

THIS ISSUE:—WILLIAM ALLEN WHITE ON SMALL CITY JOURNALISM



# EDITOR & PUBLISHER



*The Oldest Publishers and Advertisers Journal in America*

SUITE 1117 WORLD BUILDING, NEW YORK

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NEW YORK, JULY 5, 1924

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

10c Per Copy



# Blue Ribbon FASHIONS

Features that are carefully selected and edited to build circulation for The News, New York's Picture Newspaper, and for The Chicago Tribune. The News, in four years, amassed the largest newspaper circulation in America and The Tribune is second only to The News in the morning field. The Chicago Tribune Newspapers Syndicate offers only features used regularly in The Tribune or in The News of New York.

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Well Written Tabloid Short Stories of 300-600 words

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GASOLINE ALLEY  
By Frank King  
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### WINNIE WINKLE

By Branner  
SMITTY  
By Berndt

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By W. M. Donahay  
MOON MULLINS  
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By Sala Bostwick

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By Celett Burgess

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Gaar Williams

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Weekly New York Theatre letter

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Raymond Kelly

## DR. EVANS

The first and best of newspaper  
Medical Writers.

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By Hunter

## EMBARRASSING MOMENTS

By McCullough

## SENTENCE SERMONS

Roy L. Smith  
Daily and Sunday

## Men's Fashions, Women's Fashions, Foods and Waters, Farm and Garden, Love and Beauty, Cookery, Etiquette, Home Harmonious, Line of Type, Sports, Science and Embroidery, Club Ethics, Wake, In Motorism, Outline of Science, Character Reading, Weekly Home Page, Women's page and page of Sports.

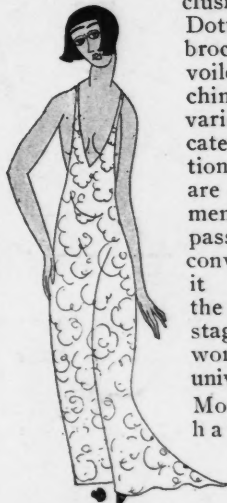
## LEASED WIRE Service

Foreign—National—Local

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Organized by the Chicago Tribune  
and The New York Daily News  
25 Park Place, New York

EVERY normal American woman is interested in clothes. It is the one subject exclusively feminine.



Dotted Swiss, brocaded satin, voile, crepe de chine, and all the varied and complicated combinations of materials are only names to men who usually pass out of the conversation when it gets beyond the red flannel stage. But to women it is the universal language. Most newspapers have recognized this great, specialized interest of women. But many, we think, have not given it enough concentrated attention. They have not given their women friends the best material available.

A good selection of fashion features means more favor with women—more readers among women; and that means increased power to sell the innumerable advertised articles which women buy. Poor fashion articles do not fool women—more than once. To make your fashion features bring you the greatest possible return, they must be authoritative, well written, well illustrated, and as fresh and up-to-date as modern communications and newspaper speed can make them.

Such qualifications exist in the fashion articles of The Chicago Tribune, a pioneer in the field of features for women, the first great newspaper to have a woman as Sunday editor, and to have

women exclusively handling women's features. The fashion articles we offer you are only those used by The Chicago Tribune and The News of New York. Only such features are offered for sale by The Chicago Tribune Newspaper Syndicate as are considered beneficial in building up our own newspapers.



## The Last Word in Paris Fashions

(Weekly)

The five excellent fashion articles of The Tribune may be bought separately or in combination. In a weekly letter from Paris our special correspondents describe and sketch the latest and best costumes created by the famous French designers and worn by the best dressed women of Paris. These articles, beautifully illustrated, not only show definite creations but give authoritative information on the trend of Paris styles.

## What American Women Are Wearing

By Corinne Lowe  
(Daily and Weekly)

America's best known writer on

## Chester Gump in Australia

Uncle Bim, who owns most of Australia, has sent for his little favorite, and Sidney Smith is doing the rest. The children will be wild about Chester's adventures. If your territory is open, don't miss this chance to start the Gumps Sunday page—the great colored comic page for children.

fashions is Corinne Lowe, whose articles on what is in vogue appear daily and Sunday in The Tribune. Miss Lowe writes from New York, where she is able to keep in touch with the latest fashion developments. The weekly article, with its fine, large illustration, makes an ideal front page for a woman's section. The daily article, also illustrated, will add women readers to your regular daily editions.

## The Well Dressed Man

By A. T. Gallico  
(Daily and Weekly)

To many newspapers, a men's fashion article will be an entirely new feature. The Tribune has tried out this feature and has found a genuine response. The articles are written in New York by A. T. Gallico, and give news and information about correct dress for men. They are watched closely by stores for men's furnishings. The daily articles run about 100 agate lines, with a small illustration. The weekly articles are longer—about a column of copy with a three or four column illustration. Buy The Tribune fashion features and advertise them well in your territory. We do not believe better fashion material is available. Write or wire for rates and proofs.



# THE CHICAGO TRIBUNE Newspapers SYNDICATE

TRIBUNE SQUARE, CHICAGO BUY

25 PARK PLACE, NEW YORK LEADERSHIP

# All Records Broken

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WERE SHIPPED TO  
CUSTOMERS IN JUNE  
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VIOUS MONTH IN THE  
HISTORY OF THE  
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# “Say, Did You Read About”—

¶ At the time this was written, men in Baltimore were asking each other,—“Say, did you read Mencken on the Democratic Convention?”

¶ A few weeks before, the town was convulsed on account of the Preakness story of Raymond Tompkins.

¶ G. E. K. and other initials—important to theatre goers.

¶ Q. E. D.—High Priest of Movieland.

¶ Turbyville has thousands of followers of his “Sports.”

¶ Local flavor has had a lot to do with Baltimore saying “SUNpaper” instead of “Newspaper.”

### *June Average Net Paid Circulation*

Daily (M. & E.) . . . 246,999

Sunday . . . . . 177,571

*Everything in Baltimore Revolves Around*

JOHN B. WOODWARD  
Bowery Bank Bldg., New York

GUY S. OSBORN  
360 N. Michigan Ave., Chicago

**THE**  
MORNING



EVENING

**SUN**  
SUNDAY

Baltimoreans Don't Say "Newspaper;" They Say "SUNpaper"





THE CITY HALL  
PHILADELPHIA

Area 4½ Acres  
Height of tower 547 ft.

## Philadelphia's City Hall would be buried under the breakfast food of the Bulletin Reader

Who is the biggest buyer of breakfast foods in Philadelphia?

Answer—The Bulletin reader.

For the Bulletin goes into practically all of the 400,000 separate homes of the city and 100,000 more outside the city limits.

Here is a huge market of nearly three million consumers instantly available through one newspaper, at one cost.

With over half a million copies daily the Bulletin naturally dominates Philadelphia—there can be no substitute for circulation. The circulation of The Philadelphia Bulletin is one of the largest in America.



# The Evening Bulletin

PHILADELPHIA'S NEWSPAPER

512,445

Average Daily Circulation for Six Months Ending March 31, 1924





# EDITOR & PUBLISHER



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NEW YORK, SATURDAY, JULY 5, 1924

No. 6

## William Allen White Tells What Small Cities Want in Newspapers

Strong Local Editorials First, Then Live "Home Town" News, Kansas Editor Says—Cares Little for Shrieking Sensations and Prolix Foreign Affairs—Bull Pen for Cripple Wits

By WILLIAM ALLEN WHITE

Written for and copyrighted 1924, by EDITOR & PUBLISHER

THE important editorial field of the small city newspaper is the local editorial. It is the weak spot of the country newspaper in the United States, and the one spot in which it has no competition.

The average local reader of a small town of under 100,000 population wants, above everything else, guidance on local matters, such as, say, milk inspection, city bonds, public utility problems, parks, schools, local amusements, and all the other thousand and one things concerning their daily life.

They are not touched, appreciably at least, or not consciously by the plots of Turkey nor, in knowing whether Mussolini has complicated his politics with an assassination, nor in the crimes against Ireland. And those who are interested in such things can find them more intelligently expressed in the larger city dailies or the weekly organs of opinion like the *New Republic*, the *Nation*, the *World Today*, and journals of that type, not to mention the *Literary Digest*, which supplies completely all the needs required for the moulding of public opinion on world doings.

A few editorials a month on national subjects will save the small city editor's face as a national editorial writer, and the rest of the editorial space may well be given to things nearer home. And the nearer the editorials are to the home-town people, the more they will be read and the more deeply the editor himself will be respected.

In addition to the regular editorial page, it seems to me that a first-page editorial put in the middle of the second or third column, double-leaded, with an 18-point head, always devoted to some local question, which is pending or as nearly at the crisis as local questions ever get, is the most profitable form of editorial.

It should be as hot as the news. It should comment on stories which break after 10 o'clock in the morning, if it is an evening newspaper, or after 6 o'clock in the evening, if it is for a morning newspaper.

It should not be in every day, or it will get stale. Twice a week ought to be the limit. But it is really a first-class medium for editorial expression; always provided that it concerns the people of the town or community in their local politics, business, or community action.

This front page editorial should never be more than 300 words long. It should not wobble. It should be a left-hand punch to the jaw, definite and certain.

No editorial at all is better than a wobbly editorial that takes both sides, holds a judicial viewpoint, or strikes a mushy blow. If you are going to hit, jab with short punches; otherwise cut it out.

The local editorial in the small city newspaper affords the editor his only entrance to the home without a partisan



EMPORIA GAZETTE EDITOR AT HIS DESK

ticket on him. He can talk to Democrats as well as Republicans and get the respect of both; and, if the local editorial is free and unbiased by the public utilities, by the clearing house, or by the country club, he will command a respect in local utterances, which ultimately will give his views on broader matters entrance into his readers' hearts.

Now about circulation. I have been running a country newspaper nearly 30 years in one town. I have been stung by piano contests, automobile prizes and premiums, and fancy high-paid canvassers with systems and all sorts of fakirs and humbugs who blow into the small city editorial office.

I have found there is just one way to get circulation and that is to deserve it and to pay for it in the good old-fashioned way.

The way to pay for it is not to go and hire a fast-thinking organization to inflame the readers of your loathed but esteemed contemporary. That gets nowhere permanently.

The way to pay for your subscribers is to buy the best local news. Hire good reporters. Print the best newspaper in your town. Keep publishing the best newspaper in your town. Take the loss of printing that best paper in town for a

month, 6 months, a year. Virtue is its own reward. Sooner or later readers will come to you, if you keep printing a better newspaper than the other fellow.

Don't be afraid of piano contests, auto gifts, nor any of those funny stunts used by your opposition. Those things cost more than they are worth and always leave a bad impression on the public. The people know the other fellow is scared as soon as he begins to put on parades and go outside of the news room to get circulation. It is better to spend your dollar on the payroll, than to throw it on the street to pay for shoe leather for high-priced canvassers.

This sage advice is, of course, directed towards editors of small city newspapers. In these small cities of under 100,000 you can presume as a business proposition that you are addressing people who have had at least an average of 2 years in high school for education. You can take it for granted that a majority of them are born Americans of at least one generation of American parentage; that a majority of them are living on something above \$75 a month; that they take at least one outside magazine, either a movie magazine, a religious magazine, or a trade journal of some sort; that probably a good fourth belongs to some lodge or

lunch club or union, where they meet and discuss local problems with their fellows from what might be called an American angle.

Ninety per cent of the people in a small town of under 100,000, if they take a newspaper at all, choose it fairly intelligently. The other 10 per cent are fooled by the fakir's, "hyped" by big heads, duped by the comic strip, gulled by the sob squad stuff brought from feature peddlers.

Spend your money on this sob squad stuff if you want the 10 per cent and charge it off your income tax. But remember that 90 per cent of your folks want the good old 8-point news set solid, and aren't fooled when you break it into paragraphs and clutter it over with sensational heads.

To stop this nonsense will cost you some readers at first. But after all fools follow the wise, and if you attract wise readers, sooner or later the fools by mere process of imitation will come in, too.

If this dose is too drastic, keep a segregated district in your newspaper a sort of red light bull pen, where you can put the comics, the confessions of a wife, and the other foolish features that are intended to fool the lame brains and the cripple wits in your community.

But don't forget this: the people who have money for the advertisers, the people who make your circulation worth while, are the folks who pretty generally scorn your sensational stuff.

### Remember Elbert Hubbard

As the S. S. Republic of the American Line rounds the southern tip of Ireland and passes the Old Head of Kinsale enroute to Southampton and the London Convention, a quiet but impressive ceremony will take place. Sometime during the day or night of July 11th the Republic will pass near to the spot where the ill-fated Lusitania was torpedoed with a loss of more than a thousand lives. Among the lost was Elbert Hubbard. The unpretentious but touching ceremony is intended as an expression of respect from President, H. H. Charles, who was one of Elbert Hubbard's close friends. "Elbert Hubbard and I were close friends for a good many years," said President Charles. "The day before he sailed on the Lusitania he was in my office and made a remark something like this—'If those damn Germans get me, I want you and Bert to be good friends.' You know the rest."

### \$35,000 Newspaper Fire

MONMOUTH, Ill., June 28.—Press and composing rooms of the Monmouth Daily Atlas were destroyed by fire this week. The loss was \$35,000. The Atlas is being printed on the Review press.

## NEWMYER TELLS OF JOHNSON'S PLAN TO RESIGN S. N. P. A. POST

### Deep Regret That Chattanooga Executive Cannot Continue Work—Democratic Convention Slows Up 22nd Annual Newspaper Gathering

By ARTHUR T. ROBB, Jr.

(By Telegraph to Editor & Publisher)

GROVE Park Inn, Asheville, N. C., July 3.—The twenty-second annual convention of the Southern Newspaper Publishers' Association got under way today, receiving the annual report of its President, Arthur G. Newmyer, of New Orleans Item.



ARTHUR G. NEWMYER

To the intense regret of every one present announcement was made of the determination of Walter C. Johnson of Chattanooga News, to resign as secretary and treasurer of the association, owing to the pressure of his private affairs.

A glowing tribute was paid to him by Mr. Newmyer in his report.

The convention, scheduled to run through the balance of the week, got under way slowly due to the absence of members attending the deadlocked convention of the Democratic party at New York. Purveyors to journalism turned out in force in the early part of the week, but only a corporal's guard of publishers arrived up to the opening day.

Interest turned to the golf links, with lively speculation on the result of the big contest in New York.

There was also considerable talk concerning S. N. P. A. presidential succession.

Arthur Newmyer was favored for reelection, his presidential activity gaining general approval. Secretary Johnson, whose candidacy has been advanced by many friends, definitely declined the honor.

Golf tournaments scheduled for both men and women by Walter Savory, Mergenthaler Linotype Company, and Charles D. Webb, Asheville Citizen, gave abundant opportunity for winning one of the following:

Traveling clock, offered by Mergenthaler Linotype; silver cigar box and ash receiver, Blatchford Company; golf bag, Imperial Type Metal Company; traveling bag, International Paper Company; sweater, Miller Saw Trimmer Company; percolator, Cline Electric Manufacturing Company; golf case, Cutler Hammer Manufacturing Company; golf bag, Editor & Publisher, and a prize offered by President Newmyer for the best net score. The tournament was scheduled for Thursday at the Asheville Country Club.

Among the early arrivals were Mr. and Mrs. Clark Howell, Sr., and Mr. and Mrs. Clark Howell, Jr., Atlanta Constitution; Mr. and Mrs. F. G. Bell, Savannah News; Major and Mrs. E. B. Stahlman, and Edgar M. Foster, Nashville Banner; Charles D. Webb, Asheville Citizen; P. H. Burdette, Asheville Times; Mr. and Mrs. George B. David, New York; Mr. and Mrs. J. G. Ham, New York; Mr. and Mrs. Fred W. Bott, New Orleans; Walter Savory, New York; Fred Hill, Memphis Tenn.; F. W. Schnell and Frank Barnecott, New York.

A new feature of the program was a series of group meetings, made up of the representatives of papers of varying circulation. A chairman and vice-chairman were appointed to handle each group.

The convention sessions are being confined to the morning hours starting promptly at 9.30 a. m., and closing at 1.30 p. m. This is the first time the association has confined its meetings to morning sessions and it was hoped that

it would meet the approval of the golfers. Following is President Newmyer's report:

Members of the Southern Newspaper Publishers' Association:

We meet again after a year's singularly blessed by the absence of any great need for Association action against destructive forces, yet following a period presenting sizeable opportunity for constructive allied activity.

Your Association has, time and again during the current year, demonstrated very definitely its cash-box value to every paper in the membership, but it is because there have been occasions when our members did not seem to appreciate the full scope and significance of our performance that I deem it well to detail tersely the Association's general activities in this annual report:

To Chairman Edgar M. Foster and his committee on Business Office Affairs, the newspapers of the South owe profound thanks for the patience and perseverance that has resulted in the re-establishment of the group advertising movement; the largest, and, I sincerely believe, the most intelligent and intensive combination campaign in the history of American newspapers. From others you will hear details, but I want to go on official record with the statement that each and every newspaper contributing to this campaign has received in white space, in advertising and in merchandising service, more for his money than was ever delivered to any advertiser before. Emphatically believing this to be a fact, I unhesitatingly recommend that campaigns of a kindred character be constantly scheduled, and urge the entire membership, irrespective of operating locations, to team-up with the movement for the common good. Every newspaper gets full 100 per cent individual value for its investment, and at the same time aids materially in a fundamental movement, meaning much to the upbuilding of Southern newspapers. This committee and your secretary have likewise given long hours to research and study that they might intelligently answer inquiries relating to the income tax, to libel and lottery laws, and to employment; all this along with a concerted and consistent effort to build bigger and better public utility advertising for your columns. There is indeed been a year of outstanding service.

The present administration inherited the very serious problem of adjusting the Macon Printers' School situation in a manner fair to all; to the Messrs. Anderson, to the American Newspaper Publishers' Association, to the machinery companies and especially to our membership. I can not adequately express the depth of my appreciation for the conspicuous services in this intricate and troublesome matter rendered by Chairman Giovannoli, Major Potts and the other members of the Printers' School committee. You will hear the result of their months of most minute, careful and considerate study of all phases of this subject, and I urge your unanimous acceptance of their findings.

The Association's traffic and postal interests are chiefly founded upon legislation. These matters have, therefore, naturally been referred to Colonel Robert Ewing and his committee. However, because of the technical and continuing character of our traffic investigations, Colonel Ewing wisely depended upon Secretary Johnson to practically alone handle this important subject. Let me emphasize this point, and it is a matter of written record at headquarters, that Secretary Johnson, in traffic matters alone, has saved certain of our members many, many times the amount of their annual Association dues—saved that during this year and, of course, these economies will multiply during the years to

come. Considered from another viewpoint, Secretary Johnson's traffic activities will be reflected in the operations of the entire membership, for now the railroads realize we are in intimate touch with traffic manipulations; ready and willing to fight for our rights.

I had hoped we were coming through the year without legislative trouble. Suddenly we were informed that, at the request of the Interstate Commerce Commission, Section 28 of the Marine Act was about to be enforced. Chairman Ewing went immediately into action. Through our congressional delegations, through fellow-member Commissioner Frederick I. Thompson, and with the co-operation of established traffic bureaus, I believe it not immodest to state that we effectually aided in securing the postponement of this enforcement for a year.

About this same time we were advised by the National Publishers' Association and American Publishers' Conference that an attempt was being made to increase newspaper second-class rates about 75 per cent in the first and second zones. Colonel Ewing, Colonel Woodson, the entire legislative committee and your officers went again immediately into action. We had made conspicuous progress toward the development of opposition to this movement when the American Newspaper Publishers' Association requested that we join them in a concerted program—calling for the insertion of the "McKinley amendment" into the Revenue Act. This amendment provided that the war-time increases in second-class rates should be reduced 50 per cent. After several days in Washington we succeeded in aligning practically the solid Southern senatorial delegation behind this program, and I want to record in this connection the very conspicuous and forceful service rendered by Senators Pat Harrison of Mississippi and Joseph E. Ransdell of Louisiana. Largely due to their leadership the amendment passed the Senate. It was killed in conference, and while we are disappointed over this action, at the same time we win a definite victory by demonstrating that the Senate favors a decrease in rates and will not yield to the Postmaster-General's suggestion for a 75 per cent increase in the first and second zones at the present time. Colonel Ewing will outline the work ahead.

Consideration has been given a plan proposing that newspaper advertising audits be standardized and safeguarded similarly as are newspaper circulation operations unified through the A. B. C. Major J. S. Cosen, of Atlanta, as chairman of a special committee investigating this subject, has given it considerable time and thought and you will hear his findings, and probably desire discussion of the general idea.

Major Cohen is likewise chairman of the editorial affairs committee. It has been relatively inactive simply because, for some unexplained reasons, editorial matters are not referred to the Association for discussion or handling. We certainly must have editorial problems of a common character, and I do urge that during coming years we utilize the collective strength of the Association for "upstairs" affairs just as fully and freely as we now discuss business office matters for the mutual good.

During the year your Association has become an incorporated body. By-laws for its conduct have also been prepared. Secretary Johnson, with Messrs. Hanson, Giovannoli and Potts, of your Board, and with fine co-operation from the Secretaries and Managers of similar organizations, have served you well in this regard, and I urge the adoption of their report.

Our Agency Relations Committee always remains anonymous. Its activities this year have gone along unceasingly and uninterruptedly, and with efficiency and dispatch. The basis of the committee's activities has been the report adopted at your last convention. The fact that the year has been free from quarrel and contention, I may immodestly state, is somewhat of a tribute to the thoroughness of our previous actions. To these "workers in the dark" I know you will privilege me extending your warm appreciation and thanks.

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From all the foregoing, it is obvious

that your President has been peculiarly and particularly favored with marvelously competent committeemen. The chairman of your Board, Past-President Victor H. Hanson, has time and again aided magnificently with his wisdom and his work, and each and every one of your directors have responded faithfully and fully to every request for cooperation and coordination. The Board met several times during the year. We have had our little "family" disagreements and discussions, but I am well within the truth in reporting that from the viewpoint of the greatest good for the greatest number your Board has been most faithful to its trust. To each and all of them I express my profound personal thanks, as well as, those of the body general.

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I have purposefully delayed for the final portion of this report reference to my dear friend, Walter C. Johnson, secretary-treasurer of our Association. Although this is being dictated weeks ahead of convention time, in the quiet of my own office, I fail for words with which to adequately express the breadth and depth of my appreciation of Mr. Johnson's great service and sacrifice for the newspapers of the South.

I have been affiliated with many organizations, commercial and fraternal, but never have I seen anyone give so freely and fully, so efficiently and energetically of himself for the good of others as has Walter Johnson.

It is therefore with profound regret, and yet with a sense of fairness to his own private affairs, that I am forced to announce his determination to retire from the active duties of manager and secretary-treasurer of the S. N. P. A.

We have had Mr. Johnson in harness for eight years. Certainly it would ill become us to register our appreciation of his wonderful contribution to the common good by attempting to force him to continue in office at a sacrifice of the best interest of his family and private affairs.

The time has come, therefore, when we must employ, at a proper salary, to be determined by your incoming officers and Board, a paid Manager for this Association. If this is agreeable, Mr. Johnson has been persuaded to retain the title Secretary-Treasurer during the coming year, and will accept responsibility for the thorough training of a new Manager for the Association.

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It has been a great privilege; a great pleasure, and a great honor to have served you during the year. A good bit of work and a good bit of worry goes along with the distinction, but the fun of fellowship and the satisfaction of service way overbalance all else.

I thank you.

ARTHUR G. NEWMYER,  
President.

### New York Critic's Wife Injured

Mrs. Frank Warren, wife of Frank Warren, musical critic of the *New York Evening World*, suffered a concussion of the brain when the light truck in which she and Mr. Warren were riding collided with a touring car driven by Fire Chief Jaynes of Rochester, at Canadigua, N. Y., June 28.

### Logeman for A. A. C. W.

The Chicago Advertising Council has endorsed John H. Logeman, secretary, and one of the principal owners of the Chicago Poster Advertising company, for president of the Associated Advertising Clubs of the World. Mr. Logeman is at present in London in charge of exhibits at Wembley.

It is said that Editor & Publisher is the most thoroughly read trade paper in America—costs \$4.00 per year.



