were entitled, but on April 7 certificates for 2501 and 1825 shares were issued respectively to Theresa and Isadore Zellerbach. Neither of them was charged on their personal accounts on the books of the company with the amounts which they should have paid had they been bona fide subscribers."

On April 7, 1917, certificates for shares

of stock were issued to each member of the group, including other members of the Zellerbach family, who owned approximately 92 per cent of the capital stock "without regard to the fact that no subscription had been received from any such member."

The 8 per cent minority actually paid for their subscription, and this was returned to them in two installments, one in June 1917 and the other in June 1918.

In his opinion, Judge Graupner pointed out that it had been necessary for him to wade through a "maze of inconsistencies existing between the minutes, the books of account and the actions of the officers and directors of the company," but he added that these actions were at least "consistent with the plan to give the stock dividend the appearance of being something else."

"Approximately eight per cent of the stockholders" (those not within the controlling force of corporation) the opinion added, "paid in cash for their pro rata of the 7500 shares. They were nominally paid two dividends of \$12.50 each on all of the stock owned by them, but as a matter of fact, they were repaid the money which they had paid in and thus had their stock for nothing. The holders of approximately 92 per cent of the shares (the operating majority) paid nothing and received nothing but their pro rata of the 7500 shares of stock. The sum of \$750,000 was transferred from a surplus to capital stock with a corresponding issue of stock certificates and the plan of the controlling factors of the company was accomplished. The fact that the officers of the company sought to delude the public or to distribute over two taxable years what they feared would be taxed in one year cannot influence us in deciding these appeals upon their merits."

Radio Show a Success

Buffalo's Second Annual Radio Exposition, promoted by the Radio Trades Association and the *Buffalo Courier and Daily Star*, was a success in point of attendance and exhibits. More than 55,000 people visited the auditorium to inspect 140 display booths.

New Oklahoma Daily

Cecil Colbert, editor of the *Fort Cobb* (Okla.) *Express*, weekly, has started publication of a daily, the *Fort Cobb Dinner Horn*.

TRANS-ATLANTIC TEST OF "RADIOSCOPE"

Telefunken Company, Berlin, Announces New Invention for Sending Script, Photographs and Movies by Wireless

The Telefunken Company of Berlin has announced trans-Atlantic tests will be conducted shortly of the Radioscope, a new machine for the almost instantaneous transmission of script, photographs, or motion pictures by wireless, the invention of Dr. Carolus of the University of Leipsic.

The announcement made in Berlin was to the effect that the tests would be held with the co-operation of the Radio Corporation of America.

In New York officials of the Radio Corporation denied knowledge of the invention and the promise of co-operation. It was admitted the Berlin Company was an associate concern.

A paper surface ten centimeters square bearing either writing or a photograph, can be transmitted by wireless or wire by the Carolus instrument in a few seconds, it is said, and ultimately transmission will become instantaneous. Telegrams, it is argued, will become much cheaper, since instead of a message being sent word by word in the Morse alphabet it will be dispatched all at once—and be received in the sender's own handwriting.

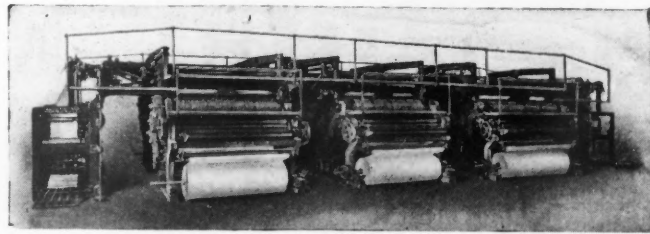
A whole newspaper page can thus be transmitted by wireless in facsimile. The importance of this development in the long-distance transmission of important documents, signatures for business purposes and police data, photographic and otherwise, can scarcely be overestimated.

The inherent difference between the German radioscope and previous instruments of a similar type is that it functions far more readily, according to the promoters, and thus overcomes the prohibitive cost of earlier devices.

The Radio Corporation of America has conducted several successful tests of wireless picture transmission.

Kimball-Mogensen's New Office

On Nov. 1, the New York offices of the Kimball-Mogensen Company, newspaper advertising representatives, was moved to 270 Madison avenue.



DOUBLE-SEXTUPLE COMBINATION TRIPLE QUADRUPLE "Multi-Unit" PRESS

—with four folders and triple drive. This machine gives the publisher maximum capacity on all sizes of papers for the least investment in equipment. It economizes floor space, eliminates idle press-sections and offers all other advantages that characterize—

Scott

"Multi-Unit" and "Straight-Unit" Presses

WALTER SCOTT & COMPANY

Main Office & Factory Plainfield, New Jersey, U. S. A.
New York Office.....1457 Broadway
Chicago Office.....1441 Monadnock Block
Cable Address: WALTSCOTT NEW YORK

A RECORD-BREAKING OCTOBER

During the Month of October, 1925, the
New York Evening Journal printed

5680½ Columns

OF PAID DISPLAY ADVERTISING

This is the largest volume ever printed by the Evening
Journal in October, exceeding last year's record by a

Gain of 338 Columns

During October the Evening Journal exceeded
the next nearest New York evening paper by over

169 Columns

For eleven consecutive years the Evening Journal has
printed more advertising than any other New York eve-
ning paper. For the first ten months of 1925 it leads the
next nearest evening paper by over half a million lines.

NEW YORK JOURNAL

Largest Evening Circulation in America—and at 3c a Copy.

MORE THAN DOUBLE THE CIRCULATION OF ANY NEW YORK EVENING PAPER



OUR OWN WORLD OF LETTERS

By JAMES MELVIN LEE

JOSEPH BUCKLIN BISHOP is an old newspaper man. After being graduated from Brown University in 1870 he joined the famous old staff of the *New York Tribune*—a staff that consisted of such men as Whitelaw Reid, John Hay, Bayard Taylor, George Ripley, John R. G. Hassard, etc.

It is not surprising, therefore, that Mr. Bishop in his "Notes and Anecdotes of Many Years" (Charles Scribner's Sons) devotes considerable space to incidents and anecdotes of his newspaper career. Some of the material in this volume has previously appeared in magazine form and was mentioned in this department at the time of its publication. The volume, however, contains much new material, especially about such newspaper men as Horace Greeley, Edwin L. Godkin, John Hay, Isaac H. Bromley, William Winter, James Gordon Bennett, Noah Brooks, Charles A. Dana, and William Cullen Bryant.

After a brief introductory chapter Mr. Bishop devotes two chapters to Horace Greeley and his *Tribune*. He lets the reader catch this glimpse of the entrance to Greeley's sanctum:

The editorial room fronted on Printing House Square, and was entered through the reporters' room. A half-partition of wood and glass, the latter very dirty and never washed, separated the two. It was only eight feet or more in height, but, low as it was, to the minds of the reporters it was the most formidable of barriers.

Then he opens the editorial door and shows Horace, "careless and dishevelled in dress, as if he had put on his clothes in the dark, with the round and rosy face of a child and a cherubic expression of simplicity and gentleness." Later Mr. Bishop adds of Greeley that "a more whimsical, impracticable, lovable man never lived, and American journalism has produced few superiors to him as a clear and forcible editorial writer."

In August, 1883 at the invitation of Edwin L. Godkin, editor of the *New York Evening Post*, Mr. Bishop joined the staff of that journal as an editorial writer—a position that he held until 1900. Consequently his chapter on Godkin is a personality sketch from first hand observation. Of Godkin Mr. Bishop speaks as follows:

Nothing delighted him more than what he was fond of calling "journalistic rows." When one of these broke out between two or more contemporaries, he always followed it with intense enjoyment, and sooner or later fairly itched to take a hand in it. The "joy of combat" inherent in the Irish blood, was strong in him, and he knew he must watch it. Repeatedly, when a "row" was on, he would write something about it, just by way of trial, and then take advice. If you said in criticism that in writing about it he had committed some of the most flagrant of the offenses that he had for years been assailing as the leading characteristics of these "rows," he would burst into a roar of laughter and say: "Well, I am afraid that is so, but I really should like to show what a pair

of humbugs they are." But he would destroy his "copy" nevertheless. Never was his enjoyment of a "row" keener than when he himself was the object of attack, as was very often the case. He would read all the hard things said of him in one paper after another, fairly shaking with pleasure, and then say: "What a delightful lot they are. We must stir them up again." If the able editors who thought they were making him miserable with their "scathing" attacks upon him as "Larry" Godkin could have seen him under these conditions, they would have been greatly astonished.

The man who receives the most attention in the volume is Theodore Roosevelt. Other prominent personages are also portrayed in detail and with so much wit and fun that the reader is bound to know them better because of Mr. Bishop's book. So good are these that every newspaper man who reads the volume will want to keep it for his personal library.

THOSE who have anything to do with the classified section of the advertising department will find several laughs in the article "Pathos and Humor Mix at Tribune Want Ad Counter" which Betty Sander contributes to *The Trib* for October. The *Trib*, as I have mentioned a number of times, is the house organ for those who work on the *Chicago Tribune*. The *Tribune* by the way has just issued a supplement to its radio book and has brought material down to Oct. 1, 1925, so far as station data are concerned.

AN editorial in the *Christian Science Monitor* for Oct. 31 discusses the matter of future ownership of the *Chicago Daily News*. In doing so it comments about Mr. Munsey's newspaper properties in New York, the provisions of Joseph Pulitzer for the management of the *World*, after his death, the trust created by William R. Nelson for continuing the *Kansas City Star*, etc. It pays special attention to the more novel method of controlling the future of a newspaper—that adopted by Major Astor, owner of the *London Times*. This editorial concludes with the comment that it

would have been interesting had Mr. Lawson adopted some similar plan for assuring the future of the *Chicago Daily News*.

LITERARY editors who have not received a copy of the booklet "O. Henry" by Arthur Bartlett Maurice who used to be literary editor of the *New York Sun* should send a request to O. Henry Memorial Association, 18-20 Market street, Asheville, N. C. Mr. Maurice has boiled down his copy and yet produced something that gives the reader a fairly comprehensive sketch of the life of O. Henry.

HOWARD WHITE in *The Ohio Newspaper* for October—a copy which has just reached my desk—tells about the newspapers of England as seen through American eyes. In discussing British newspapers he comments about their strange ideas of what is news, describes the peculiarities of editors, and chats about the advertising columns. At one time Mr. White was on the staff of the *Columbus Dispatch*—a paper that received a good write-up in this issue because of the fact that it has recently moved into its new home on the East Side of Capitol Square.

TO *The Yale Review* for October Thomas L. Masson contributes a serious discussion on "Humor and Comic Journals." With rare skill Mr. Masson picks out and enlarges upon the pivotal point around which the comic journal not only in America but also in other countries revolves. For example, the pivotal point of *La Vie Parisienne*—the representative French comic journal—is "woman as a plaything." In other words, sex is the motif of its editors.

The editorial policy of the comic periodical is thus summed up by Mr. Masson:

A humorous weekly can never depend for its permanence and solidarity upon its humor, for the reason that any solid mass of jokes must inevitably defeat its own purpose. That elusive thing which causes laughter is hinged always upon the element of surprise; it must therefore be casual and occasional. Besides, people do not want a diet of laughter without intermission. It has been proved over and over that what they really want is to be informed. The delusion that real knowledge lies just over the rim of the horizon still persists, in spite of the constant disappointments. We are all intense radicals in our aspirations. Thus the skillful editor hides the deep-seated conservatism of his humorists under the changing aspects of ridicule as applied to the new aspects of things in general, and at the same time, along with this,

FORESHADOWED EVENTS

- Nov. 9—Fourth National Radio Conference, Washington, D. C.
- Nov. 12-14—American Newspaper Publishers Assn., first annual fall meeting, White Sulphur Springs, W. Va.
- Nov. 16-18—Association of National Advertisers, annual convention Washington, D. C.
- Nov. 17-18—Sixth District, A.A.C.W., annual convention, Chicago.
- Nov. 19-20—Tenth District, A.A.C.W., annual convention, Fort Worth, Tex.
- Nov. 22-24—Seventh District, A.A.C.W., annual convention, Oklahoma City.

he mirrors the times. *Punch* is the most faithful historian of modes and manners, and modes and manners are by far the best history; other more seemingly solid things fade. Readers of a humorous paper get something more enduring than laughter, and get it in a way not conveyed through any other medium; they get it, so to speak, in flashes of type and pictured scenes. If you would know what they are doing in London, what they are eating and drinking and saying and wearing, read *Punch*.

Mr. Masson is rather positive in his belief that comic weeklies are not much more than good incubators of talent. In such journals the humorist often finds his first market but he soon breaks away to find greater freedom in the newspapers and special stories in the popular magazines. One is surprised to find in the article no mention of such comic journals as *Vanity Fair*, *Punchinello*, *Tomahawk*, etc. Mr. Masson does mention the present *Vanity Fair* but does not give a line to the old *Vanity Fair* which under the editorship of Artemus Ward was probably the greatest comic journal, in the true sense of that word, that the world has ever seen.

Ohio Publishing Company Incorporated

The Steubenville (O.) Press Publishing Company has been granted an Ohio charter with a capital of \$35,000. The incorporators are James J. Weir, John D. Gardner, Harry A. Cooper, Carl F. Allebaugh and A. G. Gardner.

Want a job? Want a man? Want a press? Want type? Fill all wants in EDITOR & PUBLISHER classified department.

Spain

Joe Mitchell Chapple has gone to Spain to have some little talks with big people—

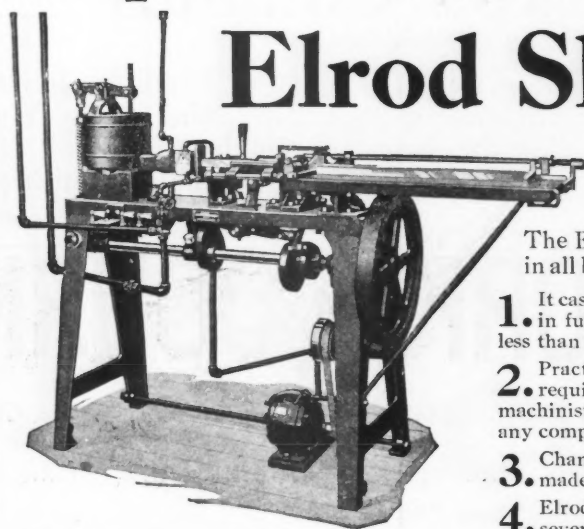
YOU'LL WANT
THIS NEW SERIES

Ask Us About It

Joe Mitchell Chapple Associates

"The Atlic," Waldorf-Astoria, New York City, N.Y.

Simple — Economical — Efficient



Elrod Slug Caster

for Leads, Slugs, Rules

The Elrod Slug Caster is a profitable investment in all but the smallest composing rooms because—

1. It casts leads, slugs and plain rules of various point sizes in full length strips or cut to any desired lengths for less than the cost of distributing.
2. Practically automatic and extremely simple, it does not require constant attendance of an expert operator or machinist. It can be operated with minimum attention by any composing room employee.
3. Changes from one size or kind of product to another are made quickly and easily with no intricate adjustments.
4. Elrod material is solid and stands up under the most severe press and stereotyping conditions.

Now fully licensed
by agreement under both the
Knight (Monotype) and
Elrod patents

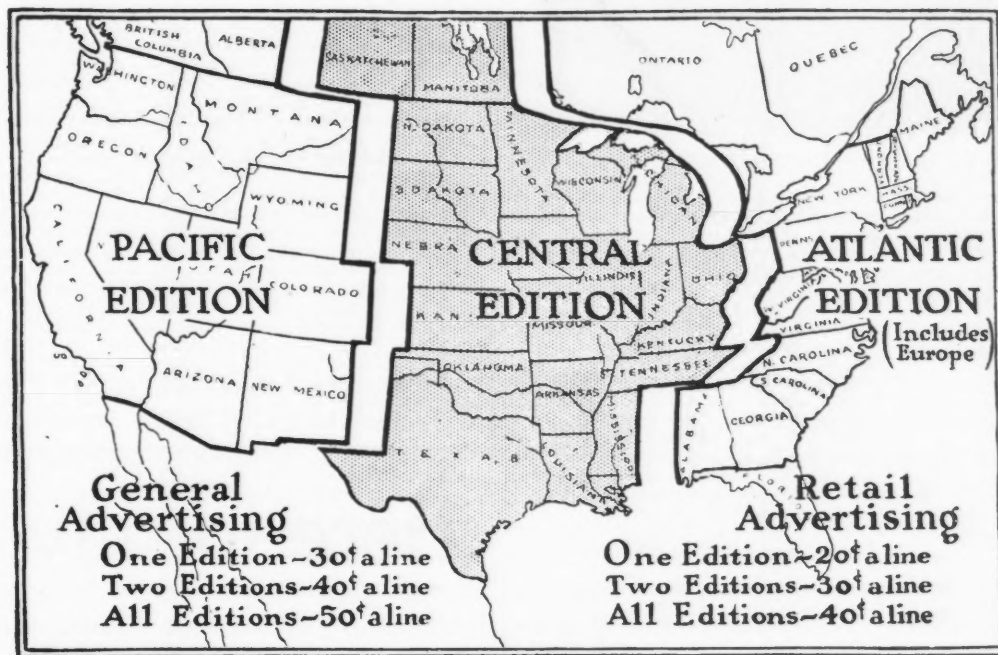
Ludlow Typograph Company

2032 Clybourn Avenue, Chicago

San Francisco: 5 Third Street
Atlanta: 41 Marietta Street

New York: 63 Park Row
Boston: 261 Franklin Street

What's New in Advertising? Look at This Map



To the National Advertiser whose product has only Regional Distribution—

To the Agency representing such Accounts—

This new plan of "Regional Advertising at Regional Rates" is well worth your early attention.

*Ask Any Monitor Advertising Office
for Full Information*

The Christian Science Monitor

ADVERTISING OFFICES

BOSTON
NEW YORK
PHILADELPHIA

CHICAGO
CLEVELAND
DETROIT
KANSAS CITY

SAN FRANCISCO
LOS ANGELES
SEATTLE
PORTLAND

LONDON
PARIS
FLORENCE

An International Daily Newspaper Publishing SELECTED ADVERTISING

NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



Howard Kahn Describes How "Mr. Fixit" Works

"MR. FIXIT is the best man I've ever known. He ought to run for Mayor of St. Paul."

The other day a letter of this sentiment came to the desk of Howard Kahn, editor of the *St. Paul News*.

"And we have received many others like it since we started our Mr. Fixit column about a year ago," Mr. Kahn said this week in an interview.

The column he referred to is one of several good will building stunts Mr. Kahn has tried out since he assumed the *News* editorship in 1920.

"We try to make Mr. Fixit a sort of free lawyer for the people," he explained. "He has been very successful in St. Paul, and now I think he might well take up practice elsewhere, using a local newspaper as his office."

Mr. Fixit, the phantom attorney, announces on his shingle, tacked to the top of his daily column, that he will take all complaints and questions from St. Paul citizens to the proper municipal and state authorities and see that they are attended to and answered.

Thus he is called upon to find out why St. Paul has neglected to remove Mrs. Jones' garbage for three days. When a sewer is reported to him as being out of order, he goes to the right city official and has it put to rights. Poor Mrs. Tony Tirello, not long in St. Paul from Italy, appeals to him for advice as to where she may obtain good free medical attention.

And so the questions and complaints pour in—at the rate of fifty letters a day, according to Mr. Kahn. All questions are published in the column with their answers. Names are withheld, although a rule insists correct names and addresses must accompany all queries.

"It saves the citizen from bothering around city hall, where, too frequently his complaint is buried under red tape mountains. A newspaper can get quicker action," Mr. Kahn said.

Of course the busy fixer must necessarily be a man of many hands and brains. And he is. This is the way he works.

A letter comes to the *News* office addressed to Mr. Fixit. First it goes to the desk of Mr. Kahn's secretary. She types it in duplicate. One copy goes to the reporter on whose run the query must be answered or the complaint filed. The other goes to a desk man, who keeps tabs on the reporter and sees that the questions are answered promptly.

"It turns up some mighty good stories," Mr. Kahn said. "But we keep confidence unless the writer is willing to let us publish his name."

Last winter a letter came from a

woman asking Mr. Fixit for help. Her husband had deserted her and her eight children, she scrawled in a shaky hand. The address was peculiar and a reporter was sent to investigate.

He found the poor woman living with her family in a tent on the icy windblown outskirts of St. Paul. Winters in that city are notorious. The reporter promised to help.

Pictures were taken and a good human interest story found its way to the newspaper front page.

The first mail after the *News* went on the street brought a letter with a \$90 gift for the woman. Before the week ended \$1,500 had been raised. Neighbors set to work and built the destitute family a shack.

Meanwhile copies of the newspaper went to other cities in the state. The woman's husband saw an edition telling of the money raised. He decided to return and share his "old woman's" good fortune. But that person had become independent. She wouldn't have him back.

"Wait till I get hold of that newspaper editor," shouted the enraged man.

About an hour later Mr. Kahn's door slammed open and shut with a bang.

"Are you the editor?" a raucous voice challenged.

"Yes," Mr. Kahn admitted.

"Well what do you mean by printing that I deserted my old woman, that I'm a drunk. You ———, You ———."

Kahn sprang to his feet. "I'm goin' to kill you," shouted the man, obviously mad with liquor.

Kahn was looking into the muzzle of a pistol. It wasn't a pleasant few seconds. He looked down at his desk. The Corona was about the highest object to hide behind.

But Kahn's secretary had shown nerve and quick wit. Unnoticed by the gun brandishing man, she had slipped from the room. She returned with the *News* staff as a reinforcement.

"Now we'll sit down and talk this over," said Kahn after the man had been disarmed. But without his pistol, the intruder didn't care to talk. He left, and Kahn hasn't seen him since.

"News, of course, is what counts the most, local news particularly," Mr. Kahn said. "But I am also a believer in all sorts of stunts and contests for building and holding newspaper circulation."

"For instance it is my personal hunch that if there are two newspapers in a town, the woman will be the one who will decide which her family will buy. Therefore I give plenty of space to women's features and news. Our newspaper has been criticized for giving so much space to women. Our Sunday paper, for instance, we give over to women to a very large degree."

"The stunt I like the best is the localized serial. We take a fiction story and change the setting from wherever it is to St. Paul. We give local names to streets and clubs, and make the story appear to be written about the home town."

"We also try to make a mystery of the author. We don't say absolutely that the serial was written by a St. Paul woman, but many seem to think so. Each day we get telephone messages, asking us please to tell who the authoress is. Some people become very angry. They read themselves into the fictitious characters."

"Of newspaper stunts of the past year, the best to my mind was the one conducted by the *Cleveland Press*, when the editor named a wreck of an automobile 'What Price Glory,' and sent it and a reporter-driver through a series of side-splitting adventures."

"On the *News* we made a one day

story, based on a somewhat similar idea.

"We got hold of an old Ford and labled it with a banner 'Freeport, Minn.' some small up-state village. Then we had a reporter dress as a hayseed and drive it through the city. He was instructed to stall as often as possible, break all the minor traffic regulations, and then come back to the office and write a story of his treatment by the police. It made a good yarn, and was instructive in that it told how a car should be driven through the city."

"For Christmas we play Santa Claus to the crippled children at a local hospital. All we try to raise is \$2,500 and that is sufficient to provide a splendid party for them. There are usually about 200 patients in the hospital and we promise to buy them whatever one thing they want most for Christmas. Yes, we have had to buy ponies and bicycles, but oftener than not the requests are very modest."

Mr. Kahn has been for five years the editor of the *St. Paul News*. He is a native of Indiana and a graduate of the University of Indiana, where he studied journalism.

Following graduation in 1908 he started newspaper work on the *Cincinnati Inquirer* as a reporter. After a year he went to St. Paul, where he began working for the *Dispatch*. He did all the reporterial runs and in four years had worked up to the position of editor of the Sunday *Pioneer-Press*.

That was in 1914. In that year, you may remember, a U. S. cruiser fired on Vera Cruz, Mexico, and a punitive expedition with General Pershing in command was crossing Mexican mountains chasing bandits who had killed Americans. Kahn went down there, not as a newspaper correspondent, but as a private.

He came back in 1916, fully decided he had missed the real battle fields, and sailed for overseas to enlist in the French army as an ambulance driver. When the World War ended he was mustered out a lieutenant.

Here to stay —

As Certified Dry Mats are entering upon their second year of manufacture in the U. S. A. to meet the preferences and needs of American business, publishers are beginning to give up their misgivings of monopolistic control, as they realize the significance of a free and open market for dry mats.

Publishers who have long realized the sensibleness of DRY MAT COLD stereotyping are now beginning to reap the benefits made possible by adopting CERTIFIED DRY MATS.

There is nothing difficult or mysterious about our process; it is being installed without any loss of time or interruption of schedules. Your stereotyper is perfectly capable and competent to adopt Certified without any loss of time or trouble.

It is a privilege for us to be able to explain the merits of Certified Dry Mats, and you do not incur any obligation whatsoever by asking for full particulars if you are now using wet mats or by trying samples if you are equipped to handle dry mats.

We invite you to get acquainted NOW.

Geo. A. Kubler, Pres.,

CERTIFIED DRY MAT CORPORATION

340 Madison Avenue, New York, N. Y.

For "wet mat" printing with DRY Mat facility—use Certified.