W. C. JOHNSON



# BIG ADVERTISING DELEGATION OFF TO WEMBLEY

## Republic First to Sail and Occasion is Made Bright by Unusual Features—Large Passenger List on Lancastria—Fun Aboard Ship

SEVEN liners sailed from different ports in the United States and the Dominion of Canada this week, carrying 1,800 American and Canadian delegates to the 20th international convention of the Associated Advertising Clubs of the World, to be held in London, England, July 13 to 18.

At about the same time, the movement to Britain was underway in all parts of the world.

From India, Hawaii, South Africa, New Zealand, Australia, Belgium, France, Norway, Holland, Sweden, Italy, and Czechoslovakia, representatives of the advertising fraternity turned towards England to confer on the latest developments in their profession, to lay plans for the future, and to hear opinions of the world's successful business men and advertising experts.

Officials, sailing from New York, estimated the total attendance would be well over 7,000.

Delegates from the United States and Canada embarked at New York, Houston, Tex., Boston, and Montreal.

Greatest excitement in this country centered in New York, from which city the S. S. Republic sailed Wednesday and the S. S. Lancastria Thursday. These are the two official boats chartered by the A. A. C. W. for exclusive use of convention delegates. Five hundred and twenty-five were aboard the first ship sailing, and 500 were on the Lancastria. Crowds lined the piers to wave farewell.

A "bon voyage" of unique character was wished on the advertising men and women sailing on these two liners.

The *London Daily Mail* arranged to have a sky-writer circle the boats as they sailed down the bay, inscribing in smoke "Daily Mail" in the sky.

Representatives of New England advertising clubs and newspapers numbering 275, left from Boston on the S. S. Samaria, while a Texas delegation of 150, sailed from Houston on the S. S. LaSalle; and 250 delegates from the middle west and Canada chose Montreal as their embarkation point, and the S. S. Montcalm as their ship. The remaining 100 delegates were to sail on the S. S. Leviathan and George Washington.

Lou Holland, A. A. C. W. president, was a passenger on the S. S. Republic. On this ship, as on the Lancastria, because they are the official boats, elaborate plans were made for entertainment of the delegates during the passage, which will end with a typical British "Royal Welcome" at Southampton, July 12.

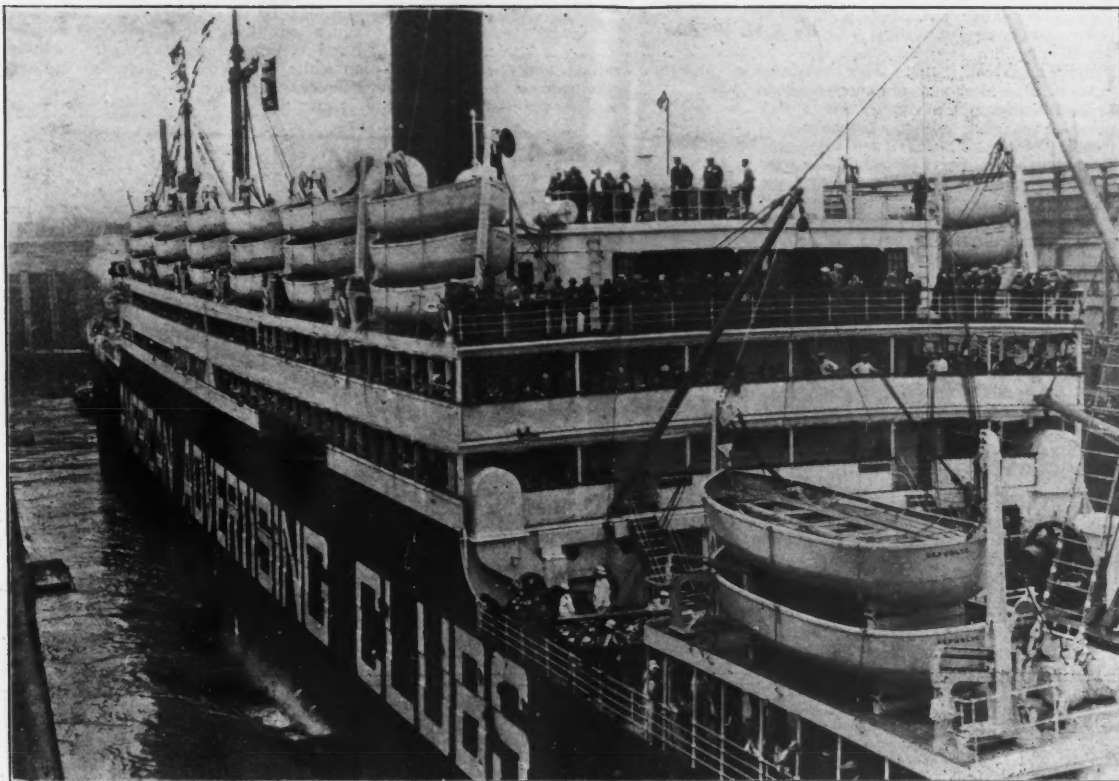
Rowe Stewart, business manager of the *Philadelphia Record*, is in charge of entertainment on board the Republic, while Rollin C. Ayres, San Francisco advertising man, arranged the program for the Lancastria.

No detailed plans of entertainment were announced before sailing, and, although the American delegates will be on the water July 4, no special celebration was on the program.

Care has been taken by the program makers not to bore passengers by over entertainment. Different advertising clubs will take charge each day.

Radio concerts will be sent to the ship daily by the Wanamaker broadcasting station, Philadelphia, special receiving apparatus having been installed. A club paper will be published each day during the voyage.

To make last minute plans for entertainment during and after the convention in England, Eric Field, director of Erwoods Limited, London, and A. H. Williams, sales and advertising manager of Selfridges, were passengers on the Republic and Lancastria respectively. Williams must have his little joke, and announced just before sailing, that he had arranged to have 600 corkscrews given to passengers on the Republic, bearing the following tag:



Hugo Liner Republic Leaving Her Hoboken Dock with Advertising Host Lining Decks

"Deepest sympathy from the Lancastria bunch—Ha! Ha!"

That women will have an important place in the convention is demonstrated by the fact that of the total of 1,800, 40 per cent are women. Of the 40 per cent, 50 per cent are business women, and the remainder wives of the delegates.

First of her sex to represent in Europe the women's advertising clubs of the United States, is Miss Katherine H. Mahool, of Baltimore, who sailed on the Lancastria. She is the only member of the executive board of the international organization. This is considered the highest honor that can be conferred upon a woman in the advertising field, since it is awarded by the vote of all affiliated women's clubs.

Miss Mahool has risen rapidly in her profession. Her first job consisted of addressing envelopes in the office of a belting company at \$6 a week.

So in 1920, with experience in several agencies, in a department store and with a manufacturer, she decided she knew enough of the game to paddle her own canoe. From the beginning she was successful.

Three years ago she was elected president of the Women's Advertising Club of Baltimore. She was reelected a second year. Two years ago she was chosen for the post on the executive board of the Associated Advertising Clubs of the World, and was reelected last year.

The passenger list of the Republic includes a number of the most prominent people in the advertising field. Among them are:

E. J. Barklow, of the Gerlach-Barklow Company; Wm. J. Betting of Redfield, Fisher and Wallace; Mrs. Bernice Blackwood, executive secretary of the Advertising Specialty Association; W. J. Boardman, of George Batton Company; Homer J. Buckley of Buckley, Dement & Co.; George M. Burlach of the *St. Louis Post-Dispatch*; Bennett Chapple, advertising manager of the American Rolling Mills Company; Paul T. Cherington, marketing expert of the J. Walter Thompson Company.

John R. Demarest of the Wilson H. Lee Company; C. Roy Dickinson of *Printers' Ink*; Fred M. Feiker, formerly vice-president of the McGraw-Hill Company; Judge E. Allen Frost of Chicago; Theodore R. Gerlach of the Gerlach-Barklow Company; Lou E. Holland, president of the Associated Advertising Clubs of the World; E. W. Houser, president of the American Photo-Engravers' Association; Carl Hunt, manager of the Associated Advertising Clubs of the World; Miss Elizabeth V. Maguire of Philadelphia; J. M. Mallory of Savannah, Georgia, secretary of the Community Advertising Department.

Richard R. Mamlok of Paul Block, Inc.; James S. Martin of the Remington Typewriter Company; Miss Jane Martin of Carpenter & Company; E. T. Meredith, publisher of *Successful Farming*; Malcolm Muir, vice-president of the McGraw-Hill Company; A. W. Neally, chairman of District No. 5, of the Associated Advertising Clubs of the World; James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies; John Clyde Oswald, publisher of the *American Printer*; William S. Patton of Houston, Texas; H. S. Richardson of the Vick Chemical Company; M. C. Robbins, publisher of *Advertising Fortnightly*; Charles Rosenthal of Chattanooga, Tennessee; Miss Minna Hall Simmons, president of the New York League of Advertising Women; Fred B. Smith of the Federal Council of Churches; Carroll H. Sudler of Chicago, Illinois.

John Sullivan, secretary of the Association of National Advertisers; P. L. Thomson, president of the Association of National Advertisers; Miss Helen Waldo of the New York League of Advertising Women; J. Wisotzky of the Maple Press of York, Pa.; Jarvis A. Wood, president of the Poor Richard Club of Philadelphia.

Prominent delegates aboard the Lancastria were: Jesse H. Neal, executive secretary of the Associated Business Papers; James W. Brown, proprietor of *EDITOR & PUBLISHER*; Ray W. Finer, secretary of the

Advertising Club of Cleveland; Charles R. Stuart, head of the Los Angeles delegation; Oscar Holcombe, Mayor of Houston, Texas; O. C. Harn of the National Lead Company; Fritz J. Frank, of the Iron Age Publishing Company; Tim Thrift of the American Multigraph Sales Company; R. R. Updegraff, special writer for the *Saturday Evening Post*.

Will S. Weitzel, publisher of the *Chattanooga Times*; Miss Julia Coburn, advertising manager of LaSalle & Koch, Toledo; Frank L. Blanchard of the Henry L. Doherty Co., formerly editorial writer for *Printers' Ink*; Daniel A. Carroll, formerly treasurer of the Advertising Club of New York; Clarence B. Lovell, of the Poster Advertising Company.

Maxwell Lakeman and George French, who won the free trips offered by Paul Block for essays on the benefits to be derived from the convention; Mrs. Hazel Adler, color expert; Miss Hazel Boxley, of the International Educational Committee; Professor George B. Hotchkiss, author of numerous books on advertising; Bernard Lichtenberg, staff secretary of the Alexander Hamilton Institute; Theodore G. Morgan, director of the department store of Henry Morgan & Company, Montreal, and president of the Associated Retail Advertisers.

S. F. Areson, secretary of the publishing house of Thomas F. Nelson & Co.; Harry C. Brearley, of the Brearley Service Organization; F. St. John Richards, New York representative of the *St. Louis Globe-Democrat*; Sanford Hurd, general manager of the Wright Company; Louis R. Smith, Class Journal Company; Dr. Frank J. Stein, Denver Chemical Company; H. H. Pennock, manager of the Equitable Life Insurance Company; Elon G. Pratt, Modern Eloquence Corp.

O. Fred Rost, general manager, Newark Electrical Supply Co.; A. D. Shop-pach, advertising manager for Daggett & Ramsdell; Geo. W. Stearns, manager of *College Humor*; Edward Everett Pidgeon, dramatic editor of the *New York Journal of Commerce*; O. R. Hardwell

(Continued on page 35)

## HOW NEWSPAPERS COVERED LORAIN DISASTER IN DARKNESS

Reporters and Photographers Battle to Get Facts from Destroyed City—Artist Donahey Makes Sketch and Carries It to Cleveland in Automobile

By J. H. WEBB

CLEVELAND, June 30.—Disaster—swift, sudden and unexpected—rode across northern Ohio on the wings of a twisting, snarling tornado Saturday afternoon, June 28. It ripped a jagged patch out of the heart of Sandusky, took a 25-mile jump along the southern Lake Erie shore to beat Lorain to a mass of ruins, lashed out of Cleveland and Akron in passing and went swirling off to the east, striking at Youngstown, Erie and Pittsburgh before it streamed off to the Alleghenies.

In its wake the tornado left nearly 100 dead, 300 persons injured and property loss valued at \$30,000,000.

Covering the storm swept zone was about the toughest newspaper job Cleveland and other northern Ohio newspaper men have encountered in many years.

Most of the death toll, injured and property loss was in Lorain, a city of 30,000.

News of the storm trickling into Cleveland did not give newspapers any idea of the magnitude of the disaster until nearly 7 o'clock Saturday evening. All wires from the storm-swept zone were cut off. No power and lights were available in Lorain, Sandusky and other points. It was a case of "get the news" the best way possible and get it quick.

The first Cleveland newspaper man to get a detailed story about Lorain's disaster was John W. Love, industrial editor of the *Cleveland Plain Dealer*. He got into Lorain with his auto before the rush of the curious and found a telephone connection with Cleveland at Dover, O., about 10 p. m.

Staff photographers, reporters and sketch artists were rushed to the swept zone by the score Saturday night, but all work had to be carried on in darkness. Making pictures, which were carried by Cleveland's Sunday morning newspapers, was a heroic feat in some instances. Flash lights were used. Sketch artists and cartoonists worked by auto spot lights, hand flash lights and other limited means of illumination.

But the big story was covered completely for the Sunday papers.

The *Cleveland Plain Dealer* Sunday set up a "working shop" in the Lorain telephone exchange building, got typewriters and began "shooting" copy into Cleveland by wire.

All news printed in the Sunday morning early editions of the *Sunday News-Leader*, *Plain Dealer*, and special editions of *Cleveland Press* and *News* before midnight Saturday night were either telephoned from outside the wind-swept zone or the writers of the stories returned by automobile to their Cleveland offices.

The *Sandusky Star-Journal* got out two Sunday afternoon extras which covered the disaster well.

The *Lorain Journal* and *Times-Herald*, were without power to operate their presses. One of them got out its first extra from a printing office in Elyria.

One newspaper man was injured. Robert J. Snadjr, special feature writer for the *Plain Dealer* Sunday magazine, was caught in the tornado zone. A tree was blown down on his machine and he was taken to an Elyria hospital. His injuries are painful, but not serious.

Signed stories for the *Plain Dealer* were written by Fred Charles, John W. Love, Philip W. Porter, J. H. Donahey, cartoonist, Ralph J. Donaldson, and others.

John Lewis Shissler and Marshall R. Hall wrote leaders for the *Times* and *Commercial*.

Jack Heil, Len Schneider and others wrote special stories for the *Press* and some mighty good photograph work was done by Edward Dork and Clarence Stieglitz, *Press* staff photographers, the latter making some good shots from an airplane.

Andrew Kraffert and Bert L. Williams, staff photographers for the *Plain Dealer*, did some fine photographic work.



Drawing Showing Lorain (O.) Disaster

More newspaper "art" was used in Cleveland papers Monday than perhaps before in the history of modern newspaper photography and quick reproduction. The *Press* got out a Sunday extra. The "seven o'clock" editions of the *Plain Dealer* and *Sunday Leader-News* fairly bristled with photographs taken under remarkable conditions.

Byron Filkins, staff photographer for the *News* and *News-Leader*, did some quick, good work. The *News* carried four pages of photographs of the wrecked zone Monday noon. Similar space was given pictures in the *Press*.

Nearly every Ohio newspaper had special representatives in the storm zone.

Ed L. Ways, Sandusky correspondent for the *Plain Dealer*, being unable to get any wire to his paper Saturday night, caught a train and rushed to the newspaper office 60 miles away and wrote a "complete cover" of the situation at Cedar Point, Ohio's famous summer and convention resort. The "Point" escaped with slight damage.

J. H. Donahey, cartoonist for the *Cleveland Plain Dealer*, and brother of governor A. V. Donahey, of Ohio, made one of the first pictures of the wrecked business section of Lorain published in an Ohio newspaper.

Lorain was in darkness, save for lights flickering from auto, fire engine, and ambulance headlights, torches, and hand flash lights.

Photographers on the scene got doubtful results. Some of the reporters were

"lost" as it were, and the *Plain Dealer*, before going to press on last editions was clamoring for art.

Cartoonist Donahey followed a fire truck into the heart of Lorain. He drove his car behind the fire truck, which was sent to the stricken city.

But he found no lights which would enable him to do any drawing. Finally, kneeling by the side of an ambulance which was being filled with dead and injured victims of the storm, he sketched on white paper, by the lights of the ambulance, a rough draft.

Later by wandering about the heart

## PLANS COMPLETE FOR GEORGIA MEETING

Gen. Bingham of Louisville to Speak at Annual Gathering, Which Will Be Replete With Discussions and Stunts

WRIGHTSVILLE, Ga., July 1.—Charles D. Rountree, Editor *Wrightsville Headlight* and President Georgia Press Association has completed the program for the annual meeting of the Association at Waycross July 21st, to 23rd.

The first evening's session is to be held at Central Baptist Tabernacle. Harry D. Reed of Waycross is to deliver the address of welcome followed with a response

by Miss Emily Woodward, Editor of *Vienna News* and Vice President of the Association. Major Fonville McWhorter Vice President of the Citizens and Southern Bank, is to deliver an address on the opening night.

Tuesday morning the first business session will be held at the High School Auditorium. P. T. McCutcheon, Editor the *Franklin News* and *Banner*, one of the charter members of the Association and one of its earliest Presidents is to speak. E. H. Wynn, *Cairo Messenger*, is to speak on "The Successful Daily" and J. W. McWhorter, *Winder News*, is down for a talk on "My Newspaper and My Community." E. A. Caldwell, editor *Walton News* at Monroe, will talk on "Unanswered Mail."

The annual address of the President will be delivered Tuesday afternoon and Robert W. Bingham, *Louisville Courier Journal* is then scheduled to speak. There is keen interest in the coming of Gen. Bingham to Georgia at this time. Following some musical selections automobiles will be taken to Blackshear for a reception during which Dan G. Bickers, Associated Editor of the *Savannah Morning News* will deliver an address on "Cooperation between Daily and Weekly Newspapers."

Thursday night there is to be a reception at the Waycross Y. M. C. A. when Keaton Arnett of *New Orleans Press*, representative of the National Bell Weevil Control Association, will be heard as will C. B. Hardeeman of Atlanta, treasurer of the Georgia Forestry Association.

A unique feature for Wednesday will be a visit to Okenfenokee Swamp, a large and unchartered acreage which is one of the wonders of South Georgia. Dinner will be served at a lumber camp in the swamp and a business session held there in the afternoon.

U. L. McCall of Atlanta, superintendent of the Southern Division of the Associated Press, is to talk on the work of that organization and Dr. M. L. Brittain, president Georgia School of Technology is to speak on the Relationship between the Georgia School of Technology and the Newspapers of Georgia.

Wednesday night is to be "stunt night" which is a feature of all Georgia Press Association meetings. It is to be staged on the public streets of Waycross upon an improvised platform and there will be street dancing as a diversion. During the stunt night program the "Sutlive Trophy" presented to the Association by W. G. Sutlive, a past president, will be bestowed upon the Georgia newspaper having done the greatest public service during the year.

The week will conclude with a trip to Brunswick and St. Simons Island on Thursday and Friday with boat rides and bathing and Saturday many will go to Fernandina, Fla., to be entertained by the Chamber of Commerce of that city.



R. W. BINGHAM

### Seek Best Editorials

To encourage effective editorial writing *The Washington Newspaper*, published by the School of Journalism, University of Washington, now runs a column called "Worth While Editorials," which is a reprint of the best editorials to be found in newspapers during the month. Newspapers thus honored in the last issue of that publication were: *Yakima Herald*, *Christian Science Monitor*, *Wenatchee World* and *Cle Elum Miner-Echo*.

### Macfadden Leases Plant

The lease of the twelve-story printing building and the adjoining one-story building, formerly the home of the *New York Evening Mail*, is reported to have been sold by Henry L. Stoddard as president of the Mail and Express Company to Bernard Macfadden. The publication of a new daily newspaper this fall is contemplated by Mr. Macfadden. The lease held by the Mail and Express Company calls for a rental of \$25,000 a year until Dec. 1, 1927. The property is owned by the City of New York.



# MENCKEN SEES "RICH AND DECENT" PRESS

Caustic Critic of Newspapers Freely Expresses Opinion, Saying "Purity Pays"—News Writers Need Self-Respect — Skeptical of Schools and Regards Clubs as Insult

By WARREN BASSETT

One of the most out-spoken, at times bitter, critics of the American newspaper as today conducted is Henry L. Mencken, of the *Baltimore Sun* and *American Mercury*. Editor & PUBLISHER this week requested this brilliant, caustic, fretful, abusive, fault-finder to grant an interview and "shoot the wad," as it were, without reservation.—EDITOR.

"NEWSPAPERS are getting rich, and for that reason they are getting respectable."

Doctor Mencken—Henry L., of the *Baltimore Sun* and the *American Mercury*, had completed the dissection of American journalism for a class of one, and after viewing the remains pronounced the above verdict. But like most doctors he did not wish to alarm the relatives. The entire truth about newspapers he said, was unprintable.

"For the most part they are quacks and charlatans.

"But in all seriousness they are improving, and for a curious reason—they are getting rich. When a man gets rich he refuses to be bought. He can afford to be virtuous. So it is with the newspapers of today.

"The joker is, that having got rich they have got pure—and they are surprised to find that it pays!"

The scene of the dissection was the club room in the basement of Madison Square Garden provided by the *New York World* and *Baltimore Sun* for newspaper men covering the national Democratic convention. It was crowded with news writers representing the best talent in the country. Some slouched in wicker chairs reading. Others stood in close groups discussing the latest absurdity which had occurred on the convention floor. The lunch counter was lined three deep. A *chevaux de frise* of outstretched arms reached for free sandwiches and beer. Voices boomed. Papers rustled. And vibrating raucously from the black radio horn came the powerful voice of some unknown, unheeded Democratic Demosthenes imitating Tennyson's brook on the convention platform.

Mencken had come down for a sandwich and a cup of coffee. He was not doctor then, but raconteur. At every step he stopped either to tell or to listen to some convention drollery . . . a little, compact man, with a roundish face shaded by a round white panama with a round turned up brim. A dark suit. No insignia of any kind in the lapel. Naturally.

The impression was one of brisk energy, both mental and physical.

For the information of Main Street there was no visible halo of devils about his head. The most vitriolic of America's critics was in affable mood.

The convention was a fantastic mob spectacle for the amusement of the sophisticated.

A man in a white jacket gave Mencken coffee and a sandwich which he disposed of while giving EDITOR & PUBLISHER his views on the American newspaper of today.

Presented with a subject Mencken's manner becomes that of a surgeon. He is a fast, deft worker. With the first question he had figuratively rolled up sleeves, donned operating room garb, pulled the sheet from the subject and began the lecture.

And it was more lecture than interview for Mencken is a crisp, direct speaker. He does not fumble for words. His talk is like writing. It is easy to visualize even the punctuation. Steely phrases turn flip-flops on a mat of paragraphs. Most of them are corroded with disillusion.

But one learned early that Doctor Mencken was demonstrating not in the clinic but in the dissecting room, for in the clinic it is usually thought best to let the patient survive.

It is through the rich proprietors, he declared, that improvement has come to American newspapers.

This curious picture of Henry L. Mencken was made a short time ago, when the brilliantly sarcastic writer was dubbed "Boss of Baltimore." It is not a good portrait, but for reasons of his own, Mencken highly esteems this picture



"Most of the bellowing against the wealthy publishers is being done by people who don't remember the old days 25 years ago," he said.

"When I started, 85 per cent of the newspapers were for sale to anyone who had the cash to buy them.

"The first paper I worked on was a public blackmailer and criminal. It invented fakes to hold up people. Today this situation is exceedingly rare. Newspapers were poor then. Like a poor man they could not afford to be squeamish.

"Until a newspaper is beyond the bread and butter stage it is no better than a street-walker.

"Modern dailies are not so picturesque as those of the old days. They are duller, but infinitely better. Even party passion is disappearing. But newspaper men as a class have not risen to the dignity of their bosses.

"Today they are professionally on a par with dentists. They have not yet reached the level of judges. As I think of it, they seem more comparable to paying tellers in a bank. There are certain things they will not do, but they will almost always do what they are ordered to.

"What newspaper men need is such a body of self respect and doctrine that it will be impossible for shyster newspapers to operate. Papers then would be in the same position as hospitals. If they were run by quacks and frauds methods would be used to make them so publically notorious that no one would work for them."

According to Mencken, ignorance and lack of dignity pervades the newspaper profession today. And he holds that this is more dangerous than actual corruption. Coupled with this is the lack of a true professional spirit.

"What the newspaper profession needs most is better men—men with a sense of dignity and a true professional spirit," he declared. "To get them seems to be the hardest problem.

"Will they come from the journalism schools which have sprung up so abundantly in the past few years? They may, but I doubt it. The greatest problem of the journalism schools is to get competent men to teach. If men like the late Frank I. Cobb, or Herbert Bayard Swope would consent to become instructors it would accomplish something. But such men never do. That is why I am skeptical of the schools.

"Even the best teachers never teach. They just stand around and let their pupils watch them. In all higher education the true relation is not that of teacher

and pupil, but that of master and apprentice."

If city and managing editors realized this they could better the newspaper profession, according to Mencken. They should definitely train reporters in the work of getting and recording the day's news.

They should tell them out of their own experience what to do when certain situations arise—what is professional and what unprofessional.

"There is too little of this done," Mencken asserted. "These executives will tell you they are too busy to train 'cubs.' This is untrue. They spend too much time answering telephone calls from idiots.

"Another objection heard is that once you have trained a man he immediately steps out and gets a better job. This only demonstrates the lack of professional spirit in journalism. When a medical student is graduated he enters a hospital as an interne. Older surgeons give him the benefit of their experience and skill although they know that within a year or two he is going out to set up in business for himself. Lawyers, too, aid each other.

"It is imperative that we get a professional spirit into this work. The union scheme will not apply for it puts news men on a lower level instead of a higher.

"The union idea is wrong because it demands protection for incompetents and puts them on the same level as competent workmen."

To illustrate poignantly how city editors can influence the ethical standards of reporters, Mencken declared that as city editor of the *Baltimore Herald* in his early days he once fired a man for getting a scoop by reprehensible methods. He believes reporters should be taught that it is better to miss a story than get it dishonestly. When this idea becomes prevalent, and when reporters are given definite training, journalism will have taken a long stride ahead.

Although editorial ethics have improved slightly in the past 25 years, it is the business department which has purged itself, Mencken asserted. The ad takers have outstripped their city room co-workers. It is hard to find a business manager who will go upstairs and ask the editor to print free publicity, he said, but it is still harder to find the editor who would make any protest to such a request were it made.

Perhaps in his mind Mencken associated the existence of press clubs with the low professional spirit of reporters

and editors, for he reserved his most prodigious sniff for these organizations.

"Press clubs are an insult to decent men," he said. "They are supported by bootleggers, cheap politicians, press agents, and other riff-raff who expect to be paid in publicity for their contact with newspaper men. Press clubs are founded on the idea that journalism is for sale for a drink of liquor.

"There is absolutely no reason why news men should have a club if they can't pay for it. And there is no more reason why laymen should belong to a newspaper men's club than to the County Medical Association. Newspaper men ought not to associate with politicians any more than judges should associate with pickpockets."

Despite the barely concealed note of cynicism in his attitude toward newspaper men, Mencken is convinced their product is getting better. Incorruptible dailies exist today, which no amount of money or influence can buy. Shyster papers may spring up occasionally, he said, but they never get very far.

He strongly doubts that newspaper men will ever lose their horror of the uplift. Whatever improvement has occurred already in journalism has come about independently and without their assistance, he stated. A few outstanding personalities helped, but the profession in general was inert. His own critical diatribes, which he has been writing for years, have amounted to an elegantly formed zero, he is certain. He has played Simon Legree to modern journalism. But Uncle Tom will neither die nor reform.

Mencken has spent all of his working years in journalism. He has been through the newspaper mill from cub reporter to editor. He began on the *Baltimore Morning Herald* in 1899 at the age of 19. In 1903 he was made city editor. In 1905 he was named editor of the *Evening Herald*. He joined the *Baltimore Sun* in 1906 and has been connected with that daily ever since. At present he devotes the greater part of his time to editing the *American Mercury* with George Jean Nathan, his position on the *Sun* being that of a member of the Council. From 1914 until the fall of the year he was co-editor with Nathan of the *Smart Set*.

## WEST TENNESSEE ORGANIZED

Editors and Publishers Perfect an Association with Second Section Due in September

Twenty-five editors and publishers of Tennessee papers met at Jackson, June 20, and reorganized the West Tennessee Press Association. The officers were: A. J. Sander, Martin, president, and Allison Simonton, Covington, secretary-treasurer.

The meeting was called to order in the supreme court room by Harris Brown, editor *Jackson Sun*, who welcomed the newspaper men to the city. Mayor John R. Rison, Jr., of the *Parisian* (Paris), responded to the address of welcome following his selection as chairman.

Permanent organization was then effected and a round table discussion of country newspaper problems. Several speakers pointed out that the weekly press is losing much of its prestige on account of the lack of editorial enterprise.

It was further suggested that the business side of the country press was over emphasized and much of community development was being lost.

Jackson will be the next meeting place. The association will convene again Friday, September 12. An auto ride was given the visitors following the adjournment.

## \$3.50 NEWSPRINT NOW RUMORED AND DENIED

Persistent Reports That Further Price Reduction is Due Are Not Admitted by Trade Authorities

FURTHER reduction in newsprint prices loomed as a possibility this week, despite the fact that two leading paper manufacturers promptly denied a report that contracts were being quietly made at \$3.50 per cwt.

A reliable EDITOR & PUBLISHER informant had stated that \$3.50 was to be the price in some quarters effective July 1.

International Paper Company was emphatic in its denial. A. R. Graustein, recently elected president, issued the following brief statement:

"When the rumor that there was to be a further reduction in the price of newsprint was called to the attention of officers of the International Paper Company, it was stated emphatically that they had no knowledge whatever of any impending reduction."

International recently announced to clients a cut of \$2 a ton, the reduction being specifically from \$3.75 per cwt. to \$3.65 per cwt. Pejepscot had been one of the first newsprint concerns to bolt from the \$3.75 price.

The Great Northern Paper Company has not made any change from the \$3.75 price as contracted the first of this year. It was understood that this price was definitely established for 1924 and would not fluctuate.

Despite the firm price policy held by the larger and stronger paper makers, the lesser concerns, authorities agree, are very apt to drop their prices to lower levels. In some instances foreign newsprint has sold this year at a price as much as 25 cents per cwt. lower than American manufacturers.

It is known that William Randolph Hearst has long been clamoring for the \$3.50 figure. That he may succeed in obtaining his objective is conceded a possibility by certain authorities. One report is that he has closed at that price, effective July 10.

Production, which to a certain extent sets prices, was high during the past year, and now a curtailment of newsprint making is under way.

In this regard, Mr. Graustein had the following to say:

"We have stopped manufacturing newsprint at Glens Falls, Fort Edward, Glen and Wilder mills for the time being, and plan to shut down practically all the mills during the week of July 4.

"We do this with great reluctance, and only because we have been forced to do it. We had to do it because there are more than enough newsprint machines on the continent to produce all the newsprint, which the newspapers will buy, to say nothing of the fact that there is a substantial amount of newsprint being brought in from Europe.

"As a result we are forced to cut down our production to what we can sell. We have been producing a little more than we are selling, but we cannot keep on doing that. We are confident, however, that we shall not be forced to any more drastic curtailment than that now contemplated.

"We do not know just how soon we shall be able to resume full production. We do know that the history of the business shows that more and more paper is being used, and we hope it will not be very long before we can again start these machines."

### Extend Copyright Treaty

A reciprocal copyright arrangement has been concluded between the United States and the Union of South Africa, effective July 1, 1924.

The arrangement was brought about by a Presidential proclamation signed June 26, and a proclamation by the Governor General of the Union of South Africa, published in that Government's official gazette, June 13.

### Theft of "Gold Bear Trophy" Attempted

(By Telegraph to EDITOR & PUBLISHER)

LONDON, July 2.—A daring attempt was made yesterday to steal the A. A. C. W. convention "Gold Bear Trophy," which was on display in the window of the Cunard Line offices on Cockspur.

Police arrested a seaman, who gave the name of Hunt. He was taken to the Bow street court, where he was charged with theft and window breakage.

"If I had another 5 minutes I should have got away with it," Hunt told police. He said he had planned to sell the trophy for £1,800.

The man was committed for trial in a higher court and the trophy returned undamaged.

The "Gold Bear Trophy" was sent to England April 2, on board the S. S. "Berengaria." The gift of G. Herb Palin, a prominent America advertising man and is presented each year to the convention city.

### CHENERY RESIGNS

#### Leaves Editorship of New York Telegram and Evening Mail

William L. Chenery this week resigned the editorship of the *New York Telegram and Evening Mail*, which he has held since the merger of the two newspapers by Frank Munsey. No successor has been appointed.

Prior to his position on the *Telegram and Evening Mail*, Chenery was managing editor of the *New York Sun and Globe*, and associate editor and acting editor of the old *New York Globe*. He had been with the Munsey organization only since the publisher's purchase of the *Globe*. He has no plans for the future.

Chenery started newspaper work in 1910 on the *Chicago Evening Post* as special writer and reporter. He has also been connected with the *Denver Rocky Mountain News*, and the *Chicago Herald*.

#### Ellis Alleges Patent Infringement

Theodore T. Ellis, publisher of the *Worcester Telegram* and the *Worcester Evening Gazette*, was a witness before Judge Lowell in the federal court at Boston, June 26, in a patent suit brought by Ellis and his brother, Frank E. Ellis, against Frank G. Paige and the Tingle Brown Company of New York, for alleged infringement. The suit, which seeks injunctions against the defendant, centres around alleged infringement on a printers' blanket patent, owned by the plaintiffs. The evidence in the case was highly technical, and a section of a newspaper press was taken into court to illustrate the use of the printers' blanket in question.

#### Newspaper Air Service in Operation

Daily airplane service between New York and Dixville Notch, N. H., for newspaper distribution purposes, was inaugurated this week by the J. J. Lannin Company, owners of The Balsams, a hotel at the New Hampshire resort. By this airplane method newspapers reach Dixville about 9 A. M. of the morning they are published instead of late afternoon the day following. Three aviators and three planes constitute the service corps.

#### New Air Mail Service

This week marked the opening by the government of a coast to coast air mail service. On July 1, aviators left San Francisco and New York expecting to span the continent in 35 hours. The first letter deposited in San Francisco was addressed to President Coolidge. It was mailed by M. H. DeYoung, publisher of the *San Francisco Chronicle*, and thanked the executive for inaugurating a means of bringing the Government closer to the Western public.

## MILWAUKEE JOURNAL COLLECTS \$8,000 RAIN INSURANCE ON ADS

Dismal Downpour Brings No Gloom to Daily or Advertiser—System Builds Lineage But Is Costly, Gwaltney Says—Describes Plan

By HARRY GWALTNEY

Classified Advertising Manager, Milwaukee Journal

THE *Milwaukee Journal* has just collected \$8,000 on a rain insurance policy covering a real estate special edition. This was the first edition ever insured by a newspaper, according to Green Brothers and Hanson, underwriters. A brief account was carried by Associated Press and since then inquires from other publishers have been pouring in. To answer the many questions asked and many more that have not been sent to us, we offer the following facts on our insured real estate edition:

Rain insurance on its real estate edition was taken out by the *Milwaukee Journal* not as a circus sales talk proposition nor as a wild gamble to increase lineage, but as a sound step in business to protect its advertisers from a loss of normal returns on their advertising.

In other years uncertain weather did not delay the official opening of Milwaukee's real estate market. Real estate operators spent thousands of dollars in their efforts to win early trade and to break the slump of winter. We had published full page after full page and on several occasions rain ruined the opportunity real estate men otherwise would have had of cashing in on their advertising. Unlike retail stores, which often win trade when crowds run for shelter in a shower, these men lost a large share of their advertising investment.

Realizing that the growth of the city, the whole building industry and the stimulus such activity gives all business the *Journal* seriously wanted to see its advertisers get as much from their advertising as they possibly could. Insurance against rain seemed our only method.

The question universally asked by interested publishers who have heard of our insurance is what did it mean to the paper? We can answer that briefly.

This insurance along with improved methods enabled us to increase our lineage 60 per cent over the 1923 record. It made possible a cut in cost of production estimated at nearly \$200. And further it won good will that could not be obtained in any other way.

In other years real estate men had been holding copy until the last hour and then it was released not for the space they really wanted to use—but in the least possible space. They did not want to risk too much on uncertain weather.

This year the story was different. Copy was received from 3 days to 3 weeks before closing dates. Advertisers who had been using half page advertisements in other editions felt free to use larger copy because the *Journal* had assumed their risk. Lineage jumped from 30,000 to 49,000. The entire increase, however, was not attributed solely to the insurance feature, although it did serve as a stimulant to salesmen and as an assurance of results for advertisers. From the cost angle, an even more interesting situation occurred. The last minute rush of copy which had been the rule in former years was practically done away with. Overtime charges for composition showed a drop from \$510 to \$342.

This economy considered along with the increase in lineage actually reduced the cost of obtaining advertising. The fact that it did rain and the policy was collectible made the cost figure lower than on any special ever published by the *Journal*.

The most important result of the insurance was the good will won by protecting advertisers. It is easy to imagine the advertiser who had spent \$500 to introduce a new sub-division as he looked out Sunday afternoon and saw the rain. In other years he realized that people

could not wade through his muddy paths and appreciate the value of the land. His time and effort and money were practically wasted. This year he saw the rain, but knew that his money was not spent. He was to receive a second insertion of the advertisement at the expense of the insurance company and he was to have the advantage of his property explained to people not once, but twice.

There are other advantages both to advertiser and to publisher which might be cited—but no publisher should forget that the rain insurance is costly, it is liable to increase the cost of doing business, and that it is not applicable to every special edition. It can be purchased for certain specials on a business basis to protect and to build but it can not be bought for all occasions unless it is taken as an outright gamble.

An objection that has been brought up to our plan of insuring the real estate number of the *Journal* is that the risk is assumed by a person not profiting from the results obtained. The real estate operator, if he considers his affairs of sufficient importance to be protected against unfavorable weather, should assume the cost of insurance and not the newspaper which would probably continue to receive copy from him until the property is sold.

Whether it will be done in the future is still a question. We feel that realtors have been shown the value of the insurance and that hereafter they will be more than willing to bear the burden that is rightly theirs.

### EDWARD RASCOVAR DIES

#### Famous Financial News Service Editor Started as Reporter

Edward Rascovar, 55, who died at his home in Cedarhurst, L. I., July 1, was for many years associated with the *New York News Bureau*, and president of that organization up to a few months ago. Mr. Rascovar began newspaper work on the old *New York Daily News*. Subsequently he joined the news staff of the *New York Press*, and later came to the *New York Times* as dramatic critic.

### Sports Writers Organize

The International Sport Writers' Federation, which will comprise all the existing sporting writers' associations and those to be created in the future, was organized in Paris, July 1. Twenty-one nations were represented at the congress at which the movement was adopted. The organization plans to establish worldwide credentials so that sporting writers journeying to other countries may enjoy equal privileges in reporting sporting events with native correspondents. Franz Reichel, general secretary of the French Olympic Committee was elected president, and Ted Meredith of the United States vice-president.

### Pressmen Oppose Convict Labor

Printing Pressmen's Union 67 of Boston has adopted a resolution demanding that state officials call a halt on the plans of the commission on administration to establish a printing plant at the Massachusetts state prison, Charlestown, thus "debasement an honorable craft by competition with convict labor." The business welfare of the Commonwealth, the resolution states, demands that the printing of the state should be executed by legitimate printing houses, whether of the open or closed shop type.



# STORY OF BIG MADISON SQUARE ASSIGNMENT

## Correspondents Fight Hot Weather and Difficult Deadlock Conditions at Democratic Meet—Many Leave to Cover Cleveland Convention

WITH the Democratic National Convention still deadlocked when EDITOR & PUBLISHER went to press this week, wide open spaces began to appear in the press section at Madison Square Garden.

This was probably due to 3 reasons: 1.—The opening of the "conference for progressive political action" in Cleveland, July 4.

2.—The fact that during the balloting many reporters had to be on the convention floor among the various state delegations.

3.—The attractiveness of the Convention Club for Newspaper Men, provided by the *New York World* and the *Baltimore Sun* in the Garden basement.

Senator Robert La Follette's convention at Cleveland created a dilemma for many prominent political writers.

They hated to leave New York with the vote undecided, and, at the same time, considered the gathering of 800 to 1,000 delegates on July 4 and 5 in Cleveland to nominate a Presidential candidate important enough to warrant their presence in that city.

By late Wednesday afternoon, when Democratic delegates had cast more than 30 ballots, at least two score political writers had signified their intention to Jim Preston, superintendent in charge of the Senate Press Galleries, who is in charge of seating arrangements, that they would leave that night for Cleveland.

Preston himself found it impossible to leave Madison Square Garden. As usual, he is the indispensable assistant to the newspaper men covering the pow-wow. William J. Donaldson will represent the standing committee in charge of press arrangements, at the July 4 convention.

The Associated Press will be represented in Cleveland by M. E. Coleman of the Chicago bureau, R. J. Durstman, of the Columbus, O., bureau, Paul F. Hauptert, of the Washington bureau, J. W. McGuire of the Cleveland bureau and others on the Cleveland A. P. staff. Hauptert is the only one of the number who represented the A. P. at the Democratic convention.

Paul Mallon of the United Press left New York Wednesday evening for Cleveland. The Cleveland bureau manager was to assist him. If possible Robert Bender and Raymond Clapper, of the United Press and United News respectively, were also to go.

George Durno, Kenneth Clark and William K. Hutchinson of the International News Service left New York in time for the Cleveland convention.

Others who had made arrangements to cover the Cleveland convention, leaving New York for the purpose were:

George Morris, *New York Telegram*; A. H. Kirchofer, *Buffalo News*; H. B. Crozier, *St. Paul Pioneer-Press*; Arthur Evans and Philip Kingsley, *Chicago Tribune*; Mark Thistlewaite, *Indianapolis News*; Lucas Beecher, *Toledo Blade*; F. S. Buggie, *Newark Star-Eagle*; H. M. George, *Detroit Free Press*; Donald MacGregor, *New York Evening Bulletin*; J. G. Hayden, *Detroit News*; Frank R. Kent and John W. Owens, *Baltimore Sun*; and Carter Field and Boyden Sparks, *New York Tribune*.

L. C. Speers, *New York Times*; Arthur J. Sinnott, *Newark News*; Henry Suydam, *Brooklyn Eagle*; Maurice Judd and John Stuart, *New York Sun*; C. G. Ross and Paul Anderson, *St. Louis Post-Dispatch*; C. N. Wheeler and W. Bliss, *Chicago Herald-Examiner*; F. F. Shedd, *Philadelphia Bulletin*; David Lawrence, *Consolidated Press*; and R. M. Ginter, *Pittsburg Gazette-Times*.

When the EDITOR & PUBLISHER representative went to the press section at the Madison Square Garden, Wednesday afternoon, seats nearest the speaker's platform were found to be as jammed as at the earlier sessions. These seats were occupied by the press associations and

New York City newspaper representatives.

Back further the open spaces occurred in the ranks of the out-of-town and smaller newspapers. Some of these out-of-town newspapermen undoubtedly were circulating about on the convention floor, keeping in touch with their own State delegations. This is one of the hardest assignments at a convention, many agree.

Jackson Elliott and L. C. Probert were directing the Associated Press writers. Bender and Clapper were on deck for

United Press and United News; while Faris and George C. Shore, directed the I. N. S. contingent.

Noiseless typewriters seemed more popular at this convention than ever before. Stubby pencils are slowly giving away to modern invention.

The noiseless typewriter was first introduced to a political convention by Probert of the A. P. at the Chicago gathering in 1920. Probert has been with the Associated Press 20 years this year. He is a veteran of 8 political conventions.

erans was Col. Michael E. Hennessy of the *Boston Globe*. Hennessy is the man for whom Coolidge held up his special train, after he had taken the oath of office at Plymouth, Vt., and was speeding to Washington, following Harding's death. Coolidge, it was said, refused to go to Washington without Col. Hennessy.

Marc A. Rose, managing editor of the *Buffalo Evening News*, wrote a running story for his newspaper under the caption, "Looking On." Rose was celebrating his 20th year of continuous newspaper work and his fourth year on the *News*.

The session of the convention at Madison Square Garden June 28 was more exciting than the Dempsey-Firpo fight, in the opinion of Heywood Brown of the *New York World*.

A figure who stood out prominently in this convention was Daniel L. Ryan, secretary of Tammany Hall. For years Ryan was one of the leading political writers in New York, being on the *New York Telegram*.

Walter W. Mills, conductor of the column "Don't Worry" on the *Oklahoma City Times*, was having a good time meeting New York Columnists, F. P. A., Don Marquis, and Heywood Brown. He conducted the "Conning Tower" on the *New York World* for F. P. A. one day as "guest conductor."

Excellent feature stories of the convention came from Westbrook Pegler, of United News. Pegler hunted up and obtained a corking yarn from Charles B. Lawlor, blind author or the song "The Sidewalks of New York."

"Aunt Sarah Gallop, age 187," was the creation of Frank Sullivan, humorist writer for the *New York World*. Aunt Sarah urged a resolution for stronger dondellion wine, and advised a prohibitive tariff on white nightgowns as a means of crushing the Ku Klux Klan. The poor old dear saved up her egg money for 20 years to come to the convention, and decided after all it was a horrible waste of energy.

The *New York World* prepared ballot records and distributed them with compliments to delegates and newspaper correspondents. Ballot score cards were also given away free with each copy of the *New York Telegram* and *Evening Mail* purchased at the convention hall. The *Baltimore Sun* published a score in its Monday edition for the use of radio fans.

Newspaper women were kept busy explaining away the action of Miss Marion Colley, delegate from Washington, Ga., who favored condemning the Ku Klux Klan, but exercised her womanly prerogative, and suddenly changed her mind to vote the other way last Saturday. Emma Bugbee of the *New York Herald Tribune* was one of Miss Colley's most earnest champions. Miss Colley herself once worked for the old *New York Evening Mail*.

Not to be outdone, perhaps, a man also changed his vote in the Klan fight. He was Pleasant A. Stovall, editor of the *Savannah (Ga.) Press*, and delegate at large from Savannah.

Andrew C. Erwin, another Georgia delegate, who was object of a demonstration in the convention Saturday, is editor of the *Athens (Ga.) Banner-Herald*. He appealed for denunciation of the Ku Klux Klan by name in the platform.

(Continued on page 35)

### SEEN AND HEARD AT THE GARDEN

Hardest convention to cover and at the same time the most exciting and interesting convention on record, was the opinion of newspaper correspondents, many of whom will need long and restful vacations, following the pow-wow at Madison Square Garden.

In an old brown stone house at 49 East 25th street, used as an annex to the Madison Square Hotel, the news writers found their most difficult assignment—meetings of the platform and resolutions committee.

Starting last Tuesday, June 24 at 5 o'clock in the afternoon and continuing until Saturday afternoon, June 28, the committee hung up a record for time and endurance. Some of the newspaper men waiting outside locked doors for news, only slept 10 hours out of 3 days and nights of work.

The most experienced men, largely Washington correspondents were given this assignment. Since the Klan matter was considered so important, members of the resolutions committee hoped to keep the deliberations on the issue from the press. Members were sworn to secrecy. The best sort of news work was required to obtain copy.

James E. Duffy, of the *New York Telegram* and *Evening Mail*, one of the reporters on this arduous assignment, was only able to get 4 hours sleep out of a stretch of 50 hours continuous work. Duffy has been 20 years in newspaper work, 17 of which he has spent in New York. Reporting the meetings of the resolutions committee, he declared, was the hardest assignment he ever received.

After a rest Sunday, attention centered again on Madison Square Garden, when balloting commenced. A cool, refreshing breeze blew coats on most of the correspondents in the press section.