Made in the U. S. A.

Remarkable Growth
Detroit Times
Evening over 220,000
Sunday over 280,000

Another Big Month for THE NEW YORK SUN

In October this year The New York Sun carried 1,642,102 lines of advertising, against 1,382,630 lines in October last year—a gain of 259,472 lines.

This lineage leads everything in the New York evening field and beats the nearest evening paper by 41,278 lines. Indeed, for four consecutive months—July, August, September and October—The Sun has carried more advertising each month than any other New York evening newspaper.

The Sun's gain of 259,472 lines in October this year over October last year lacks only 10,000 lines of beating the combined gains for this same period of the Evening Journal, the Evening World and the Evening Post—the individual gains of all three of these newspapers added together.

A better understanding of what advertising building of this sort means is found in the fact that these great gains in The Sun's advertising volume are all made from advertising of the very first quality. The Sun stands rigidly for character and quality in its advertising columns, precisely the same as it stands for character and quality in its reading columns, and the readers of The Sun understand this.

The advertisers and advertising agents of the country, shrewd, keen men who know their business, are not putting advertising in The Sun as a compliment to The Sun or to its owner. They are putting advertising in The Sun because it is good business to put it there—because The Sun has a clientele of men and women who have money to spend and who spend it freely alike for their necessities and their pleasures—a larger concentrated audience of character and substance in the metropolis of the nation than advertisers can reach through any other newspaper. It is this audience that the sound business man wants to meet and does meet through his advertising in The Sun.

Incidentally, The Sun might add that in this day advertising is everywhere measured by the agate line—not by the column. The agate line is a standard that never varies; newspaper columns may and do differ greatly in length.

The Sun

280 BROADWAY

NEW YORK

WASHINGTON, D. C.
Munsey Building

BOSTON
Old South Building

CHICAGO
208 La Salle St.

LOS ANGELES
Van Nuys Building

PARIS
49 Avenue de l'Opera

SAN FRANCISCO
First National Bank Building

LONDON
40-43 Fleet Street

News Should Begin at Home

Why Search for the Hot Stories? Dozens of Them Beg to Be Written in Each City Room
By CHET JOHNSON

SOME alleged humorist once said: "Why go to Africa for ivory when there's so much of it at home?"

Paraphrase that: "Why send good (occasionally) reporters out to pile up taxi bills, wear out shoes and flop on stories when there are so many good yarns in every news room sobbing to be picked on?"

There isn't a city or managing ed in the country who would sit down and starve to death in a grocery store. Yet these same cuckoos, without exception, get news hungry day after day in the middle of scores of good, snappy yarns, and howl their heads off about the failure of murders, floods, earthquakes and scandals to happen when news is scarce.

Start right at the city desk. That's where the responsibility rests for this grave neglect. Breathes there a city editor with soul so dead who never has given cause for a story with this head:

CITY EDITOR RUNS AMUCK!

THREATENS TO SLAY ENTIRE STAFF FOR ALLEGED FAILURE TO GET FIRST EDITION STORIES IN BEFORE DEADLINE

GIRL WRITER IN HYSTERIC

CHIEF'S VIOLENT ATTACK CAUSES POOR SOB SISTER IN CORNER TO SCREAM "DAMN IT, SHUT UP! I'M TRYING TO TELEPHONE"

When the good old brand of crime stories is scarce, something like this can always be smoked up into a red-hot story:

PASTE POT THEFT BARED!

SPORTING EDITOR, BRANDED DESK RAIDER BY IRATE COPY READER, DENIES CHARGE AND USES SHORT, UGLY WORD

SLEUTH FINDS MISSING STICKUM

SUSPECT UNABLE TO EXPLAIN HOW LOOT REACHED HIS TABLE; TWO PENCILS AND OLD SCISSORS INCLUDED IN SWAG

See how easy it is if you just look around once in a while? As no edition is complete without a foul-play-feared story, the following may be used at any time without fear of libel:

MISSING OFFICE BOY SOUGHT!

DRAGNET OUT FOR LAD, LAST SEEN ON WAY TO ART ROOM: FRIENDS FEAR FOUL PLAY; SEARCH OF POOL ROOMS ORDERED

SPOT NEWS PHOTOS HELD UP

LOST YOUTH HAD ONLY PRINTS OF BRIDE WHO SWALLOWED POISON AND KING OF BOOTLEGGERS SOBS MANAGING EDITOR.

Perhaps it's feature stories you find most difficult to dig up on the spur of the moment. Why not try one like this:

STILL A "GIMME" AT 67!

VETERAN DRAMATIC CRITIC PROUD THAT HE'S NEVER SPENT DIME FOR CIGARETS BUT SMOKES REGULARLY.

FURNISHES HABIT AND MATCHES

YOUNGER GENERATION'S CUSTOM OF BUYING OWN PILLS DENOUNCED BY OLD TIME SCRIBE AS "JAZZ EXTRAVAGANCE"

Saturday, of course, is the best day for news in the office. It is then that the weekly outburst takes place in the general vicinity of the cashier's window. Capitalize that explosion—turn it into

type for a yarn that's worth bull lines and 48 point decks in any paper:

GIGANTIC FRAUD PROBED!

CASHIER DEMANDS INVESTIGATION OF EXPENSE ACCOUNT SWINDLE, ACCUSES REPORTERS OF MULCTING MANAGEMENT

TAXI BILLS FIRST UNDER FIRE

NICKEL CUDDLER BLAMES LAXITY OF CITY EDITOR FOR ALARMING INCREASE IN GRAFT; PAPER HEADED FOR RUIN HE SAYS

Conditions vary in every office. Some of the above yarns may not apply to every shop. But there is one that never fails. It is as certain of breaking at least once a day in every shop from San Ysidro, Cal., to Skowhegan, Me., as the photographer is of being jumped on for not getting a pretty girl somewhere in the picture of the church cornerstone laying ceremonies. If you haven't guessed it, here it is:

MANIAC THREATENS MASSACRE!

MAD FOREMAN CONFESSES DESIRE TO ANNIHILATE EVERY MAN, WOMAN AND BOY IN EDITORIAL ROOM; HURLS HINT OF WALK-OUT

SCRIBES SHIVER AS TORTURE LOOMS

RAVING PRINTER BRANDISHES ARMS AND BROADCASTS PROFANITY AFTER BOSS BAWLS HIM OUT BECAUSE EDITION IS 10 SECONDS LATE

FINED FOR FRAUD AD

Worcester Merchant in Court For Misrepresenting Silk

Alleged to have advertised a certain brand of goods for sale and then offering the bargain hunters another product Abel Robinovitz proprietor of a silk store in Worcester, Mass., was recently fined \$10 on a complaint of inserting a false and misleading advertisement in a newspaper.

Albert S. Howard, an official of a Lowell cloth firm testified the defendant advertised a cloth of a copyrighted trade name as selling for \$3.25 a yard when the standard mill price was quoted at \$4.12 per yard. Robinovitz was told by the complainant's counsel he would ask for a dismissal of the case if the defendant would print a retraction of the same size and prominence as the original advertisement. Robinovitz inserted a retraction in the classified section of a newspaper but this was not considered satisfactory.

FLORIDA

Sunshine City's Largest Circulation

The DAILY NEWS, St. Petersburg's Picture Paper, has the largest circulation in the Sunshine City.

The DAILY NEWS was started on March sixteenth last. Its circulation is growing daily. . . . On October tenth it reached fifteen thousand, without the aid of any circulation campaign.

It carries the flag of progressive newspaper achievement in Western Florida. Everybody reads the NEWS. Any back reference.

Daily News
ST. PETERSBURG'S PICTURE PAPER

Sunday News
ST. PETERSBURG'S PICTURE PAPER

Owned by Frank Fortune Pulver
Edited by Major Alfred Birdsall

REPRESENTED BY
GEORGE B. DAVID COMPANY
NEW YORK: 110 East 42nd Street
CHICAGO: 1010 Hartford Building

UTAH DAILY TO TEST CIGARETTE LAW

Statute Forbidding Advertising to Be Fought in Court on Grounds of Constitutionality by Salt Lake City Tribune

SALT LAKE CITY, Nov. 4.—The anti-cigarette law which forbids the advertising of cigarettes in any form in the state, is to be brought before the Supreme Court of Utah at an early date for the purpose of contesting its constitutionality. The law originally prohibited the sale of cigarettes as well as the advertising of them, but this section was repealed by the legislature which met in 1923 after a stiff fight.

As a compromise, for the loss of the "Sale" section of the act, the 1923 legislature passed a law forbidding the advertising of any form of tobacco in any medium, except newspapers. A test of the constitutionality of this law was decided upon soon after, but after the district court decided the law was unconstitutional on the ground of discrimination, the matter was dropped by those favoring the law and tobacco in all forms other than cigarettes has since been advertised openly and freely.

The State Treasurer is taking up the question of the constitutionality of the section of the law forbidding cigarette advertising and the Salt Lake City Tribune will be made defendant in a test case, it is stated. If the section is declared unconstitutional there will be very little left of the anti-tobacco and cigarette legislation in Utah.

New P. M. Daily for Blackwell, Okla.

The Blackwell (Okla.) Tribune started a new evening newspaper called the Blackwell Evening News. Advertising is sold to general advertisers under the morning and evening combination plan.

Fields Starts New Oklahoma Daily

The Okemah (Okla.) Ledger started publication Nov. 2, as an evening daily using the United Press service. Raymond Fields, owner of the Guthrie (Okla.) Leader, owns the new daily.

OUTDOOR AD GROUPS MERGE

H. F. O'Mealia Named President of Kansas City Convention

Consolidation of the Poster Advertising Association with the Outdoor Advertising Association of America was effected at the annual meeting of the associations in Kansas City, Mo., last week. Harry F. O'Mealia of Jersey City, N. J. was elected president; C. U. Philleby of St. Joseph, Mo. was elected vice president and Tom Hokes of Jamestown, Pa. treasurer. The 1926 convention will be in Atlanta.

A resolution condemning erection of advertising boards in residential districts, near scenes of beauty and at places they would be traffic hazards, was adopted.

C. B. Lovell of the General Outdoor Advertising Company, New York City, said more than \$65,000,000 would be spent for outdoor advertising in 1925.

Lebanon (Pa.) Times Sold

The plant and equipment of the Lebanon (Pa.) Daily Times has been purchased by the Lebanon News Publishing Company. As a consequence of the transaction the circulation of the Times was added to that of the news. Publication of the Times was discontinued.

ONE out of every THREE Homes in Milwaukee receive

THE MILWAUKEE LEADER

"Unawed by Influence and Unbribed by Gain."

Advertising Representatives

FRALICK & BATES

Chicago, New York, Atlanta, Los Angeles

A New Era Begins for Salt Lake Telegram

A Few months ago Mr. A. L. Fish, General Manager of the Salt Lake Telegram, decided that his paper could remain no longer without a Ludlow. After his Ludlow had been installed he wrote us the following unsolicited letter:

"We have the new Ludlow and Elrod equipment in place and running. Everything is working in the most satisfactory manner. The equipment was installed without in any way disrupting the work of the composing room force.

"Before the Ludlow was installed we were greatly handicapped by lack of working space. Now we have thrown out enough type, type cases, etc., to start a good size printing establishment. By eliminating this equipment we have greatly increased the efficiency in the composing room."



Ludlow Typograph Company
2032 Clybourn Avenue, Chicago

San Francisco: 5 Third Street
Atlanta: 41 Marietta Street

New York: 63 Park Row
Boston: 261 Franklin Street

LUDLOW QUALITY COMPOSITION



Akron now reads "Two Papers in One"

First Choice In Akron

All of the editorial services and features of The Akron Times and The Akron Press were combined and retained in the consolidation of these newspapers, thus making the TIMES-PRESS one of the finest and most complete newspapers published anywhere.

All of the circulation of The Akron Times and The Akron Press was combined and retained in the consolidation and The TIMES-PRESS is steadily adding new readers.

The TIMES-PRESS reaches more than 43,275 families in the Akron market at only 9c. a line.

The *Sunday* TIMES-PRESS is the only Sunday paper in Akron, offering an opportunity to cover the field at one cost.

The Akron Times-Press

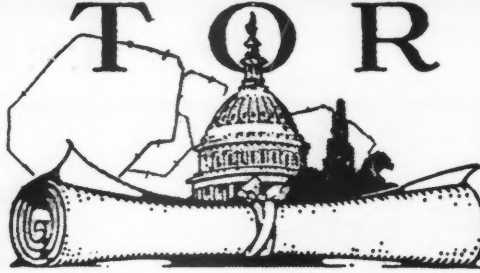
A Scripps-Howard Newspaper

Member of the A. B. C.

Represented in the national advertising field by
ALLIED NEWSPAPERS, Inc.

New York Chicago Cleveland Cincinnati San Francisco Los Angeles Seattle

EDITORIAL



SNUBBED HIM GOOD

EXPERIENCED newspaper correspondents in Europe have taken an extraordinary attitude toward Dictator Mussolini. It is not often that these men permit themselves to show any personal feeling toward a foreign diplomat or government, no matter how badly the press may be treated. This impersonality of relationships with foreign affairs and persons is, in fact, traditional among foreign correspondents, greatly befitting the dignity of the service.

But they cannot stomach Mussolini, and no reasonable person could expect it.

His iron heel has crushed out every vestige of freedom of the press of his country. His violence, when opposed, knows no bounds. Every Italian editor who has dared to speak out against misgovernment has been seized as a criminal. Newspaper plants have been smashed by the Black Shirts and free press has not drawn its breath for more than two years. The Dictator has stood, not because of any superior intelligence, service to his people, or honor among the men of the world, but because he carried a club.

During the past year the Italian censorship has not only tightened within, but has vigorously striven to extend its impudent sway to the nations of the world. Mussolini has sought to bring the foreign correspondents to their knees, thus to give to the outside world a one-sided picture of his regime.

But the Dictator has found it difficult to terrorize the press of the world. The foreign correspondents have been resourceful. They have managed, no matter how tight the Dictator might screw down the lid, to get to the reading public the essential facts of the situation, all indicating that the Fascist Government is a government of brute force and that its censorship is merely a blind for a multitude of sins.

EDITOR & PUBLISHER readers will thoroughly enjoy the news from Locarno. There, the press representatives got the Italian Dictator into the open. They snubbed him good. They gave him a dose of the right sort of medicine. They took a bit of the strut out of the audacious actor.

All honor to newspaper men who do not bend the neck to swashbuckling tyrants of the Mussolini type! The correspondents of Europe will live to write the whole truth concerning the Fascist outrages after public opinion has torn down the press barricades that Mussolini set up to make his cruel business safe.

Each week sees some new, happy convert to the fine art of spelling the word meaning volume of lines without the central "e," thus—l-i-n-a-g-e. The old spelling of the word smacks of ancient and outworn lineage.

PRESS AGENT SUGGESTION

SHOCKED and surprised the publisher of a daily newspaper in the South exclaimed, after a representative of EDITOR & PUBLISHER has pointed to a quarter page paid advertisement in the news columns of his paper, "What fool put that in?"

It was a quarter-page press agent graft, in mat form, and it was found that a young and inexperienced make-up man had inserted it because he happened to need a piece of copy of that size.

The incident serves to suggest that it might be a very good plan for publishers to insist that all press agent copy received through the mails or locally, be turned over to a man appointed to handle such matter. This man could be instructed how to handle the copy. If advertising, send it to the advertising department for proper solicitation. If news, read it to catch well-known press agent dodges, and inform the editorial department what to avoid.

A single individual could in a short time be made expert in the handling of press agent material, whereas if the copy is handled by anyone in the office sour results are inevitable.

"Neither do men light a candle, and put it under a bushel, but put it on a candlestick; and it giveth light unto all that are in the house," sums up for business the principle of advertising.

Strengthen ye the weak hands, and confirm the feeble knees.

Say to them that are of a fearful heart. Be strong, fear not: behold your God will come with vengeance, even God with a recompense; he will come and save you—Isaiah, XXXV; 3, 4.

FIRST EDITIONS

WE have before us as this is written the first edition of an evening newspaper published in a city of the Middle West. It is not entirely novel and is therefore anonymously treated here. It differs from first editions produced in the evening field in a number of cities, notably New York, in that it does not present a first page which, at least five days of the week, is but a mere "lobster" rewrite of morning papers, with selections for display identical with those of morning papers printed from five to seven hours earlier.

Only an occasional "story" breaks for first editions of evening papers. The world is asleep. There is an occasional big flash of news, but ordinarily the "lobster shift" scratches on the bare ground for a news lead. Failing of important matter, worthy of a spread which would command street sales, many editors play up rewrites of the morning papers, struggling for "new leads," and often present exaggerated accounts of minor fires or accidents in lieu of important news matter.

Our friend in the Middle West is reasoning out his task along different lines. It is his obvious theory that a news line that has sold papers in the morning field, unless it concerns a subject of a major second-day interest and can be built on later developments, is a twice-told tale, and by very unconventional means he seeks to turn a new first-page face to his world.

On dull days this editor may give his leading display to a local story which has been worked up in advance and which becomes first-class local feature material, for inside play in the regular afternoon editions. But it gives him something new to sell. The circulation department may instruct corner boys to call out a minor fire, on the first page, if there is no

good call in the lead story, but the reader is assured of a substantial story in the news-feature.

There are times when a syndicate story is given the play—something held over for the purpose. Our friend evidently sifts the night telegraph material closely to find some story that has either been missed or under-played by the morning papers, but it must have a sound news base, read interestingly and lend itself to head-lining.

One of his stunts is to get in first page display, on dull days, a "situation," or "round-up" story on some important current news situation, and from such material he is able to write good selling banner lines.

The inside pages of his interesting first edition are well made and we judge they are prepared the day before and stand through all editions. Combined with the newsy first page that is produced by the artifices here mentioned, and doubtless others as they may be contrived, a paper is produced which has character and individuality and must excellently answer the purpose of suburban distribution.

It must not be understood that our Middle West editor fails to rewrite for his first edition the major interests of the morning papers. He does so, but always attempts to play up a new angle. His rewrites are brief.

In some of the larger cities first editions are often made to follow the lines of morning papers, except on days when big news breaks, with such fidelity that it is to be wondered why anyone who had read a morning paper would buy them, except for feature material in well-established demand. Certainly a first page routine news head-line, on newsstands at 11 a. m., which is patterned exactly after headlines that went to press twelve hours previous, are not calculated to sell the first edition of any newspaper.

There is as much expense in preparing a mere rewrite first page in a first edition as in the scheme employed by the Middle West editor who is striving to produce fresh display, and when the latter is good enough to hold and turn inside for news-feature display an actual economy has been accomplished.

Because it is such a difficult task the "lobster" edition often challenges the best efforts in a newspaper office. It calls for genius. We have seen some "lobster" editions of Sunday papers, made for country circulation, which were better, because of their well-planned first pages, than later editions carrying complete, but less interesting news. Let the early edition work fall to the hand of a bright, resourceful young man, instructed to produce something new and smart, and by legitimate but not necessarily conventional means! When he has made good at that task the paper will have developed an editor of talent.

It appears, from page one, New York "Herald Tribune," that the Matson Line is building the good ship "Malolo," finest, fastest, greatest, biggest, safest, most desirable ship known to humankind, at Cramps, and thus does good old Charlie Post, the press agent, laugh in glee as the "news" is printed and reprinted, time without number.

VALUABLE CONTRIBUTION

IN his refreshing series of articles in EDITOR & PUBLISHER Edward H. Edwards presents an excellent brief for clean copy, which is sure to have widespread effect. The evils of blind and misleading editing of copy have never been better exposed by any writer. In this day, when speed is a paramount press necessity, the author's warnings and sensible suggestions are timely. Editorial laxity not only runs into heavy waste of time and material in making corrections in the composing department, but has the much worse effect of impairing a newspaper's priceless reputation for accuracy because of errors which are not caught. Publishers and editors will appreciate Mr. Edwards' contribution to the cause of accuracy and the long-suffering printers' fraternity will greet it with paeans of praise.

C. C. Hamlin, Colorado Springs (Col.) Gazette and Telegraph, says that if the heads of great business enterprises knew what press agents are saying in their names, there would be short shrift for the grafters, and we agree.

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EDITOR & PUBLISHER

Published Weekly by

THE EDITOR & PUBLISHER CO.,

Suite 1700 Times Building, 42d St. and B'way, N. Y.

Marlen E. Pew, Editor

Arthur T. Robb, Jr., Managing Editor

Associate Editors

Warren L. Bassett

Philip N. Schuyler

James Wright Brown, Publisher.

J. B. Keeney, Business Manager.

Charles B. Groomes, Advertising Manager.

Mrs. H. Craig Dase, Classified Advertising Manager.

James W. Brown, Jr., Promotion Manager.

George Strate, Circulation Manager.

Associated with The Advertising World of London.

Washington: J. Bart Campbell, Homer Building, Telephone Franklin 6636 or 4054.

St. Louis: Roy M. Edmonds, 1332 Syndicate Trust Building, Olive 117.

Chicago: L. B. Gilmore, Room 900, 30 North Dearborn St., Telephone Dearborn 5422.

Pacific Coast Office: Room 201, Sharon Building, 55 New Montgomery St., San Francisco, Calif. Telephone Douglas 5220. H. R. Drummond.

London: The Advertising World represents EDITOR & PUBLISHER for the British Isles, 14 King Street, Covent Garden, London, W. C. 2.

Paris: G. Langelaan, 47 Avenue de l'Opera, Paris.

Tokio: John R. Morris, Japan Advertiser.

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

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

PERSONAL

EDGAR B. PIPER, editor of the *Portland Oregon* and president of the Portland Symphony society, gave a dinner to the directors of the society in honor of Willem Van Hoogstraten, noted conductor, who has arrived in Portland to direct the Portland Symphony Orchestra this Winter.

Scott C. Bone, former governor of Alaska and former editor of the Seattle (Wash.) *Post Intelligencer* and the Washington (D. C.) *Post* and former publisher of the Washington (D. C.) *Herald*, has been named a vice-president of the Western Publishers, Inc., at Atascadero, Cal., and will have editorial direction of an Americanization magazine to be started soon.

B. F. Irvine, editor of the *Portland Oregon Journal*, was the chief speaker at the recent Navy Day celebration in Portland.

Col. R. M. White, who purchased the *Mexico (Mo.) Ledger* in 1876, recently celebrated his 49th year of ownership. Col. White is editor emeritus and his son is the acting editor of the paper.

Bernard M. Wynkoop, editor and manager of the *Jackson (Mich.) Citizen Patriot*, with Mrs. Wynkoop, has returned from a brief vacation in Nova Scotia.

Col. Charles H. Browne, owner and editor of the *Horton (Kan.) Headlight*, suffered a badly wrenched back in an automobile accident recently.

Frank P. MacLennan, owner and publisher of the *Topeka (Kan.) State Journal* observed the 40th anniversary of his ownership of that paper Oct. 31.

IN THE BUSINESS OFFICE

WILLIAM J. LA VARE, JR., has joined the advertising staff of the *New York Times* in charge of magazine section advertising. He was formerly a director of Foote & Wagan, Inc., advertising agency.

W. J. Tice, formerly secretary and treasurer of the Adamars Company, St. Louis, has joined the national advertising department of the *St. Louis Post-Dispatch*.

Charles Plambeck has become advertising manager of the *San Diego (Cal.) Independent*. He is assisted by Sid Fuller, formerly of El Paso, Tex.

William J. Rogers, manager of the business office at the *Trenton Times* and Mrs. Rogers, are parents of a son.

Miss E. Estelle Spear, assistant to William H. Dow, manager and treasurer of the *Portland (Me.) Evening Express* until the purchase of the Express and *Sunday Telegram* by the owners of the *Portland Press Herald*, entertained her former associates of the business department at her home at Cape Elizabeth recently.

Wilson M. Brooks, formerly in the advertising department of the *Richmond (Va.) News-Leader*, is in charge of the membership committee of the Virginia Society, just organized in Sarasota, Fla., with 26 charter members.

IN THE EDITORIAL ROOMS

WILLIAM CARNEY, of the *New York Herald Tribune* staff sailed this week on the Minnehaha for Paris, where he expects to spend a year. He will be named in a few weeks by Mrs. Carney who is connected with the Herald Tribune Fresh Air Fund.

Jennings F. Sutor, news editor of the *Portland Oregon Journal*, has returned from a trip around the world in company with Aubrey R. Watzek, Portland lumbarman.

Donald Ashton has succeeded Darwin Smith as city editor of the *Sacramento (Cal.) Bee*.

Frederick B. Edwards of the *New York Herald Tribune* staff has returned from a three weeks' stay in Canada.

John E. Kelly, shipping editor, *New York Herald Tribune*, and Mrs. Kelly sailed Oct. 30, for Havana for a two weeks' vacation.

Nicholas Roosevelt of the editorial staff of the *New York Times* has left New

York on a trip to the Far East. He will arrive in the Dutch Indies, Nov. 15, later visiting the Philippines, Hongkong, Shanghai, Peking, and Japan. He will return to this country in April.

Wilbur Hindley, of the editorial staff, *Spokane Spokesman-Review*, has written a play entitled "The Little Tin God," which will be produced by Maylon stock company in Spokane during December.