Carl Smith, representing the *Portland (Ore.) Journal*, was kept busy by a lively war within the Oregon delegation. Smith has been Washington correspondent for the *Journal* since 1915, having started to work for that newspaper in 1907.

Rodney F. Dutcher and Otis Peabody Swift were seeking feature stories on the convention for the United News.

T. D. Ranson sent copy to three newspapers, the *Richmond Times-Dispatch*, the *Norfolk Ledger-Dispatch*, and the *Petersburg Progress-Index*. He regularly represents these papers in Washington, D. C.

"I've been in newspaper work 20 years, and this convention is the first time I've suffered from blistered toes," mourned Fred B. Edwards who has been picking out the unique characters among delegates for feature stories for the *New York Herald-Tribune*. Edwards estimated that he talked to close to 1,000 delegates during the first week of the convention. And walking hotel corridors is no easy job, he opined.

Mrs. Henry Collins Brown, formerly a newspaper woman on the *Syracuse Post-Standard*, wrote special stories for the *New York Evening Post*. Her husband is director of the Museum of the City of New York.

N. O. Messenger, of the *Washington (D. C.) Star*, who was covering his 17th political convention, remarked on the "wonderful conveniences" provided in New York. It was the most difficult convention to forecast he had ever seen, he said. Messenger has seen 35 years of active newspaper work, 32 of which he has been on the same newspaper, the *Star*.

Among the prominent newspaper vet-



Mrs. William Randolph Hearst and Arthur Brisbane, photographed at Democratic National Convention.

## FOR IDEAS WORTH PRINTING MIX WITH YOUR PEOPLE, SAYS HUMORIST

Column Conductor Mills of Oklahoma Tells How He Makes "Don't Worry" Feature—"Keep Well and Be Cheerful, With Both Eyes Open"

By PHILIP SCHUYLER

COLUMN conducting is on the increase, all agree; but why?

An answer came this week from Walter W. Mills, conductor of "Don't Worry," a column in the *Oklahoma City Times*. Mills is a stolid, healthy wit from "out where the west begins."

"It's because there's so much blah being passed out these days," Mills believes, and explained how he fashions his daily stint to make it an efficient bunk deflator. He has been writing "Don't Worry" for the *Times* 6 years now, finding it "a delightful pursuit."

"Longfellow was good enough to tell us 'life is real, life is earnest,'" Mills confided with me this week, and added, "but, after all, life shouldn't be too earnest."

"All newspaper men," he continued, "learn in time to see the comic angles of things or should, and a large number of them soon wish to express this knowledge in a newspaper column."

"I don't know how it is elsewhere, but column conducting is on the increase in the Southwest. A number of newspapers in Kansas and Oklahoma have added columns to their regular run of copy. Not just the large dailies, the country papers are adopting it also."

"And the column conductors, by attacking bunk, seem to be making a hit with quite a following of readers. As I see it, a column's big asset to a newspaper is not in gaining new subscribers, but in making friends and holding circulation."

Mills afforded the writer his first view of a "Columnist" from the Great Southwest. I decided, after talking with him a while, that a study of column conductor hobbies might prove interesting.

You see, so many columnists have exactly the same biographical backgrounds. They have reported a while; they have contributed to B. L. T. on the *Chicago Tribune*; they have read and re-read Mark Twain and Eugene Field; they have and continue to consume quantities of poetry; and they are given to writing jingles. Then, of a sudden, as if by magic, they take to being the wits of their towns or cities.

Hobbies might be different enough to be newsy. Thus a page might be given to F. P. A. on Tennis; Bugs Baer, On being a Movie Actor; Don Marquis On the Writing of Serious Plays, or Heywood Brown, On Bringing up H. B. III.

Mills' hobbies proved to be fishing, swimming and duck shooting. Entirely different, and therefore quite satisfactory. Perhaps his gunning aids his eye in the shots he aims at blah.

He is a tall blond, sun burned and muscular. He doesn't talk easily. Columnists evidently aren't supposed to be orators in Oklahoma. But, what he has to say, pried from an active mind, is worth attention.

As a matter of fact, outdoor activities with rod and gun seem to have given Mills a healthy point of view. Part of advice he gave to aspiring columnists, indeed, was to keep fit.

"You can't be sensible, if you are bothered with indigestion," he cautioned. "Keeping fit, I believe, improves any man's attitude towards life. Keep well, and it's much easier to be cheerful."

"The province of a newspaper column,

as I see it, is to apply common sense to the outpourings of bunk artists. Really there is so much blah in these United States today!

"A columnist needn't be too cynical, but he can very well see to it that a lot of hokum is deleted from news and current opinion. Above all things, he should soft pedal propaganda."

"The number of people who would fit in with Sinclair Lewis' character study of Mr. George F. Babbitt is large enough; but probably over-estimated. At any rate, even in the Main street cities, a fellow seemingly can get a fairly sensible following."

"After all, the truth is probably somewhere between H. L. Mencken and Pollyanna."

Mills doesn't deny larger city dailies have their attractions, but he discounts, to a certain extent, the almost general belief held on Manhattan Isle, at least, that New York is the mecca of all newspaper men, referred to from that largest city as "being out in the sticks."

"A columnist on a daily the size of the one I serve has a pleasing following in his own community. He doesn't become nationally known, of course, and his pay check doesn't run to high figures."

"In many ways, however, he is as well off as his better known brothers. His column is both appreciated and knocked by his small city readers. New York has its draw backs. It is too hard to get away from."

"Everywhere, I suppose, a columnist's followers are divided among those who wonder 'how he does it every day' and those who 'can't see how they pay a person for writing such tripe.' Perhaps columns appeal most to people who don't consider every chance a 'fighting chance.'"

"Indeed, I'm not ashamed to say that I think running a column an ideal job, if, of course, one must work."

"Adams and Jay House tell me I work too hard. I write editorials as well as 'Don't Worry.' But I usually get through work in time to go to a ball game. Then every Monday I turn over my whole column to my contributors."

Isn't it hard to obtain ideas to run under so all-embracing a title as "Don't Worry" every day, every year in a small city? Mills was asked.

"Well, it's my experience," he replied, "that most ideas come from contacts and books. Of the two, contact with people is the most important. I try to mingle with all sorts of people. Good ideas for a column come from baseball crowds as well as from grand opera audiences."

"And it's a mighty good thing, I've found, for a columnist in small cities to do something different every once and a while. For instance, I served on a jury a short while ago, and had lots of fun at it, as well as finding fresh material for 'Don't Worry.'"

"Then I attend State Legislature occasionally, and the recent meeting of the National Editorial Association in Oklahoma City had its points."

"A columnist, I think, should be reasonably conceited. He should project his own personality into his column. It is one of the claims he has on his readers."

A bunk writer, perhaps, might say it was by "personality and perseverance" that Walter W. Mills became columnist on the *Oklahoma Times*, and thereby found his "ideal job." Even as you and I, he started on a country newspaper, the *Almena (Kan.) Plain Dealer*. First he loafed around the office during vacations, doing everything the boss would let him, from setting type to selling advertising. When he had learned to write "allegedly" enough times in every story, he was



WALTER W. MILLS

## SONGS OF THE CRAFT

(Copyright 1924, by EDITOR & PUBLISHER)

By Henry Edward Warner

### THE STEREOTYPYER

There is a place where the metal's hot  
And sweat is the drink of pride,  
And whether it's first page, last or sports  
Or Number 12 inside,  
It all must pass where the pot awaits  
The mat from the molding crew,  
And lightning is slow to the casting room  
When the starter plate goes through.

Antimony and lead and tin  
And steam from the tables pace  
The heart of the man who stands and waits  
With sweat and grime on his face.  
The form comes down to the waiting mat,  
She's molded and dried and shot  
To the muscled crew of the casting room  
Where the soup is boiling hot.

A hundred tons to a press, they stand  
In line for the plate that locks  
Itself to the cylinder, when it comes  
All trimmed from the casting box.  
But they might wait in vain, and fret  
For the word that will set them free,  
We're not for the Stereotyper bold,  
And Boss of the Works is he!

You grimy giant, your horny hand!  
A fist to your fist, say I!  
Histories made in the plates you swing  
As the mats come fluttering by!  
And when you've finished your sweating toil  
And given the job your best,  
Then who shall grudge you a featherbed  
And the sweets of a Toiler's rest?

### OLD FALLACY EXPLODED

Business Will Be Good Because People Go on Living

The *Norristown (Pa.) Times-Herald*, in an editorial says that it anticipates good business, Summer and Fall, for the following reasons:

"Because, in spite of the fact that we are going to have a national election and in spite of the fact that Summer months are warm, people are—

"Going to buy food, because they must eat; buy clothes, because they dress every day; need furniture; buy automobiles; buy insurance, because they need protection in July, as well as in January; in fact, there are few needs of Winter that do not find their counterpart in Summer."

This newspaper says that the age-old fallacy that business must be poor on election years and that people do not buy in Summer has been exploded.

### PUBLISH EXTRA ON TRUCK

Altoona Tribune Prints Paper on Speedway by Motor Power

An enterprising move was made by the *Altoona (Pa.) Tribune* when a "Special Speedway Extra" was published on the field at the Speedway during the progress of an automobile race.

The machines necessary for the publication were mounted on a truck which necessitated skill on part of the truck owners to set their transmission rod pulleys to the correct beat of their truck engine so that the correct speed for the machines could be made. The type was set direct from cases erected in the truck. The first edition came off the presses during the forenoon and others followed at a period of 15 lap intervals.

According to the publishers, this was the first occasion in the history of American newspaper printing that such an undertaking had been attempted. Thousands of copies of the *Tribune's* Speedway Extra were sold, as more than 80,000 persons were at the Speedway during the race.

### Take New Offices

The Butler Klingensfeld Company, advertising agency, has taken new offices at 2 West Forty-fifth street, New York, to gain larger space.

made reporter, and has made newspapers a meal ticket since.

Sixteen years ago he began under the tutelage of E. W. Howe, the *Atchinson (Kan.) Globe*, he read Mark Twain and took to writing and paragraphs for the *Globe's* column "Globe Sights." It was as an editorial writer that he went to his present job, but he started the column in order to keep busy.

On the *Oklahoma Times*, he can now rightfully claim the authorship of more than 3,000 rhymes.

### MONTCLAIR HERALD FAILS

Receiver Appointed for New Jersey Daily on Employees' Motion

A receiver was appointed on July 1 for the Montclair Herald Company, Inc., publisher of the *Montclair (N. J.) Herald*, a daily, following the filing of an involuntary petition in bankruptcy by employees. Thomas Brunetto, of Montclair, was named receiver by Federal Judge Runyon at Newark, N. J. He was empowered to continue to run the business for ten days. The petition in bankruptcy gives the liabilities of the corporation as \$25,000 and the assets \$15,000.

The company, which was organized by Blanchard M. Preble, formerly of the *Staten Island Advance*, purchased the *Herald*, then a weekly, last November, and continued it as a weekly until February when it was changed to a daily paper.

### Colorado Editors to Meet

The newspapers of Boulder, Colorado, the University of Colorado and the Boulder Chamber of Commerce are making elaborate preparations for the entertainment of more than 100 editors who are expected to attend the Annual Convention of the Colorado Editorial Association, to be held in that city, July 18 and 19. A trip into Boulder's famous glacier region, a beefsteak "fry," a dance, an organ recital, the annual stunt night of the University of Colorado, moonlight swimming and luncheons and breakfasts are part of the variety of entertainment offered the editors.

George Barn Baker has been appointed Director of Publicity for the Republican organization.



# Proof of an Exceptional Market



## First In Total Advertising In America First 5 Months of 1924

**T**WO fundamental factors make Detroit the outstanding market for advertisers: First, its industrial achievements and consequent prosperity; second, the wonderful coverage possible by using only one paper—The Detroit News. No other city anywhere near Detroit's size can be covered so thoroughly by one newspaper as Detroit is by The News.

Consequently The Detroit News has been either first, second or third in advertising for nine years and thus far in 1924 The News is first with 12,981,346 lines, an increase of 824,838 lines over the same period of a year ago.

# The Detroit News

*Greatest Circulation Daily and Sunday in Michigan*

News Square

Detroit, Michigan



# NEW AND AUTHENTIC HISTORY OF THE HERALD OF THE BENNETTS

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

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## CHAPTER FOURTEEN

### Savage Quarrel Between the Editors Described—Bennett Denounces Noah—Beach Fined for Slandering Mrs. Bennett

THE animosity shown by Noah against Mr. Bennett was manifested through a long period of malignant attacks by the former, against which the latter cleverly retaliated. Noah had been elected Judge of the Court of Sessions in 1841, and the Herald thus sneeringly referred to it:

"The greatest joke is the new Judge in Israel—or Israelitish Judge in Christendom—M. M. Noah."

Soon after, due to a somewhat facetious report in the Herald of the trial of a case before Judge Noah, he issued an order excluding William H. Atree, of the Herald staff, "hereafter from having a seat at the reporters' table in this court."

Atree fearlessly demanded that the order rescinded, as it infringed on the liberty of the press, but admitted that "a few harmless remarks had been put into the mouth of Judge Noah" in the Herald's court report. A long and heated debate ensued in the Court, in which Atree eloquently defended his rights and severely criticized Noah's methods. Continuing, Atree said:

"Years ago by being presumed to possess the requisite amount of tact and talent, and by a proper and industrious exercise of the faculties which God has given me, I was raised to a seat in one of those Chairs from which his honor has so recently descended, to occupy a seat upon this Bench (laughter from the audience)—I mean the Editorial Chair! I am satisfied with my situation. I do my duty industriously. I serve my employer assiduously, and while I am satisfied in my own mind that I have paid proper attention to his orders, the unjust and informal orders of this or any other court.

"Pass by me as the idle wind  
Which I respect not."

Judge Noah stifled the applause which greeted this witty sally, and soon after the obnoxious order was rescinded.

About this time the Judge ran for trustee in the Synagogue, of the congregation of which he was a member and Mr. Bennett could not resist the opportunity to again hold him up to ridicule in this hilarious fashion:

"ANOTHER DEFEAT—NOAH'S WIG WRONG END FOREMOST AT THE SYNAGOGUE.—An election took place for trustees at the Synagogue in Crosby street on Tuesday. Noah was a candidate for one of the Board. One of his antagonists was Mr. Lazarus, a highly respectable Hebrew. Noah fixed on his wig and old breeches and tried to run into the office, but Mr. Lazarus left the judge far behind, the later having lost his wig and specs in the race. We congratulate the Crosby street people that they have not permitted an old political loafer to superintend the affairs of that holy place. Noah's piety lays in his breeches pockets."

Bennett's insults so vigorously worded rankled in the minds of both Noah and Beach, and no doubt led up to the scandalous attacks made by both these editors in 1842-3 upon Mrs. Bennett's reputation.

Another noted editor of that period, with whom Mr. Bennett frequently clashed, was James Brooks, of the Daily Express. On May 20, 1841, the Herald published a crude cartoon of Brooks, clad in feminine attire and labelled, "Biddy Brooks, Esq., reporter for the Female Moral Reform Society," followed by this item:

"The ladies of the Female Moral Reform Society held a meeting at which none were permitted to enter who did not wear petticoats. Last year one of the ladies gave us a report of their proceedings, which appeared in the Herald. This stimulated the ambition of Booby Brooks, of the old maids newspaper, called the Express. Accordingly the Booby took off his pantaloons one evening last week, put on a chamber maid's petticoat, called himself 'Biddy Brooks' and walked into the ladies' society in great style. Biddy took notes of the sayings and made his report in yesterday's Express. The name of Booby Brooks is now changed to that of Biddy Brooks, without benefit of clergy. A special edict. Obey."

Hostile editors insisted that as Mr. Bennett had "written up" his wife in his own paper, she was a legitimate subject for public attack, and based probably on this theory, Noah, with clever ingenuity, made vague insinuations as to Mrs. Bennett's conduct while at Rockaway. Mr. Bennett, in a furious editorial, denounced Noah and defended his wife in the following words:

"Noah has the audacity, miserable rascal that he is, to reflect on Mrs. Bennett's conduct at Rockaway. Now it is well known to every lady and gentleman who were at the Marine Pavilion during last summer, that Mrs. James Gordon Bennett,

during her stay there was one of the most reserved, most correct, the most lady-like, the most amiable of persons. \* \* \* The conspiracy to destroy by falsehood my character and that of my family began in 1840. I was no sooner married than certain cliques of the 'pickled mackerel' aristocracy of New York, began to circulate falsehoods about the birth, parentage and character of my wife, who is in every way equal to any in this country."

Later on, in 1842, Noah again made certain insinuations relative to Mrs. Bennett, to which her husband made this passionate reply, coupled with a brief eulogy of his wife and her ancestry:

"This infamous old scoundrel had the meanness to attack my wife, whose character, birth, reputation, talent, devotion, honor and domestic affections are equal to any lady of this or any other country. It is true she is a native of Dublin, the descendant of a respectable and chivalrous Irish family—on the one side by the Crean-Lynch of the west of Ireland—and on the other by the Warrens of Dublin. All her relatives were persons of the best family and of the highest character. Her maternal grandfather was the well known Alderman Warren, who distinguished himself in the Irish troubles of 1798. Afterwards he was Lord Mayor of Dublin. Her father was a Catholic Liberal and a particular friend of O'Connell's, till the death of the former. Two of her uncles were of high rank in the British Army. Col. Nathaniel Warren, who served bravely and died in India, was knighted and had a statue erected to his brave memory in Madras. Another uncle, also a colonel in the army, is now in a high post in the Government at Jamaica.

"She came to this country four years ago with her excellent and amiable mother, who now lives at my house; and before her marriage, she lived the greater part of the time with a relative and cousin, at Dayton, Ohio, Mrs. Browning, the worthy and accomplished lady of Lieut. Browning of the U. S. Navy.

"This is the amiable and excellent young woman, now my wife, whose character has been assailed by that old scoundrel, M. M. Noah—that villain in human shape.

"I must beg pardon of my readers for introducing this subject, but the horrible conduct—the atrocious malice—the ineffable infamy of M. M. Noah and his miserable broken down coadjutors has compelled me to do so and to name names. And yet, this miserable, unprincipled old scoundrel has the impudence to talk of giving me advice—out of the sight of man, ye poor, bloated wretch! You ought to be hung on the same tree with your forefather, Barrabas, the robber."

(To be continued next week)

## Los Angeles Times

The only great morning newspaper in the Pacific Southwest whose ownership, control, direction and whole interests are in the territory which it serves.

World Leader in Advertising for Three Consecutive Years

## A Security Market

with complete newspaper financial service.

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

The News, with its effective coverage and responsive reader interest, offers the financial advertiser the complete audience in the Buffalo territory. A. B. C. Sept. 30, 1923, \*119,754 total net paid

Cover the Buffalo Market with the

## BUFFALO EVENING NEWS

\*Present average circulation 128,768\*  
Edward H. Butler, Editor and Publisher  
Kelly-Smith Company, Representatives  
Marbridge Bldg. Lytton Bldg.  
New York, N. Y. Chicago, Ill.



# 98,136

This was the daily average net paid circulation of The Columbus Dispatch for the month of May, 1924.

## Advertising Leadership

For the first five months of 1924 The Dispatch exceeded the other Columbus newspapers combined by 1,501,361 lines, making a gain of 93,383 lines over any corresponding five months in The Dispatch history.

DISPATCH . . . . . 9,042,563 lines  
OTHER PAPERS  
COMBINED . . . . . 7,541,202

432  
exclusive  
national  
advertisers  
in 1923

321  
exclusive  
local display  
advertisers  
in 1923

MAKE CENTRAL OHIO  
YOUR TEST MARKET  
**The Columbus Dispatch**  
OHIO'S GREATEST HOME DAILY



Pittsburgh's New Paper

# Daily Dispatch

INCORPORATED

PITTSBURGH'S INDEPENDENT NEWSPAPER

## Also Chooses the Linograph

**A**FTER a thorough and most careful investigation of all composing machines, Pittsburgh's new daily, the Daily Dispatch, has chosen the Linograph with which to equip their composing room.

This decision was reached only after Mr. George P. Grise, President of the Dispatch Publishing Company had made a trip to New York to see all models of type-setting machines at the A. N. P. A. Convention. As a result, the initial order of Linographs will include a battery of six of the multiple magazine Model 3's and one of the new *All Purpose* Model 12's.

Your investigation of the Linograph will show you also that Linograph Simplicity of Construction *does* mean Economy of Operation. Write for further details.

### THE LINOGRAPH COMPANY

DAVENPORT, IOWA, U. S. A.

---

New York Office: Park Row Building, New York

## SELLING ECONOMICS COURSE TO PUBLIC INCREASED BUSINESS 600 PER CENT

Building and Loan Association's Assets Rose from \$2,700,000 to \$18,000,000 Since 1920, After Newspaper Campaign of Education

By HAMMOND EDWARD FRANKLIN

PERHAPS there is a "big idea," which, if uncovered and developed carefully, then sold to your public through advertising might increase your sales more in the next few years than in many past years of business history.

Such ideas are elusive. Sometimes they come after months and years of painstaking work. Again, the "happy thought" which creates a big jump in sales comes in a sudden flash. Once you have the idea, you have the problem of putting it to work to produce a net profit.

The president and general manager of the Columbian Building & Loan Company, Columbus, Ohio, had a baffling problem.

He solved it by a "happy thought" put into action by powerful, never-stopping newspaper advertising. The results have been sensational.

In only three and one-half years this building and loan company's business has shown an increase of over 600 per cent!

This has been done in spite of almost overwhelming obstacles and without any precedents to guide. The plan which has been used so successfully can be used almost anywhere there is a building and loan association. Let any skeptic on the subject of the value of newspaper space read how this company obtained new business totaling over \$15,000,000 in rapid-fire time, and did it through the newspapers!

On July 1, 1920, when the new policy was put into effect, the building and loan company had assets of \$2,692,752.20. Today the assets are above \$18,000,000. This shows that even the long-established concern can step out of a rut and sometimes make strides which surprise itself, when its heads hit upon the right basic plan of operation which will appeal most to the public and which it has "nerve" enough to advertise along its own lines.

You will remember the great changes and perplexing, often discouraging, problems the entrance of America into the war brought to all men in business.

You can appreciate, therefore, what this meant to building and loan associations. People invested in government bonds, and such associations, far from attracting funds, were being subjected to heavy withdrawals. Homes and other buildings are as necessary during war as in peace, but of course the normal functioning of these associations in lending money to build homes was greatly checked and in many cases altogether stopped.

Take Columbus, Ohio, for instance. It is estimated that fully 90 per cent of the home builders there depend upon the building and loan companies to finance their homes.

"Like many other building and loan executives, I was passing many restless nights wondering what could be done for our institution," William L. Van Sickle, president and general manager of the Columbian Building & Loan Company, said. "It was one of those sleepless nights after midnight that the idea of what we later termed our 'flexible plan' came to me as an inspiration.

"Why should any financial institution arbitrarily determine a fixed price for money regardless of supply and demand? Why shouldn't the price of money (like the price of any other commodity) be determined by the good old economic law of supply and demand itself? That was

the 'happy thought' which suggested our new plan of operation.

"Under the customary plan of conducting their business, building and loan companies of Columbus received their depositors' money at 5 per cent and tied it up in long time mortgage loans at 6 per cent payable in monthly instalments of one dollar per \$100 per month. They, therefore, could not pay more than 5 per cent on deposits, no matter how much money might be worth in the market. During the war, many associations advanced the interest rate on mortgages without increasing the interest on deposits.

"We realized the unfairness and real danger of continuing to conduct our business on that basis, and inaugurated the 'flexible plan,' which consists of inserting in our mortgage notes a clause authorizing our directors to vary the rate of interest thereon as financial conditions and the current rate of interest may justify, based on sound economic law. That's the gist of our 'big idea,' which has certainly proven a wise move, even though one which broke our precedents.

"After investigating carefully, we found that the United States was short 700,000 homes at the time and that between 300,000 and 400,000 homes per year would have to be built just to take care of the expanding population and replace those destroyed by fire. We also found that, because of restricted immigration and certain other causes, building mechanics available were from 10 to 20 per cent shorter than ten years previous.