Henry Kraft, former night editor of the New Jersey office of the Associated Press, who for the past two years has been conducting a news bureau at Albany, N. Y., has sold his interest in that enterprise and joined the copy desk of the *Worcester (Mass.) Gazette*.

George H. ("Farmer") Smith, children's editor of the *New York Evening Graphic*, will be one of the principal speakers at the Press Luncheon to be given at the Stacy-Trent, Trenton, N. J., Thursday, Nov. 5 by the New Jersey State Congress of Mothers and Parent-Teachers Association.

Mrs. M. F. Hazelton and Miss Muriel Summer have joined the staff of the *Worcester (Mass.) Evening Gazette*.

Francis R. Murphy, formerly County Agent has been named county editor of the *Worcester (Mass.) Telegram*.

James E. Barry, former city editor of the *Jackson (Mich.) News*, has joined the *Jackson Citizen Patriot* editorial staff.

William J. Grow succeeds R. B. Anderson as managing editor of the *Lancaster (Cal.) Ledger-Gazette*. Mr. Anderson has gone to Indiana to continue in newspaper work.

Alfred Human has resigned as managing editor of *Musical America* to become editor and publisher of his own monthly, *Singing, The Voice Magazine*.

HOLDING NEW POSTS

ROGER BUSFIELD, from head of the *Fort Worth (Tex.) Record* copy desk, to copy desk, *Worcester (Mass.) Gazette*.

Miss Eleanor Mead from society editor, *Albany (N. Y.) Evening News* to society desk, *Worcester (Mass.) Telegram*.

Milton C. Chapin from county editor, *Worcester (Mass.) Telegram* to county editor, *Providence (R. I.) Journal*.

Edward Venable Mitchell from copy desk, *Richmond (Va.) Times-Dispatch* to sporting editor, *Charlotte (N. C.) News*.

Albert Hadlon from *Worcester (Mass.) Evening Gazette* to reportorial staff, *Providence (R. I.) News*.

Charles Chambers has joined the reportorial staff, *Worcester (Mass.) Evening Gazette*. He was formerly with the *Worcester Telegram*.

Kittredge Wheeler, from *Des Moines Register* copy desk, to *Milwaukee Sentinel*.

Mark Drumm from advertising manager, *Yuma (Ariz.) Sun* to a similar position, *Calexico (Cal.) Chronicle*.

Warren MacNeil from *Lynchburg (Va.) News* to copy desk, *Richmond Times-Dispatch*.

PRESS ASSOCIATION NOTES

KENT PRESS SERVICE on Nov. 9 will open their fourth bureau in Detroit, at 431 Howard street. The other three offices are located in Chicago, Springfield, Illinois, and St. Louis, Mo. Lawrence H. Selz, managing editor, is temporarily in charge of the new bureau. Frank H. King, who for the last year has been working in the New York bureau of the Associated Press, is returning to London.

CHANGES OF OWNERSHIP

ALBERT HULEN, owner of the *Jamesport (Mo.) Gazette*, has sold the paper to A. W. Fagin, of Cameron, *Hamburg (Pa.) Item*, which recently celebrated its 50th anniversary, has been sold to St. John McLean and Peter T. McGuirk.

E. D. Fred, founder of the *Roseville (Cal.) Advertiser*, weekly, has sold his interest in the paper to G. A. Haas.

Wallace Casey, of the *Kansas City Star* and Mrs. Casey, employed on the *Kansas City (Kan.) Kansan*, have pur-

FOLKS WORTH KNOWING

FRANK E. PHILLIPS, manager of the New England Daily Newspaper Association, was formerly managing editor of the *Portland (Me.) Evening Express*.

A Portland boy, Mr. Phillips at 12 began taking papers from the press in the plant of the *Portland Daily Press*. Later he was carrier boy for the Press and afternoon *Advertiser*.



FRANK E. PHILLIPS

In the fall of 1905 he was graduated to the rank of reporter on the staff of the *Advertiser*. After two years on that newspaper he transferred to the *Evening Express*. On the Express he served on the copy desk for a while, and then for five years was sports editor, before becoming city editor and subsequently managing editor.

chased the *Elkhart (Kan.) Morton County Progress*.

W. H. Cole has bought from A. B. Byrne the *Hyde Park (Cal.) Press*.

Frank Swann of San Jacinto, Cal., has bought the *Beaumont (Cal.) Leader* and changed its name to the *San Gregorio Leader*.

James H. Howell has disposed of his interests in the *San Diego (Cal.) Independent* to Franklin O. Schroeder, who founded the publication and who now has complete control.

A. G. Campbell, owner of the *Tina (Mo.) Journal* for the past three years, has sold the paper to Chester Strong, formerly editor of the *Hale (Mo.) Leader*.

J. Herald Frost, owner of the *Vandalia (Mo.) Leader* has sold the paper to F. B. DeTien.

NEW PLANTS AND EQUIPMENT

RECENT Ludlow installations include the *New York Sun*, three machines; *Tampa (Fla.) Tribune* and *Sarasota (Fla.) Herald*. The *Portland (Ore.) Journal* has just replaced its old machines with two new Ludlows. Other new Ludlow users are: *Key West (Fla.) Morning Call*, *Haines City (Fla.) Herald*, *Pittsburgh (Pa.) Press*, *Camden (N. J.) Post Telegram*, and *Tampa (Fla.) Evening Globe*.

Three Hoe 16-page press units and one superspeed double folder, have been shipped by boat to the *San Francisco Bulletin*, the remainder of a double sextuple press being installed in the Bulletin

plant. A 32-page Simplex press was shipped by Hoe to the *Salina (Kan.) Journal* last week.

ON THE MECHANICAL SIDE

R. SILLETO, printer, *Des Moines Register and Tribune-News* was severely injured last week when the automobile he was driving collided with another machine.

Fred Richard, 20, assistant pressman on the *Lewiston (Idaho) Morning Tribune*, was caught in an elevator at the newspaper plant, October 26. He is in a critical condition.

SPECIAL EDITIONS

TAMPA MORNING TRIBUNE, 238-page annual development number, Oct. 27.

Cushing (Okla.) Daily Citizen, Greater Cushing Industrial number in six sections Oct. 28.

Janesville (Wis.) Gazette, 34-page History number, with 16-page tabloid section, Oct. 24.

WITH THE SPECIALS

H. H. REBER COMPANY, New York, has been appointed eastern representatives for *Diesel & Oil Engine Journal*, published by the Technical Publishing Company, Los Angeles.

E. M. Burke, Inc., special representatives, New York, have been appointed to represent the *Duluth News Tribune* nationally.

MARRIED

L. A. BROWN, advertising solicitor, rotgrave department, *Des Moines Sunday Register*, to Miss Erma Johnson.

ASSOCIATIONS

FRANK SULLIVAN of the *New York World* was the guest of honor at a dinner of the *New York Newspaper Women's Club* on Oct. 29, at the new headquarters of the club at 47 West 44th street. Miss Louella Parsons of the *New York American* announced that the first of the Sunday afternoon teas will be given on Nov. 15.

Oklahoma Associated Press Editors, meeting in Oklahoma City, with Kent Cooper, A. P. general manager as guest of honor, elected L. M. Nichols of the *Bristow Record*, president, succeeding Clyde Muchmore of the *Ponca City News* who was named a member of the national advisory committee. W. M. Taylor of the Enid Publishing Company was elected vice-president, and L. R. Penn of the Oklahoma City A. P. bureau, secretary. Oklahoma Associated Press Good Fellowship Club, composed of state A. P. operators, met at Oklahoma City Oct. 25 and elected T. H. Davis, Oklahoma City, president.

A Story Women Everywhere Are Going to Talk About

FICTION that women like—and buy newspapers to read, is an important part of the Central Press Association's complete and exclusive illustrated newspaper feature service.

First publication of the new novel of Edgar Poe Norris, author of the conspicuously successful "Surrender," will be in newspapers that receive the Central Press service. The story has the alluring title of "METHUSELAH'S WIFE," and it's the story of a beautiful girl who married an old man to achieve wealth and social position. The plot touches all of the elements of popularity.

Release date of the first of the generous, graphically illustrated, daily installments is Monday, November 16. Write now for proofs.

The Central Press Association

V. V. McNITT President Central Press Bldg. Cleveland H. A. McNITT Manager

P.S.—We produce the world's best daily picture page.

New York Editorial Conference will hold the first luncheon meeting of the season at the Hotel Astor, Nov. 13. The subject is: "Where is the Business Paper Editor of the Future Coming From?" Speakers will be J. W. Cunliffe, director of the Pulitzer School of Journalism, Columbia University; and W. W. Macon, of *Iron Age*.

Ohio Newspaper Women's Association recently awarded prizes for meritorious work appearing in the Ohio papers. Mrs. Amoretta Fitch, Cincinnati, won the prize for the best verse. Miss Allene N. Sumner of Cleveland for the best news story and the best humorous story. Miss Florence Smith of the *Portsmouth Times* carried off the honors for the best story about the 1924 convention. Miss Daisy P. Young was awarded the honors in the contest for the best feature story. Other prize winners were Mrs. Charlotta Price Shea of the *Bellefontaine Examiner* and Anna Marie Tennant of the *Springfield Sun*. Pauline Smith, Columbus, is the new president of the group.

For the sixth time Fred Cooper, editor of the *Topeka Construction News*, won the **Kansas Editorial Golf Association** title at the semi-annual tournament in Chanute. He defeated Bert Harris, *Herrington Times*, on the 18th hole. L. B. Merrilat, Topeka, won the championship consolation from H. W. Albright, *Western Newspaper Union*, Wichita; Angelo C. Scott, *Iola Register* won the Goodfellows flight from John T. Mack, *Newton Kansan-Republican*, with Wilfred Cavaness winner of the consolations from Dick Gelvin, Topeka.

Cape Cod Press Club held its annual election of officers Oct. 31, at Hyannis, Mass., with the following results: President, Charles Warner Swift, of Yarmouthport; secretary, Herbert L. Chipman, of Sandwich, and treasurer, George M. Haskins, of Hyannis. Philip Hale, *Boston Herald*; William O. Taylor, *Boston Globe*; Ruth Scott Miller, Raymond M. Crosby, M. A. Dewolfe Howe, Jason L. Rogers and Herbert W. Collingwood, editor of the *Rural New Yorker*, part time residents of Cape Cod, were elected honorary members.

California Advertising Service Association met in Los Angeles, Oct. 23-24, with James J. O'Shaughnessy, executive secretary of the American Association of Advertising Agencies, as one of the principal speakers.

Washington Press Association will hold its fourteenth annual Newspaper Institute, March 4, 5, and 6, at the University of Washington.

Third District Republican Editors of Kansas, will meet at Neodesha Nov. 7, for their annual fall meeting. Thomas E. Thompson, editor of the *Howard* (Kan.) *Courant*, is president.

Texas Editorial Association will meet in Brownsville, Dec. 2-4. Two hundred editors are expected to attend.

Midwinter meeting of the **Virginia Press Association** will be held at Farmville Friday and Saturday, Jan. 15-16. President W. S. Copeland is preparing the program.

Daily Wins \$50,000 Libel Suit

A jury required only ten minutes to return a verdict favorable to the *Redding* (Cal.) *Searchlight* Oct. 22, in the \$50,000 libel suit instituted by Leslie Jones, a city trustee. The suit was based upon a letter written by Ernest Dozier, also a city trustee, and published by the *Searchlight* during a recent municipal election campaign.

Dozier was also named a defendant in the action.

Pastor Wins \$15,000 Libel Verdict

Rev John E. Lillbach of Brooklyn, N. Y., formerly pastor of a Quincy, Mass., church was awarded \$15,000 damages by a jury in Federal District Court Boston Tuesday in his suit against the Etecpain Cooperative Society of Worcester, publishers of a Finnish paper, charging libel. He brought suit for \$50,000 alleging that the paper had printed a story defamatory to his character.

ASSOCIATION CHIEFS

E. F. EILERT, publisher of the *Musical Courier*, New York and president of the Eilert Printing Company was elected president of the United Typothetae of America at the 39th annual convention in Chicago, Oct. 19-24.



E. F. EILERT

This is the third time in the 38 years of the history of the international association of employing printers that a New York man has been elected to its presidency, the other two being Theodore L. DeVinne, who was elected at the first meeting in 1887 and William Green, elected in 1919.

Mr. Eilert is an ex-president of the New York Employing Printers' Association and the present chairman of its Board of Directors. He is also a director in the National Publishers' Association.

A. L. PERKINS HEADS A. P. GROUP

Texas Managing Editors' Association Meets in Dallas

At a meeting of the Texas Managing Editors' Association in Dallas last week A. L. Perkins, *Galveston Tribune* and E. B. Doran, *Dallas News* were reelected president and secretary respectively. San Antonio was selected for next year's meeting.

The Association comprises editors of Associated Press Papers. Amon G. Carter, publisher, *Fort Worth Star-Telegram*, was named member of the central divisional advisory board of the Associated Press. Reorganization of the Texas election bureau machinery was discussed.

A. F. Henning, election bureau manager, spoke. President Perkins was instructed to appoint a committee with power to act toward providing next year's election service. A. P. officials present included Kent Cooper, general manager, Edgar, T. Cutter, central division superintendent, Paul Cowles, Western division superintendent, E. T. Wolford, central division traffic chief, and Ray Baumgardner, Dallas bureau manager. Plans to broaden the state service were stressed.

FATHER AND SON RIVALS

Wilbur Morse, Senior and Junior, Represent Different Dailies at Capital

The Washington newspaper corps now includes father and son, Wilbur Morse, Sr., and Wilbur Morse, Jr., representing different Philadelphia newspapers.

Wilbur Morse, Sr., a veteran in the Philadelphia and Washington newspaper field, resigned recently from the financial department of the *Philadelphia Evening Bulletin*, to become the Washington correspondent for the *Daily News*, Philadelphia's afternoon tabloid which is being conducted by Lee Ellmaker, a former Washington newspaper man.

Wilbur Morse, Jr., is a member of the Washington bureau of the *Philadelphia Ledger* and *New York Evening Post*.

Robert B. Armstrong, Jr., son of the late Robert B. Armstrong, noted Washington correspondent has stepped into his father's place as the representative at the Capital of the *Los Angeles Times*.

Honor "Marse Henry's" Memory

A portrait of the late Henry W. Waterson, of the *Louisville Courier-Journal*, has been ordered by the journalism school of Washington and Lee University, Lexington, Va. It will hang over the mantel-piece in the school's news room, according to Prof. R. B. Eklard.

FOREIGN FEATURE STAFF

New Service Being Organized for New York Sunday Times

Organization of a European feature service, in addition to the foreign news service now operated, is being undertaken by the *New York Times*. It is planned to have feature headquarters in London and branches in other important news services abroad. Articles supplied by the feature service would be used exclusively by the *New York Sunday Times* and its magazine section.

F. L. Minnigerode, who has been writing special articles for the *Sunday Times* from Rome, has moved to London as chief representative abroad of the *Sunday* department.

In Paris, Miss Diana Bourbon has been appointed correspondent for the *Sunday* paper, and in Berlin, Hermann G. Scheffauer. To this nucleus there will be added men in Rome and in Vienna, which is the source of feature articles from the Balkans as well as from Austria. Eventually the organization will be extended to include Russia and the Far East.

Arranging Sphinx Club Dinners

Preston P. Lynn, president of the Sphinx Club, New York advertisers' society, has named the following members to arrange for the next four club dinners to be held in November, December, January and February: George Ethridge, James P. Gilroy, Charles C. Green, and William H. Rankin.

President Lynn of the club has been seriously ill, but is now recovering.

INGLORIOUS MILTONS, BUT NOT MUTE, SO PAPER MUTES 'EM

WHETHER or not Concord, N. C., is particularly suited to composition of original poetry does not appear. Neither has it been shown that residents of Concord are particularly desirous of having their poetical products given to the world.

What is quite evident is that the *Concord Tribune* does not solicit contributions of such poetry. In a front-page box, under the heading, "No More Original Poetry," the following recently appeared:

"The Tribune is nothing if not accommodating, but in future we shall be compelled to draw the line at original poetry. We always want items of news, but we cannot get the consent of our minds to inflict original poetry on our readers."

Stunt Extra Stressed Fire Peril

An extra announcing that the business district of Montrose, Pa., had been leveled by fire because of lack of fire apparatus was recently published by the *Montrose Independent Republican*, weekly. There was no fire, the stunt having been arranged to arouse the city to the needs of the local fire department. Proceeds of the sale of the extra were donated to the department.

Look Ahead

The Development of Church Advertising Is Worth While

What can restore public attention to the service of the church? What better than the newspaper?

In the last copy of the Literary Digest is the Reading *Eagle's* appreciation of Reading churches. The *Eagle* is looking ahead:

"Reading has about 70 churches. There is an investment of possibly \$5,000,000—all for your benefit—and it is a benefit indeed. . . . Tomorrow these churches will be open to you. . . . Over 500 singers and musicians will sing and play for your benefit. Sixty clergymen will deliver carefully prepared sermons. Thousands of earnest, kind-hearted Christian men and women are ready to give you the sincere handclasp of fellowship. Doesn't all this mean something to you? With all this prepared for your benefit, why not go to some church, Sundays?"

The Associated Advertising Clubs has a series of Come-to-Church advertisements for the joint use of every church in town, in your Saturday church page.

Write us for plans and copy. The Church community is worth cultivating.

Church Advertising Department
ASSOCIATED ADVERTISING CLUBS,
383 Madison Avenue,
New York, N. Y.



Single Distribution

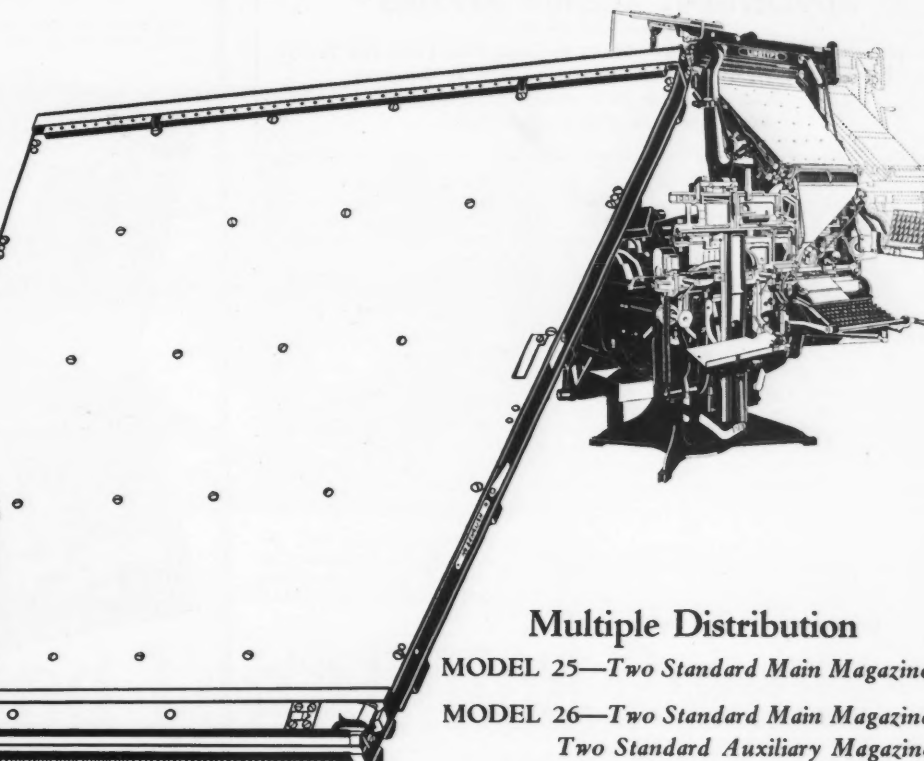
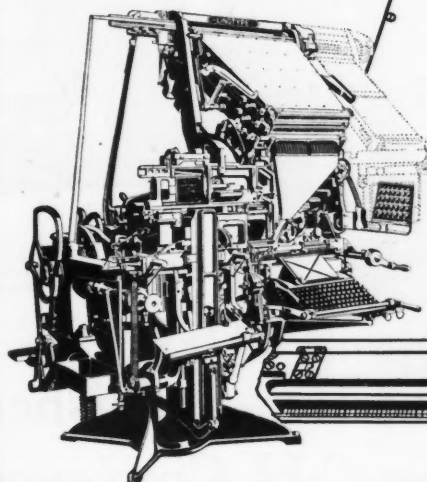
MODEL 8

One, two or three Standard Main Magazines

MODEL 14

One, two or three Standard Main Magazines

One Standard Auxiliary Magazine



Multiple Distribution

MODEL 25—*Two Standard Main Magazines*

MODEL 26—*Two Standard Main Magazines
Two Standard Auxiliary Magazines*

*FACES FROM ALL MAGAZINES
MIXED IN THE SAME LINE*

CAN BE SUPPLIED TO CAST EITHER 30 OR 42 PICA MAXIMUM MEASURE

The printer who has his typographic resources stored in Standard Interchangeable Linotype Magazines is prepared to produce composition of any character in unlimited quantity, in the quickest and most economical way.

Any combination of type faces may be quickly grouped on one machine to meet the requirements of a particular job



MERGENTHALER LINOTYPE COMPANY

Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World

ADVERTISING AGENCY AFFAIRS

New Addresses for Two Agencies—H. K. McCann, New York, and Tracy-Parry, Philadelphia—Ozburn Joins John S. King Company, Cleveland—Sweetser Now with the O'Malley Advertising and Selling Company

TWO advertising agencies moved to new offices this week.

In New York, H. K. McCann Company transferred headquarters from 61 Broadway uptown to 285 Madison avenue. The Tracy-Parry Company, Inc., moved its Philadelphia offices from the Lafayette Building, Fifth and Chestnut streets, to the new building of the *Philadelphia Public Ledger* on Independence Square. The New York offices of this company are at 347 Fifth avenue.

C. L. Ozburn, formerly with the Albert Frank Company, New York, has joined the staff of the John S. King Company, Inc., Cleveland advertising agency.

Theodore H. Sweetser, for the past four years space buyer for the Franklin P. Shumway Advertising Agency, is now associated with The O'Malley Advertising & Selling Company, 244 Washington street, Boston.

W. Frank McClure, vice-president Albert Frank & Co., Chicago, and president of the National Advertising Commission, spoke before the Sales Managers' Bureau of the St. Louis Chamber of Commerce Oct. 30, on "The Advertising Man's Laboratory."

Edward A. Mackey, formerly with James F. Newcomb & Co., Inc., New York, in association with Martin Prehn, has formed the Prehn-Mackey Company, a new York advertising service company. Mr. Prehn had been conducting an agency under his own name.

The Campbell-Ewald Company, General Motors Building, Detroit, announces the addition of Keith Crombie and M. S. Charlton as copy writers.

ADVERTISING COMPETITION

450 Salesmen for Newspapers Compared to 600 for the Magazines

The following figures gathered and made public by the Association of Newspaper Advertising Executives, show the magnitude of sales activity and competition in the national field:

"There are 91 special representative organizations in New York alone that sell for the larger newspapers. These 91 organizations employ 450 salesmen. In New York City, there are 142 organizations, employing 600 salesmen, who are fighting the advertising battles for the magazines. Another 100 salesmen working for 20 specials, represent the farm papers in New York. In addition, there are the numerous sales representatives of the car cards, outdoor display, novelties, direct-mail interests, etc.

"All of these figures refer to New York City alone. A similar regiment of men work from Chicago offices to induce advertisers to use their particular medium. Other hundreds of sales representatives operate from cities on the Pacific Coast, from Detroit, St. Louis and other large cities. Add to all of these salesmen, the home office executives, the service, promotion and local contact personnel and the army of advertising salesmen is augmented still further."

Hanks Heads Texas Press League

Meeting in Dallas, the Texas Daily Press League elected officers as follows: Bernard Hanks, *Abilene Reporter*, president; A. G. Mayse, *Sherman Democrat*, first vice-president; C. W. Wilson, *Mineral Wells Index*, second vice-president; E. W. Bateman, *Marshall Star*, secretary-treasurer. The League's ad-

S. C. Stokley for six years merchandising counsel and retail statistical compiler of the Grand Rapids Show Case Company and previously advertising manager of a number of eastern department stores including Higbee Company of Cleveland is now associated with George J. Kirkgasser & Co., Chicago advertising agency as merchandising counsel and account executive.

P. A. Wilkinson is now manager of the New York office of the Chambers Agency, Inc., succeeding, John H. Strumberg, who has returned to the New Orleans office as an account executive Mr. Wilkinson was formerly with Frank Seaman, Inc.

McKinney, Marsh & Cushing, Inc., Detroit advertising agency, announces the addition to its staff of George R. Cullen, formerly engaged in advertising work at Grand Rapids, Mich.

Alfred E. Fountain, Jr., on Nov. 1, joined the New York office of the Lyndon-Hanford Company. He was formerly secretary of the Tuthill Advertising Agency, Inc., New York.

The Harold Worm Company, advertising agency, has been organized in Grand Rapids, Mich., Harold Worm having taken over the interests of his former associate, L. R. Vercoe, Jr.

Merrill Hoff is now assistant art director of the Irwin L. Rosenberg Company, Chicago advertising agency. Formerly he was with the Bureau of Engraving, Minneapolis.