"The conclusion was plain. Until the shortage of homes was supplied, there would be an abnormal demand for money for home building and, as long as this continued, money on loans would be worth 7 per cent. Thus we not only would be in a position but would be compelled to pay 6 per cent on deposits in order to obtain sufficient funds to supply the demand."

The "flexible plan" was put into effect, with a continuation of the same safeguards as to handling and lending the money as always previously used. Each applicant for a loan had to fill out a blank, containing about 30 questions, which give the officers a basis on which to work. Then they investigated the character of each applicant and his ability to pay, two all-important factors.

After having found the moral risk satisfactory, the appraisers next visit the property. The judgment of one appraiser is not depended upon; the certificate of three appraisers is required. The value of the property has to be double the loan granted. After this work by the appraisers, the executive committee of the

institution considers the loan, reviews the report on the applicant and examines the valuation on the property. If all is satisfactory, either the loan is made in the amount requested or the applicant is told

**OUR MOTTO!**  
"His Profit Meets Who Serves Best!"

**OUR SLOGAN!**  
Fair play—a square deal and efficient service to the community and to the home-lovers of our city.

**OUR PURPOSE!**  
To render the greatest possible service to both the depositor and borrower, with the least possible financial outlay by them.

If an institution conducted upon these fundamental principles meets with your approval, we shall be glad to receive your deposits.

**The COLUMBIAN BUILDING AND LOAN CO.**

WM. L. VAN SICKLE, PRES. & GEN. MGR.  
RUGGERY BLDG. 22 EAST GAY ST.

Quality of small display copy which worked wonders.

what amount he can secure as a loan on the property.

Many applications are rejected and few applicants are accorded the full amount asked.

Because convinced that the purpose of a building and loan institution is to aid in the acquirement of homes, the Columbian Building & Loan Company makes few straight mortgages and much prefers the monthly payment plan. As peak prices now prevail on real estate and there is likely to be a decline, this method also is considered wise, for, as the security declines, the amount of the mortgage is reduced accordingly. The company has demonstrated it can pay legitimate expenses and place a handsome sum in the reserve fund each year and has placed there more than the law requires. During its 33 years of experience, including the flood of 1913, total losses have amounted to less than \$12,000.

"Since putting this plan into effect July 1, 1920, it is interesting to note we have not had a single loss nor had to foreclose a single mortgage, and have not taken a penny from our reserve fund," Mr. Van Sickle commented. "When money is no longer worth 6 per cent, we shall reduce the rate of interest on deposits to 5½ per cent. We shall then be just as fair to our borrowers as we have been to our depositors, and shall reduce the rate of interest on all loans, both old and new, to 6½ per cent."

It was not enough to originate such a plan.

The next step was to convince the public of its desirability and soundness. Naturally, the public is sensitive and suspicious when the idea concerned pertains to finances.

It was necessary to show the sound economy of the plan, to get the public to appreciate its fairness to all concerned, to show just how it operated, and to win  
(Continued on page 36)

## Cincinnati is a Great Traveler

Living well at home, the people of Cincinnati maintain this standard of living when away from home. Wardrobe trunks, traveling bags, cameras, binoculars, golf equipment, fishing tackle, vacuum bottles and lunch kits not to mention traveling apparel for both sexes, find a ready sale among them—when properly brought to their attention.

There is probably no community of like size in which there is greater interest in tourist information—the routes and accommodations of railroad and steamship lines, the attractions of hotels and the like. Certainly none has both the interest and the means to gratify it in more liberal degree.

If you have merchandise or services calculated to appeal to the traveling public, to those who go *de Luxe* and to those who vacation *via Flivver*, to the "personally conducted" party or to the "habitual globe trotter," to camper or to hiker, to "college men" or to "finishing school misses," the Times-Star will deliver your message most acceptably.

The proof of this claim is of course statistical—cold, uncompromising figures of circulation, lineage data and the cumulative evidence of sixteen consecutive years undisputed leadership in the field of Cincinnati Newspaperdom. Yours for the asking. Write for it.

## CINCINNATI TIMES-STAR

CHARLES P. TAFT, Publisher

C. H. REMBOLD, Manager

Member of Audit Bureau of Circulations

### RELATING TO THE EAR

If you have advertised in Brooklyn without generous success perhaps you may not have used the STANDARD UNION.

Why not do as the judge did who had before him a deaf man who had been arrested for driving an automobile.

"I'll give you another hearing," said the judge.

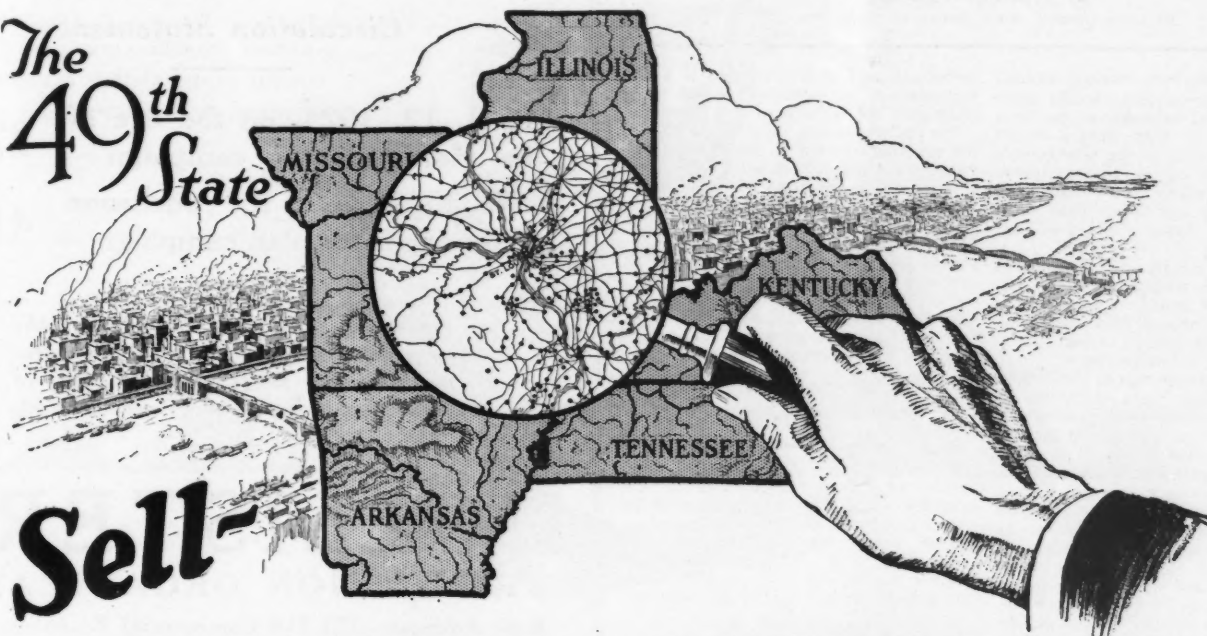
And the man was delighted.

If you will give Brooklyn another hearing we'll be delighted—and so will you.

Poor Bob's Almanac



The  
49<sup>th</sup>  
State



Sell-

## to this Great Market of 4,500,000 people served by one trading center

**S**PREADING out in every direction from St. Louis, its one big trading center, is a great new commonwealth of more than 4,500,000 people, known as the 49th State.

It is a circle—radius 150 miles. A circle of opportunity for manufacturers and advertisers seeking greater sales of established products—distribution and demand for new ones—or a new market for products now successfully sold elsewhere.

### A Big Responsive Market Concentrated Around One Metropolis

The 49th State is one of America's greatest markets. One of the few large markets served by only one trading center, with no other metropolis overlapping in commercial influence. And it is covered every day by one morning newspaper—the St. Louis Globe-Democrat.

There are 1,000,000 dwellings—1,100,000 families—more than 4,500,000 people to supply. Enormous daily needs!

Compared with the large cities of the country the 49th State ranks third in value of purchases—exceeding the combined total of Cleveland, Washington, Kansas City, Indianapolis and Denver!

The wealth is based on a wider variety of natural resources and industry than any other state can show. The area is the heart of the rich Mississippi Valley. The natural central outlet for practically 70% of the country's agricultural products—75% of the lumber and forestry products—60% of the minerals—and 70% of the petroleum.

A veritable maze of railroads and highways makes every section easily and quickly accessible. Makes possible the efficient routing of salesmen. And enables the people from every section to come to St. Louis to shop.

### Sell to the Out-of-Town Customers Whose Average Purchases in St. Louis Are \$101.99

Records show that every month more than 1,000,000 people come to St. Louis from out of town. During an ordinary month the average sale to out-of-town shoppers taking advantage of the Associated Retailers' railroad refund plan was \$101.99! Why not sell your merchandise to these valuable customers?

Here is tremendous buying power—a naturally concentrated market—reached by the *Globe-Democrat—Largest Daily in the 49th State*. No other St. Louis paper even claims to cover the area.

The *Globe-Democrat*—because of its thorough coverage—gives national advertisers an unusual opportunity to *localize* their national advertising in the 49th State—and at a milline rate lower than that of the average metropolitan newspaper.

### Daily and Sunday the Globe-Democrat Reaches the Largest Number of Families in the 49th State

The Daily circulation of the *Globe-Democrat* exceeds that of every other St. Louis newspaper!

The Daily circulation of the *Globe-Democrat* in the 49th State outside of St. Louis is more than three times that of the first evening paper!

The Sunday circulation of the *Globe-Democrat* in the 49th State outside of St. Louis is greater than that of the other Sunday newspaper!

75.9% of the total Sunday circulation of the *Globe-Democrat* is concentrated in the 49th State, including St. Louis!

That the *Globe-Democrat* is read, both Daily and Sunday by the families that

represent the real purchasing power of the 49th State is shown by the results of an investigation recently made among the charge customers of one of the largest St. Louis department stores.

79% of those living in the 49th State, including St. Louis, read the *Daily Globe-Democrat*. Only 14% additional coverage is obtained by using the first evening paper in addition to the *Daily Globe-Democrat*.

76% of those living in the 49th State, including St. Louis, read the *Sunday Globe-Democrat*. Only 20% additional coverage is obtained by using the other St. Louis Sunday paper in addition to the *Sunday Globe-Democrat*.

### The Dominant Newspaper in Dealer Influence!

Dotting the 49th State are 374 thriving towns of more than 1000 population. Progressive communities where many of the buying habits of the people have been shaped by advertising in the *Globe-Democrat*. These people buy from progressive local dealers—from more than 45,000 in the 49th State outside of St. Louis. The replies to a questionnaire recently sent to dealers in the 49th State show that 82.2% read the *Globe-Democrat*—and 88.2% state that *Globe-Democrat* advertising helps them to sell goods.

### Ask One of Our Representatives to Call

Our representative will gladly present in detail the facts about the St. Louis market—the sales opportunities for your product—the results of The St. Louis Newspaper Survey, showing *Globe-Democrat* dominance in reaching the mass-class purchasing power of Metropolitan St. Louis—and how the Merchandising Service Department and the Research Division of the *Globe-Democrat* can help you in selling to this big market. Ask him to call.

# St. Louis Globe-Democrat.

St. Louis' Largest Daily

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

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

## NATION WARNED AGAINST MENACE OF FOREIGN LANGUAGE PRESS

By **STANLEY CLAGUE**

Managing Director, Audit Bureau of Circulations

THE thought has been running through my mind for several months since certain confidential information has been imparted to me by high officers in the Intelligence Division of the Government that every citizen of the United States, but more particularly every publisher, should repeat daily and hourly those three significant words "Lest we forget"—"Lest we forget."

Recently the Senate of the United States, some say wisely, some say unwisely, decided to award compensation to those of our boys who devoted their time and strength in the defense of our Nation from an attack of a foreign enemy.

Great as that danger was to the United States in the closing years of the second decade of the twentieth century, I believe the danger to our national life in the immediate years to come is greater than we at present realize. The enemies from without in the history of the United States always have and always will be beaten. But there are two elements in our country, both equally threatening.

The first source of danger is a noisy minority of men and women, who under the guise of various so-called "peace societies" and "peace schools" seek to nullify all that has been accomplished in building up our nation to defend itself and who would make a mockery of the tribute which Congress has paid to the young veterans of the late war.

The only way in which these individuals can accomplish their purpose is through the free publicity which you publishers give to their activities. In the city of Evanston in which I live, 38 of these individuals entered an Epworth League meeting and through the power of some super-publicity agent secured notoriety which spread throughout the nation. To the same city there has recently returned a man who has done more than any one single individual in recent years to bring back peace and good will among the jealous nations of the world, and yet I venture the opinion that these 38 unbaked youths have commanded more space on the front pages of our daily newspapers than has the achievements of General Charles G. Dawes.

The second threatening source of danger is the so-called "Foreign Language Press."

We have in this country 1,200 papers printed in foreign languages. If the American people could read what is printed in many of these publications—in Russian, Syrian, Arabic, Italian and 30 other languages—it would make their blood run cold. Every week—every month—millions of papers, periodicals and hand-bills are being distributed spreading communistic and other doctrines, the avowed editorial policy being to pull down the American flag, abolish American laws and destroy American institutions. Every issue of these papers,

periodicals and hand-bills seeks to add to the germs of the cancerous growth which endangers the welfare of our country.

On the other hand, there exists a small, but growing element in the foreign language press which is steadily pressing on towards the assimilation of those of foreign birth who desire to become true American citizens.

My closing appeal is that this element should not only be encouraged by the advertisers of the country, thereby forcing out of the foreign language field the undesirable element, but should also be encouraged by papers printed in our national language to the end that eventually there shall be one press and one people—both American in the deepest and sincerest sense of all that the word "American" means.

And to this end I feel sure I am speaking for you when I pledge the Audit Bureau of Circulations to give its unswerving support to the attainment of American ideals, untainted by cancerous growth from within, so that we may stand united and unafraid to meet any possible danger that may confront us in the future from any land across any sea.

### Oklahoma Daily Adds Roto Section

The *Alva (Okla.) Review-Courier* has added a weekly rotogravure supplement, claiming the distinction of being the first daily published in a city as small as Alva—4,500 population—to take such a step.

### ADDRESSES WANTED

R. Gilbert Gardner  
Kenneth M. Keegan

## Youth Likes JOHN HELD, JR.,

So Does

THE WASHINGTON POST



Margy says: "I like to dance with boys who are light on my feet."

(1 Col. Daily, ½ Page Sunday)  
UNITED FEATURE SYNDICATE

World Building New York City  
N. A. Huse, Gen'l Mgr.

## THE ROCHESTER HERALD'S

### Circulation Statement

APRIL 12, 1924, on the eve of the Hollister plan campaign — 27,226

JUNE 30, 1924, at the conclusion of the Hollister plan campaign — 41,680

Another striking proof of the unrivalled supremacy of Hollister methods in securing thousands of NEW, paid-in-advance subscriptions

## HOLLISTER'S CIRCULATION ORGANIZATION

New Address—717-718 Commercial Exchange Bldg.  
LOS ANGELES, CAL.

MORNING PAPERS  
THE

GET ACTION  
SAME DAY

## Make-up that makes it easier to read

LOOK over a copy of The Enquirer and you are instantly struck with the simplicity of make-up, every advertisement generally bordering on news. Then the different sections where readers can always find the news they seek. Is it any wonder that it is Cincinnati's Favorite Newspaper?

Advertisers who have a message for the Cincinnati market can find no better medium, for

It Covers Cincinnati Every Day  
Covers in the Way That PAYS

L. A. KLEIN  
Chicago  
New York

R. J. BIDWELL CO.  
742 Market Street  
San Francisco

The  
**CINCINNATI ENQUIRER**

One of the World's Greatest Newspapers

before  
consolidation

The New York Tribune  
131,810 Daily—136,039 Sunday

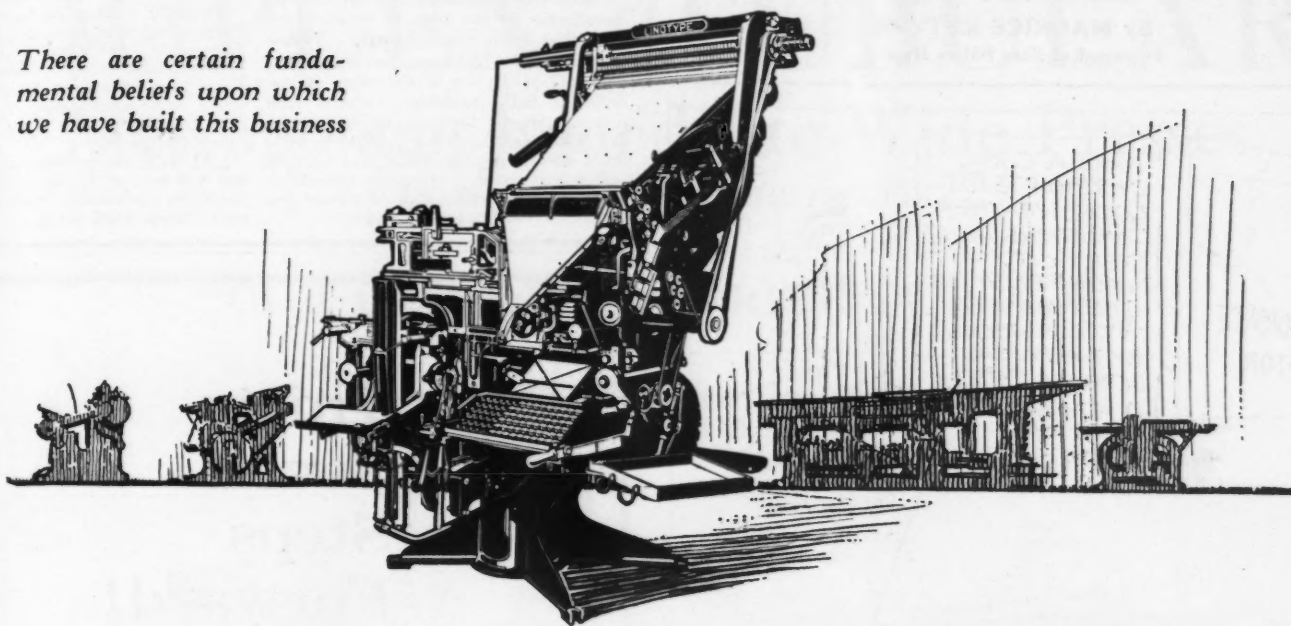
and  
now!

276,340 Daily  
332,921 Sunday

THE NEW YORK HERALD  
New York Tribune



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



## SERVICE TO THE INDUSTRY

We are an integral part of the Printing Industry, and can prosper only as the Industry prospers. Therefore we devote time, and thought, and effort to making this a better business for every man engaged in it—and for his successors.

The Linotype Company has worked consistently for higher typographic standards, the advancement of trade education, more efficient production methods, and fair prices based on a knowledge of costs.

TRADE **LINOTYPE** MARK

**Mergenthaler Linotype Company**

*Brooklyn, New York*

SAN FRANCISCO

CHICAGO

NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

*Agencies in the Principal Cities of the World*

# ALL IN THE DAY'S WORK

Drawn for EDITOR & PUBLISHER

By MAURICE KETTEN  
Possessed of Rare Native Humor



IN writing or speaking of Maurice Ketten, it is necessary to make allowance for one quality which renders him almost unique among the artists of to-day who specialize in the raising of laughter. This quality is a true sense of humor. In Mr. Ketten it has been strong enough to survive a course in the Beaux Arts, in Paris, and to come unscathed through residences in Quincy, Ill., Denver, Colo., Westport, Conn., and New York, N. Y. The testing process scarcely could go to further extremes, unless, indeed, our drawing friend were to try for a time the comic atmosphere of Washington, D. C., in which jokes have become matters of such ordinary growth and frequency that they sit in both houses of Congress.



MAURICE KETTEN

Such a humorous sense as Mr. Ketten possesses cannot be acquired. It has to be native. And this makes curious the fact that he began his career in art with palette, brushes, oils and a serious purpose. He was thrown off the original

track of his ambition when a Paris editor induced him to draw cartoons for a daily paper in the French capital. This sort of employment turned his thoughts to comics, and when he got ready to migrate to this land of the former free, his artistic course was all charted in the direction of the "Can You Beat It?" line, and the "Such Is Life," and "The Day of Rest," way station which he has marked with high lights of jesting and satire on the pages of The Evening World and its syndicated contemporaries.

Mr. Ketten's earlier tendencies in the turning out of comics was to say it in curves. He retains still a sufficient deftness in that particular to afford us an occasional spring girl, winter girl, Easter girl, or just girlie-girl, rich in sweeping graces.

## REPORT PRINTERS' WAGES HIGH

### Average Wage in April Headed List of 23 Industries

According to the report of the National Industrial Conference Board, news and magazine printers lead the list of 23 representative industries, with weekly earnings averaging \$36.14. His present weekly wage compares with \$17.44 in 1914.

The next biggest pay envelope goes to the motor car factory workmen, drawing an average of \$31.12 a week for April.

## TILDEN'S TENNIS SERVICE



The World Champion will personally report the following events:

National Clay Court Championship—St. Louis, July 5-13

National Doubles—Boston, Aug. 18-23

National Singles—New York, Aug. 25-30

Davis Cup Inter-Zone Final Round—Boston, Sept. 4-6

Davis Cup Challenge Round—Philadelphia, Sept. 11-13

Take advantage of the world-wide publicity being given this service and announce that Tilden is one of your contributors.

For terms wire

## LEDGER SYNDICATE

INDEPENDENCE SQUARE

PHILADELPHIA, PA.

### Color Ad for Cantaloupes

Full-page space in colors was used by John Amicon Bro. & Co., Columbus (Ohio) distributors of "Sunset Brand" cantaloupes in the June 18 issue of the Columbus Ohio State Journal. Yellow lettering with black outline proclaimed "Sunset" at the top of the page, ranged beside a half-cantaloupe in fairly true colors. Around the copy which was set in Cheltenham light-face, about five columns wide in the left centre, was a bright yellow sun setting over green mountains and wide fields where rows of melons are visible to the keen-eyed reader.

### EDITOR'S ROW COSTLY

#### Nebraskan Fined for Assault on Preacher in Printing Dispute.

Allegedly because he had some of his job printing done out-of-town, Rev. G. E. Eaves didn't enjoy the friendship of L. H. Whitman, editor *Primrose (Neb.) Press*, also postmaster of the town. The editor wrote a veiled editorial about folks who get their salary from a town and spend it elsewhere.

Last week the preacher and the editor met and quarreled, and a husky who assisted the postmaster assaulted the clergyman. Both were fined.

# Thirty-Seven Steps Forward!

During the half-year just ended we have made the biggest advance in the history of our organization.

Thirty-seven newspapers have adopted the National Standard of Classified Advertising since January first. They are scattered over fourteen states and Canada. Their circulations range from 3,478 to 121,868.

We believe that the reason for our winning new clients more rapidly than ever before is that the classified advertising principles for which we have been pioneering in the past are today beginning to take a sure hold on the American newspaper consciousness.

We are ready to cooperate with newspapers of any size in building their successful futures on the cornerstone of classified advertising.