Clyde A. Stevens has resigned as central manager of the *Nation's Business* and on Jan. 1, will join the Nichols-Evans Company, Cleveland advertising agency.

Advertising bureau elected J. L. Nunn, Amarillo, chairman; J. L. Gree, Denison; C. E. Palmer, Texarkana, and Walter Murray, Ranger, advisory committee.

Texas Semi-Weekly Now a Daily

The *Vernon (Tex.) Record* began publication Nov. 2, as a daily newspaper. Previously it had been a semi-weekly, under the direction of R. H. Nichols. James N. Allison, formerly of the local staff of the *Wichita Falls (Tex.) Daily Times*, has been appointed news editor of the new daily. Mr. Allison is the son of J. H. Allison, former publisher of the *Fort Worth Record*, now vice-president of the *Wichita Falls Daily Times*.

POST

a reminder to contract for advertising space in

The Evening Star
Franklin, Ind.

C-H Conveyors in the Los Angeles Herald Press Room.



C-H
NEWSPAPER CONVEYORS

Above shows the press connection in the Knoxville Sentinel press room, and at the left the delivery tables in the New York Tribune mailing room.

Representative Publishers Who Use C-H Conveyors

- | | | |
|---|--|--|
| Allentown (Pa.) Call
Altoona (Pa.) Mirror
Arkansas Gazette
Asbury Park (N. J.) Press
Atlanta Constitution
Atlanta Journal
Aurora Beacon-News
Baltimore Sun
Binghamton Press & Leader
Birmingham News
Birmingham Age-Herald
Brisbane (Australia) Courier
Border Cities Star, Windsor, Ont.
Boston Globe
Boston Herald
Boston Post
Boston Record
Boston Transcript
Bronx (N. Y.) Home News
Canton (O.) Repository
Cedar Rapids Gazette
Charlotte Observer
Chicago Daily News
Chicago Tribune
Chester (Pa.) Times
Christian Science Monitor
Clarksburg Exponent
Cleveland Plain Dealer
Cleveland Press
Columbus Citizen
Dallas News
Dallas Times-Herald
Dayton Evening News
Dayton Journal
Decatur Review
Des Moines News
Des Moines Register and Tribune
Detroit News
Duluth News-Tribune
Erie (Pa.) Dispatch-Herald
Easton (Pa.) Express & Argus
Fairchild Press
Florida Times-Union
Fort Wayne News & Sentinel
Fort Worth Star-Telegram
Fresno Bee
Grand Rapids Herald
Greensboro (N. C.) News
Halifax (Nova Scotia) Herald | Hamilton Spectator
Hartford Courant
Hartford Times
Haverhill Record
Houston Chronicle
Huntington (W. Va.) Herald-Dispatch
Indianapolis News
Indianapolis Star
Jersey City Journal
Kalamazoo Gazette
Kansas City Journal
Kenosha News
Knoxville Sentinel
Knoxville Journal & Tribune
Kokomo Tribune
Lima (O.) News
London (Ont.) Advertiser
Los Angeles Down-Town Shopping News
Los Angeles Herald
Lowell (Mass.) Courier-Citizen
Macon (Ga.) News
Macon (Ga.) Telegraph
Milwaukee Journal
Minneapolis Journal
Minneapolis Tribune
Minnesota Star
New Orleans Item
New Orleans Times-Picayune
New Orleans States
New York Globe
New York Herald-Tribune
New York Sun
New York Times
New York World
Norfolk Ledger-Dispatch
Newark Star-Eagle
Newark News
Needcraft Pub. Co., Augusta, Me.
Oakland Tribune
Omaha Bee
Omaha World-Herald
Ottawa Citizen
Ottawa Journal
Pawtucket (R. I.) Times
Pathfinder Pub. Co., Washington, D. C.
Peoria Journal-Transcript
Peoria Star | Philadelphia Bulletin
Philadelphia Inquirer
Philadelphia North American
Philadelphia Public Ledger
Pittsfield (Mass.) Eagle
Pittsburgh Dispatch
Pittsburgh Post
Pittsburgh Press
Pittsburgh Leader
Portland (Me.) Press-Herald
Portland (Ore.) Journal
Portsmouth Times
Providence Journal
Richmond Times-Dispatch
Richmond News-Leader
St. Louis Globe-Democrat
St. Louis Post-Dispatch
St. Paul Dispatch
San Francisco Chronicle
Sioux City Journal
Sioux City Tribune
Southern Ruralist, Birmingham, Ala.
Springfield (Mass.) Republican & News
Springfield (Mass.) Union
Sydney (Aus.) Morning Herald
Sydney (Australia) Sun
Syracuse Herald
Syracuse Journal
Syracuse Post-Standard
Tacoma News-Tribune
Toronto Globe
Toronto Star
Toronto Telegram
Trenton Times
Utica Observer-Dispatch
Vancouver Province
Virginian-Pilot, Norfolk, Va.
Washington (D. C.) Star
Waterbury Republican & American
Wilmington Journal
Wisconsin State Journal, Madison
Woman's World Magazine Co., Chicago
Worcester Telegram-Gazette
York (Pa.) Dispatch
Youngstown Vindicator |
|---|--|--|

CUTLER-HAMMER

CLIP HERE

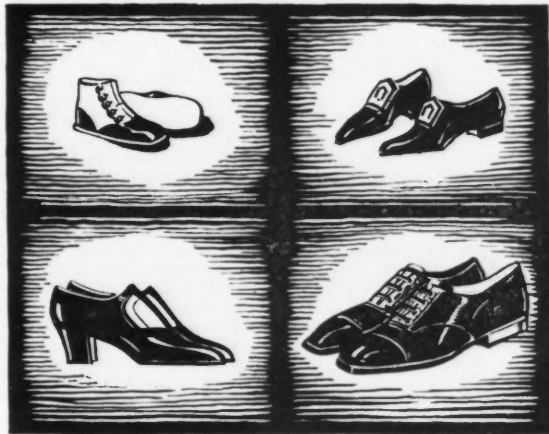
The Cutler-Hammer Mfg. Co.,
Milwaukee, Wisconsin.

Please send me a copy of your bulletin which outlines the advantages and economies effected by use of C-H Newspaper Conveyors.

Name

Address

City..... State.....



Shoes—and Ten Million People

The buying power potential of the ten million people in the six markets served by this newspaper group is of tremendous proportions.

Consider it, for example, in relation to the purchase of shoes. Suppose we allow these ten million people only two pairs of shoes a year and give them a minimum cost of \$5 a pair. That would represent an expenditure of \$100,000,000 for shoes in a single year.

These six markets, containing nearly one-tenth of the TOTAL POPULATION of the United States, can be covered adequately and economically by this newspaper sextette.

A representative will gladly give you the facts

EASTERN OFFICE	WESTERN OFFICE	NEW ENGLAND OFFICE
9 E. 40th St. New York	Hearst Building Chicago	5 Winthrop Square Boston
R. E. BOONE	H. A. KOEHLER	S. B. CHITTENDEN

**BOSTON AMERICAN
CHICAGO EVENING AMERICAN
DETROIT TIMES**

**ROCHESTER JOURNAL
SYRACUSE TELEGRAM
WISCONSIN NEWS (MILWAUKEE)**

WHAT'S WHAT IN THE FEATURE FIELD

Col. Haskell Writes About "The Land of the Soviets"—New Golf Feature—Christmas and New Year Stories—Wide World Opens Coast Bureau

COL. WILLIAM N. HASKELL, U. S. A., is author of "The Land of the Soviets," a series now being offered newspapers by King Features Syndicate, Inc., New York.

Col. Haskell had charge of the distribution of the \$70,000,000 relief fund in Russia that was raised by the American people, and his articles describe the country as he saw it during the two years he was there.

The articles are prepared in four installments of about 3,000 words each.

Glenna Collett, the women's national golf champion, has signed a contract with the McNaught Syndicate, Inc., New York, for a series of weekly golf articles to appear beginning Dec. 1.

Metropolitan Newspaper Service announced the following Christmas and New Year stories this week: "The Truce of God," by Mary Roberts Rinehart; "Mr. Holiday," by Gouverneur Morris; "The Miracle," by Melville Davison Post; and "Happy New Year," by Zona Gale.

Cosmos Newspaper Syndicate, New York, has added a weekly half page of college humor to its list of feature offerings. The new feature is made possible

through an arrangement with the magazine *College Humor*, of which J. M. Lansinger is publisher.

A new daily puzzle feature was announced this week by the International Syndicate, Baltimore, Md. The new feature, it is stated, will "include practically every form of puzzle, excepting cross-words."

World Wide Photos has established an office in San Francisco, Cal., under the management of Victor Kuhes.

Bushnell Dimond is now writing the weekly Broadway letter, distributed by the Newspaper Feature Service, New York. He succeeds Brett Page who is convalescing in California after a long illness.

A vaudeville version of "Gus and Gussie," comic strip balloons of which are written by Jack Lait, made its appearance on the New York stage this week.

Gus Mager, newspaper artist, originator of the comic strip, "Hawkshaw the Detective," is now drawing a new daily strip called "The Fifty-Fifty Family" for the McNaught Syndicate, Inc., New York.

BRITISH GIFT CEREMONIES

Elaborate Preparations Made for Ambassador Howard at Missouri U.

COLUMBIA, Mo., Nov. 3.—Special ceremonies including an academic procession, a university convocation, and a banquet have been arranged by the University of Missouri in honor of Sir Esme Howard, British ambassador to the United States, who on Nov 10 will present to the School of Journalism in behalf of the British Empire Press Union a stone from St. Paul's Cathedral in London.

Acceptance of the stone in behalf of the Missouri School of Journalism and the press of the United States will be made by George B. Dealey, president of the *Dallas News* and a vice-president of the Associated Press.

Following the presentation, E. Lansing Ray, chairman of the Board of Curators of the university, and publisher of the *St. Louis Globe-Democrat*, will preside at a special afternoon convocation in the university auditorium.

The stone was taken from St. Paul's Cathedral, near which William Caxton established the first printing office in England in 1477. Other early printing offices in this vicinity were those of Wynkyn De Wold, Richard Pynson, and John Day.

Sir Esme Howard's party will arrive in Columbia Tuesday morning, Nov. 10. Marshall Gordon will entertain these official guests of the university at breakfast. At noon they will be guests at a luncheon of the Round Table Club.

In the afternoon, Dr. Stratton D. Brooks, president of the university, will hold a reception for them at his home. In the evening they will be guests of the university at a banquet at the Daniel Boone Tavern. The party will then leave for Kansas City.

MILWAUKEE VETERAN DIES

Charles Dean for 26 Years Operator and News Man for A.P.

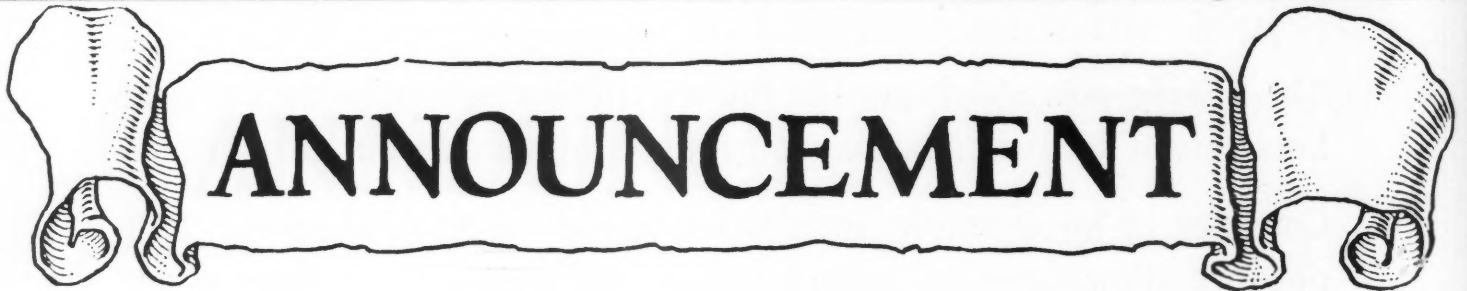
Charles Dean, for 26 years correspondent of the Associated Press at Milwaukee, died Nov. 4 while preparing to leave for his daily tasks.

Mr. Dean retired from the Associated Press two years ago after 32 years with the organization as a telegrapher and a newsman. He did not retire from active life, however, becoming assistant market director on the *Milwaukee Sentinel*.

During his years of newspaper service Mr. Dean had covered all the important events in the city's history. He was 62 years old and was born in Canada. He was one of the acknowledged experts in copying a news report in long hand.

Higher Cable Rates Adopted

Higher rates on all telegraph and cable lines were adopted by the International Telegraph Congress at its final plenary session in Paris, Oct. 24. The rates show increases ranging from 10 to 30 per cent. America was not officially represented.



TO avoid promiscuous reprinting from College publications, with the attending embarrassment and belittling of our own publication, we announce that **CollegeHumor** has entered into written contracts with the publications here listed, granting to us *exclusive* reprint rights. We shall extend the privilege of reprint at our discretion, and publishers desiring this right must have our written permission. This important step has been taken to prevent otherwise unavoidable duplication of material and to maintain the prestige of college publications. This we are under obligation to protect, as well as that of **CollegeHumor**, for the privilege extended to us. We pay these college magazines for *exclusive* reprint rights and advertise in the publications listed.

OCTOBER 21, 1925

J. M. Lansinger

PUBLISHER

Agglevator, Okla. Agr. & Mech. Col.
 Allegheny Alligator, Allegheny Col.
 Annapolis Log, U. S. Naval Academy
 Beanpot, Boston University
 Bison, Buffalo University
 Black & Blue Jay, John Hopkins U.
 Bowdoin Bear Skin, Bowdoin College
 Brown Bull, Kansas Agr. College
 Brown Jug, Brown University
 Bucknell Belle Hop, Bucknell U.
 C. G. N. Y. Mercury, City Col. of N.Y.
 California Pelican, University of Cal.
 Cannon Bawl, Gettysburg College
 Carolina Buccaneer, U. of N. C.
 Centre Colonel, Centre College
 Chicago Phoenix, U. of Chicago
 Colgate Banter, Colgate University
 Colorado Dodo, U. of Colorado
 Columbia Jester, Columbia U.
 Cornell Widow, Cornell University
 Dartmouth Jack o' Lantern, Dartmouth College
 Cougar's Paw, Washington State Col.
 Denison Flamingo, Denison U.
 Desert Wolf, University of Nevada
 Denver Parakeet, U. of Denver
 Drexler, Drexel Institute
 Ga. Tech. Yellow Jacket, Georgia School of Tech.
 Georgia Cracker, U. of Georgia
 Goblin, Nat'l Publication, Canada
 Green Gander, Iowa State U.
 Green Onion, Michigan Agr. College
 Grinnell Maltaser, Grinnell College
 Hamilton Royal Gaboon, Ham. U.
 Hogan's Alley, Miami University
 Illinois Siren, University of Illinois
 Iowa Frivol, University of Iowa
 Kentucky Satyr, U. of Kentucky
 Lafayette Lyre, Lafayette College
 Lehigh Burr, Lehigh College
 Mainiac, University of Maine
 Michigan Gargoyle, U. of Mich.

Middlebury Blue Baboon, Middlebury College
 Minnesota Ski-U-Mah, U. of Minn.
 Missouri Outlaw, U. of Missouri
 Mountain Goat, U. of the South
 N. Y. Medley, New York University
 Nebraska Awgwan, U. of Nebraska
 Notre Dame Juggler, Notre Dame U.
 Ohio Wesleyan Mirror, Ohio Wesleyan University
 Oklahoma Whirlwind, U. of Okla.
 Oregon Orange Owl, Ore. Agr. Col.
 Panther, University of Pittsburgh
 Penn. State Froth, Penn. State Col.
 Pennsylvania Punch Bowl, U. of Pa.
 Pup, Rensselaer Polytechnic Inst.
 Purple Pel, Louisiana State U.
 Rammer-Jammer, U. of Alabama
 Red Cat, Western Reserve University
 Rice Owl, Rice Institute
 Rutgers Chanticleer, Rutgers Col.
 Sagehen, Pomona College
 Scarlet Saint, St. Lawrence U.
 Scream, University of Mississippi
 Texas Ranger, University of Texas
 Stevens Stone Mill, Stevens Tech. S.
 Shadows, Greighton University
 U. of Wash. Columns, U. of Wash.
 Utah Humbug, University of Utah
 V. M. I. Sniper, Virginia Mil. Inst.
 Vanderbilt Masquerader, Vanderbilt University
 Vassar Vagabond, Vassar College
 Virginia Reel, University of Virginia
 W. Va. Moonshine, U. of W. Virginia
 Washash Caveman, Washash College
 Washington Dirge, Washington U.
 West Point Pointer, U. S. Military Academy
 White Mule, Calby University
 Whitman Blue Moon, Whitman Col.
 Witt, Wittenberg College
 Yellow Crab, De Pauw University



The Best Comedy in America

1050 North La Salle Street, Chicago

For Newspaper Reproduction (half page released weekly) Wire COSMOS NEWSPAPER SYNDICATE, 9 East 37th St., New York City

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- [6] More than *one million dollars* cash in bank.
- [7] Approximately *four million dollars* in customers' notes covered by mortgages and in accounts receivable.
- [8] Sales and deliveries consistently increasing.
- [9] Satisfied users operating from *one* to more than *one hundred* machines.
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- [11] More than twenty-five per cent of Intertype first preferred stock is owned by loyal Intertype employees.
- [12] A well-trained organization working together with a definite policy of protecting slug casting machine users against machine obsolescence.

These are only 12 reasons why you should investigate the Standardized Intertype. Ask us to tell you about the others.



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NEW YORK CHICAGO MEMPHIS SAN FRANCISCO BOSTON LOS ANGELES LONDON

NO STANDARDIZED INTERTYPE HAS EVER BECOME OBSOLETE

WITH THE GENERAL ADVERTISERS

Cadillac Motor Company Increases Sales with Newspaper Advertising—Lucky Strike's Investment \$2,500,000—Cilley Resigns as Wanamaker Ad Chief

SALES increases which followed adoption of wider use of newspaper space by the Cadillac Motor Company, Detroit, Mich., are told in detail by W. W. Lewis, advertising manager, in a letter to the Bureau of Advertising of the American Newspaper Publishers Association, made public this week.

The letter follows in part:

"Since we have assumed the entire responsibility for Cadillac newspaper advertising, we have had for the first time uniform coverage and it has been possible to take full advantage of the flexibility of the newspapers on more than one occasion.

"Since its introduction the newspapers throughout the country have carried the Cadillac story and this very insistent demand continues.

"Sales for the first month of the new car were 87 per cent greater than sales of the previous model during the same month.

"Sales for the second month were 68 per cent greater than sales of the previous model for the same month.

"Sales for the first month of the new car were 52 per cent greater than the best month of 1924 and 29 per cent greater than the best previous month in 1925.

"We are very much over sold on all body styles and from present indications this condition will exist at least until the first of the year.

"I am sure that our newspaper advertising has played an important part in announcing the new car.

"It seems to me that this is a job done best by the newspapers even though we are continuing a heavy schedule in the magazines and our distributors and dealers are making some use of bulletin boards as well as an extensive use of direct advertising."

Further details of the special campaign for Lucky Strike cigarettes being conducted by Lord & Thomas for the American Tobacco Company, were learned this week. Start of the drive was announced last week in this department.

The Lucky Strike advertising will go in virtually every daily newspaper in the country and will run for 18 months. The investment is approximately \$2,500,000.

Some weeks ago, orders for Lucky Strike copy went out through Lord & Thomas to a large list of newspapers. make the campaign extend the 18 months instead of the two months originally intended.

H. Gordon Cilley, for 16 years advertising manager of the John Wanamaker store in Philadelphia, announced his resignation Nov. 2. He declared he was not in a position to make any definite statement regarding his future plans. Capt. William M. Dryden, assistant advertising manager, is temporarily in charge.

Mr. Cilley served an apprenticeship in news and publicity work with the *Charlotte (N. C.) Observer*, where he was employed as printer and later telegraph editor. In addition to newspaper work, he studied law, but before he started practice he enlisted for the Spanish-American war.

At the end of the war Mr. Cilley came to Philadelphia and became assistant news editor on the *Philadelphia Record*. He held that position from 1899 until 1909, when he resigned to accept the management of the advertising department for the Wanamaker store. During the late war he was appointed a major in the army reserve corps but was not called for active duty.

James H. Rand, Jr., president of the Rand-Kardex Company, Inc., of Tonawanda, N. Y., manufacturers of filing

systems, has purchased control of the Library Bureau, Inc. The new consolidation will be the largest manufacturers in the world of filing systems and business records, it is said. Recently Mr. Rand obtained control of the Visible Index Company, of New Haven, and the good will, merchandise, stock and trademarks of the Add Index, a subsidiary of the American Can Company.

A. H. Berwald has resigned as manager of advertising and sales promotion of the E. I. du Pont de Nemours & Co., Inc., Fabrikoid division, to undertake similar work for the Eagle Pencil Company of New York. Mr. Berwald went to the du Pont Company in 1916, and during the ten years has worked on a large number of du Pont products, including Pyralin toiletware, the advertising of which was under his direction for two years. For the last eight years the advertising and sales promotion of the Fabrikoid division has been handled by Mr. Berwald.

The Cleveland Metal Products Company has changed its name to the Perfection Stove Company, in order to tie up more directly with its product, the Perfection Stove.

A local chapter of the Association of National Advertisers has been formed in Rochester, N. Y., with L. H. Bartlett, of the Eastman Kodak Company, chairman.

Louis Bruch has been appointed assistant advertising manager of the American Radiator Company, succeeding Brewster S. Beach.

Louis Blumenstock has resigned as director of advertising of the Kaufmann's Department Stores, Inc., Pittsburgh, Pa., and will join the Hartman Corporation of Chicago, on Jan. 1, as director of advertising of all the Hartman stores.

V. Vivaudou, Inc., reported for the quarter ended Sept. 30, net profits of \$79,585, after depreciation and all charges, compared with a net loss of \$41,866 in the third quarter of 1924.

For the quarter ended Sept. 30, the General Cigar Company reported net income after charges and Federal taxes of \$668,317.

Newspaper space was used in Chicago this week to promote the leather show held under the auspices of the American Leather Producers, Inc., Nov. 2-7. If results are as expected, similar shows and similar advertising will probably be arranged in other cities.

Peter P. Carney, for six years in charge of the publicity department of the Winchester Repeating Arms Company, and for two years in charge of sales promotion, retires from that firm at the end of this year. Mr. Carney has made no announcement of his future plans.

A. C. Stearns, Jr., has been made advertising manager of the Federal Radio Corporation of the Federal Telephone and Telegraph Company, Buffalo, N. Y.

Robert N. Fugarde on Nov. 2, became the advertising manager of the William Connors Paint Manufacturing Company, Troy, N. Y. Prior to this new connection he was assistant advertising manager of Loft, Inc., New York.

Julius Kayser & Company, and affiliated companies, New York, manufacturers and distributors of silk gloves, hosiery, etc., report a net income, after charges, of \$1,174,642 for the fiscal year ended August 31.

Permanent roads are a good investment—not an expense

One Horse Town, Good-Bye!

Any community whose streets are not durably paved is going to be known as a "one horse town."

When that time arrives, Prosperity says, "Good-bye, old friend, Good-bye!"

People start moving away. Bank deposits fall off. Business in general begins to take a slump, and the place is no longer "on the map."

Contrast all this with the city that is well paved.

It steadily forges ahead over its hard, even streets. Automobiles, busses and delivery trucks, operate efficiently and economically, regardless of season or weather.

Business is good, and keeps getting better. Modern, fire-safe buildings spring up. New industries are attracted to town. Plants and factories are working full time. Trade at the stores is brisk, and everybody's busy.

In short, permanently paved streets and roads are one of the very best investments any community can make. You can enjoy the tonic effect of well paved streets by helping your local authorities to find ways and means to build more of them.

Send today for our free illustrated booklet—
"Concrete Streets for Your Town"

PORTLAND CEMENT ASSOCIATION

111 W. Washington St.

CHICAGO

*A National Organization to Improve and
Extend the Uses of Concrete*

OFFICES IN 30 CITIES

POWERS PERFECTION COOLER

Every Newspaper Photo Engraving Plant should have at least one

The Powers Perfection Cooler requires no water connection of any kind.

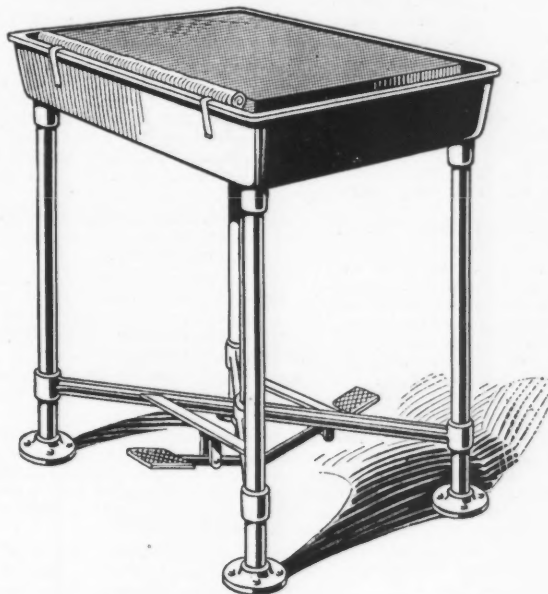
It can be moved at will by simply picking it up and placing it where it is wanted.