The following newspapers have inaugurated service connections with us since January 1st, 1924:

CITY	STATE	NEWSPAPER	CIRCULATION
Amsterdam	N. Y.	Recorder	7,047
Appleton	Wis.	Post-Crescent	9,615
Asheville	N. C.	Times	7,246
Ashland	Ky.	Independent	5,632
Atlanta	Ga.	Constitution	61,759
Charlottesville	Va.	Progress	3,772
Columbus	Ga.	Ledger	10,271
Du Bois	Pa.	Courier	5,720
Freeport	N. Y.	Review	4,821
Gary	Ind.	Post-Tribune	11,210
Green Bay	Wis.	Press-Gazette	12,392
Harrisburg	Pa.	Telegraph	39,537
Houston	Tex.	Post	48,539
Huntington	Ind.	Press	3,561
Indianapolis	Ind.	News	121,868
Ithaca	N. Y.	Journal-News	7,221
Jamestown	N. Y.	Post	10,380
Janesville	Wis.	Gazette	10,788
Kansas City	Kans.	Kansan	22,693
Marietta	Ohio	Times	6,635
Marlboro	Mass.	Enterprise	3,645
Montreal	Que.	La Patrie	23,428
North Adams	Mass.	Transcript	9,200
Olean	N. Y.	Times	6,940
Ottawa	Ill.	Republican Times	5,206
Portsmouth	Ohio	Times	14,396
Pottsville	Pa.	Journal	9,810
Rockford	Ill.	Republic	9,213
Salisbury	N. C.	Post	6,243
Sharon	Pa.	Herald	5,861
South Norwalk	Conn.	Sentinel	3,521
Sterling	Ill.	Gazette	5,735
Streator	Ill.	Independent Times	4,045
Tamaqua	Pa.	Courier	3,478
Warren	Pa.	Times-Mirror	6,905
Waukegan	Ill.	Sun	4,202
Wichita	Kans.	Eagle	56,305

### THE BASIL L. SMITH SYSTEM, INC.

International Classified Advertising Counsellors

Otis Building

Philadelphia



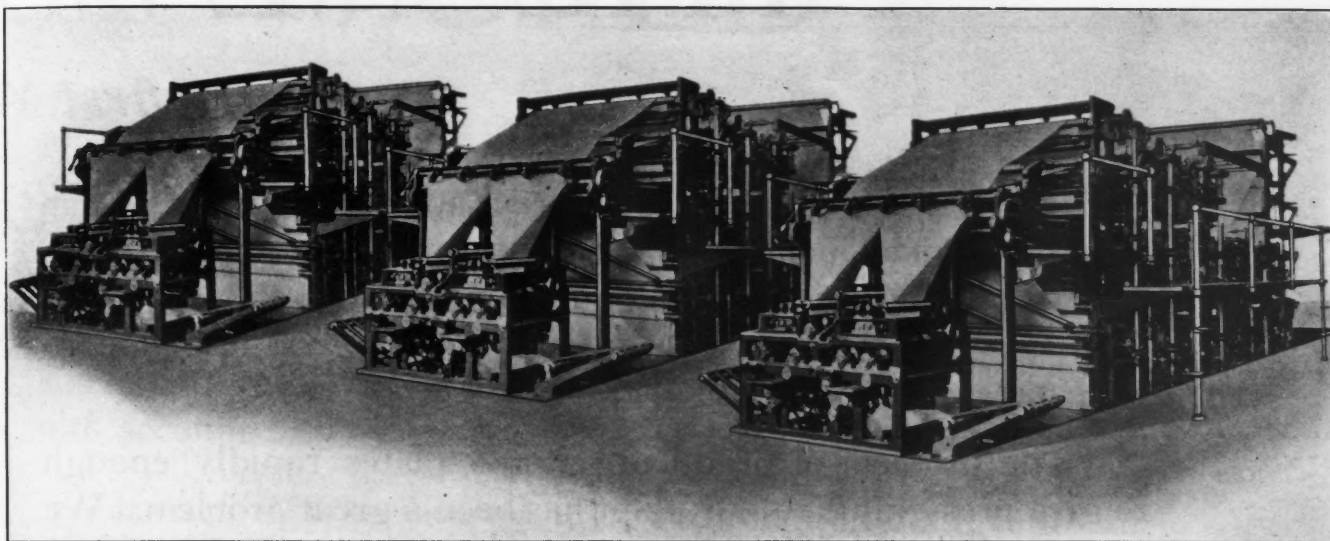
# DUPLEX TUBULAR

## Metropolitan Four Plate Wide Presses

"THE TUBULAR DOUBLES THE PRODUCT"

"OUR CUSTOMERS WRITE OUR ADS"

THE VANCOUVER (B.C.) PROVINCE  
New Battery Heavy Duty Forty Page Tubulars



Each of these presses has a capacity of:

40 pages from 40 plates at full speed and any even number of pages likewise from single plates at full speed.

This means that on any number of pages only one starter plate has to be cast.

From twenty pages under (inclusive) double the full speed product can be obtained by using both folder deliveries on the same run.

These capacities are all double the productive capacities of any semi-cylindrical presses with the same number of plates.

The *Vancouver Province*, a leading newspaper in *Western Canada*, has for years been using *Duplex Metropolitan Tubular Plate Presses*. The growth of this paper demands more presses, each with greater page capacity—they are moving into a larger building, designed to be an ideal newspaper plant and one of the finest on the continent. Their choice has again been for *Tubular Plate* machines. The picture above is of the new battery of three *Heavy Duty Metropolitan Tubular Plate Presses*, each press printing *Forty Pages* from *Forty Plates*—a page per plate—at full speed, **no half speed collecting necessary on any product!**

Other presses of this design may be seen in the eastern part of the country printing the *Niagara Falls Gazette*, the *Lewiston (Me.) Journal*, the *Kokomo (Ind.) Tribune*, the *Charlotte (N. C.) News*.

# Duplex Printing Press Co.

Main Offices & Works, Battle Creek, Mich., U. S. A.

New York: 416-419 World Building

Chicago: 1011 New Chicago Temple

LINOTYPE & MACHINERY, LTD.—9 Kingsway, London

Agents for Europe, Asia and Africa

NATIONAL PAPER & TYPE CO.—New York City

Central and South America and West Indies

# DON CSE

# THE NEW Y

*put its first Autoplate M*

"THE AUTOPLATE is the first real advance we have had in newspaper machinery since the quadruple press and its multiples came into use. It is a genuine addition to the labor and time-saving appliances so essential to the progress of a modern newspaper.

"The problem of producing stereo plates rapidly enough to give press value to our plant has been a great problem. We often got no more than twenty minutes' running out of the last press to start. The office was piling up printing presses in a desperate and expensive effort to keep up with the growing demands of size and circulation, but with little result.

"All progress stopped at the door of the stereo-room. Vast and complicated presses with crews of fourteen men each were compelled to stand idle by the hour as the night went on, waiting for plates to trickle down through the slow hand boxes, while during the heated term overworked men dropped beside the casting boxes and had to be carried to the hospital.

"Now this is all changed by the help of the AUTOPLATE. The stereotyper uses his brains and does but little with his

WOOD NEWSPAPER MAHI

501 Fifth Avenue Ne



SEITZ—

# YORK WORLD

*Machine to work*

hands, while the sturdy, efficient machine 'coughs up' plates at the rate of four a minute.

"We dress the equivalent of ten sextuple presses, four starters to the press, in about fifteen minutes, taking all delays into account.

"It used to take fifty minutes, and often an hour, to do all the work by hand.

"On our evening runs we start presses now so rapidly as to almost make it seem like an instantaneous jump, and we have decreased our running time one hour and ten minutes, which means just that much more selling time for an afternoon paper.

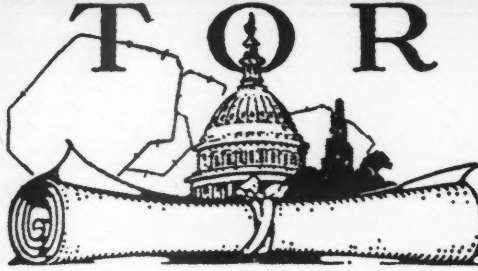
"On our Morning and Sunday runs the saving in press time averages over \$200 per week, to say nothing of the advantages of late closing in the composing-room and a more certain product for the mails.

"All this has been done with one machine, which came in the nick of time to relieve an overburdened plant."

MACHINERY CORPORATION

Avenue New York City

# EDITORIAL



## WISE FOOLS

**W**ONDERFUL man!  
Mysterious man!

Sees the same sun rise over the Atlantic and set over the Pacific by driving his body, with gas and a wing, through space at 150 miles an hour.

Fights with his fists in Madison Square Garden over politics and religion.

Refuses to support "controversial" newspapers or magazines.

Spends millions to see a prize fight.  
Sends photographs by wire.

Is most popularly interested in leg pictures and comics.

Builds a Woolworth tower and carves a statue on a mountainside.

Has not solved the problem of the city slum.  
Enjoys the radio and understands its principle.

Hopes his son will not be "visionary" or "dreamer."  
Develops in the United States sufficient farm land and agricultural machinery to supply half the world with creature necessities.

Cannot devise a world credit system, though millions overseas cry for the wheat and corn which bankrupt farmers burn for fuel.

Invents motion pictures.

Demands of the movie the crudest melodrama and rawest "romance."

Discovers the secrets of wealth and supplies the masses with means of comfort unknown to kings of previous generations.

Permits millions of his brothers to suffer or desperately struggle for a living.

Reverences health and spends lavishly for hospitals and the science of medicine.

Sleeps with windows shut and loses teeth in thirties for want of brushing.

Reverences law and order.

Dodges taxes and patronizes bootleggers.

Invents gas bombs which, when dropped from planes, will annihilate populations of cities.

Can find no universally acceptable plan for settling international disputes by processes of reason.

Sings of the beauty of the forest and believes in conservation of natural resources.

Allows two-thirds of all timber to be destroyed by fire or in wasteful cutting.

Accepts oil as automotive fuel.

Allows 25 per cent of the value of oil to evaporate in storage and leaves from 25 to 85 per cent of oil in the ground, due to reckless drilling.

Writes classic literature and economically prints it with art rivaling that of monastery monks.

Buys Sloppy Stories to read.

Believes in God.

Worships mammon.

Wonderful, strange man!

*Do not attempt to resist popular scientific mechanical trends, like radio, pictures by wire, photographs in natural colors, new means of rapid transportation, or better, faster printing. The American people look to the newspapers for perfection, and on the side of enterprise lies prosperity.*

## THE POSTAL "LEAK"

**D**O you know what unfair second-class postage rates are costing your paper?

A member of the Southern Newspaper Publishers' Association calculated his loss and found that in 1918 the cost of distributing 17,000 copies of his paper outside of the city of publication cost less than \$12,000 annually, for second-class postage and express, whereas in 1923 he distributed 11,000 copies at a cost of \$21,000, for the same service.

The cost of sending the average copy of a newspaper per year by second-class postage has jumped from 70 cents to \$1.76.

Investigate this "leak" and press for your right! Large newspapers of great cities may temporize with this overcharge, but it is a desperate hardship upon the smaller papers in out-lying sections of the country.

## PROVERBS

### CHAPTER XXIII. 23

Buy the truth and sell it not; also wisdom, and instruction and understanding.

## SPIRIT OF THE MID-WEST

**M**ONMOUTH, Illinois, has a population of 8,500, and supports two daily newspapers, both published evenings and each with approximately 3,000 circulation. Monmouth is a fine little American community with a spirit of live-and-let-live and a lively interest in the best things that life anywhere affords.

Just how modern this typical mid-west town is in its ideas and practises was shown last week when the elements suddenly shuffled the usually well-ordered routine.

The first mishap occurred when fire at night destroyed the press room of the *Daily Atlas*, causing \$35,000 damage. The *Daily Review* offered its plant to the *Daily Atlas* in order that no reader of that newspaper might miss an issue. The offer was accepted by A. W. Barnes, *Atlas* publisher, and immediately after the *Daily Review* was run through the press the plates of the *Atlas* were mounted for the usual run.

The following day a wind storm, accompanied by lightning, interrupted wire communication to the neighboring town of Macomb, and the editor of the *Monmouth Daily Atlas* "filled in" with the A. P. report the news service that had been cut off from the *Macomb By-Stander*.

This little, neighborly act completed that day's effort, but on Saturday night a gale of tornado intensity struck the community and the *Daily Review's* supply of gas and electric power was cut off. Nothing daunting, the editor rallied a force of printers who knew how to set type by hand and by the old-fashioned, tedious methods the news of the great storm and the Democratic National Convention and the usual run of important local was composed. The perfecting press was useless, so the editor rigged a gasoline engine to a flat-bed press.

But the editor of the *Daily Review* could not print a second issue by these slow means for his stricken neighbor, the *Atlas*, so they put the title lines of both papers at the top of the hand-set first page and went to press with a combination newspaper. The news and mechanical forces of both papers worked as one staff. The combination paper was handled by the

respective circulation departments in the usual manner. It was a good looking newspaper, carrying a smashing banner line on the storm, and the story was well-written.

The same storm interrupted the usual telegraph service and we notice that the combined *Daily Review* and *Atlas* gave their readers a very satisfactory account of the big doings at Madison Square Garden, "by radio from SKD, St. Louis."

To cap the climax of this "small city press romance" we find on the first page of the combination newspaper a story of how the "representatives of both Monmouth newspapers" obtained an airplane and toured the county in order to observe storm damage. The reporters came back with a splendid "bird's eye" account of high waters, unroofed farm houses, uprooted trees, washed out bridges and such damage.

The whole performance, both for modern, practical enterprise and for decency in business competition, strikes us as a classic example of the spirit of a new day and better times.

*There are a few geniuses in the advertising business the value of whose work is only exceeded by those who base their advertising salesmanship upon a thorough understanding of merchandising.*

## FAKE ADVERTISING

**N**O sensible person regards as "sacrifice" conduct which conserves the rules of honor or decency. No newspaper envies prosperity bought by an abandonment of the rules of honorable journalism. It is interesting, however, to speculate on the financial forfeits involved in the refusal to print advertising of low caste, or of doubtful commodities.

The general public may only vaguely understand that the newspapers of the United States, by strict censorship of their advertising columns, turn away from their counting rooms many millions of dollars annually. The fake patent medicine, the raw stock promotion, the deceptive "bargain" lures of 47 kinds of swindlers do not show in the decent newspapers of the United States, but this generation does not know that it was the newspaper, rather than any outside source, that voluntarily cleaned up this field of fraud and impudent exploitation of the ignorant, "easy" public.

It is respectfully suggested that newspapers might very well remind their readers of the circumstances by means of which newspaper advertising has become worthy of belief, through the voluntary censorship of newspaper editors and managers.

This might be done in positive terms by warning investors caught by forms of advertising less scrupulous than newspapers. Here are a dozen rules recently issued by the United States Government Savings System which, if given currency in the press, might restrain untold losses through bad investments:

### "TWELVE DANGER SIGNS"

"1. Mining Stock. The best looking mine in the world may prove a 'white elephant.' Mining is a very expensive undertaking and the risks are usually great. There is a saying that a mine 'is a hole where fools dump their money.' There are many good mining investments, of course, but this branch of the investment market is generally not for those who work for and depend upon a salary.

"2. Oil Stock. Drilling for oil is costly. The hazards are great. Oil investments are speculative and in a class with mining investments.

"3. In the wake of every important discovery or invention there comes a host of schemes—'airplanes,' 'radio,' 'wireless.' The promoters of these may have not only the best of intentions, but frequently their enthusiasm is about all they have to sell. Look before you leap.

"4. Investments in 'real estate' situated in some distant place are sometimes as dangerous as mining stock. Know what you are buying before you invest.

"5. 'Land development' schemes frequently do not pan out. At best it is a long time before any money comes in from sales. Investment in 'new companies' that are going to 'sell by mail' should be generally avoided.

"6. Patent rights and processes distribution. It is rarely the patentee who makes the money.

"7. 'New Manufacturing Methods' should always be closely checked and investigated.

"8. An investment requiring a quick decision is often a fake.

"9. 'Special inducements' in cash discounts or stock bonuses urging you to be one of the first to invest are suspicious symptoms.

"10. 'Tips' alleged to land you 'on the ground floor' are rarely to be taken.

"11. 'Playing the stock market on margin' and all other forms of speculation are decidedly not for the small investor. Beware of the 'bucket shop.' If you buy stocks outright for investment do so through a member of a legitimate exchange.

"12. Stock in 'mail order companies' being organized with promises based on what others have done rarely turn out well."

July 5, 1924

Volume 57, No. 6

EDITOR & PUBLISHER

Published Weekly by

THE EDITOR & PUBLISHER CO.,

1115 World Building, 63 Park Row, New York

Marlen E. Pew, Editor

Arthur T. Robb, Jr., Managing Editor

Associate Editors

Warren L. Bassett Philip N. Schuyler

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

Washington: Sam Bell, 26 Jackson Place.

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

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

London Editor: Herbert C. Ridout; Special Commissioner, H. Rea Fitch, Hastings House, 10 Norfolk Street, Strand, W. C. 2.

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

Tokyo: John R. Morris, Japan Advertiser.

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

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



**PERSONALS**

**MEDILL McCORMICK** sailed this week from New York for a visit abroad.

Francis Llewellyn Boxler, formerly publisher of the late *Niles Evening Register*, is now editor of the *Newton Falls (O.) Herald*. Before going to Niles he was editor and publisher of the *Dover (O.) Reporter*.

Charles J. Wrightsman, founder of the *Pawnee (Okla.) Democrat*, millionaire Tulsa-New York oil man, is a candidate for the United States Senate in Oklahoma.

E. W. Fairchild, president of the Fairchild Publications, and Mrs. Fairchild and their two children, sailed for abroad on the "Mauretania" this week.

Ralph Beaver Strassburger, publisher of the *Norristown (Pa.) Herald and Times*, and Mrs. Strassburger sailed for abroad this week on the *Mauretania*.

**IN THE BUSINESS OFFICE**

**HENRY JEKLIN**, formerly with *Spokane (Wash.) Spokesman-Review* has been made advertising manager, *Everett (Wash.) Herald*, in place of J. H. Carter.

Guilbert W. Jarvis, late of the *Long Prairie (Minn.) Leader*, has become field agent, *Austin Daily Herald*.

William H. Paul, assistant business manager of the *Boston Post*, and Mrs. Paul will sail from Boston, July 5, on the "Samaria" for England and France. They plan to be gone six weeks.

About 100 members of the business department of the *Boston Globe* had their first annual picnic in Gloucester, Mass., June 29. A sports program and various entertainment features preceded the dinner. Wilfred Jacobs was toastmaster, and among the speakers were Thomas Downey, introduced as "the grand old man of the Globe," Charles H. Taylor, and Daniel E. Ahern. The committee in charge consisted of Eileen M. Buckley, chairman; Joseph P. Woods, Andrew J. Dazzi, Joseph P. Cooney, Louise Murnane, Winifred C. Fahey, John M. O'Connell, and G. Stanley McManus.

**IN THE EDITORIAL ROOMS**

**GEORGE EARL**, telegraph editor of the *Buffalo Express*, has gone to the *Buffalo Times* as news editor, succeeding John S. V. Bowen, retired to lighter duties on account of age. Wilfred McLennan succeeds Earl as *Express* Telegraph editor.

J. Newton Colver, political and editorial writer, *Seattle (Wash.) Post-Intelligencer*, for 25 years, has switched to the advertising department of that paper as a part of his duties.

Robert L. Withrow, for 20 years a reporter on the *Portland (Ore.) Telegram*, has left with his family on a European trip.

John Piper, who has just graduated from the University of Oregon, has joined the news staff of the *Portland Oregonian*, of which his father, Edgar B. Piper, is editor.

John J. Barry, the Newton district representative of the *Boston (Mass.) Globe*, and Mrs. Barry, were the guests at a dinner and reception given by his fellow district men last week at the United States Hotel at Boston. Mr. and Mrs. Barry has just returned from their wedding trip.

John Hawk, editor of the *Assumption (Ill.) Prairie State Tribune*, is recuperating at the Decatur and Macon County hospital following an operation for appendicitis.

S. A. Penn, editor of the *Calumet (Okla.) Chieftain* has been appointed postmaster.

Sidney Curtis has resigned as Revere, Mass., district man for the *Lynn (Mass.) Telegram-News* to go into business, and has been succeeded by Joseph Cashman.

**HOLDING NEW POSTS**

**FRANK EARL**, from telegram editor *Buffalo Express*, to news editor, *Buffalo Times*.

S. J. Naples, from city hall reporter *Buffalo Commercial* to general assignments, *Buffalo Courier*.

Ben Davis, from copy desk *Albany Knickerbocker Press* to similar duty, *Buffalo Times*.

**ON THE MECHANICAL SIDE**

**THOMAS SULLIVAN** of the *Chicago Tribune* composing room this month celebrates his 59th year with the Tribune.

W. Edward Turnbull of Lowell, Mass., is now superintendent of the mechanical department, *Lawrence (Mass.) Sunday Sun*.

*Typographical Union No. 9*, Buffalo, has elected these officers: President, William G. Murphy; vice-president, Edward Mulvey; secretary, William McLaughlin; treasurer, Thomas O'Donnell.

**WITH THE ADVERTISERS**

**CARL H. WHITE**, for 8 years vice-president in charge of sales promotion and research of Joseph Richards Company, Inc., and for the past 2 years president of health Products Corporation, New York City, has resigned from the Richards Company, effective July 1, in order to devote more time to Health Products Corporation and other manufacturing interests.

J. B. Patterson, for the past seven years district sales manager and advertising manager of the P. H. & F. M. Roots Company, Connersville, Indiana, has resigned for the purpose of organizing a sales office to represent manufacturers of industrial equipment in Chicago territory. He is succeeded by W. L. Sexton.

Clark Belden has joined the advertising department of the Hartford Fire Insurance Company. Mr. Belden has had previous experience with the advertising departments of The Travelers' Insurance Company and the Affiliated Aetna Companies, both at Hartford, Conn. He was formerly associated with the *Hartford Courant* and the *Providence Journal* in the editorial departments.

Ed. G. Brouillette, who has been identified for the past six years with the Star League of Indiana, the last five of which have been spent as advertising manager of the *Muncie Star* has resigned his post in favor of a publisher's connection on *The Democrat*, at Washington, Ind. Mr. Brouillette is well known among national advertisers and advertising agencies. Mr. L. A. Baldwin, Mr. Brouillette's assistant for the past five years, becomes advertising manager of the *Star*.

**INCORPORATIONS**

**FOLLOWING** state charters have been granted in Oklahoma:

News Building Corporation of Ponsa City; capital, \$100,000; incorporators, Clyde E. Muchmore, I. R. Muchmore and H. C. Duvall. C. E. Muchmore is editor-publisher of the *Ponca City Daily News*.

Eastern Oklahoma Publishing company of Muskogee; capital, \$100,000; incorporators, Fred E. Turner, Harry G. Davis and William Neff.

**NEW PLANTS AND EQUIPMENT**

**PLANT** of the *La Crosse (Wis.) Tribune* has been entirely rebuilt and a "house warming" took place June 27.

The *Montgomery (Minn.) Messenger* has just moved into a new building.

**NEW PUBLICATIONS**

**LIVINGSTON (WIS.) LEADER**, a new weekly appeared for the first time June 27. T. C. Snyder, editor and publisher of the *Belmont Success*, is the publisher. Thomas Bennett is in charge of the local office.

**FLASHES**

"He never became very prominent, did he?"

"No, he has never even been mentioned as a candidate for Vice President."—*Cincinnati Enquirer*.

When a small town has a deficit in the city treasury it hires a speed cop and puts the magistrate on day and night shifts.—*San Francisco Chronicle*.

In fact, William Jennings has done so much for Florida in the few days he's are going to put the State back on the been in New York that Rand-McNally map.—*Chicago Daily Tribune*.

To McAdoo, a dark horse these days must look like a nightmare.—*Detroit Free Press*.

A lot of delegates yell their heads off in the convention who will have mighty little to yell for afterward.—*Cleveland Plain Dealer*.

Hereafter a speeder is to be called a "motomoron". But experience shows that the only words that mean anything to speeders are "Sixty days," coming from the lips of a Judge.—*New York World*.

One family out in Indiana has to sit up all hours of the night waiting for father to come back from meeting and bring the sheets and pillow cases.—*New York American*.

"Don't you think it wrong to make a joke of prohibition?" "I do," answered Senator Sorghum; "but I think it worse for a bootlegger or a dry agent to pull a gun and make a tragedy of it."—*Washington Star*.

"Going up to the Garden today?" asked a well-known newspaper man yesterday afternoon. "No," replied a better known newspaper man, "I always say there's enough boredom in the world without going out of your way for it."—*F. P. A., New York World*.

**IN THE AGENCY FIELD**

**THE** Peck Advertising Agency, New York, has increased its capital from \$100,000 to \$150,000.

G. Foster Skiff, formerly with advertising department, *Portland (Ore.) Telegram*, has established an advertising agency, 626 St. Helens Ave., Tacoma, Wash., under the name, G. Foster Skiff Co.

While the newspaper is the most efficient medium for advertising, it also pays the newspaper to advertise—and it is a particularly happy combination when that advertisement exploits straight educational service of the highest character such as that provided by Frederic J. Haskin.