It has no mechanical parts to get out of order.

It applies cold water evenly and simultaneously to all parts of the plate—ON THE BACK OF THE PLATE only.

It cools the plate instantaneously to the exact temperature required and saves wiping, mopping and reheating.

The price of the Powers Perfection Cooler is \$350



The Powers Perfection Cooler met with the instantaneous approval of both the workers and the owners wherever it was installed and tried. The men in the shops like it because it helps them in their work. They save time and effort, turn out more work and better work, and do it with very little physical labor. It is a clean, workmanlike way of doing what is otherwise a messy, sloppy task.

Proprietors like it because it saves gas, water, time and makeovers. These savings mean money and profits and that is what we all want. To satisfy yourself, go into your etching rooms and see what happens when the etcher tries to cool a large plate by dragging it over a roller wrapped in old towels and rags or a piece of burlap. Watch the plate buckle and then see him try to straighten it out. You know what that means in color work.

The use of the Powers Perfection Cooler does away with buckled and twisted plates, the splashing of water on the face of the plate and the constant work and worry connected with etching. A zinc etching is heated from 13 to 16 times by the etcher. That tells the story.

ASK ANY USER

Baltimore News

Boston American

Boston Post

B'klyn Daily Eagle

Bronx Home News

Chicago Daily News

Chicago Herald Examiner

Chicago Tribune

Denver Post

Des Moines Register & Tribune

Florida Times Union

Kansas City Star

Milwaukee Journal

N. Y. American

N. Y. Evening Sun

N. Y. Morning Telegraph

N. Y. Daily News

N. Y. Times

N. Y. World

Providence Journal

Rochester Herald

San Francisco Bulletin

Washington Times

Wisconsin News

Immediate delivery guaranteed

POWERS, INC.

205 West 39th Street
New York City

VETERAN BALTIMORE PUBLISHER DIES

General Felix Agnus, After Brilliant Civil War Record, Published American for Nearly Half Century
—Sold to Munsey

General Felix Agnus, publisher of the *Baltimore American* for almost half a century, died on Oct. 31 after an illness of about 8 months. For several weeks he was unable to leave his bed. Infirmities of age caused his death. He was 86 years old, having been born in Lyons, France, May 5, 1839. He died in his apartment at 1836 Eutaw place.

Educated at Jolie St. Clair, near Paris, General Agnus left home when he was a boy of 13 and made a trip around the world in a sailing ship. Before he was 20 years old he fought in the French armies and later fought in Italy under Garibaldi.

Coming to this country about 1860, he planned to become a chaser and sculptor for Tiffany's, New York. But when the Civil War began he enlisted in Duryea's Zouaves, in New York, and went out to fight for the preservation of the Union.

He had many adventures during the war, and saw much active service, especially in the Virginia campaigns.

He was seriously wounded in battle and sent to Baltimore to recover.

During his convalescence he met and became engaged to Miss Annie E. Fulton, daughter of one of the publishers of the *Baltimore American*. They were married shortly before the close of the war.

Before being discharged from the army, Agnus reached the rank of major and was brevetted lieutenant-colonel, colonel and brigadier general in one day.

After the war he returned to Baltimore and for a time was an assessor attached to the staff of the Baltimore Custom House. Later he was employed by the *American*. When Charles Carroll Fulton died Agnus was made trustee of his will and thus became the publisher of the *American*. He continued in this position until Frank A. Munsey in 1920, bought it and the *Baltimore Star*, an evening edition of the *American* which Agnus had established. The *Star* was discontinued. Later William Randolph Hearst acquired the *American* and the *News* from Mr. Munsey.

As the publisher of the Republican newspaper in a state which is normally Democratic, General Agnus was in the national councils of the Republican party.

Father of George Fitch Dead

E. E. Fitch, former publisher of the *Galva* (Ill.) *News* and father of the late George Fitch, died Oct. 28, in Eugene, Ore., where he had made his home in recent years. Mr. Fitch was nearly eighty years old, a veteran of the Civil War, which he entered as a drummer. He served as superintendent of Galva schools from 1875 to 1884 when he bought the *News*, which he published nearly 30 years. It was in the *News* that George Fitch got his first training.

George Adams Post

George Adams Post, 71, president of the Standard Coupler Company, who died Oct. 31, was a former newspaper man. He was editor of the *Montrose* (Pa.) *Democrat*, and later was on the editorial staff of the *New York World*. He gained distinction as organizer and later president of the Railway Business Association.

N. Y. Times Man Dies

Rudolph Weinacht, 42, assistant auditor of the *New York Times*, died in New York, Nov. 1. He had been connected with the *Times* eleven years. Previously he had been in charge of the cost accounting department of *Collier's Weekly*.

Milwaukee Editor Dead

Henry Towell, 69, editor and publisher of the *Milwaukee Times*, died at his home Nov. 2.

Obituary

NEIL MacKINNON, office manager of the Wood-Flong Corporation, New York, died Nov. 3. He had been connected with the firm two and one-half years and before that was on the *New York Evening Post* staff.

G. BERNARD WEST, 77, former editor of the *Washington Times* and the *Washington Post*, died in Los Angeles, Nov. 2. For the last 13 years Mr. West was editorial writer for the *Los Angeles Examiner*.

PAUL GYLLSTROM, 49, formerly of the *San Diego Union* staff, died Oct. 25, at San Bernardino.

GEORGE L. KEHEW, 77, an employe of the *Boston Herald* for more than 50 years and said to be the oldest active newspaper mailer in the United States, died Oct. 24, at the Somerville, Mass., hospital from injuries received when he was struck by a motor car on Oct. 13.

JOSEPH W. MILLER, 87, formerly editorial writer on the *St. Louis Globe-Democrat*, died recently.

MRS. ISABELLE HENDERSON, 72, widow of Howard E. Henderson, for many years managing editor and one of the owners of the *Kokomo* (Ind.) *Dispatch*, died recently in Indianapolis.

RAYMOND J. GIBBONS, 25, sports writer on the *Cleveland News*, is dead after a two months' illness.

GEORGE SHIRLEY, 55, who perfected a machine, which attached to fast presses, helped eliminate static electricity, died at his home in Denver. He was a printer on Missouri, Kansas and Colorado newspapers for many years.

KIMBER C. SMICK, 72, editor of the *Wamego* (Kan.) *Reporter*, died at his home suddenly following an attack of heart disease. He had owned and edited the *Reporter* for 29 years.

SAM A. MOTZ, 53, owner of the *Emmett* (Idaho) *Examiner* for 14 years, died in Boise, Oct. 23, following an operation.

MRS. MINTA HARRISON, 81, mother of John H. Harrison, editor and publisher of the *Danville* (Ill.) *Commercial-News*, died Oct. 24 at her home in Danville after a brief illness. Her husband, the late Dr. Thomas H. Harrison, was publisher of the *Lebanon* (Ind.) *Pioneer* and later the *Michigan City* (Ind.) *Dispatch*.

DARIUS STACY LOGAN, 71, for 21 years foreman on the *Leavenworth* (Kan.) *Standard* and later connected with papers in Prescott, Ariz., died recently in San Diego, Cal.

DAVID E. SWALES, 83, lifelong printer, employed on the *Jacksonville* (Ill.) *Daily Journal* when it was established and a resident of Jacksonville since, died Oct. 23 at his home.

MRS. ELLA THATCHER, publisher of the *Atta* (Ia.) *Advertiser*, and associated with her late husband in the business, died last week in Storm Lake, Ia., where she had lived the last few years.

EDWIN ROUTLEDGE, 57, editor and publisher of the *San Antonio Daily Commercial Record*, died Tuesday.

Former Washington Writer Dies

L. White Busbey, 73, veteran Washington correspondent, vice-chairman of the Republican National Committee in charge of publicity during 1924, died at his home in Washington, D. C., Oct. 30. He was for many years the correspondent of the *Chicago Inter-Ocean*. In 1903 he became private secretary to "Uncle" Joe Cannon, serving in that capacity until Cannon's retirement in 1923. He was considered an authority on the tariff.

Radio Set Used on Murder Story

To cover a murder story, 80 miles away, with no telephone or telegraph communication available, the *Eureka* (Cal.) *Humboldt Standard* used wireless in enterprising fashion on Oct. 21. A wireless set with two skilled operators in charge was rushed to the murder scene. Within an hour after the set was on the ground an aerial had been raised and communication established.



Get Your Readers to build their own cook books in a card index box out of the columns of your paper.

A card index box with the name of your paper on it and a card index recipe on your woman's page. Think that over. Now being used by 50 leading newspapers of America. Write us for terms and particulars of our plan.

THE U. P. C. NEWS SERVICE, Inc.
243 West 39th Street, New York

Trade Mark **FLEXIDEAL** Reg. U. S. Pat. Off.

THE IMPORTED DRY MAT
OF SUPERIOR QUALITY

Write for Free Samples

FLEXIDEAL COMPANY, Inc.
15 WILLIAM STREET NEW YORK CITY

FOR PROMPT SERVICE

TYPE

BORDERS - ORNAMENTS - BRASS RULE
Printers' Supplies

KELLY PRESSES - KLYMAX FEEDERS - PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR
AMERICAN CUT-COST EQUIPMENT

Carried in stock for prompt shipment at the following Selling Houses of the

American Type Founders Company

BOSTON	RICHMOND	DETROIT	MINNEAPOLIS	SAN FRANCISCO
NEW YORK	ATLANTA	CHICAGO	KANSAS CITY	PORTLAND
PHILADELPHIA	BUFFALO	CINCINNATI	DES MOINES	SPOKANE
BALTIMORE	PITTSBURGH	ST. LOUIS	DENVER	WINNIPEG
	CLEVELAND	MILWAUKEE	LOS ANGELES	

DAILY PAPERS FROM OTHER CITIES

HOTALING'S NEWS STAND

BROADWAY AND 43RD ST.

NORTH END THE TIMES BUILDING

"Perhaps the most cosmopolitan spot in New York City is Forty-third Street and Broadway . . . Here is a mammoth news stand which sells newspapers from every city in the world. . . Every town has similar stands, but none as huge as this, and none as varied and as picturesque in its patronage."
—Boston Transcript, Oct. 29, 1921

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

WHAT THEY ARE SAYING

PROFESSOR NEWSPAPER

"THE newspaper touches varied fields of knowledge, and, if the reader really seeks to understand things to which daily dispatches point, he will educate himself."—Glenn Frank, President of the University of Wisconsin.

NEWSPAPER INTEGRATES COMMUNITY

"NEWSPAPERS—the soul of the city. A town without them is only a place of brick and stone."—Walter P. Burn, Pacific Coast Manager, American Newspaper Publishers' Association.

"A MAN IN PRINT"

"THE newspaper is built around its soul, not its pocketbook, even in this clamorous, commercial age. The newspaper is a man in print. The newspaper of today is as great as that of yesterday and that of tomorrow will be greater as it is more responsive to the soul of man."—Dean Walter Williams, University of Missouri.

TWO LISTS OF NEWSPAPERS

"ONE national advertiser has two lists of newspapers, which he patronizes; one list of those who will run free advertising, to which he sends no paid matter; and one list which will not run free advertising, to which he sends only paid matter. He must patronize both to get coverage of the country."—Wil V. Tufford, Secretary, Inland Daily Press Association.

ADVERTISING A STIMULANT

"JUST as strong, vigorous circulation of the blood is stimulated by good food and exercise, so is a healthy circulation of the things people enjoy, stimulated by the desires and confidence created in their minds by advertising."—Knox Armstrong, E. M. Kahn & Co., Dallas.

NEWSPAPER AND TAXES

"UNQUESTIONABLY, there is no agency existing which can exert so powerful an influence for the reduction of the costs of government as a newspaper. A newspaper that consistently and intelligently calls to the attention of its readers the mounting costs of local government occasioned by demands, which while seemingly needed are not really for the benefit of all concerned, will do much to relieve the burden of taxes."—Harry F. Long, Massachusetts Tax Commissioner.

RADIO FOR GOOD WILL ONLY

"THE testimony of advertising concerns that are spending money consistently in radio broadcasting is to the effect that they are pleased with the good will value of the broadcasting but they find it just as necessary to maintain their reader audience and in many cases to increase it. In my opinion radio broadcasting for toll should result in automatically increasing newspaper and periodical advertising."—Frank A. Arnold, Frank Seaman, Inc., New York.

TREMENDOUS POSSIBILITIES

"THE possibility of increased business to savings banks which know how to advertise effectively the human elements in their story is tremendous. However, too many of them know little about advertising and much of the total expenditure is wasted. No advertising is good unless it is productive and savings bank advertising cannot possibly be so when the message consists of scarcely more than a name, address and a statement of business. It emphasizes the fact that the bank is neither progressive nor aggressive; that if it has a message it does not know how to deliver it."—Hugh A. O'Donnell, Assistant Business Manager, New York Times, before Financial Advertisers' Association.

Business is Stimulated in Illinois
By
Favorable Crop Report

All lines of merchandising and industry are showing increased activity now that the crops are out of danger and all of them, excepting corn, gathered and stored. Corn husking is in active swing. Prices for all farm products continue steady at satisfactory levels, which means the farmers will have money to spend.

Merchants are stocking up freely on this prospect. Business will come with a rush after the corn is marketed.

Retail store trade continues well ahead of last year.

There are more customers in the market than a year ago, larger road sales, and a greater current distribution of wholesale dry goods. There is a better distribution of merchandise, no surplus of stocks and a good healthy trade situation.

Illinois newspapers will cooperate with you in merchandising this market.

USE THIS LIST OF NEWSPAPERS

Table listing various newspapers and their circulation figures, including Aurora Beacon-News, Chicago Herald & Examiner, Chicago Daily Journal, etc.

*A. B. C. Statement, September 30, 1925
†Government Statement, March 31, 1925
††Government Statement, September 30, 1925

Jackson Semi-Weekly Started

The Jackson (Mich.) Tribune, a twice-a-week newspaper, has been launched by former employees of the defunct Jackson Morning News. The first issues consisted of 8 pages and the paper is given free distribution in the city. The Tribune is published by the Jackson Tribune Publishing Company, capitalized at \$25,000, according to articles filed with the secretary of state. A total of \$10,500 is listed as having been subscribed and \$2,660 paid in. The officers of the company are: President, John H. Allen; vice-president, Albert J. Horton; secretary-treasurer, Zora J. French.

Prints 68 Pages, Regular Edition

The Baltimore Evening Sun on Friday Oct. 30, published the largest regular week-day papers in its history, 68 pages carrying 412 columns of advertising. One advertiser took four pages.

San Francisco Chronicle

PAYING circulation determines the logical choice of an advertising medium. In San Francisco and Northern California it is a recognized fact that The Chronicle following has the buying power.

National Representatives
Williams, Lawrence & Cresmer Co.
300 N. Michigan Ave. Chicago
225 Fifth Ave. New York

CONFERENCE TO FIGHT WASTE IN BUSINESS

Two Hundred Manufacturers, Merchants and Editors to Consider Waste at Washington, Dec. 15-16

A concerted attack by business men upon waste in business will be opened at a general meeting of the National Distribution Conference to be held in Washington, Dec. 15 and 16, under the auspices of the Chamber of Commerce of the United States.

More than 200 manufacturers, wholesale and retail merchants, economists, editors, advertising experts and representatives of trade associations and organizations, will weight the methods by which transactions aggregating upward of \$50,000,000,000 annually in the United States, as variously estimated, are carried on. They will attempt to point out the practices which are unethical and economically unsound, constituting major sources of waste, and outline methods by which they may be eliminated.

Problems arising in the field of merchandise distribution, extending from the corner grocery to the large department store and manufacturing corporation, will be brought into relief in a series of surveys now approaching completion. These include the gathering and dissemination of statistical information looking to the stabilization of business, legislative and administrative questions involved in the governmental regulation of business, conditions under which business is now carried on and the costs of conducting various kinds of business.

The six surveys, each covering an important aspect of distribution, have been undertaken by six special committees of representative character. The subjects with which they deal and their chairmen are:—"Collection of Business Figures," Owen D. Young; "Trade Relations," A. Lincoln Filene, Boston; "Market Analysis, Advertising and Advertising Mediums," Stanley Resor, president of the J. Walter Thompson Company, New York; "Expenses of Doing Business," Robert R. Ellis, Hessig-Ellis Drug Company, Memphis; "Methods of Distribution," L. D. H. Weld, Director of Research, Swift & Co., Chicago; "General Conditions Affecting Distribution," G. S. Brown, president, Alpha Portland Cement Company, Easton, Pa.

The wide range of problems brought to light in these surveys will be submitted to the National Distribution Conference with a series of recommendations which will form the basis of discussion and will serve as a definite plan of campaign, national in scope, to be conducted by business for the elimination of waste in distribution.

New Farm Weekly

The *National Farm News*, a weekly newspaper for farmers has just appeared. It is a newspaper, claimed to be unlike farm journals, which undertakes to give each week a complete service of news pertaining to agriculture. It is edited by Dixon Merritt, and published by the Independent Publishing Company, with offices at 219 G street, N. W., Washington, D. C.

Tearing Down Roadside Ads

Carrying out the provisions of a bill passed by the 1925 Wisconsin Legislature, workmen of the La Crosse highway department last week began to clear the county highways of billboards and other advertising signs. Small tin signs, wooden signs, and all other types of advertising mediums which obstruct the view of passing motorists are being removed, pursuant to the order.

Price Heads Danville Ad Club

An advertising club has been formed in Danville, Ill., with A. E. Price, advertising manager of the *Danville Commercial News* as president; George Logan, vice-president and Arthur T. McGuire, secretary-treasurer.

NEW YORK HONORS FOUNDER OF ITS FIRST PAPER

(Continued from page 7)

pered in his new enterprise and in his historic fight against the tyranny of the government over so-called seditious printed matter, he became famous as one of the early champions of the freedom of the press. It must be recalled, however, that Mr. Bradford had earlier suffered arrest and been threatened with the loss of his press when in Philadelphia. In New York, however, where he was under oath and practical bondage to the Crown he was of necessity conservative and loyal.

Bradford's paper often varied in size from two to eight pages. He continued as a newspaper publisher until Nov. 19, 1744, when he withdrew from all connections with the *New York Gazette*. During the last few years he had been in partnership with Henry De Forest. When Bradford withdrew, De Forest changed the name of the paper to the *New York Evening Post*.

James Parker, another printer who had learned the trade with Bradford, later borrowed the discarded title "Gazette," and put it in the heading of his paper—then *The New York Weekly Post-Boy*. Parker, a warm admirer of his former teacher, printed this obituary in his paper, after Bradford's death, on May 25, 1752:

Last Saturday Evening departed this Life Mr. William Bradford, Printer of this City in the 94th Year of his Age: as the Printer of this Paper liv'd upwards of 8 years Apprenticed to him, he may be presumed to know something of him. He came to America upwards of 70 years ago and landed at the place where Philadelphia now stands before that City was laid out or a House built there. He was a Printer to this Government upwards of 50 years and was a man of great Sobriety and Industry; a real Friend to the Poor and Needy and a Man Affordable to all; but acquiring of an Estate happened not to be his faculty notwithstanding his being here at a Time when others of not half his good Qualifications Amassed considerable Ones. He was a true Englishman and his Complaisance and Affection to his Wives of which he had two was particularly great, and without the least exaggeration it may be said that what he had acquired with the first . . . was lost with the second. He had left off business for several years past and being quite worn out with Old age and labours, his Lamp of Life went out for want of Oil.

This quaint tribute from his apprentice and fellow printer is in error as to Bradford's age which has been conclusively proved by a statement found in an old Almanac for 1739. Printed by Bradford, himself, it has in its record of events for the month of May: "The Printer born the 20th 1663." Here as in the matter for the date of the first issue of his paper, the fact to be accepted is what Bradford himself has recorded in type.

Notwithstanding its slight inaccuracy, this obituary is an eloquent appreciation of the man whose name has been so long and worthily identified with the American press. His influence in Pennsylvania through his son, Andrew, and more especially later through his grandson, William, was particularly conducive to the advance of the American newspaper. Of this later William Bradford's paper, the *Pennsylvania Journal*, established December 2, 1742, Dr. Lee, already mentioned as the author of "The History of American Journalism," has written that it "was in many respects, and these the most essential, more independent in tone than the *Pennsylvania Gazette* and was much the better newspaper during the Revolutionary Period."

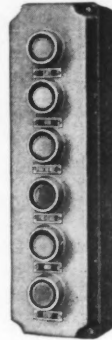
With traditions and accomplishments such as these, associated with the name of Bradford, it is small wonder that such institutions as the New York Historical Society and Trinity Church as well as the more specialized organizations cooperate in commemorative exercises to keep alive the memory and influence of the man who was the first to suggest printing the Bible in the middle colonies, founded the first paper mill, was the earliest champion of independence of the press and its right, and set up the first newspaper in New York City which was destined 200 years later to be proud of the high moral standards and intellectual as well as economic progress of what it so simply still calls its newspapers.

Cline System—What It Means to the Printing Trades

Cline System means more than a "service" to printers

—more than motors and controllers which thousands of printers have found the best from every standpoint—safety, speed, economy, and long life.

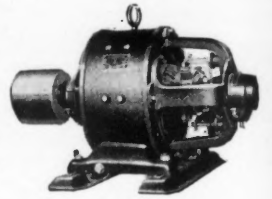
—more than equipment suited to every printing need from the largest newspaper press to the smallest wire stitcher.



CLINE

Twenty years of specialized experience in printing press control engineering

Cline System means an organization or trained experts, who for a quarter of a century have specialized in just one thing—electrical equipment and control systems for printing machinery. A corps of engineers who design, manufacture, and install this equipment with all the knowledge and skill that twenty-five years have brought to them.



WESTINGHOUSE

Known throughout the world as manufacturers of the best electrical equipment

Write for descriptive pamphlet and list of newspaper and printing plants which are Cline-Westinghouse equipped

CLINE ELECTRIC MFG. CO.

Main Office: Conway Bldg., 111 W. Washington St., Chicago

Western Office
First Nat'l Bank Bldg.
San Francisco
Calif.



Eastern Office
Marbridge Bldg.
47 W. 34th St.
New York

A SINGLE ADVERTISING APPROPRIATION

Will cover the two publications that reach those who control the national advertising of the United States and Great Britain.

EDITOR & PUBLISHER

New York
and

ADVERTISING WORLD

London, Eng.

have entered into an agreement in respect to editorial and advertising representation in their representative fields and thereby afford a single source of information and service for those interested in international marketing and advertising.

Combination Advertising Rates for 12 Insertion Contract

Full Page \$280.00 per insertion
Half Page 145.00 per insertion
Quarter Page 82.50 per insertion

You are cordially invited to communicate with EDITOR & PUBLISHER, Suite 1700 Times Building, New York, for further details of circulation, editorial policy and mechanical requirements of ADVERTISING WORLD. This office can be of great assistance to manufacturers who desire information in regard to marketing conditions of Great Britain. Publishers of leading American newspapers will also avail themselves of this opportunity to deliver their messages to the largest advertisers of Great Britain, many of whom are keenly interested in the markets of America.

Editor & Publisher

1700 Times Building
Broadway at 42d St.
New York, N. Y.

Telephones:
Bryant 3052 - 3053 - 3054 - 3055 - 3056
Cable Address: EDPUB, NEW YORK

Advertising World

14 King Street
Covent Garden, W. C. 2
London, England

Telephone: Gerrard 7615
Cable Address:
ECOPUBLISH, RAND, LONDON

URGES CAUTION IN USE OF DIRECT MAIL

Department Store Ad Executive Tells Convention It "Failed to Perform" in Year's Test—Newspaper Budget Not Cut

An important Detroit department store has experimented with direct by mail advertising and found it wanting.

This admission was made by Sydney Lightstone, associate advertising manager, of the J. L. Hudson Company, Detroit, before the eighth annual convention of the Direct Mail Advertising Association, held in Boston, Oct. 28-30. The subject of Mr. Lightstone's address was "Direct Mail Problems in the Department Store."

"The mail advertisements failed to perform," he declared.

Mr. Lightstone explained his assertion was the result of an extensive experiment with direct mail advertising, carried on for more than a year by his store.

The results obtained, he said, warrant caution in the use of this kind of advertising in preference to newspaper advertising. Direct mail failed in performance at a low cost in a sufficient number of cases, without risking failure on doubtful ones.

Following their direct mail campaign and what he declared was the resulting failure, Mr. Lightstone said his store, after careful and painstaking analysis of its experiment, decided not to cut down their newspaper appropriation and to temper their enthusiasm for the postal route.

It makes considerable difference, it was brought out, whether or not the advertiser has an available medium that is read by the people he desires to reach. If there is a medium which really covers the field, if the readers of that medium look to it for news and guidance in their buying, then that method of advertising should prove more profitable than direct mail, he said.

Marco Morrow, assistant publisher of the Capper publications, Topeka, spoke on "Direct Mail from the Rural Standpoint."

Miss Janet Olson, of Chicago, president of the Chicago Direct Mail Advertising Association, in an address on "Spending the Letter Shop's Appropriation," said that the ideal advertising appropriation for a \$10,000 shop is five per cent, and two and a half to two and three-quarters per cent for a shop of \$50,000 and over.

Major Carroll J. Swan, commander of Crosscup-Pishon Post, American Legion, composed of Boston newspaper and advertising men, led in the festivities at the banquet and gambol on the second night of the convention at the Copley-Plaza hotel.

William F. Rogers, of the *Boston Transcript*, was a member of the executive committee of the convention; Richard B. Holland, *Boston Transcript*, and Clark Belden, Hartford (Conn.) Ad Club, press publicity committee.

Taylor Joins Greensboro Record

Arthur Hastings Taylor, for 21 years with the *Danville (Va.) Register* as editorial writer, has resigned to join the *Greensboro (N. C.) Record* in the same capacity. Mr. Taylor was with the *Richmond Times-Dispatch* for many years.

BUILDINGS PLANT LAYOUTS PRODUCTION OPERATION

An organization specializing solely in newspaper building design, manufacturing and production problems.

S. P. WESTON

Newspaper Buildings
Plant Layouts
Production, Operation

120 West 42nd Street New York

STRACHEY PRAISES INGENUITY OF AMERICAN REPORTERS

Washington, Nov. 5.—Dictograph-equipped newspaper reporters may evolve from American ingenuity, in the opinion of J. St. Loe Strachey, editor of the *London Spectator*, who is staying at the Mayflower Hotel for a few days. Such a machine of vest pocket size, would make for accuracy of interviews he pointed out.

"I put nothing beyond the ingenuity of you Americans," he said. "Soon you will produce dictating machines small enough for the reporters to carry with him, and put into action whenever he needs it. I favor this way of recording interviews and the publication of practically the entire conversation between reporter and the man interviewed."

IOWA DAILIES VOTE \$50,000 AD FUND

\$15,000 in Cash Raised at Des Moines Meeting and \$35,000 in Space Pledged to Tell Merits of State as a Market

DES MOINES, Ia., Nov. 2.—The state and nation will be reminded of Iowa's wealth and purchasing power through the medium of a \$50,000 advertising campaign launched yesterday by the advertising committee of the Iowa Daily Newspaper Association.

Fifteen thousand dollars in cash was appropriated by the committee in addition to contributions of space valued at \$35,000 by members of the association. The expense of the campaign will be met by members of the association. Last year over \$100,000 was spent by the association for the same purpose.

Two full pages were ordered in the *New York Times* and the *Chicago Tribune*. A full page each week for a year also was taken in EDITOR & PUBLISHER, to emphasize the advantages of the state as a market.

This is the second year such a campaign has been made by the daily newspapers of Iowa to promote the value of the state. All of the advertising run in the *New York Times* and the *Chicago Tribune* will be carried in all of the daily newspapers participating in the campaign.

The meeting was called by John F. D. Aue, publisher of the *Burlington Hawk-Eye* president of the Iowa Daily Newspapers Association. Robert R. O'Brien manager of the *Council Bluffs Nonpareil* resigned as chairman of the advertising committee and was succeeded by Frank D. Throop publisher of the *Davenport Democrat*. Other members in attendance were: George Thayer, manager of the *Marshalltown Times Republican*, H. T. Watts, business manager of the *Des Moines Register and Tribune News* and Lafe Young, Jr. general manager of the *Des Moines Capital*.

SAYS INSURANCE NEEDS BETTER ADVERTISING

Subject Has Never Been Interpreted in Copy as It Should Be, Gardner Osborn Tells Boston Advertising Conference

The need of insurance companies advertising in newspapers, periodicals and by direct mail, was strongly advocated by Gardner Osborn, vice-president of Reimers & Osborn, Inc., New York, in an address before the Insurance Advertising Conference held last week in Boston. He declared that insurance never has been interpreted as it should be interpreted, and that any means which would properly educate the public on insurance matters should be used to prepare the way for the agent who solicits business.

G. C. Parlin of the Curtis Publishing Company, Philadelphia, said that no salesman in any business need fear that the advertising that his company does will ever take the place of his services.

Ralph E. Morrow, manager of the Rough Notes Publishing Company, declared that in his opinion the insurance companies should play up the name of the agent in as large type as that of the company.

Another advocate of insurance advertising was Walter C. Hill of Atlanta, Ga., who stated that there is a big field for obtaining new insurance business, and advised that the companies give practical information. He declared that there was danger of creating losses rather than new business by some kinds of copy in insurance advertising. The advertisement that shows a thief stealing an automobile suggests the ease with which this may be accomplished, he said, but it suggests quite as strongly to the potential thief as it does to the automobile owner. The automobile burning by the lonely roadside suggests the possibility of cashing in on an insurance policy by a fire, without

witnesses, in such a spot. Fire insurance companies can do much in the way of fire prevention advertising, while much can be done in the way of teaching theft prevention.

Springfield to Advertise

An advertising campaign to make Springfield, Mass., a shopping center will be conducted wholly through the local newspapers, the Retail Merchants' Association has decided. The campaign will start the first week in November, continuing until the second week of December.

Putnam Joins N. Y. Journal

C. I. Putnam, for many years representative of the *Boston American* in New York City, and recently business manager of the *Washington Herald*, has been appointed assistant publisher of the *New York Evening Journal*, by James C. Dayton, publisher.

We Print COMICS and MAGAZINE SECTIONS

High Quality COLOR WORK

Let Us Quote On Your Next Contract

Missouri Agricultural Publishing Co.

J. E. NICHOLSON, Mgr.
2206 Pine Street, St. Louis, Mo.

DO YOU NEED A TRAINED MAN?

The Personnel Bureau of Sigma Delta Chi, an organization of college trained newspaper, magazine and advertising men, wants to help you find him. The Bureau puts you in touch with experienced, energetic men—it saves you time by recommending only those who meet your requirements.

If you expect a vacancy, please write Robert B. Tarr, Director, Personnel Bureau of Sigma Delta Chi, 2929 Northwestern Ave., Detroit, Mich.

NO CHARGE TO EMPLOYERS.

THE EVENING JOURNAL

Martinsburg, W. Va.

Covers a prosperous manufacturing and fruit growing field.

Gorton's Cod Fish Carter's Piso

and many other accounts are now going into Martinsburg for the first time.

The Journal is the only paper published in Martinsburg and it maintains a real service department for national advertisers.

Represented Nationally by

The DEVINE-MacQUOID CO., Inc.
New York Pittsburgh Chicago

The World

These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 650,000 DAILY WORLD—EVENING WORLD readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.

The Evening World

Pulitzer Building, New York
Tribune Tower, Chicago

Facts

The Dallas Journal has the largest A. B. C. circulation among Dallas evening newspapers.

Four-fifths of it is city and suburban.

The Journal is a clean, bright and aggressive paper that appeals to the more intelligent and prosperous classes of the city.

The average milline rate of The Journal is the lowest among Dallas evening papers.

The Dallas Journal

THE WELFARE COMMITTEE of the INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION

Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.

Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.

FORD'S MAN SPEAKS UNABASHED

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors
DALLAS, TEXAS
IN REPLYING REFER TO

TO ALL MANAGING EDITORS: Oct 28 1925

ALL STATEMENTS OR AGREEMENTS CONTAINED IN THIS LETTER ARE CONTINGENT ON STRAIGHT ACCOUNTS, TERMS, OR ANY OTHER CAUSES BEYOND OUR CONTROL, AND ALL CONTRACTS ARE SUBJECT TO APPROVAL BY THE SIGNATURE OF A SOLE AUTHORIZED EXECUTIVE OFFICER OF THIS COMPANY. CLERICAL ERRORS SUBJECT TO CORRECTION.

Enclosed please find publicity items and news stories that are for immediate release.

It is our earnest desire that you publish these stories sent you from time to time, or as many of them as possible in the interest of the local Ford dealer in your city, as well as the FORD MOTOR COMPANY, ourselves. You surely realize the news value of such data to your subscribers, for anything pertaining to Mr. Ford and his organization is at all times of interest to the general public.

If you have not already placed the Ford Motor Company at Dallas on your mailing list, please do so at once as we are keeping a card record on the items and stories which each of the various publications throughout our territory are running in comparison to the amount of copy for advertising they are receiving, and such a record is furnishing us valuable information as to the cooperative papers we are using and consequently will have a wonderful bearing in the preparing of our schedule contracts for the coming year.

Yours very truly,
FORD MOTOR COMPANY
Ernest Atwell
Advertising Department

S. B. H.

The above facsimile of a letter being broadcast in various localities to newspaper editors, evidently on orders from Detroit headquarters, speaks eloquently of Henry Ford's opinion that a dollar spent for advertising space should also purchase editorial space both for Ford himself and his good little car. If you should ask a Ford agent when you buy a Lizzie, to throw in four extra tires, a spare head light, a barrel of "gas," a few extra parts and a nice \$50 kit of tools, all in consideration of the fact that you consent to use a Ford, he would ring a bell to call out the police reserves. But Mr. Atwell, in diplomatic parlance, tells managing editors: "If you don't print my stuff about Ford and his car, well—it will have a wonderful bearing on our selection of advertising media." Stand your ground, managing editors. No press agent can bluff his way by the press of this country, by promise or threat, real or implied!

Van Camp's Test Campaign

Van Camp's of Indianapolis is undertaking a test campaign for its tomato soup in newspapers in 11 cities. The copy appeal is based upon seven improvements in the soup that are discussed in the first person. The campaign was developed by Albert L. Fessler, advertising manager, and William Douglas McAdams, advertising agency executive of Chicago. The drive will run 20 weeks, at the expiration of which plans for future advertising will be considered.

Amateurs Writing Ads For Prizes

The Decatur Herald is running a \$3,000 amateur ad writer prize contest in which contestants are required to submit copy ideas for each of the 20 business firms backing the stunt. One hundred and one cash prizes are offered.

LETTERS FROM READERS

Mr. Edwards' Articles

To EDITOR & PUBLISHER: I am glad to see EDITOR & PUBLISHER tackle one of the greatest wastes of newspaper publishing—i. e., mutilated and poorly edited copy.

The exhibits shown are familiar to every newspaper man and might have come from any one of our offices.

And yet there are publishers—lots of 'em—who loudly proclaim that the composing room does not produce! Did they ever stop to consider why?

The articles that you are printing ought to enlighten some of them. We need more of the same kind.

JNO. W. BAKER,
The Rochester Herald,
Rochester, N. Y.

Prizes for Best Office Ads

The Richmond News-Leader has announced a prize contest for the best page or half-page advertisement written to advertise the News-Leader's advantages as an advertising medium. The first prize will be \$100, the second \$75 and the third \$25.

George H. McAdam Dead

George H. McAdam, 71, for 10 years on the staff of the World Almanac died Nov. 2.

All Louisiana and MISSISSIPPI Listens In For RADIO NEWS in the NEW ORLEANS STATES



The state's representative in the National Field—
THE JOHN M. BRANHAM CO.
New York — Chicago — St. Louis
Atlanta — Detroit — Kansas City
San Francisco — Los Angeles

New Orleans States

ELVERSON LAUNCHES CAMDEN INQUIRER

Publisher of Philadelphia Inquirer Starts Publication on new New Jersey Edition—Two Papers Sold for Price of One

The Philadelphia Inquirer began publication Nov. 3, of a Camden, N. J., edition. James Elverson, Jr., is publisher of the Inquirer.

The new edition is an eight-page extra supplement, but is announced as a "unit in itself," sold with the Philadelphia Inquirer, "two newspapers delivered at the price of one."

Special headquarters for the new edition have been established in Camden, housing a staff of special writers and reporters.

"The Camden Inquirer is to be a complete newspaper that will keep its readers in close touch with everything concerning New Jersey in which they are vitally interested," the announcement printed in the first issue read.

"While the Camden Inquirer is to be a unit in itself, it will appear in company with the Philadelphia Inquirer. That is to say, subscribers to the Camden newspaper will also receive the Philadelphia Inquirer. Thus they will be given two papers at the price of one—two cents.

"This means, of course, that they will be furnished with the dispatches of the Associated Press and of the Inquirer's special correspondents; with cables from foreign lands; with the news of the world. And in addition to every feature of the Philadelphia Inquirer they will have the Camden Inquirer at their breakfast tables carrying careful and accurate reports, written specially for it, of all the local happenings—two newspapers delivered together.

"We have great faith in the future of Camden. It is a mighty lively and enterprising sister of the city across the Delaware. Its industries are increasing. Its

population is swelling. It is building new houses with remarkable speed. The Delaware river bridge unquestionably will prove of very material benefit to it."

Circulators Elect R. D. M. Decker

R. D. M. Decker, circulation manager of the Rochester (N. Y.) Democrat and Chronicle, was recently elected first vice-president of the New York State Circulation Managers' Association. EDITOR & PUBLISHER's report of the meeting stated E. E. Decker of the Middletown (N. Y.) Times-Press had received that office.

Curtis Presents Camp Site

Cyrus H. K. Curtis, Philadelphia and New York publisher, and a summer resident at Camden, Me., has presented to St. Thomas Episcopal Church in that town a tract of land at Lake Megunticook for use as a camp site for young people's work.

*It's unanimous!
The New Shop-
o-scope is the best
of all Holiday
Campaigns!*

THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising
Counsellors
Packard Bldg. Philadelphia

What Every Publisher Needs—

A list of Equipment and Supply Manufacturers, and he wants this list to contain only the names of manufacturers whose offerings will command "Repeat" orders.

EDITOR & PUBLISHER is on the desk of practically every publisher in the country and its advertising pages are of inestimable value to him. A further service to be rendered is to make its classified page a directory of Equipment, Supplies and Services—something the busy publisher can rely on to speedily serve his needs.

If you have something to sell to the newspapers list it in the classified page of

EDITOR & PUBLISHER

CANADA'S OLDEST PAPER COMPLETES NEW FIVE-STORY HOME

Montreal Gazette, Founded in 1778 By Benjamin Franklin, Has Published Continuously for 147 Years—New Presses Installed

SOME time next month the *Montreal Gazette*, oldest newspaper of the Canadian metropolis, will move into a new home. For the past 18 years it has occupied the premises at 38 St. Antoine street, in the heart of what was in earlier times the residential district of Montreal. In December it will remove a short distance further west on St. Antoine street, to the intersection of Cathedral and Ste. Cecile streets, where it will take up its new residence in one of the most modern structures of its kind in the Dominion.

The new building of five stories and basement presents a strong contrast to the first home of the Gazette, which was in the famous Chateau de Ramezay, on Notre Dame street East. This picturesque old stone structure, built on the French colonial style of architecture with its old cannon and its row of slender Lombardy poplars in front, is well known to American tourists in Montreal. It was in the basement of this Chateau that the press was set up which was destined to print Montreal's first newspaper. It made its first appearance in the year 1778.

The circumstances of the paper's publication were somewhat unusual. The leaders of the American Revolution believed that a section of public opinion in Canada was favorable to their movement, and with the idea of obtaining adherents a commission composed of Benjamin Franklin, Samuel Chase and the Rev. Charles Carrol arrived in Montreal on April 29, 1776, bringing with them a French printer by the name of Fleury Mesplet. They soon discovered, however, that there was no anti-British sentiment among the French-Canadians, and in May, two months before the signing of the Declaration of Independence at Philadelphia, they departed. Mesplet, however, decided to remain, and setting up his press in the chateau, printed several books, and followed this up with the issuing of No. 1, Vol. I, *Gazette du Commerce et Litteraire pour le Ville et District de Montreal*. It was printed entirely in French, and consisted of four quarto pages. In it the editor announced that he would eschew references to religion, government or current affairs, except such as were authorized by the government, and proceeded to state that subscriptions would be "2½ Spanish dollars," advertisements "1½ Spanish dollars" to non-subscribers, and "1 Spanish dollar" to subscribers. Single copies were to be sold for "10 coppers."

The other matter in the first issue was entirely literary and anecdotal, the publisher explaining that no advertisements had been secured and observing that his readers knew as much about commercial matters as he could tell them.

The advertising picked up in the subsequent issues, including announcements of slaves for sale, and offers of rewards for runaway slaves and indentured apprentices. The paper appeared every Wednesday.

It was not long before crime news made its appearance, and one of the early issues carried a three-line report of the execution of one Nicholas Thibault for the murder of a slave on Lake Huron. The departure of Governor Sir Guy

Carlton and the arrival of his successor, General Haldimand, were used by the editor as occasions which could be described freely and in complimentary guise without offending the powers. The paper failed to appear the week following Governor Haldimand's arrival, however, and in the next issue Mesplet acknowledged his indebtedness to the citizens who had secured the gubernatorial permission for the resumption of the publication.

In 1788 the paper was enlarged from quarto to foolscap size and composed four pages, printed in both French and English in double columns. Foreign news began to make its appearance about this time and the literary features of the paper included several poems by Robert Burns, a young man at that time and just rising to fame in his native Scotland.

The Gazette bore Mesplet's imprint up until 1789, but then began a series of changes which continued up until 1867, when the Montreal Printing and Publishing Company was formed to acquire ownership of the Gazette, with John Lowe as managing editor. Mr. Lowe retired from the company in 1870 and the newspaper and plant were purchased by the firm of T. and R. White. Both members of the firm were born in Montreal, and had embarked upon their newspaper publishing experiences in Peterborough, and had owned the *Hamilton Spectator* before buying the Gazette. Thus began a family ownership of the Gazette which still exists.

Mr. Richard White became business manager, and Mr., later the Honorable, Thomas White was editor-in-chief. Today their two sons occupy these respective posts, Senator Smeaton White being president of the company and directing the business policy and Robert S. White being editor-in-chief.

The new Gazette building, which takes up an entire block, is designed for eight stories. At present it contains five stories and basement, the three additional stories to be added as the requirements of the business demand. The frame of the building is of structural steel with reinforced concrete floors and roof, the outer walls being of cut stone and brick, all windows, sashes and frames being copper-covered, fitted with wire glass. All steel beams and other structural work is imbedded in concrete, the whole constituting an absolutely fire-proof structure.

The building is, of course, primarily designed for the newspaper, and in connection with this, on the first floor there will be installed a new six-unit Hoe press of the latest type, equipped with electrical drive and controllers, everything being of the latest and best design and manufacture. Provision has been made in the pressroom for an additional 15 units,

making the capacity of the room 21 units. The equipment for the news room will be largely entirely new. Adequate provision has been made for the editorial, news, telegraph and business staff, with specially designed mailing and shipping room.

WEEK'S AD TIPS

Austin F. Bement, Incorporated, General Motors Building, Detroit. Now handling account of the Bijur Lubricating Corporation of New York City, manufacturers of the Bijur System of Central Point Chassis Lubrication.

Campbell-Ewald Company, General Motors Building, Detroit. Has secured account of the Apex Electric Manufacturing Company, Cleveland.

William H. Denny, 1 Madison avenue, New York. Has secured account of the Bermudiana Hotel Company, Hamilton, Bermuda.

John H. Dunham Company, 431 North Michigan avenue, Chicago. Sending out orders on the Andrews Radio Corporation.

Fox & MacKenzie, 1214 Locust street, Philadelphia. Placing orders in a few selected sections for the Sterling Range & Furnace Corporation, Rochester, N. Y.

Finley H. Greene Agency, Parsons Building, Buffalo, N. Y. Has secured the accounts of the Niagara Water Heater Company, "Birch" heater, Buffalo, N. Y., and the Sunset Inn, St. Petersburg, Fla.

H. B. Humphrey Company, 581 Boylston street, Boston. Reported to have secured account of Kibbe Bros., "Kibbe Social Whirls Candy," Springfield, Mass.

H. W. Kastor and Sons Company, 14 East Jackson boulevard, Chicago. Placing orders on Anti-Kammi Remedy Company of Chicago, Ill.

Klau-Van Pietersen Dunlap-Younggreen, Inc., 417 Sycamore street, Milwaukee. Has secured account of the Milwaukee Electric Railway and Light Company, Milwaukee.

Thomas F. Logan, Inc., 680 Fifth avenue, New York. Making contracts with newspapers generally for the Duplicator Condenser and Radio Corporation, New York. Also placing orders with some Western newspapers for C. Brandes, Inc., radio, New York.

Harry C. Michaels Company, 113 Lexington avenue, New York. Placing orders with some

Western newspapers for Vital Foods, Inc., Teco Pancake Flour, Cortland, N. Y. Porter, Eastman & Byrnes Company, 22 West Monroe street, Chicago. Placing orders with some Western newspapers for the Fuji Trading Company, oriental food dishes, Chicago.

Sheridan, Shawhan & Sheridan, 366 Madison avenue, New York. Placing orders with newspapers in various sections for the American Bosch Magneto Company, "Bosch Radio," Springfield, Mass.

United Advertising Agency, 339 Fifth avenue, New York. Again placing orders with newspapers in selected sections for the Interwoven Stocking Company, New Brunswick, N. J.

Frank B. White Company, 76 West Monroe street, Chicago. Has secured the accounts of the Manitowoc Fox & Fur Company, Manitowoc, Wisconsin and Albert Angell, Jr., Company, poultry feeds, Chicago.

C. C. Winningham, General Motors Building, Detroit. Reported to have secured account of Frederick H. Young Company, Victoria Cosmetics, Toledo, Ohio. Will place account of the General Necessities Corporation, Detroit, for their Absopure Refrigerators.

Wood, Putnam & Wood Company, Oliver Dison Building, Boston. Again placing orders with newspapers for the Nassau Development Board, Nassau, Bahamas, B. W. I.

Leadership of The New York Times

In ten months this year The New York Times published 22,812,512 agate lines of advertising, 8,677,122 lines more than the second New York newspaper and a gain over the corresponding period of last year of 1,244,238 lines. This great volume of advertising was attained despite the censorship of The Times, under which thousands of lines of advertisements were declined.

Pittsburgh Press

"Giant of the Newspaper World"

A Scripps-Howard Newspaper

Represented by ALLIED NEWSPAPERS, INC.

Use the COMBINATION RATE OF The Gazette Times (Morning and Sunday) AND Chronicle Telegraph (Evening) in order to cover Pittsburgh and Western Pennsylvania thoroughly at the lowest cost.

Member A. B. C.

URBAN E. DICE, Nat. Adv. Mgr. GAZETTE SQ., PITTSBURGH, PA. National Representative: E. M. BURKE, Inc. 42nd and Broadway, N. Y. 123 S. Michigan Blvd., Chicago. Constitution Bldg., Atlanta, Ga. E. J. BIDWELL CO. 743 Market St., San Francisco, Cal. Times Bldg., Los Angeles, Cal.

EVENING HERALD

Los Angeles, Calif.

Gained 7,505 Daily Average Circulation Sworn Government Statement, Six Months Ending Sept. 30, 1924. 174,280 Daily. Six Months, Ending Sept. 30, 1925. 181,785 Daily. Increase in Daily Average Circulation, 7,505.

IT COVERS THE FIELD COMPLETELY

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

Positively!

the only logical newspaper to cover Montgomery county, Pennsylvania, is the

Norristown Times Herald

National Representative Paul Block, Inc. Philadelphia, New York, Chicago, Boston, Detroit.

Dominant

in the rich Louisville field

The Courier-Journal THE LOUISVILLE TIMES

Represented Nationally by The S. C. BECKWITH Special Agency

Peoria

The Try-Out City

THE PEORIA JOURNAL Transcript

Puts Tryouts Over!

CHAS. H. EDDY CO. New York - Chicago - Boston

WHERE DO THE CHECKING COPIES GO, AD MANAGER ASKS AGENCIES

Lack of System Seems to Prevail Between Agency Departments
as Repeated Requests Arrive for Copies Already
Forwarded He Declares

By A. D. MANAGER

"CO-OPERATION" and "co-ordination" are so much emphasized in the advertising of the advertising agencies, it would not seem unreasonable to expect advertising agencies to be both highly co-operative and thoroughly co-ordinated.

Perhaps they are. But if anything like complete co-ordination is an outstanding characteristic of the average advertising agency, the writer's experiences as a foreign advertising manager on a daily newspaper and his earlier observations in magazine publishing have been unique.

The most glaring lack of co-ordination in the varied activities of the ordinary advertising agency seems to be between the checking department and the rest of the organization. The outsider, indeed, might well conclude that the interdepartmental slogan of the agencies is "Let not thy left hand know what thy right hand doeth."

It is fully understood that an agency handling a large number of accounts faces something of a problem in checking all of the insertions in all of its schedules. The obvious solution, of course, is a carefully arranged system, backed by the co-operation of the publishers. If the latter can be obtained, the former need not be at all difficult.

The writer's experience points strongly to the lack of any such system in the offices of a good many of the foremost agencies, for the publisher's co-operation has been provided by him in the greatest possible degree.

In the first place, every agency running copy three more times a week is placed on the regular mailing list and is sent a paper every day. In the second place, those agencies running copy regularly, but less frequently than three times a week, and those which run copy irregularly are sent special copies of those issues in which their advertising appears.

This special mailing is taken care of by the chief subscription clerk who has at her desk a card index of every foreign ad carried by the paper. Each afternoon she obtains from the make-up man his schedule of the day's foreign advertising. She notes each ad and by reference to her index ascertains to whom a checking copy should be sent. She then addresses a wrapper on the typewriter and initials the ad in a space provided on the schedule card. The wrappers are sent to the mailing room along with the other "singles" and the card is sent to the writer, who checks it again.