P. M. Gauthier and Francis W. Hoadley have started an advertising service under the name of Gauthier and Hoadley in the Bourret Building, San Juan, Porto Rico.

Leo P. J. Munly has joined the advertising agency of Crossley & Failing, Inc., in Portland, Ore.

Charles P. Constantine, president of the Botsford-Constantine advertising agency of Portland and Seattle, has left on a market research trip in Europe. He will attend the advertising convention in London.

**MARRIAGES**

**CHARLES MERZ**, on the editorial staff of the *New York World* to Miss Evelyn E. Scott at Bennington, Vt., June 30. Mr. and Mrs. Merz will make their home in New York.

Crystal C. Kennedy, editor of the *Junior Journal*, juvenile section of the *Chicago Daily Journal*, to Harold G. Files, an instructor in McGill University, Montreal, June 25. The couple will spend the summer in Massachusetts.

Hands P. Becken, *Hanska (Minn.) Herald*, to Miss Ellen Lundgren, June 13.

R. C. Crane, head of the R. C. Crane Advertising Agency, Philadelphia, to Miss Evelyn Powell, of Camden.

Raymond W. Sheldon, publisher of the *Webster (Mass.) Evening Times*, to Miss Prudence Hinckley, of Stonington, Conn.

William M. Braucher, former sports editor of the *Springfield (Ill.) State Register* and now of the editorial staff of the *Cleveland (O.) Plain Dealer* to Miss Grace Waggle of the Plain Dealer staff, June 25.

Marshall Smith, reporter, *Dallas (Tex.) News* to Miss Lillian Barker of Gainesville. Mr. and Mrs. Smith will make their home in Dallas.

Miss Florence Louise Young, of the business staff of the *Galesburg (Ill.) Republican Register* to Laymone W. Steele, Knoxville, Ill., June 25.

Fred Newman, assistant circulation manager of the *Joliet (Ill.) Herald-News*, to Miss Mamie Reeves, June 23.

Miss Ina May Withers, for many years bookkeeper for the *Danville (Ill.) Morning Press*, to Russell Day at Albuquerque, N. M., where they will spend the summer. Mr. Day is advertising manager for the Cramer and Norton stores in Danville.

Willis R. Harrod, reporter for the *Joliet (Ill.) Herald-News* to Miss Helen Fletcher, June 26.

John Milton Baker, instructor in journalism in Knox college, Galesburg, Ill. to Miss Susanne M. Dennison, Jamestown, Pa., June 24.

Miss Mildred Niblack of the advertising department of the *Aurora (Ill.) Beacon-News* to Herbert Reed recently.

## CHANGES IN OWNERSHIP

JOHN E. REICHARD has bought the *Wiltshire Herald*, from W. A. Smith. He has been in the employ of the Herald for the past four years.

Roy O. Hatley of Smith County has acquired the *Bullard (Texas) Herald* and is now editor and publisher of this weekly paper.

State Representative Richard Elam has sold a half interest in the *Pawhuska (Okla.) Capital* and retired from active management of the paper. O. H. Loshemeyer of Dover, Ohio, is the purchaser and will be the active head of the newly organized Pawhuska Publishing Company.

Albert H. Hammond, owner and editor of the *Caldwell (Kan.) Daily Messenger* has sold his interest in the paper to his son, Harold A. Hammond.

*Milford (Ia.) Mail* has been sold to Thomas Walpole and D. A. McCook by W. J. Lyons.

## ASSOCIATIONS AND CLUBS

**MASSACHUSETTS Press Association** is making arrangements to resume the annual outings of the Bay State editors and publishers and a fall excursion probably will be held Sept. 27-30, with the Mountain View House at Whitefield, N. H., as the rendezvous. The trip will be made by automobile from a starting point in Boston. Gardner E. Campbell of Wakefield is president of the association.

**Buffalo Press Cycling Club** held its annual reunion at Dold's Wheatfield farms June 27. Report was made that 11 members of the organization, composed of newspaper men of a generation ago, had died since the last reunion in 1922. These officers were elected: J. Earl Finley, president; Fred M. Sullivan, vice-president; Alfred E. Falck, treasurer; Arthur E. Strong, secretary.

**Dallas Advertising League** has elected officers for the ensuing year as follows: Beeman Fisher, advertising manager of the Texas Power and Light Company, president; Knox Armstrong, first vice-president; Charles B. Mills, second vice-president; Hix Smith, secretary and treasurer. L. R. Wylie, and C. J. Fontaine were chosen as new directors. Milt Pandres was named chairman of the study division and Posten Hamilton as editor of *O. K.'d Copy*, the organ of the league. The Milburn Hobson silver loving cup was presented to Joe Dawson for presenting the best program during the year.

**Spokane (Wash.) Advertising Club**, has elected E. R. Anderson president, succeeding Arthur W. Burch. Other officers elected are John L. Matthiesen, first vice-president; Maud A. Lee, second vice-president; Ralph E. Perry, treasurer; Arthur W. Burch, Claude Randall, Thomas A. E. Lally, members executive board.

**Davenport (Ia.) Ad Club** staged a "Whatizit" frolic in the Chamber of Commerce July 1, keeping all of its series of stunts secret until the evening of the entertainment. At its meeting this week Victor Martin concluded a year's service as president being succeeded by Rudy Maritz and a staff of new officers. Annual reports were read with special emphasis upon the work of the consumers' bureau, which is said to be one of the most suc-

cessfully operated departments in the central valley.

**Tacoma (Wash.) Advertising Club** has elected David Allstrum president, succeeding A. H. Bassett. Other officers elected are: Lyman V. Hall, first vice-president; W. C. Saunders, second vice-president; Harold S. Cosier, secretary-treasurer (re-elected); Emmett T. Anderson, John Condon, F. W. Gould, Guy K. Llewellyn, O. S. Reynolds, P. C. Smith, C. G. Francis, directors.

**Old Colony Advertising Association** of New England has elected these officers: President, Burton L. Wales of Abington; vice-president, George M. Rand of Brockton; secretary, William A. Rodgers of Brockton; treasurer, Fred Spollet of Boston.

## Obituary

**LUCUS PUTNAM ALLEN**, 91, 55 years a resident of Clinton, Ia., one time partner and later sole owner of the *Clinton Herald*, founder of the *Clinton Bee*, a weekly paper, but for many years a job printer, died June 22.

Mrs. **WILLIAM E. CURTIS**, 71, widow of the late William E. Curtis, Washington correspondent for the *Chicago Record-Herald*, who died in 1911, died June 20 at the home of her daughter, Mrs. George M. Mattis, Champaign. She had accompanied her husband on many of his world-voyages which took him in unfrequent parts of the globe.

**GEORGE R. LANNING**, 80, editor of the first newspaper in Garner, Ia., pioneer in the Iowa newspaper field, died recently at Eagan, S. D. Mr. Lanning started his newspaper career after his service in the Union army, launching the *Garner Signal* in '71, buying a Mason City paper and in the early '80's moving to Eagan where he owned the *Moody County Enterprise*.

**HENRY ROBINSON**, prolific writer for the press over the signature of "Jean Paul," died at his home in Concord, N. H., on June 24. In his earlier years he had acted as district correspondent in New Hampshire for the *Boston (Mass.) Globe*.

**CONRAD C. BITTNER**, 74, one time editor and publisher of the *Sandusky (O.) Evening Journal* died recently.

**N. T. BLACKWELL**, editor and publisher of the *Ginner and Miller* and several other trade publications in Dallas, Texas, died in the Mayo Bros. Sanitarium in Rochester, Minn., recently.

**HENRY CLOGENSEN**, 63, for many years staff photographer for the *Dallas (Tex.) News*, died suddenly at his home in Dallas.

**N. W. RATHBURN**, 72, for many years conductor of columns of Northern Pennsylvania newspapers, died at his home in Utica, Pa., recently.

**WILLIAM A. TEMPLE**, editor and manager of the *Dartmouth Patriot*, died recently after a lingering illness.

## REMEMBER

Texas is the Largest State in the Union.

It requires

The Beaumont  
ENTERPRISE

and

The Beaumont  
JOURNAL

to help cover it thoroughly.  
Ask Beckwith—he can tell you!

**HERBERT W. DEAN**, advertising manager of the rotogravure section of the *Buffalo Express*, died in the Buffalo General hospital after a brief illness.

**HARRY A. BLISS**, publisher of several trade papers, and formerly photographer

for several Buffalo newspapers, died at Barre, Vt., while on a pleasure trip.

**WILLIAM W. MILLIKAN**, 76, former editor of the *Washington Court House (O.) Herald* and a publisher for 50 years, died recently.

## HOUSE TO HOUSE CANVASS WITH SMALL PREMIUM GOOD IN THE COUNTRY

By **GEORGE ERB, JR.**,  
Buffalo News

**CANVASSING** on the *Buffalo News* has all been done upon the merits of our paper. The objection to this form of canvass is that it brings in a lot of new business that has little or no permanent value. On a proposition of this sort it is impossible to sign the new reader up for any designated time, and the best the solicitor can do is to urge that they try your paper for a while.

This is easily understandable, for not having signed any contract the subscriber knows they have the option of discontinuing at any time.

Failure of this form of canvass to work out may be attributable to the changed conditions today in the country. The small-town daily, much stronger and a keener competitor than that of ten years ago, has a greater influence among its local readers and gives them everything they need in the way of local and telegraph news, so that the larger out-of-town paper must give the prospective new reader an inducement of some kind in addition to a lot of exclusive features.

I believe that a well selected list of prizes to boys, making it an incentive for them to canvass their routes for new readers, will get you more permanent business than solicitors working only on the merits of your paper. People feel bound by their promise to the boy whom they are generally well acquainted with to continue their subscription for the stipulated time, giving your publication

a better opportunity to become a regular fixture in the home.

Some papers deem it expedient to have their solicitor take the carrier boy and canvass only the homes of those taking the competing paper, but I do not believe this method provides the maximum amount of new business available for it overlooks the people not taking any paper, among whom are found the greater number of new reader prospects.

While we have never used premiums nor do we favor their use, there may be occasions when they are advisable.

From my experience I believe that a straight house-to-house canvass with a highly trained force of solicitors using some small article in daily use in the home as a special inducement should prove the best method.

## This Scheme Worked

When Richard Harding Davis was trying to attach himself to the staff of a New York newspaper he tried a scheme that worked. On fine stationery he wrote to the managing editor of a newspaper, signing the name of a pseudo secretary. It said: "Mr. Richard Harding Davis will call on you at three Thursday afternoon to discuss a matter of great importance." Davis was immediately ushered in. At first the managing editor was piqued but Davis got the job.

Write now for FREE SAMPLES of our  
DRY MATS.

You will be satisfied with the QUALITY  
as well as the SERVICE we are prepared  
to give.

TRADE MARK  
**MAXITYPE**  
**DRY MATS**  
REG. U.S. PAT. OFF.

[For Duplex Tubular  
Casting Boxes]

TRADE MARK  
**FLEXIDEAL**  
**DRY MATS**  
REG. U.S. PAT. OFF.

[For All Other  
Standard Boxes]

The **FLEXIDEAL CO., Inc.**

Sole U. S. and Canadian Distributors

13 William Street

New York

## New Haven Register

is New Haven's  
Dominant Paper

Circulation over 40,000 Average

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

**New Haven Register**

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



# The Staggering Cost of Government

By WILLIAM P. HELM, Jr.

American government has cost one hundred billion dollars in the past eight years.

After having spent this stupendous sum (nearly one-third of our present national wealth) we are still indulging in the greatest spending spree of any nation in the history of the world.

Figured from the taxpayer's viewpoint, this is an average of almost \$5,000 from the head of each family in the United States.

The federal government is now spending four times as much money every year for ordinary expenses as it spent before the World War.

States, counties and cities are spending three times as much annually as they spent during the pre-war period.

William P. Helm, Jr., author of "The Truth About Taxes," is writing a series of twenty articles disclosing these and other startling facts and figures. These articles show how much each form of government is taking from the people and how the money is being spent.

The summary and analysis of these facts is sensational. The material is prepared with a completeness not heretofore attempted, and in clear, simple, dramatic style.

The first release of this series, which will run three times a week, is on Monday, July 14. A limited amount of territory is still open.

## *Current News Features*

INCORPORATED

William E. Yelverton,  
Managing Director

Evening Star Building,  
Washington, D. C.

## GOTTHART'S "MORGUE" CALLED BEST NEWSPAPER LIBRARY IN COUNTRY

They Told Chicago Man He Was "Wasting His Time" When He Began Cross Referencing News Items 18 Years Ago—Now Ask His Aid

WHEN one wanders through the elaborate "morgues" or reference libraries of newspapers throughout the country and see how easily it can be learned what John Smith did in 1910 to get his name in the newspaper, he is apt to wonder how they used to get along in the past without these ready aids.

It was memory, more than anything else, that tided them over, according to Charles J. Gotthart, one of the best-known "morgue keepers" in Chicago and probably in the United States.

Back about 18 years ago, Gotthart, then a reporter for the *Chicago Tribune*, disregarding the effort of his associates who tried to persuade him he was "wasting his time," began to devote his spare moments to clipping virtually all items appearing in Chicago newspapers and filing them under an elaborate cross-reference system.

This was in those days before newspapers realized the advantages of "morgues" as they do today—the days when reporters obtained the background for stories either from their own memories or from veteran members of the staff. But too often was memory proved fallible, and so Gotthart began to compile something far more tangible and dependable.

Now he has what he declares to be the "best newspaper reference library in America," including a record of "everything worth while published in the Chicago dailies since 1906."

"For 10 years I was a 'big stick' or 'backstop' on the Tribune, handling dangerous stories and having charge of campaigns against crooks," Mr. Gotthart said. "Frequently in gathering evidence for defending a libel suit, for instance, I spent a lot of time and effort in running down something which I finally learned had been printed in the Tribune.

"It was in this manner that I came to realize that the newspaper 'morgue' of that day was inadequate. Almost nothing was filed at that time except the big, important stories. They were of little use, because the principal facts of the big stories stuck in the minds of the members of the staff so definitely that it seldom was necessary to verify them. I became aware of the need for a 'morgue,' with every name in every story cross-referenced—a 'morgue' that would be good for newspaper and commercial purposes."

While working full time on the Tribune, Gotthart worked nights on his "morgue." In November, 1916, he obtained his release from his contract with the Tribune. For 3 years then he conducted a newspaper-reference bureau. At the end of this period he leased his "morgue" to the *Chicago Evening Post*, under an arrangement providing that he should have charge of the Post's reference room.

Mr. Gotthart terminated his arrangement with the Post on June 1, in order to take a rest.

"I shall take things easy," he says. "I'm not going to do any work for a while, except to write an occasional feature story. And later, when my health permits, I shall go back on the street as a reporter and give these young fellows something to shoot at."

Since 1916, Gotthart has supplied a wide variety of information from his files for newspapers, law firms and some of the biggest commercial corporations of Chicago.

"That 'morgue' would have been a mint for Mr. Gotthart if he had sold his information more freely," a friend of this veteran said. "I am sure that he has rejected more business than he has accepted. He will not furnish 'dope' to anyone until he is convinced that the applicant is trustworthy and reliable and will not use the information wrongfully."

### Injunction Against Berry Vacated

Injunction obtained against Major George L. Berry, president, International Printing Pressmen's and Assistants' Union of North America, by David Simons, former president, New York union, was vacated by the Appellate Division of the Supreme Court, New York, this week. Simons, active in the strike of New York pressmen, has since that strike been unable to obtain membership in the international union.

### AD TIPS

**Alfred Austin Advertising Agency**, 116 West 32d street, New York. Will conduct campaign for the Benrus Watch Company, New York, manufacturers and importers of the Benrus Ladies' Wrist Watch. Handling account of the Grob Food Products Company, New York.

**Bellamy-Nell Company**, 127 North Dearborn street, Chicago. Placing the following accounts: The Fireite Extinguisher Company, Masontown, Pa., and the Halldorson Company, Chicago, manufacturer of radio sets and supplies.

**Brandt Advertising Company**, Tribune Building, Chicago. Placing accounts of the Hotel Somerset, Chicago and the A. E. Wright Company, Chicago, Wright's mayonnaise dressings and other food products.

**Chambers Agency, Inc.**, 339 Carondelet street, New Orleans. Placing account of the Sutcliffe Company, Louisville, radio and sporting goods.

**Churchill-Hall, Inc.**, 50 Union Square, New York. Handling a new product of the Multi-bestos Company, Walpole, Mass.—a lined brake shoe for Ford cars.

**H. K. McCann Company**, McCann Building, San Francisco. Now handling account of the California White and Sugar Pine Manufacturers' Association, San Francisco.

**Irvin F. Paschall, Inc.**, McCormick Building, Chicago. Handling account of the Conrad & Jones Company, West Grove, Pennsylvania, growers of "Star" roses.

**Patterson-Andrews Company, Inc.**, 1 Madison avenue, New York. Planning campaign for the American Sole & Belting Leather Tanners, Inc.

**Franklin P. Shumway Company**, 453 Washington street, Boston. Placing account of the Glastonbury Knitting Company, Addison, Connecticut, manufacturers of men's knit underwear.

**Simpson Advertising Company, Inc.**, 915 Olive street, St. Louis. Handling accounts of the Economy Heat Company, St. Louis, manufacturer of the Heetzall oil burner and the B. & H. Laboratories, St. Louis, disinfectants, insecticides and sprayers.

**Calvin Stanford Advertising Agency**, Atlanta, Ga. Has secured the accounts of the Dalton Hosiery Mills, Dalton, Georgia, manufacturers of men's and women's silk and lisle hosiery; Montag Bros., Inc., Atlanta, Georgia, stationery manufacturers, and the Southern Chain Battery System, Inc., Atlanta, Georgia, automotive manufacturers.

**Williams & Cunningham**, 6 North Michigan avenue, Chicago. Now handling account of Ditto, Inc., manufacturer of duplicating machines.

## 1 Simplicity OF THE LUDLOW

**I**MEDIATELY after the Ludlow System is installed in your plant, your own compositor, with less than an hour's instruction, can produce bright, new slug-line type quickly from matrices set by hand. Any size of face from six point to full width sixty point is instantly available without machine or mold changes.

## Ludlow Typograph Co.

2032 Clybourn Avenue  
San Francisco Hearst Bldg. CHICAGO New York World Bldg.

LUDLOW QUALITY COMPOSITION

## WHAT'S WHAT IN FEATURE FIELD

**SOPHIE IRENE LOEB**, special writer for the *New York Evening World*, and the New York World Syndicate, was given a dinner in honor of her birthday July 1, at Briarcliff Lodge, Briarcliff, N. Y. Chauncey Depew Steel, owner of the Lodge, was host.

Miss Loeb was born in Russia, July 4, 1876. She has been writing for the New York World Syndicate since 1910.

Many men and women prominent in New York State politics were present at the dinner, including Gov. and Mrs. Smith, who motored to the Lodge, despite the fact that the Governor was in the heat of a close campaign for the Democratic nomination. Members of the Governor's staff were also present. John H. Tennant, managing editor of the *New York Evening World*, was the only newspaper man attending.

Dr. H. Harris, deputy New York Police Commissioner was toastmaster.

Besides her newspaper work, Miss Loeb has long been associated with civic activities in New York.

Dr. William T. Ellis is now writing "The Quiet Corner," a weekly 300 word religious article, for the McClure Newspaper Syndicate, New York.

Sidney Light has just established the Hoosier News Syndicate at Indianapolis, Ind.

William Southern, Jr., of the *Independence (Mo.) Examiner* is syndicating a series of religious articles to newspapers.

Glen Mahar, salesman for the McClure Newspaper Syndicate, New York, who recently was taken seriously ill at Colum-

bus, O., has recovered, and will resume his duties next week.

King Features Syndicate, Inc., New York, has issued a revised and complete list of comics and other features.

### Wichita Carries on Outings

Ninety-nine carriers of the *Wichita Beacon* were the guests last week of the newspaper on a 5-day camping outing at Hellar's grove, near here. The camping was the reward for work done during a recent circulation contest. C. B. McCauley, circulation manager of the *Beacon*, was in charge of the camp. The *Beacon* furnished sleeping quarters, bedding, meals and entertainment.

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

## THE Salt Lake Tribune

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

### FOREIGN REPRESENTATIVES

**The S. C. Beckwith Special Agency**

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

### PACIFIC COAST REPRESENTATIVE

**M. C. Mogensen & Co., Inc.**

Los Angeles—San Francisco—Seattle

## WHAT'S WHAT

Editor & Publisher will gladly answer editors' questions concerning the syndicate field. Address

SYNDICATE EDITOR.

1117 World Building, New York

## 6,000 Replies

(From *The Advertiser's Weekly*, June 21, 1924)

On June 10, I inserted a full page advertisement in *The New York Times* asking the New York public whether they wanted a new, clean and purposeful newspaper like the *Globe*, before its sale and destruction.

Up to June 18, I received over 6,000 replies, many of which were amazingly impressive letters.

In advance of the publication of the advertisement, one of the greatest advertising experts in the country told me that if I received 600 replies the advertisement would have done its work, and that if I received 1000 it would indicate a landslide.

To get ten times 600 replies, when it is conceded that only about one person in ten who intends to reply does so, proves beyond discussion that the *New York Times* is the wonderful newspaper I have gone on record as saying that it is.

Jason Rogers.

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

Has the Largest CIRCULATION IN PITTSBURGH

MEMBER A. B. C.

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

In New Orleans Consult the Latest **A. B. C. AUDIT**

(September 30th, 1923)

Before scheduling space in evening papers.

**NEW ORLEANS STATES**

13c a Line Flat Daily

15c a Line Flat Sunday

**SPLENDID COOPERATION TO ADVERTISERS**

Leads in Daily and Sunday **CITY CIRCULATION**

Specials: East Beckwith West Branham

The **Washington Herald**  
Largest Sunday Circulation  
Any Washington Paper

The **Washington Herald**  
morning and

The **Washington Times**  
evening

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

**G. Logan Payne**  
Publisher and Gen. Mgr.



**MICHENER PROMOTED**

**Made General Manager of Harrisburg (Pa.) Telegraph Succeeding McCullough**

A. R. Michener, assistant general manager of the Harrisburg (Pa.) Telegraph has been appointed general manager, effective July 3, succeeding James P. McCullough, who has retired.



A. R. MICHENER

McCullough for many years conducted his own printing plant in Harrisburg, later becoming associated with the Telegraph Printing Company in charge of its commercial and mechanical departments, later becoming a director of the company as well as general manager. He is also president of the Keystone Trust Company, Harrisburg.

Mr. Michener, the new general manager of the Telegraph, has been connected with the paper in various capacities for over 15 years. He was first engaged in circulation work but transferred his activities to the editorial staff where he remained until he took over the circulation department in 1917. He became assistant general manager about six months ago and when Mr. McCullough's health made his retirement imperative.

Because of ill health, Frank A. Oyster, secretary and purchasing agent for the Telegraph, has also resigned.

**VANDERBILT IN NORTHWEST**

**Publisher Says Next Papers Will Be in Detroit and Seattle**

"My next papers will be established in Seattle and Detroit," declared Cornelius Vanderbilt, Jr., Pacific Coast publisher, to a gathering of Northwest editors recently at the Seattle Press Club, when he related his experiences in starting his tabloid morning paper in Los Angeles.

"These two papers will be 100 per cent union because that is the best business policy for a publisher. Union printers are efficient printers. Men with the skill and brains are found in the typographical, stereotypers, mailers and pressmen's union.

"I intend to continue dealing with the printing trades unions on every daily of the chain of 30 which I intend to operate in the United States," declared Vanderbilt.

**Editors Taught How to Cook**

Editors and department heads of various newspapers and women's magazines, through an arrangement of the George Batten Company, advertising agents, New York, were guests in Gardner, Mass., on June 27, of the Florence Stove Company, and in Orange, Mass., of the Minute Tapioca Company. Special food and cooking demonstrations were conducted at both plants. Representatives were present from the Batten Company, the *Boston Herald*, *Modern Priscilla*, *Ladies' Home Journal*, *Delicater and Designer*, *Women's World*, *Pictorial Review*, *Good Housekeeping*, *Country Gentleman*, and Miss Farmer's Cooking School.