In addition, tear sheets are sent with monthly bills, when requested, and the paper's New York and Chicago representatives are supplied with copies daily.

In spite of these efforts to put checking copies into the hands of the agencies, special requests for copies for checking purposes are received with a frequency that makes it certain that the post office can not be at fault in the matter.

A striking example of the utter lack of co-ordination that obtains in some agencies is afforded by a recent experience with one of the leading agencies of the country.

An advertisement was scheduled for insertion, but was omitted because the necessary ad did not arrive. On the afternoon of the day upon which the ad should have appeared the agency was sent a letter explaining the omission and asking for instructions for a make-good date.

Previous experience indicated that no reply would be received—and none was. But in a few days there came a request for a checking copy of the issue in which the ad should have been printed. Immediately upon its receipt a second letter was sent the agency, again explaining the cause of the omission. A week later a letter was received in which the second

explanation was acknowledged and the statement was made that the agency had cancelled that insertion and did not desire a make-good.

With less knowledge of agency methods this might have been taken as closing the incident, but with previous experiences of a somewhat similar nature in mind there was no surprise in the office when three weeks later there came to the advertising department another request for a paper of the now well remembered date. Patiently another letter was written, in which not only was the whole matter explained for the third time, but reference was made to both of the previous efforts to make things clear.

So far as the advertising department of the paper was concerned that did end the matter; it was made to. But it didn't stop the influx of requests for checking copies. They continued to come in at intervals for several weeks, and were consigned to the waste-basket along with the daily grists of "publicity" and direct-mail advertising.

The foregoing is an extreme case, it is true. Yet it is typical. It is by no means unusual to send checking copies two, three and four times for the same advertisement. It is beyond the realms of probability that they are all lost in the mails. It is certain that they are not when—as is often the case—they are sent by registered first-class mail and a return receipt is demanded and obtained.

The agencies get the checking copies, without doubt. But what do they do with them?

TRAIL BLAZERS OF ADVERTISING

First Installment

(Continued From Page 5)

him. Being determined not to disappoint the audience Barnum blacked up and sang the songs advertised.

He pulled many bold advertising stunts in the old American Museum, such as the Niagara Falls in full flow, the Fejee Mermaid, which puzzled naturalists, General Tom Thumb, and his capitalization of the value of dwarfs. The Jenny Lind concert enterprise was the first big national advertising campaign in America that stirred the nation.

Perhaps the most spectacular advertising outside the big circus was the ruses, tricks and schemes to stir the imagination of the people. Barnum worked some of his best publicity stunts at the American Museum, where the public first smiled

upon him. Here he had a collection of curiosities, such as stuffed monkeys, gander skins, and Chinese relics and such attractions as industrious fleas, educated dogs, automatons, ventriloquists, albinos, fat boys, dwarfs, Indians, giants, strange animals and weird novelties.

It was claimed that the "Fejee Mermaid" was a curiosity which Barnum had manufactured. This was not so. He did use stunts and schemes to bring it before the public. He was clever in arousing curiosity, then springing it on the public through sensational advertising. But the "Fejee Mermaid" really existed, although not as pictured on the sensational posters.

It was with his "side shows" or temporary enterprises, that Barnum was at his best in devising advertising schemes. He was constantly on the look-out for queer novelties with his advertising possibilities.

He once attempted to buy the home in which Shakespeare was born and ship it to America, but British pride killed that scheme.

Among other things was the purchase for \$4,000 in Paris of Robert Houdin's ingenious automaton writer; the popular Panoramic Diorama of the Funeral Obsequies of Napoleon was made to his order in Paris at a cost of \$3,000. There was also the famous Panorama of the Crystal Palace, painted to Barnum's order by the celebrated De Lamoignon.

He engaged for its first American tour in 1844, the Swiss Bell Ringers. They were Scotch Highlanders, not Swiss, but as they never spoke no one was ever the wiser. The name had a good advertising sound.

A "side show" always had greater publicity material than the big show. It was in 1849 that Barnum first projected his great traveling museum, called "Barnum's Great Asiatic Caravan, Museum and Menageries." He chartered a ship and dispatched it to Ceylon for elephants. When the ship arrived with the elephants, he started operations under the patronage of General Tom Thumb, which had its publicity advantages.

The popularity of this exhibition at-

tracted numerous "sideshows" by other parties, greatly to Barnum's annoyance. In self-defence he fitted out a circus company, which performed on the same day and in the same neighborhood that the menagerie and museum exhibited. When an opposition show threatened to interfere with profits Barnum had only to connect his two companies and competition was killed immediately.

Next Week: "The Woolly Horse"

EACH WEEK
Men find employment
Publishers find assistants
Newspapers locate materials
THROUGH
CLASSIFIED ADS in
Editor & Publisher

*America's
most select
Circulation
The
Palm Beach
Times*

FRANK P. FIDES PUBLISHER



A few pennies
may save your life!

YOU are exposed to tuberculosis germs every day. The only sure defense against tuberculosis is to stamp out the dread disease entirely. It can be done.

Today only one person dies from tuberculosis where two died before. The death rate from consumption has been cut in half by the organized warfare carried on by the tuberculosis crusade. This organized warfare to stamp out this dread disease is financed by the sale of Christmas Seals.

Buy Christmas Seals. Buy as many as you can. They cost but a penny apiece—but your dollars, added to other dollars, will save many lives and protect you and your family from the spread of tuberculosis.

THE NATIONAL, STATE, AND LOCAL
TUBERCULOSIS ASSOCIATIONS OF THE UNITED STATES



Stamp Out Tuberculosis
with this
Christmas Seal

**GRAVURE
SECTIONS
PRINTED**

SPECIAL AND REGULAR
EDITIONS, MAGAZINE
INSERTS AND COM-
MERCIAL WORK

**Standard Gravure
Corporation**

LOUISVILLE, KY

**HOW EDITORIAL LAXITY
NIBBLES PROFITS**

(Continued from page 9)

such affairs and usually will lay his cards on the table and give a square deal to one looking for a solution. At least the foreman that will not do so is unfit for a position of responsibility. Generally such a conference will result in a more satisfactory understanding.

Every well-organized newspaper has its business council, editorial council, mechanical department council, etc., composed of the heads of the various departments. These conferences are intended, of course, for the discussion of the various policies and problems to be met and to bring about closer co-ordination between the departments. With the possible exception of the editorial council, the purposes of these conferences are to speed-up, economize in time and money; to get the best product at the least outlay, and to present to the public a high-grade newspaper every day. Thus the co-operation of the heads of the departments is essential to the best results.

If this is true of the heads of departments, why would not the same principle work to the advantage of the organization if extended to the personnel of their departments? If team-work is desirable as between the heads, why not team-work between the individual workers of the business office, the news room, the composing room, the pressroom, mailers, etc.?

It seems a safe assertion that the head of any department would agree that the elimination of the real or fancied grievance would be an advantage to his department. If this is true, why not devise some means of giving a hearing to all such complaints and adjudicating them as the circumstances may justify? Likewise, why not invite and encourage suggestions by employes for betterments in their departments?

Once it is well established that an employe may, without prejudice, bring any suggestion or grievance before a just arbiter, a long step will have been taken to insure co-operation and harmony.

For the benefit of the apprentice and the younger printer, it is suggested that system and neatness about the frame and the machine are not only assets to the workman but are indicative of his ambition and thoroughness. There should be a place for everything, and everything put in its place when not in use.

An important essential in newspaper work is dispatch. The systematic printer will accomplish more with less exertion than the unsystematic workman. The ambitious one will give thought to his work and seek the best way of performing it.

One thing that should be avoided, however, is falling into a rut. One should not be satisfied with just one way to accomplish a given end, but experiment, for there may be a better way than the familiar way. The printing business and newspaper work constitute a lifelong educational institution, and new ideas should be sought continually.

It seems appropriate to apply to the newspaper the simile of the phrasing of a great educator in describing the *esprit de corps* of a university. To maintain the individuality and energy of the members of the staff and at the same time envisage the spirit of the whole is not without difficulties. It is illusive, but real; intangible, but patent. As one

passing through a forest may not see it for the trees, though fully aware of the beauty and great resource of the whole, so may a newspaper man, engrossed in the pursuit of his individual work, fail to see something with which he should have been impressed. He may have learned much, but may have failed to apply the valuable knowledge.

As a woodsman glories in the possibilities of a great forest, so also does the true newspaper man, whatever his station, take pride in his craft and profession.

V—THE SOLUTION

It is not necessary, of course, to point out to a foreman the advantages that would be gained if it were possible to have all the matter for the first edition read and corrected before being placed in the forms. It would not only mean a clean first edition but prevent an almost endless amount of correcting in the forms and avoid many errors in the rush to make the first and second editions.

As this is manifestly impossible with regard to matter coming into the composing room within a few minutes of edition time, the alternative is to have copy legible and well edited. This will insure speed by the operator and almost invariable accuracy, which means that it will occupy little of the proofreader's time and eliminate corrections in the forms.

Style books should be carefully worked out to cover the general style of the paper, giving samples of various departmental work for the guidance of the reporter, copyreader, operator and proofreader. To obtain the best results it is more essential and reasonable to have the copy prepared in accordance with the style than to expect the operator to change the copy as he goes along. A reporter is the source of supply of copy and should be expected to prepare his copy in accordance with the style book.

It is with a view to minimizing the number of errors and corrections and facilitating the work all along the line that the following plan is proposed:

In military affairs a liaison officer is often necessary to keep the various branches of the service in touch with each other.

It seems that such a man is necessary to co-ordinate the news room, the composing room and the proof room.

To have the copy properly prepared is half the battle. Especially is this true in a large office where strange operators are constantly coming and going.

The copyreaders should have copies of the style book for their general guidance in preparing the copy, and they should be kept posted as to changes of style, as hereinafter suggested. This duty would fall to the liaison man, who should be under the jurisdiction of the foreman of the composing room and have charge of the correction bank and the work pertaining thereto. For this position a trained proofreader would be best equipped.

He should consult the authorities of the three departments and disseminate information by means of bulletin boards or otherwise when necessary.

Bulletin boards should be provided for

the copyreaders, the composing room and the proofroom, so arranged that all new orders or changes from the style book would be placed on a hook under the heading "Changes of Style" on each of the bulletin boards. Thus every department would have the same orders.

Another portion of the board should be devoted to "Spelling of Names," both proper and geographical, questions regarding which are constantly arising.

Another space should be used for "Miscellaneous Instructions."

Still another part of the board should be devoted to "exhibitions" of "Incorrect Markings" by the copyreaders, the proofreaders, or setting by the operators. These, of course, to be placed only in the departments where the errors occur.

It is no unusual thing to have copy reach the composing room marked contrary to the rules of the style book. In such cases, a new linotype operator is most likely to follow the markings of the copyreader. It should be marked correctly, and the operator naturally follows the errors of the copy.

When there is any doubt of the correctness of copy, the operator should consult the liaison man. If the copyreader has prepared the copy contrary to style, note should be made of the fact and posted on the bulletin board in the news room indicating the rule covering the case. In case the operator follows the incorrect copy, his attention should be called to same, pointing out the reason or rule covering same, not in the nature of a rebuke, but rather to assist him and in the interest of general efficiency. So, also, should the proofreader's attention be called to incorrect marks on proof-sheets. These notices will tend to cause more heed to be given the rules and thus perfect and speed up the work.

When a change is made from the style given in the book, a copy should be prepared and filed for insertion in the style book when a revision of the same occurs. By keeping the matter standing, such corrections can be made at convenient times, say, quarterly, and at small expense.

To summarize the advantages that will

accrue to an organization by the establishment of the foregoing plan, with strict enforcement in each of the departments, the following may be confidently expected:

- 1—Better co-operation between departments;
- 2—A more satisfied personnel;
- 3—An improved individual production in quantity and quality;
- 4—Prevention of at least fifty per cent of the errors that usually appear in early editions;
- 5—Speeding up of the work from writer to the forms;
- 6—More thorough instruction to apprentices and a better morale of the future printer;
- 7—A gradual improvement in literary style and typographical workmanship, which will be reflected upon the reading public, and
- 8—An appreciable saving in time and money.

This is the last of two articles by Mr. Edwards.

Editorial Research Reports

is an independent research organization. It is not subsidized. Its support is entirely from newspapers and magazines, through the sale of its service.

Its wholly impartial reports are prepared expressly for the use of editors, publishers and special writers.

Its clients include more than sixty of the leading newspapers and magazines of this country, and American correspondents of important foreign newspapers.

Editorial Research Reports

828 18th St., Washington, D. C.

**The Morning
Telegraph**

Is the giant influence on the Turf, in Society, Music, Theatre, Motion Picture and Finance, having the largest circulation of any Daily in the United States at a ten-cent Price.

Circulated in every State in the Union and the principal capitals of Europe. An exclusive market for its advertisers.

The Morning Telegraph
50th St. & 8th Ave., N. Y. City

Los Angeles Times

**California's
Great Newspaper**

More news, reading matter and advertising than any other Pacific Coast newspaper.

Circulation 96% home delivered and 95% concentrated in the Los Angeles metropolitan market.

The
Dispatch-Herald

Leads the second Erie, Pa., newspaper in circulation, local advertising, national advertising and good will of its public, and leads by a good margin.

ERIE, PA., DISPATCH-HERALD
WILLIAM A. HENDRICK, Publisher
LOUIS BENJAMIN, Treas. & Gen. Mgr.
CHAS. H. EDDY CO., Representatives
New York Chicago Boston

**NEW YORK STATE
Westchester County's**

Fastest Growing Cities
Mount Vernon and
New Rochelle and
The Vicinity Towns

Are Covered Completely by
THE DAILY ARGUS
of
Mount Vernon

THE STANDARD STAR
of
New Rochelle

Both Members of A. B. C.
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

The
**DES MOINES
CAPITAL**

Completely covers Des Moines' entire trade territory for you at a rate of 14c per line.

It is the best advertising buy in the mid-west.

O'Mara & Ormsbee
Special Representatives

**The
DES MOINES
CAPITAL**
Lafayette Young
Publisher

**In New Orleans It's
THE MORNING TRIBUNE**
(Published week-day mornings)
THE NEW ORLEANS ITEM
(Published week-day afternoons)
THE ITEM TRIBUNE
(Published Sunday mornings)

Sold to National Advertisers at a combination rate 15c a line week-days and 18c a line Sundays.

REPORTING MUST BE IMPROVED TO CLARIFY NEWS STREAM

Haphazard, Shoddy Stories Resulting from Neglect of Editorial Men, Who Look Forward to Better Jobs in Other Lines—Encourages Press Agency

By PHILIP KINSLEY

CHARLES M. SCHWAB arose to deliver an address recently at an important conference on industry and education at the University of Chicago. The speech he was supposed to deliver had been sent out to newspapers and press associations in advance, subject to release in customary manner.



PHILIP KINSLEY

The steel king looked over his audience and had a new impulse. Thoughts came to him that had not occurred when he had indicated to his publicity expert, in another atmosphere, the line of ideas he wished to present.

And so he blithely tossed his prepared speech aside, informing his audience it had really been written by Ivy Lee, public relations man for the steel corporation, and they could read it in the morning papers. He proceeded to unbutton and give some of his own homespun ideas.

In the meantime, however, the speech had been released and printed and some of the papers never caught up with the truth of this situation. Mr. Lee had, in this writer's opinion, written a very able address, better in some respects than the one actually delivered.

The point is where do the reporters come in, and why has this method of getting out "news" come about?

One reason, of course, is the mechanical and haste demands of the papers, but there is another.

The same situation was presented at the annual banquet of the Audit Bureau of Circulations in Chicago a few weeks ago. At least two speeches went out from there which never were delivered, and were printed in part as having been delivered.

Has it come about that men of affairs, whose words are golden, do not trust reporters to report?

It happens that reporters were present at both of these affairs and what happened was reported, but they might have taken the advanced "canned" material for fact, never gone near the meetings and nothing odd been thought of it.

This has happened on other occasions. Between the public and many leaders of industry and thought a barrier has been built. The public consumption thought has been guided and prepared by ex-reporters, now press relations employees of great corporations.

This is partly due to the recognition of the group of the growing power of newspapers. There are fewer, bigger papers in the field, and their columns as a medium of reaching the springs of common thought are more important than ever.

The late William Jennings Bryan was

well liked by reporters. He always had news for them. He was genial and democratic. He would talk freely to reporters. But when it came to publication he never permitted himself to be quoted unless he had written the statement. There was an element of distrust there.

The late Levy Mayer, great Chicago lawyer, had the same rule. Every word he was to say in print had to be submitted to him first.

This element of distrust is worthy of study.

When, if ever, does the agenda of editors or publishers' conference contain an important section devoted to consideration of reporting?

Is not this caution on the part of public men, this growth of the public relations department, due in part to this neglect, the old idea that reporters can be picked up anywhere at any time?

If the reporter follows the line of least resistance, if he does not see big men and probe their ideas, if he does not appreciate them when he does get them, what is the public to get from its news columns but inspired, shoddy, haphazard stuff?

There are schools of journalism but their effect is not yet felt in big newspaper offices.

The reporting job is still handled unscientifically.

The reporter carries with him more prestige than ever before and he is, on the whole, a more alert, intelligent, business like type than in the old days of the genius and classic drunkard.

The old sense of this as inferior job, which was and still is inspired by the fact that it is not a "real money" job, and that it has uncertain, limited future, is lessening somewhat.

Men demand a feeling of security in their work, an outlet that is not too limited, a sound basis for happiness in their work.

The newspaper situation calls for sounder reporting, yet it lacks the appeal to attract and hold men of unusual ability.

There are long waiting lists, yes. The market is easy. But the turnover is too great. To many it is still only a stepping stone to "more money." They may have a better future in some cases in this very public relations work of which I have spoken. Through this field many have gone into executive positions with big corporations. The reporting job looks small and far away to them.

The need here as everywhere else is for intelligence.

News has to be observed and written. That, after all, is the function of a newspaper.

Quick appreciation of a situation, ability to readjust and coordinate under varied and difficult conditions to inspire confidence, translate into clear American the profound and technical presentations of specialists—these are the desired qualities in reporting that are too often lacking. And in the lack, perhaps, is part of the explanation of the phenomena noted above. Big business is not haphazard. They do not make publicity appropriations year after year for amusement or for the sole benefit of the public.

To clarify the news stream the reporting medium must be improved.

Getting back to Mr. Schwab, he gave this recipe for success in any business—take each detail and study it to finality, until you are certain it cannot be improved.

This advice might go for the often neglected reporting detail of the newspaper business.

There are many reporters at work today who remain against their own financial interests because they love the work.

Mr. Chesterton writes somewhere: "If a man really loved Clapham, as man loves woman, so that its meanest lamp posts were a delightfully fascination, Clapham would arise in towering pinnacles of beauty."

The newspaper office often seems a hard, cold, semi-military institution in matters of discipline, a machine that takes little thought for the individual, yet there is passion for service, ideals of duty, often tucked away there. Under the cynicism and the sophistication lies this vein of gold, the desire for good work.

Why not mine away at this for a time, Mr. Publisher, instead of canned features and premiums? Many newspapers today might be compared with the newest drug stores, the original purpose lost in a maze of accessories and fancies.

The need for good reporting will not grow less. It is, as every city editor knows, very urgent at times. In emergencies they must know their material to the last reaction. This base can only be

made more firm by making it well worthwhile for a man to prepare properly and to remain in it.

It is true that one cannot prepare for everything, and that is about the field of the good general assignment man. The newspapers recognize this in their department men, their experts.

But men can be trained to think, and their minds can be stored with information that may give background and richness to the way in which they approach a subject.

And they can be open minded and unprejudiced in a narrow way.

In other words they can be educated instead of ignorant, informed instead of provincial, and they may have, hand in hand with the growing prestige that their paper gives them, a sense of responsibility not only to their paper but to this evolving civilization.

—always ahead at home WACO, TEXAS, TIMES-HERALD

Keeps its lead in Waco Merchants advertising by a goodly gap. The DeLisser figures for the first 6 months of 1925 show that Waco advertisers used the two papers as follows:

TIMES-HERALD	
Local Display	1,773,979 lines
Classified	483,706 "
TOTAL	2,257,685 lines
MORNING PAPER	
Local Display	1,716,645 lines
Classified	458,406 "
TOTAL	2,175,051 lines

The Times-Herald's Daily and Sunday circulation of more than 13,000 affords the National Advertiser splendid opportunity to reach the 9650 Waco homes at a minimum of cost.

National Representative
THE S. C. BECKWITH SPECIAL AGENCY
New York, Chicago, St. Louis, Detroit, Atlanta, Kansas City, Los Angeles, San Francisco

Buffalo, The Wonder City of America

Buffalo—A Profitable Market for Advertisers

Sales in Buffalo are splendid for advertised goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the

BUFFALO EVENING NEWS

Read in 4 out of 5 Buffalo homes
Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. Lytton Bldg.
New York, N. Y. Chicago, Ill.

MICHIGAN

and the BOOTH NEWSPAPERS

THE LEADING NEWSPAPER IN GRAND RAPIDS—THE ONLY DAILY IN SEVEN OTHER CITIES

- The Grand Rapids Press
- The Flint Daily Journal
- The Saginaw News Courier
- The Kalamazoo Gazette
- The Jackson Citizen Patriot
- The Bay City Times Tribune
- The Muskegon Chronicle
- The Ann Arbor Times News

National Advertising Representatives

I. A. KLEIN J. E. LUTZ
50 East 42nd St. Tower Building
New York City Chicago, Ill.

Oh, Boy! Gum

is another of the nationally famous accounts which has recognized the fact that the Washington, D. C., territory cannot be adequately covered without

The Washington Times

The futility of the "one paper buy" argument is nowhere better illustrated than in the experiences of its national advertisers.

PAYNE, BURNS & SMITH
New York City—Boston
G. LOGAN PAYNE CO.
Chicago - Detroit - St. Louis - Los Angeles

fashions

Authentic
Inclusive
Sparkling

FAIRCHILD
Newspaper Services
8 East 13th St. New York

Northern Ohio!

one of the country's
Greatest Markets

covered ALONE by
one of the country's
Greatest Newspapers

The Plain Dealer

ONE Medium—ONE Cost (ALONE) Will sell it
J. B. Woodward Woodward & Kelly
110 E. 42d St. 360 N. Mich. Ave.
New York Chicago

first! in OHIO

15,279,513 Lines

Dispatch advertising record first nine months of 1925 exceeding other Columbus newspapers combined by 2,699,290. For the first 8 mos. 1925 The Dispatch paid advertising linage exceeded the second Ohio newspaper by 1,522,638.

NET PAID CIRCULATION	
CITY	54,851
SUBURBAN	28,824
COUNTRY	22,944
Total Circulation	106,619

Columbus Dispatch

OHIO'S GREATEST HOME DAILY

REPORTER'S BEAT SENT SHERIFF TO JAIL

Sleuthing of Theodore Tod, Chicago American, Showed County Prison Being Used as Country Club By Beer Barons

A story that broke a reporter's nose and knocked the lid off of Cook county politics is still one of Chicago's best contributions to the year's journalism but the one who ferreted it out has almost been lost in the scramble for recognition and cover.

He is Theodore Tod, of the *Chicago American*.

Since last June it had been common gossip that Terrence Druggan, wealthy beer peddler, and his partner, Frankie Lake were being allowed extraordinary privileges by the keepers of the county jail to which they had been committed by Federal Judge James H. Wilkerson for contempt of court. Reporters heard the reports and tried to get an investigation launched but official interest was lacking, and reportorial instinct which told them a story was there was suppressed.

Possibly a more sensitive conscience than others, Tod decided to delve a little more in the matter before dropping it and the more he investigated the more startling it became.

The beer runners, he found, had been allowed to leave the jail at will with bus boys as jail guards, presumably to visit the offices of their dentist, but actually to attend cabarets, go to Druggan's apartment and to his estate in Lake Zurich, Wis. They had not occupied cells; they were kept in the clean comfortable hospital and Druggan operated at least one of his chain of breweries by means of letters and the jail telephones.

Tod, a native of Chicago, succeeded in trailing the prisoners socially on one of their nights out. He listened as admirers of the beer barons told him how much they had paid to turn the jail into a rest resort.

All this was done on his own time and on his own initiative. When he reported to the city editor he had the facts.

The first story was printed Aug. 25. Two weeks later in a continuance of the series of stories Tod said Druggan had been out of jail the previous night. F. J. Lovering a reporter for the *Journal*, was sent to the jail to verify the report. Terry, who had been hustled back to jail to meet him, broke the *Journal* reporter's nose, mistaking him for the American representative.

As a result of the exposé, Sheriff Peter M. Hoffman has been fined \$1,000 and sentenced to jail for a month. The warden has been committed for four months. Eleven others who confessed participating in a bribery plot, including Druggan and Lake, are awaiting judgment for contempt of court and action of the grand jury on other aspects of the case.

Saves Family from Flames

G. A. Drum, editor and publisher of the *Mt. Pulaski (Ill.) Times*, rescued his wife and two children last week from the second story of their home as flames threatened the building and endangered their lives.



THE CHARLES PARTLOWE COMPANY
America's Largest Circulation Building Organization
RESULTS COUNT
6 West O'CCIDENTAL BLD
INDIANAPOLIS, IND.

"ADVERTISERS ARE ROMANTIC"

Declares Sherwood Anderson Who Wrote Ad Copy for Them

Sherwood Anderson, novelist, characterized advertisers as "romantic fellows" this week in an interview with a *New York Evening Post* reporter, during which he admitted he got his start as an author writing advertising copy.

"I could make a hundred dollars a week writing ads," he said.

"Then I published a novel or so, and advertisers got so they wanted me to write their ads, even unsigned. They thought there was something mysterious in the way I handled words or something. I got so I didn't care to write ads much and that made them all the more anxious.

"So I'd say to them, 'It would be a shock how much I'm going to charge you for writing this little thing.' 'How much?' they'd ask. 'Five hundred dollars,' I'd answer. Then they'd take me out to lunch, and just before coffee, they'd burst out, 'Say, I thought you was going to ask \$800!'

"Business men are romantic fellows. It made them feel good to have their stuff written by a novelist. At least, that's what a fellow said, who handled my stuff. He didn't care what he asked them. Of course, he got his split. 'They talk about how Sherwood Anderson writes their ads at their clubs,' he told me. 'That's where they get their money's worth out of it.'"

Trade Commission Approves "Rayon"

The Federal Trade Commission by an official resolution has placed the stamp of its approval on the use of the word "Rayon" as properly designating artificial silk products, the basis and chief ingredient of which is cellulose. There have been before the Commission a number of cases involving the misbranding of textiles which have artificially been given the appearance of silk, and have been sold under trade names containing the word "silk" or a modification of the word "silk." In deciding these cases the Commission has consistently held that hosiery or other products which simulate silk but are not the product of the cocoon of the silk worm should be branded with the words "artificial silk" or other words which correctly describe the materials composing the article branded. The word "Rayon" has been adopted by many associations of manufacturers as a proper one for artificial silk products and the term has been extensively advertised to the public.

He'll Get a Beat

Edgar N. Butler, former police reporter for the *Columbus Ohio State Journal*, has passed the civil service examination for patrolman in the Columbus Police Department, with the highest grade, 94.8. Butler is now publicity director for the State Industrial Commission.

NEWSPAPER A COLLEGE SAYS GLENN FRANK

Wisconsin U. President Favors a Class With Daily Paper as Only Text-book for Well Rounded Education

"The newspaper is a college; the good paper, a university."

That is the view of Dr. Glenn Frank, president of the University of Wisconsin, as expressed in a recent interview in Madison, Wis.

Graduation from your daily newspaper is one good way of acquiring a worthwhile general education, according to Dr. Frank. However, this education, commensurate with a college training, can be acquired only if a vigilant inquiry be made back into the sources of knowledge that newspaper information may lead one to.

"The newspaper touches varied fields of knowledge," said President Frank. "And if the reader really seeks to understand things to which the daily dispatches point, he will educate himself.

"If, as readers, we know how to use our newspapers, we might make the reading of any good newspaper the ideal point of departure for a liberal education," Mr. Frank said. "Almost any news report has implications that run back into several fields of knowledge.

"This morning I read a five line item from Mexico which immediately demanded that my mind dip into geography, chemistry, education, and politics in order to see the meaning of this news item. Our minds nominally think from particular instances to general ideas. We rarely think from general ideas to particular instances.

"I should like to see an educational experiment made in which the only textbook used in the education of a group of students would be a good daily newspaper, with widely informed and alert minded teachers simply reading over the

newspaper with the students, and attempting each day to ferret out the background information necessary for a real understanding of the news.

"Granted an adequate degree of intelligence in the students and teachers, I venture that in four years or less we could produce a more thoroughly educated and more broadly informed type of graduate than by the more or less helter-skelter process of an extreme elective system under which a student may learn a great deal about a great many things without ever relating his knowledge to current human affairs or seeing the present-day society as a coherent whole."

Masons Launch Printing Course

Joseph Shaw, a practical printer, has been placed in charge of the printing plant just installed in the Virginia Masonic Home, Richmond. There are 93 boys in the Masonic Home and establishment of the printing plant is expected to prove of great educational value in equipping them with a trade.

More than a comic strip BOUND TO WIN

By EDWIN ALGER

The Most Novel Strip Idea Offered Editors and Publishers in the Last Ten Years.

A definite appeal to a significant segment of circulation—youth, between the ages of twelve and eighteen—if your paper wins the youthful reader its chance of retaining his subscription in later years is more than ninety per cent realized.

BOUND TO WIN WILL DO THIS JOB AND DO IT WELL!!!

ACTION HEART-THROBS CONTINUITY ADVENTURE SUSPENSE

Released by

THE BELL SYNDICATE
JOHN N. WHEELER, PRESIDENT
154 Nassau Street, New York City

"SKIPPY"

By PERCY CROSBY

The best juvenile comic strip. Combines great humor, excellent drawing and emphatic adult appeal.

A feature you can't afford to miss

JOHNSON FEATURES, Inc.
1819 Broadway, New York, N. Y.

RADIO DOINGS

NEWS FROM THE AIR

Notes of the days' programs, entertainers, stations and listeners—told daily in an interesting style, devoid of propaganda, advertising and technical matter.

TERRITORY GOING FAST—WIRE FOR RIGHTS

AUDIO SERVICE

30 N. Dearborn St. Chicago

165 newspapers use our radio programs. Send for samples and prices

MARKET NEWS

Plus TABLES

An unusual financial service that places emphasis on the news that influences the course of security and commodity prices.

COMPLETE OR IN PART BY LEASED WIRE

CENTRAL NEWS
of America

ESTABLISHED 1914

42 New St., New York City

"Wits and the Woman"

By Violet Irwin

A Great Serial Story Illustrated Daily With A Two Column Spread

Wire Us For Samples And Prices Of The New

WHEELER-NICHOLSON FICTION SERVICE

Wheeler-Nicholson, Inc.

15 West 44th Street New York

ROBERT QUILLEN

"World's Greatest Paragrapher"

The combined circulation of papers using Quillen's three features, PARAGRAPHS, AUNT HET and WILLIE WIL-LIS, is well over seven million daily.

Associated Editors, Inc.

440 S. Dearborn St., Chicago

FIVE TEXAS NEWS MEN AT MITCHELL TRIAL

Called to Verify Colonel's Statements on Shenandoah Disaster—Allowed \$1.50 Per Day Expenses in Washington

Five Texas newspapermen were invited to spend this week at Washington as the guests of the United States Government. The invitation might have proven more acceptable had not Governmental red tape restricted the Texans to \$1.50 per day for expenses.

The Texas newsmen were subpoenaed by the Government in connection with the court martial of Col. William Mitchell. They were Lloyd Gregory, Texas state editor, Associated Press; Kenneth McCalla, of the *Houston Press* and the United Press; Harry McCleary, of the *San Antonio Evening News*; A. H. Yeager, *San Antonio Light*, and Louis Felipe Recinos, *San Antonio La Presna*.

They were called to establish the identity of Col. Mitchell's original statement regarding the Shenandoah and other aircraft disasters. They agreed that Mitchell had issued the statement, at Ft. Sam Houston, San Antonio, which is the basis of the court martial proceedings. The Texas newspapers carrying the statement were admitted as evidence after Col. Mitchell's counsel objected strenuously. Henry S. Parsons, chief of the Periodical Division of the Library of Congress, helped to identify some of the newspapers in which the statement was printed.

The Mitchell court martial attracted 50 or more newspaper correspondents to the dismal old Emory Building in a remote corner of Washington where the proceedings are being held. War Department orders were to the effect that the court martial must not be turned into a "show," with the result that the newspaper men assigned to cover the proceedings found themselves in cramped and narrow quarters.

Through the efforts of "Jim" Preston and "Billy" Donaldson, who have charge of the Senate and House Press Galleries, arrangements were made with the Department whereby one third of the available space was given up to the newspaper correspondents.

The news services were reinforced by such seasoned veterans as Stephen T. Early, of the Associated Press; William K. Hutchinson, International News Service; William J. McAvoy, United Press; James R. Nourse, Universal Service; Robert T. Small, Consolidated Press; Carter Field, *New York Herald Tribune*; Paul J. McGahan, *Philadelphia*

Inquirer; Theodore Tiller, *Baltimore Sun*; Leland C. Spears, *New York Times*; Ahmun N. Brown, *Providence Journal*; Roy A. Roberts, *Kansas City Star*; Leroy T. Vernon, *Chicago Daily News*; and Walker S. Buel, *Cleveland Plain Dealer*.

New Leavenworth Semi-Weekly

James D. Barnes, for 18 years editor of the *Pittsburg (Kan.) Labor Journal*, has begun publication of the *Leavenworth Press*, a semi-weekly, issued Sunday and Wednesday mornings. Mr. Barnes recently moved the plant to Leavenworth.

New Des Moines Circulator

Harry L. Cowgill, formerly circulation manager for the *Madison (Wis.) Capital Times*, has joined the *Des Moines (Ia.) Capital* as circulation manager. Mr. Cowgill is 38 years old and a graduate of Cornell University, Ithaca, N. Y.

Adams Sells His Interest

C. R. Adams, vice-president and managing editor of the *Duluth News Tribune*, has disposed of his interests in the News Tribune Company, and is severing his connections, Nov. 1.

Supplies and Equipment

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.



Eliminates the Metal Furnace

Printers Manufacturing Co.
1109-17 Transportation Bldg.
Chicago Illinois
World Bldg., New York City



Write for Information Concerning

Wilke's Metal Insurance Plan
It Will Save You Money

Metals Refining Co.
Hammond, Indiana
Warehouses in Principal Cities

GOSS
STEREOTYPING MACHINERY in Stock

Carried in Stock

Fastest, most easily operated, most accurate and durable flat casting box you can buy. Perfectly balanced. New design lock-up bar allows for quick change when regulating thickness of casts. Positive quick lock-up at four points on box with one lever movement. Write for complete catalog of Goss Stereotyping Machinery.

THE GOSS PRINTING PRESS CO., CHICAGO

WE ARE EQUAL TO YOUR PROBLEM:

- To Buy a Newspaper,
- To Sell a Newspaper,
- To Appraise a Newspaper.

PALMER DeWITT & PALMER

For Thirty Years the Recognized Leaders in

SALES—APPRAISALS NEWSPAPER PROPERTIES

350 Madison Ave., New York

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

POSITIONS NOW OPEN

- for COPY READERS
- REPORTERS
- ADVERTISING SOLICITORS
- and DEPARTMENT HEADS

WITH GOOD NEWSPAPERS IN SOUTH, EAST, and MIDDLE WEST.

Registration free. Confidential service. No obligation to apply for positions offered.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L. BLDG., SPRINGFIELD, MASS.



Printing Press Control "The Safest System in the World"

For Large and Small Plants

Consult Our Nearest Office

The Cutler-Hammer Mfg. Co.
Works: MILWAUKEE and NEW YORK

- | | | |
|--------------|-------------------|---------------|
| New York | Cincinnati | Milwaukee |
| Chicago | Boston | San Francisco |
| Pittsburgh | Detroit | Los Angeles |
| Philadelphia | St. Louis | Portland |
| Cleveland | Buffalo | |
| Seattle | H. B. Squires Co. | |

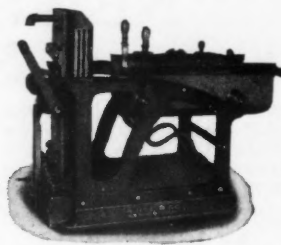
CUTLER-HAMMER

Hoe Patented Duo-Cooled Equipoise Curved Casting Mould

"It is essential to Success to be the first out with the News—and Minutes count."

This Hoe Curved Casting Mould is a time-saver, designed especially for Speed and Efficiency. Cold Water, circulating through the stationary Lid and the concave Side, gives quick cooling for rapid Casting.

IF IT'S A HOE, IT'S THE BEST



R. HOE & CO., INC. 504-520 Grand St., New York City
7 South Dearborn Street CHICAGO, ILL. also at DUNELLEN, N. J. 7 Water Street BOSTON, MASS.

MODERNIZE your COMPOSING ROOM with HAMILTON EQUIPMENT

Made in both wood and steel.

Manufactured by

The Hamilton Mfg. Co.

Two Rivers, Wis.

For sale by all prominent Type Founders and Dealers everywhere.

Rebuilt GOSS & HOE PRESS BARGAINS ALL TYPES SEND for LIST

THE GOSS PRINTING PRESS CO. CHICAGO—NEW YORK—LONDON

EDITOR & PUBLISHER reaches direct the people who buy Equipment and Supplies.

DOLLAR PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

BUSINESS TICKLERS

THE Waupun (Wis.) Leader ran a full page of ads written in the form of letters to Santa Claus. The novelty and interest to readers immediately appealed to advertisers.—E. W. Neese, Waupun, Wis.

Horseback riding is one of the most popular outdoor sports of the fall. Why not run a page devoted to news of horses, horse fairs, etc., and get ads from dealers in riding clothes, saddlers, riding schools, harness makers, and horse show events etc. The *Boston Transcript* has worked up a very clever and popular page in this way.—C. E. Pellissier, Boston, Mass.

This is the time of the year when antifreeze solutions for the radiators of automobiles are of great importance to motorists. Where can they get such solutions in your city? A directory of such places to run every now and then under an appropriate heading might be sold.—Frank H. Williams.

Excitement ran high in Milwaukee when the *Milwaukee (Wis.) Sentinel* started a "Gold Rush" burying "nuggets," \$15 in gold, in four widely separated spots of the city each day for a number of weeks, and publishing pictures of the areas where the "nuggets" were buried. Finders brought the "nuggets" to the *Sentinel* office for the \$15 reward.—Ruben Levin.

Are you using standing casts of heads, etc? If so, no doubt you find you have to recast them every two or three weeks to keep the paper looking clean. Use of the original zinc will not only maintain a clean appearance but reduce the cost a thousand per cent in a year. This was proved out on one mid-western newspaper.—B. A. T.

The *Long Beach (Cal.) Sun* is getting additional advertising for a page captioned: "Serving Better Because We Specialize in Our Line." A typical page contains ten advertisements of various sizes, all of specialty shops, and a boxed-story on local shops.—Harold J. Ashe, Long Beach, Cal.

Thanksgiving time is a good time to pull business from insurance companies in your city. Des Moines papers get out an insurance edition every Thanksgiving. They make up the ordinary loss expected upon that day and in addition put over a profitable edition.—E. R. Appel.

The advertising manager of an eastern Canadian daily, arranged what was designated, "Talking Machine and Record Week." He landed sufficient advertising to fill a page, the surplus making an additional half page. The move was made

BETTER PUZZLES

That's why **BOSTON Advertiser** has just resumed our **Cross-Words** **THE INTERNATIONAL SYNDICATE** Baltimore, Md.

because of a singular apathy toward newspaper advertising on the part of dealers in talking machines and records in that city, and vicinity.—W. McNulty, St. John, N. B., Can.

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

TO arouse public interest in the business enterprises of Houston women, and incidentally to interest Houston business women in the *Houston Post Dispatch*, that paper is devoting a page of its society section each Sunday to the pictures of leading business women of the city. Twelve pictures are printed on the page and beneath each picture space is left for filling in the name, the business in which engaged, in what capacity, business address and telephone number. Awards of \$10.00, \$5.00 and \$3.00 are given respectively for the first three correct sets of answers.—W. H. M., Austin, Texas.

It has been said that the American school system is producing too many "white collar men." A round-up of the upper classes in the high school of your city will give some pretty good ideas of what the boys plan on becoming. Then see some of the so-called white collar boys and find out if they wished they had gone in for some trade. Who has the best chance for promotion, the white collar man or the one who works his eight hours straight?—A. C. Regli, Chipewa Falls, Wis.

The *Stockton (Cal.) Record* recently ran a weekly feature showing early day scenes and pictures under the heading "Do you remember when Stockton looked like this....." Just a few pictures are needed to start such a series as the publication of the names of the people who loaned the first ones brought forth a flock of others.—Wm. J. Rogers.

The *Boston Sunday Globe* watches carefully for books which will furnish the basis for feature articles. Instead of being reviewed, these books are summarized with substantial quotations; usually a cut of the author is run with the article. Books like Robinson's "The Mind in the Making" and Myerson's, "The

"COME TO NEW ENGLAND"

Hotel Men Plan \$3,000,000 Three Year Advertising Campaign

A "Come to New England" movement to extend over a period of three years and to include the expenditure of \$3,000,000 for advertising was launched last week at the annual meeting of the New England Hotel Association held at Manchester, N. H.

Chester I. Campbell, Boston publicity man and industrial exhibit promoter, in an address told the association that "Beautiful New England" must be linked up with "Industrial New England."

Nervous Housewife" have furnished excellent articles.—R. L. Lurie.

In order to stimulate civic progress in Seattle, the *Seattle Times* is giving many weekly prizes, of which \$25 is the chief, with a grand prize of \$300 at the close of the contest for the best letter that will indicate what is for the greatest good of the city. The general points include (a) what will make Seattle a better city in which to live, and (b) what will make Seattle a better business city?—C. M. L.

Some men think women should not be allowed to drive automobiles. Ask the

IN THE FEATURE WORLD—

PRE-EMINENT!

for
Distinction of Names
Popularity of Ideas
Readability of Treatment

PRE-EMINENT ARTICLE SERVICE

A Commanding Feature

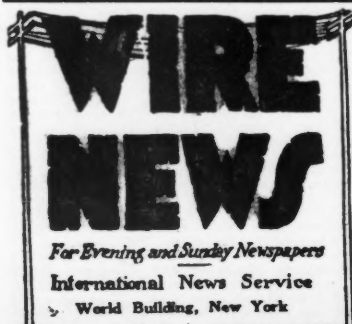
Which Has Set New Records and Attained a New Level in Appeal to Newspaper Readers

"A Lustrous Name, An Arresting Idea —Every Week"

EXCEPTIONAL ILLUSTRATIONS

Metropolitan Newspaper Service

Maximilian Elser, Jr., General Manager
150 Nassau Street, New York City



WIRE NEWS
For Evening and Sunday Newspapers
International News Service
World Building, New York

traffic policemen in your city and see what they think about it. And possibly they can tell you something about the relative driving ability of blondes and brunettes and even red haired women. Temperament must have some effect on a person's driving ability.—R. R. Voorhees.

The *Rensselaer (N. Y.) Independent* has started a practice particularly interesting to small town publications. Under the head of "In Rensselaer Store Windows" a reporter each week writes up some window display by a local merchant, striking enough to draw his attention. The write-up is not in matter-of-fact form, but each window is treated like a little story, and only in some part of the story is the owner of the establishment mentioned.—T. H. Ladd.

"How did they get their start?" is timely anytime. Start off with Rockefeller, Ford, etc. and wind up with the local celebrities.—B. A. T.

Some Territory Still Open on "My Religion"

by
Arnold Bennett
Sir Arthur Conan Doyle
E. Phillips Oppenheim
Israel Zangwill
Compton MacKenzie
H. De Vere Stacpoole
Henry Arthur Jones
J. D. Beresford
Rebecca West

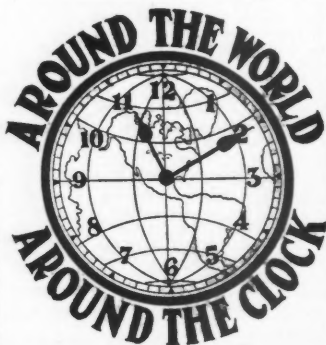
To Be Followed By
A Symposium of
American Writers

The McClure Newspaper Syndicate
373 Fourth Avenue, New York City

The
1925
Wonder-Serial
SANDY
By ELENORE MEHERIN
Author of "Chickie" and Other Popular Hits
Get the best-selling newspaper serial of the year—
Ready for release—Wire NOW!
KING FEATURES SYNDICATE, Inc.
241 West 58th Street
New York City

THOS. W. BRIGGS CO.
Columbian Mutual Tower
MEMPHIS, TENN.
CREATORS OF LOCAL DISPLAY FROM A NEW SOURCE
Our Business Review and many other feature pages now running in more than 80 leading American and Canadian newspapers. Write or wire for our representative.

BY UNITED PRESS



UNITED PRESS ASSOCIATIONS
World Building New York

A BIG PRODUCER, New York State IS A BIG PURCHASING POWER

The industrial and agricultural leadership of New York State is well known to manufacturers who have surveyed this territory for merchandising distribution and sales promotion.

Factory output, diversity of manufactures, the number of industrial workers, average of earnings and consumer demand have been computed from all angles.

Records show the value of farm lands and crops and the quantity production of the various fruits, grain, vegetables and live stock.

As a dairy State, New York continues to hold a prominent place with a total production of milk for 1924 of 6,900,000,000 pounds.

The commerce flowing through the New York State Barge Canals, and through the ports of Buffalo and Oswego runs into the millions of tons.

Total resources of all financial and banking institutions, State and National, exceed \$13,000,000,000. In 148 savings banks of the State 4,311,954 depositors had on July 1, 1924—\$3,273,854,200. Hundreds of thousands of transient travellers are constantly visiting the cities of the Empire State.

New York State also possesses leadership in quality and quantity of daily newspaper circulation. The papers listed below offer, to the national advertiser, marketing and sales promotion cooperation that can sell your product through the local merchant.

	Circulation	2,500 Lines	10,000 Lines		Circulation	2,500 Lines	10,000 Lines
**Albany Evening News.....(E)	27,331	.08	.08	*Mount Vernon Daily Argus.....(E)	9,871	.05	.05
**Albany Knickerbocker Press.....(M)	32,519	.10	.10	*Newburgh Daily News.....(E)	11,842	.06	.06
**Albany Knickerbocker Press.....(S)	57,395	.14	.14	*New Rochelle Standard-Star.....(E)	8,108	.04	.04
*Amsterdam Recorder-Democrat.....(E)	7,603	.04	.04	*The Sun, New York.....(E)	254,189	..	.56
†Auburn Citizen.....(E)	6,214	.045	.035	*New York Times.....(M)	350,406	.75	.735
*Batavia Daily News.....(E)	8,669	.04	.04	*New York Times.....(S)	572,515	.30	.882
†Binghamton Press.....(E)	34,505	.10	.10	*New York Herald-Tribune.....(M)	231,672	.6435	.624
*Brooklyn Daily Eagle.....(E)	70,622	.22	.22	*New York Herald-Tribune.....(S)	321,889	.693	.672
*Brooklyn Daily Eagle.....(S)	79,652	.22	.22	*New York World.....(M)	309,386	.595	.58
**Buffalo Courier and Enquirer.....(M&E)	79,900	.18	.18	*New York World.....(S)	542,386	.595	.58
**Buffalo Courier.....(S)	120,499	.25	.22	*New York Evening World.....(E)	311,450	.595	.58
††Buffalo Evening News.....(E)	129,732	.25	.25	*Niagara Falls Gazette.....(E)	20,385	.06	.06
**Buffalo Evening Times.....(E)	97,406	.21	.21	*Port Chester Item.....(E)	4,760	.03	.03
**Buffalo Sunday Times.....(S)	103,424	.21	.21	*Foughkepsie Star and Enterprise.....(E)	12,429	.06	.06
**Buffalo Express.....(M)	50,796	.14	.12	†Rochester Times-Union.....(E)	67,974	.21	.20
**Buffalo Express.....(S)	57,632	.18	.14	*Syracuse Journal.....(E)	45,204	.14	.14
*Corning Evening Leader.....(E)	9,148	.055	.05	*Troy Record.....(M&E)	22,427	.06	.06
††Elmira Star-Gazette Advertiser.....(E&M)	33,559	.11	.11				
†Geneva Daily Times.....(E)	5,527	.04	.04				
*Gloversville Leader Republican.....(E)	6,939	.035	.035				
*Ithaca Journal-News.....(E)	7,473	.05	.05				
*Jamestown Morning Post.....(M)	11,636	.04	.035				
**Middletown Times-Press.....(E)	6,724	.04	.04				

* A. B. C. Statement, Sept. 30, 1925.
 † Government Statement, Sept. 30, 1925.
 ** A. B. C. Statement, March 31, 1925.
 †† Government Statement, March 31, 1925.

Eleven Billion Dollars Worth of Reader-Interest



EARLY eleven billion dollars of American money is invested abroad.

This does not include loans to governments whose every act is watched by a thousand eyes, but investments in private enterprises whose stability can only be gauged by accurate general information on conditions in their immediate surroundings.

The safety of these eleven billions is interwoven with the daily life of the communities which are spending it.

The best picture of these communities is the "slice of life" recorded by the well-informed, interpretative writers of the Chicago Daily News Foreign Service.

These "slices of life" are a part of the World News of Human Interest distributed by The Consolidated Press Association which furnishes 100% exclusive, supplemental news for each department in a newspaper.

Write for our new prospectus.

The Consolidated Press Association

Executive Offices, Evening Star Building, Washington, D. C.

New York
Eighth Floor
World Building

Chicago
Fourth Floor
Daily News Bldg.

San Francisco
Third Floor
Spreckels Bldg.

Paris
Fourth Floor
19 Rue d'Antin