**Head of Engraving Firm Drowned**

Harry W. Wickham, 42, president and sale manager of the Northern Engraving Co., Canton, O., was drowned recently when on a fishing trip to Canada. Coming to Canton from Toledo 17 years ago Mr. Wickham entered the services of the engraving company as a member of the art department. He was shortly afterward appointed superintendent of the department, later he was promoted sales manager. A number of years ago he was elected president of the company retaining the sales managership.

- Shredded Wheat
- Chase & Sanborn
- Seal Brand Coffee
- Palmolive Shaving Cream
- Ladies' Home Journal
- Certainteed Roofing
- Cole Gas Ranges
- Devoe & Raynolds
- Delicia Food Products
- Great Western Sugar
- Joint Coffee Trade Publicity
- Colman's Mustard
- Mirro Aluminumware
- Wear-Ever Aluminumware
- Armstrong Linoleum
- De Luxe Springs
- Napanee Kitchen Cabinets
- Saturday Evening Post
- Palmolive Shampoo
- Collegian Clothes
- Q. R. S. Music Co.
- Munson Lines
- Palmolive Soap
- Climax Cleaner
- Lee Union Alls
- Emerson Cigars
- Enoz for Moths
- Eastman Kodaks
- Kewanee Boilers
- Folger's Coffee
- M. J. B. Coffee
- Ivory Flakes
- Kellogg's Bran
- Salada Tea
- Pratt Food Co.
- Cinco Cigars
- Q Ban Shampoo
- Zonite Products
- Wadham's Oil
- Firestone Tires
- Goodyear Tires
- Goodrich Tires
- Mason Tires
- Warner Corsets
- Remington Typewriters
- McKesson and Robbins
- D. M. Ferry Seeds
- Conkey's Poultry Feeds
- Manhattan Elec. Radio
- Cunard Anchor Lines
- Seattle, Washington, Chamber of Commerce
- Stacey-Adams Shoes
- Van Raalte Silks, Hosiery, etc.
- Dr. West Tooth Brushes
- Johns-Manville Roofing
- Celotex Building Material
- Quaker Oats Co., Ful-O-Pep Feeds
- Cozy Baby Carriages
- Thermo Sweater Coats

- Story & Clark Pianos
- Landers, Frary & Clark
- "Universal" Products
- Fleischmann Yeast
- Interwoven Socks
- Victor Talking Machine Co.
- Clicquot Club Ginger Ale
- Perfection Oil Cook Stoves
- Van Ess Laboratories,
- Cleero Shampoo
- Scolding Locks Hair Pins
- Domino House Toilet Preparations
- Merode Underwear
- Borden's Eagle Brand
- Borden's Evaporated Milk
- Borden's Malted Milk
- Sunkist Lemons
- Dromedary Cocomnut
- Kellogg's Corn Flakes
- Sun Maid Raisins
- Penick Salad Oil
- G. Washington Coffee
- L. T. Piver Toilet Preparations

- Holland Furnaces
- Heywood-Wakefield Reed Furniture
- Heywood-Wakefield Baby Carriages
- Venida Hair Nets
- Houbigant Perfumes
- Trimont Wrenches
- Cadillac Automobiles
- Champion Spark Plugs
- Stewart-Warner Products
- Rusco Brake Linings
- Biflex Bumpers
- Marquette Cement
- U. S. Jar Rubbers
- Paris Garters
- National Carbon Co. Keds
- Resinol
- Mobiloil
- Shinola
- Larvex
- Fly Tox
- Hofstra
- Fiske Hats
- Boycite

**These advertisers have used only The Register and Tribune in Des Moines this year**

In 1923, 94% of all national advertisers in Des Moines—used The Register and Tribune. 56% exclusively.

- Hanes Underwear
- Herrick Refrigerators
- Panco Foot Wear
- Keep-Kool Clothing
- Williams Shaving Cream
- Sherwin Williams Paints
- Hewes and Potter, Spur Ties
- Brunswick Phonographs
- Crosley Radio Corporation
- Holtzer Cabot Radio
- Stomatol Tooth Paste
- Miami, Florida, Chamber of Commerce
- San Antonio, Texas, Chamber of Commerce
- St. Petersburg, Florida, Chamber of Commerce
- U. S. Rubber Footwear
- Van Heusen Collars
- Forhan's Tooth Paste
- Coty's Perfume and Powder

- General Tires
- Whiz Products
- Whittall Rugs
- Miller Tires
- Murine
- French Battery
- Ehrat's Cheese
- Premier Electric
- Vacuum Cleaner
- Karnak Rugs
- Campus Togs
- Gold Dust
- French Lines
- Glo-Co
- Nujol
- Pluto
- Rutland Patching Plaster
- Sheaffer Pens and Pencils
- Warren's Printing Papers
- Atwater Kent Radio
- Kirk's Flake White Laundry Soap
- Kirk's Jap Rose Soap
- Kirk's Original Cocoa
- Hardwater Castile Soap
- Kirk's Flake White Soap Chips
- Woodbury's Facial Soap
- La Palina Cigars
- Harvester Cigars
- El Producto Cigars
- Robert Burns Cigars
- J. B. Kleinert Rubber Co.
- Fred Butterfield & Co.
- Western Electric Hair Curler Co. Beach & Motor Hair Nets
- El Paso, Texas National Publicity

**"WHEN A FELLER NEEDS A FRIEND" AND GETS ONE**



Pathetic Cartoon Appeal by Briggs

MANY newspaper editors in this country regard as a legitimate function of journalism some definite contribution to the welfare of the submerged minority of every city. One of the most effective newspaper welfare enterprises is the "Fresh Air Fund." There are a dozen or more newspapers conducting such funds and administering farms or seashore resorts in behalf of women and children of city slums who otherwise would have no taste of country or salt air breeze in the hot summer months.

One such newspaper is the *Herald Tribune* of New York. In 1877 the *New York Tribune* originated the system of collecting, through the columns of the newspaper, sufficient money to send to the country, for brief vacations, deserving women and children. In that year, the paper collected \$187.62 and provided for vacations for 60 children. Last year the same newspaper collected and dispensed \$107,325.51 in behalf of 14,144 poor women and children of the great metropolis.

A girl was found fainting in an East Side library. An ambulance physician found she was starving. The "Fresh Air Fund" of the *Tribune*, sent her to the country where her body was nourished into health and her mind was given courage for a fresh start in the battle of life.

A mother, who needed a major operation, but could not enter a hospital while leaving a little red-haired daughter at home, found her problem suddenly solved by the magic of the "Fresh Air Fund" which took the child away for six weeks so mother could be well again.

The laborer father of five small children was confronted by black perplexity when his wife suddenly died. The *Herald Tribune* "Fresh Air Fund" took his children into the country until he could arrange for their future.

In such manner this fund untangles the snarled skeins of poverty in hundreds and thousands of New York tenements every year. The newspaper gives to children of the tenements a two weeks' country vacation free, without question as to color, creed or race. It operates with the welfare workers of hospitals, settlements, schools, clinics, dispensaries, nurseries and churches throughout greater New York.

The *Herald Tribune* is planning this year to give at least 16,000 lads and lasses a happy summer playtime.

**Billboard Owners to Pay**

The city council of Marshalltown, Ia., recently passed an ordinance regulating erection and maintenance of billboards and signboards. Under the act billboard owners are required to pay an annual license fee of \$25 to engage in the business. A fee of \$1.50 is required for each board when it is erected. A bond of \$1,000 to indemnify the city for any damage which might be incurred through erection of the boards is also required of all owners.

**35,434**

Net paid (1923) Average.  
An increase of

47% in 7 Years.

**TRENTON (N.J.) TIMES**

**KELLY-SMITH CO.**

National Representatives

Marbridge Bldg.  
New York

Lytton Bldg.  
Chicago

**PITTSBURGH DISPATCH'S PLANS**

President Grise Says 16-Page Daily Will Be Produced in August

PITTSBURGH, July 1.—George P. Grise, president of the *Pittsburgh Dispatch*, new daily which is scheduled to begin publication in August, this week said:

"The daily will be 16 pages, 8 columns, and will carry international News Service, Cosmopolitan Service, and a special sport wire. All equipment has been contracted for, including 12 Linographs and a Duplex press. Installation will begin soon.

"The company has leased with option to buy the 4-story Speer Building, 118 Sixth street, in the lower side of the downtown district. This building now houses the offices of the promoters. Capitalization of the daily is \$1,500,000.

"Leonard Faulkner, formerly of the *New York Herald*, will be managing editor of the *Dispatch*. A complete staff for both editorial and business departments has been obtained. Individual names will not be announced until a later date. Twenty-two reporters will be employed."

Officers of the Dispatch Company are: George P. Grise, Avalanon, Pa., president; Anna Core Grise, vice-president; A. M. Winner, secretary; Philip Anthers, treasurer; John A. Hooper, advertising manager; R. F. Erhler and J. C. Cochran, in charge of circulation.

HARRISBURG, Pa., June 30.—At a hearing in the Dauphin County Court on Monday, the Daily Dispatch Publishing Co., of Pittsburgh, argued its appeal against a decision of the State Securities Bureau, refusing to register it under the Securities Act with permission to sell stock.

The Bureau had refused the company permission to sell stock and dissipate 55 percent of the income from such sale and circulation subscriptions.

The Commonwealth alleged that Samuel Drich, King Kleagle of the Ku Klux Klan in Pennsylvania, had contracted to sell stock, retaining 25 percent as commission. The Commonwealth alleged that Drich had spread the word that the paper was to be the official Pennsylvania Klan organ and urged the purchase of stock at Klan meetings. George P. Grise, president of the Dispatch Company, emphatically denied that the paper was to be a Klan organ, but admitted he had attended Klan gatherings and urged the purchase of his company's stock.

The testimony showed that some time this year Drich and Company terminated the contract, and under date of January 30, a letter was sent to Klansmen telling them that the Klan had been deprived of active participation and that the Klan could no longer recommend the purchase of the stock.

The latest words from the management is that the paper will start in the middle of August.

**NEW \$250,000 HOME FOR TULSA TRIBUNE**

Structure of Six Stories Will Have Frontage of 140 Feet and Be 60 Feet Deep—Will Have Offices for Rent

The *Tulsa* (Okla.) *Tribune* has started work on a new building, which, when completed, will be 6 stories high.

Four stories are to be erected at the present time. The building will have a frontage of 140 feet and will be 60 feet deep. It will cost approximately \$250,000.

The *Tribune* plant of today will stand until the east half of the new building has been erected, four months from now. When the large amount of machinery in the present structure has been moved into the new side the old building will be torn down and the new building completed to the fifth floor, probably by April 1, 1925.

The front opposite the first and mezzanine floors will be faced with Indiana Bedford buff limestone and that opposite the second, third, fourth and fifth floors of Tulsa made, matt faced brick. The sixth floor front will be of terra cotta.

In the basement there will be a cooling system which will wash air and blow it throughout the building. In the winter the building will be heated by steam heat. Oil will be used for fuel.

The *Tribune* will occupy all of the first and second and half of the fourth floors. In the remainder of the building there will be 63 office rooms for rent.

The offices of the publisher and the assistant editors will be on the fourth floor, east half. There will be a large assembly room on this floor, too.

The west half of the fourth floor and all of the fifth floor will be divided into offices for rent.

The *Tribune* is under the direction of: Richard Lloyd-Jones, editor and publisher; William B. Dimon, general manager; Victor Barnett, managing editor, and Cranford Wheeler, associate editor.

**EVENING HERALD**

Los Angeles, Calif.

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

IT COVERS THE FIELD COMPLETELY

REPRESENTATIVES:

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

**Directory of Leading Features**

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

**Daily Features**

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

**Fiction**

WORLD'S FAMOUS AUTHORS. Unexcelled selection, serials, novelettes, shorts. Service for Authors, 33 W. 42d St., N. Y.

**Radio**

RADIO NEWS AND FEATURES. Two columns weekly by Carl H. Butman. Washington Radio News Service, Room 201, 1422 F St., Washington, D. C.

**Religious Features**

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

**Weekly Comic Story**

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

**Weekly Humor**

STEPHEN LEACOCK. "Ace of Humorists". Illustrated by Kessler—Once a Week. Metropolitan Newsp. Serv., 150 Nassau St., N.Y.C.

**Weekly Pages**

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

**Women's Serials**

A MILDRED BARBOUR SERIAL. Becomes a Barbour Habit. Romance, Action, Six Times a Week. Metropolitan Newsp. Serv., 150 Nassau St., N.Y.C.



# Editor & Publisher's New Schedule of Advertising Rates

(In Effect July 5, 1924)

**1. General Advertising**

a. Transient rate 60c per agate line (minimum space 14 lines—1 inch).

Full page .....	672 agate lines	\$250.00
Half page .....	336 " "	125.00
Quarter page .....	168 " "	70.00
Eighth page .....	84 " "	45.00
Sixteenth page .....	42 " "	25.00

**b. PREFERRED POSITIONS**

Front and back cover rates on application.  
 Inside front and back covers on application.  
 All other positions 25% extra.

**2. Time Contracts**

a.	Agate Lines	6 insertions within year	12 insertions within year	26 insertions within year	52 insertions within year
Full page .....	672	\$200.00 per insertion	\$190.00 per insertion	\$165.00 per insertion	\$140.00 per insertion
Half page .....	336	110.00 " "	100.00 " "	95.00 " "	90.00 " "
Quarter page .....	168	65.00* " "	60.00* " "	55.00* " "	50.00 " "
Eighth page .....	84	40.00* " "	35.00* " "	30.00* " "	26.00 " "
Sixteenth page .....	42	20.00* " "	17.00* " "	16.00* " "	13.00 " "

All 52 consecutive-insertion contracts (see last column above) are based on consecutive insertions within the year. Extra space is charged at the 52-insertion rate but contract is credited for one insertion only.

Half pages and full pages on 6, 12 and 26-time contracts may be used at the option of the advertiser within the twelve-month period. \*Quarter, eighth and sixteenth pages must be on definite copy schedule.

b. Contract advertisers are accorded the privilege of same insertion rate for larger space. For example: an advertiser under contract for twenty-six (26) quarter-pages at \$55 per insertion is accorded the privilege of half page at \$95 and full page at \$165, but such advertisement is to be credited on contract as but one insertion.

c. Rate maker card—52 consecutive insertions minimum space 28 agate lines—net rate 32c per agate line (\$8.96) per insertion. Extra space pro rata, thus establishing following rates: 1/8 page, \$13.44; 1/4 page, \$26.88; 1/2 page, \$53.76; 3/4 page, \$107.52; 1 page, \$215.04.

d. All rebates earned by advertisers using more than contracted space within life of contract, are paid in advertising space to be used within one month after expiration of contract.

e. No contracts are accepted for a period of more than 12 months.

f. No contract will be pre-dated and no rebate will be allowed on transient advertising used prior to signing of contract.

g. Advertisers may discontinue contracts upon written notice of fifteen days and payment shall be made for space used at rate earned by number of insertions covering said space. The EDITOR & PUBLISHER COMPANY reserves the right to cancel contracts at any time upon written notice of fifteen days and rates for space used shall not exceed contract terms.

h. All rates quoted on this card apply to advertising in main section of regular editions only. Rates for advertising in any supplements or special editions will be at publishers' option. Whenever regular card rates are allowed for advertising in a supplement contract advertisers can transfer their space from main section to supplement section only through special arrangement with Editor & Publisher.

**3. Classified Advertising.**

a. Help Wanted.....	.06 a word	Situation Wanted.....	.03 a word
For Sale .....	.06 a word	Business Opportunities...	.06 a word

b. All advertisements inserted on a strictly cash basis, except on orders from contract advertisers. c. No discount for frequency of insertion.

**4. Reading Notices—(None.)**

**5. Commissions.** Agency terms on application.

**6. TERMS.**

- a. All accounts payable net 30 days and subject to sight draft immediately thereafter.
- b. Two (2) per cent. cash discount allowed on current advertising bills paid on or before the tenth (10th), provided all previous bills are paid.
- c. Engravings, electrotypes, etc., are made at the expense of the advertiser and are not subject to cash discount.
- d. Advertising copy prepared by EDITOR & PUBLISHER at an additional charge of 10%.

**7. Mechanical Requirements.**

Column width, 13 ems. Column depth, 168 lines. Columns to page, 4. Size of type page, 9 x 12 inches. Double center spread, 12 inches deep x 19 inches wide. Half tones used in advertisements should be 120 line screen.

**8. Time Schedule and Miscellaneous.**

- a. All copy subject to publishers' approval. b. Forms close Thursday.
- c. Advertisements must be in office by Wednesday P. M. for current week's issue.
- d. Corrections on advertisements may be made up to Thursday noon.
- e. EDITOR & PUBLISHER will not be responsible for errors in advertisements, due to failure to return proof in time to make corrections.
- f. Failure to furnish new copy on definite insertion contracts will compel use of previous advertisement.
- g. Copy for advertisement should be received as early in the week as possible to secure good display and position.
- h. All cuts should accompany copy. i. All new cuts and art work made at expense of advertiser.

**9. Publishing Date—Saturday of each week.**

**10. Circulation.**

a. Member of A. B. C.	Period ending June 30, 1921—4,765	Period ending Dec. 31, 1922—6,193
b. (June 28, 1924.)	" " Dec. 31, 1921—4,917	" " June 30, 1923—6,246
Circulation 7,600.	" " June 30, 1922—5,933	" " Dec. 31, 1923—6,330

**11. Subscription Rates—Domestic \$4.00. Canada \$4.50. Foreign \$5.00.**



Some items from London, England, that will show how the Advertising and Publishing Men of Great Britain are preparing and building for the Great Advertising Convention in London, in July, 1924.

By HERBERT C. RIDOUT

(London Editor, EDITOR & PUBLISHER)

London Office—Hastings House, 10, Norfolk Street, Strand, W. C. 2

(EDITOR'S NOTE—With this week's contribution under the above head, our London Editor completes a work which EDITOR & PUBLISHER believes has made a definite mark on Anglo-American relationships. EDITOR & PUBLISHER takes pride in reminding its readers that it was a pioneer in its recognition of the justice of the claim for "London, 1924" for the A.A.C. of W. Convention, and was the first and only paper on either side of the Atlantic to give for nearly nine months a weekly service of British Convention News-notes. Mr. Ridout will continue his news-service from the British field with the wider aspects of newspaper and advertising interests to draw upon, now that he has concluded the Convention work to which he set his hand.)

#### Last Moment Notes

These are the last notes it is possible to give before our American delegates set foot upon the Republic and Lancastria enroute to the first International Advertising Convention at Wembley. Incidentally, they are the last notes to appear beneath this heading for with the sailing of those delegates the purpose for which the news feature was originally planned is fulfilled. The writer thanks the numerous correspondents in America and in Europe who have made his work one of pleasure by their kindly comments. 'Nuff sed.

For the first attempt our people on this side are feeling mighty proud of what they've done. Everything's ready, the stage is being set and you boys on the big liners would be well advised to get to bed early the last two nights on board. You'll need that sleep and you'll never regain it once you land in Britain.

Remember you'll probably find yourself fighting an irresistible impluse to sleep for the first few days in Britain. That's climatic. But your British hosts won't let you sleep, so get it while you can.

A little hint. Don't speak of England or Englishmen if you can avoid it. This makes Scotsmen mad and Irishmen madder. Say "Britain" or "Britons"—not "Britishers."

If you're in doubt about what to do at any time look for a man wearing a badge either of the Thirty Club, Publicity Club or other British organization. And if that should prove fruitless, ask for Andrew Milne—he'll be everywhere.

Remember, you're not out of touch with either side on your ship. For three or four days you can keep on sending wireless letters back home from the ship for a nominal charge if you feel that way.

Don't take too seriously the suggestion that Community Singing at the General Sessions is not scheduled. I fancy our boys are a bit nervous about their voices, but most of them know the following songs:

"Horsey, Keep Your Tail Up,"  
"Last Night on the Back Porch,"  
"When It's Night Time in Italy,"  
"Home in Pasadena,"

and they haven't forgotten "Gallagher and Shean" or "Bananas."

I suppose there is little need to suggest that "Sweet Adeline" be practised on the way over. To hear a couple of thousand lusty American voices in its delivery would be a treat entirely new to European ears.

Somebody's just told me to be sure to mention that "God Bless the Prince of Wales" ought to be practised, too, but I do it diffidently, remembering, however, that when the British delegation were going over it took four of them to remember the words of "The Star Spangled Banner."

Golfers are going to have a good time, for Lord Riddell has promised to provide the famous Walton Heath Course, a thousand dollar trophy, and lavish hospitality. Five trophies are being put up by other publishers also.

A little surprise gift awaits American delegates as they land in the shape of a specially bound wallet edition, in two vol-

umes, of Green's "Short History of the British People." Some thousands are being bound in scarlet, with special title page in gold lettered, and they are the gift of Mr. L. G. Sloan, the British principal of the Waterman Pen Company.

As a passing thought, remember that British advertising men felt they could pay you no greater honor than by arranging for the Advertising Convention sessions to be conducted within the walls of our British Empire Exhibition.

And it's some Exhibition!

#### America Sees England

Quite the finest product of the magazine maker's art that has ever come to our notice is the issue of the EDITOR & PUBLISHER for June 21. While this is a magazine devoted primarily to the American journalist and his interest, this number of the publication is worthy of being passed on to the general public.

It is a 276-page book published largely in colors and upon special paper. The occasion for it is the sailing of over 2,000 American advertising men and women next week for London where there assembles July 12 to 19 the Associated Advertising Clubs of the world. The book contains page after page of pictures of English scenes familiar in history and story, of reproductions of pages from British newspapers, past and present, of sample advertisements of British products and of portraits of men who are leaders in British journalism and advertising.

The convention is to assemble at Wembley, where the British Empire Exposition is being held. This has been called the "\$100,000,000 show." It is said to surpass the greatest of American expositions and although the American public has read little of it in the press the advertising men of the United States who are capable of "telling the world" to the highest degree, are sure to bring back a full account of the empire's resources on display.

The contact between these heralds of business, the advertising men, of both great nations, is sure to yield uncounted good in the way of a better understanding each of the other, out of which cannot fail to come more business and more friendship. British methods in business, in journalism and in advertising are different from American methods. No doubt each will borrow much of good from the other as a result of this first meeting of the Advertising Clubs of the World outside the United States.—Ashland (Ky.) Daily Independent, June 25, 1924.

#### Journalists Complete Northwest Tour

Newspapermen from the east and central west have completed a tour of the northwest, which they made as guests of the Great Northern Railway. Among them were J. D. Barnum, publisher of the Syracuse (N. Y.) Post-Standard; Frank Craft, manager of the travel bureau of the New York American; E. S. Edmondson, assistant to the publisher of the Philadelphia North American; Clark Firestone, assistant editor of the Cincinnati Star; Glen Griswold, of the Chicago Journal of Commerce; Earl Muhlitz of the Indianapolis Star, and Harold Wheeler of the Boston Traveler.

#### SIXTH DAILY FOR EL PASO

Mexican Publisher to Establish El Internacional on July 15

El Paso, Texas, (90,000), principal city on the Mexican border and gateway to west Texas, southern New Mexico and Arizona, will soon have another newspaper. It will then be the only American city of fewer than 250,000 population with a half dozen daily journals.

Jose E. Campos, for six years with Excelsior in Mexico City, Tex., announces that he will begin publishing El Internacional in its own home in El Paso, July 15.

"El Internacional," Senor Campos said, "will be independent in politics. The journal will be of eight pages and sell for five cents a copy. One of its missions will be to create a better understanding between Americans and Mexicans."

Dailies now published in El Paso are: The Times, morning and Sunday; The Herald, noon, afternoon and week-end; The Post, noon and afternoon; La Republica and La Patria, both afternoon.

Other publications in El Paso are: Commercial Recorder, Commercial Review, Live Stock Journal, Labor Advocate and Revista Catolica.

El Paso stands on historic ground. Cabeza de Vaca led his brave but ragged followers there in 1536. El Paso was won by conquest from Mexico in 1836, when Texas was a nation. It was the first trading post and the first settlement in the territory, 265,896 square miles, which is now Texas. The city has the distinction of having doubled its population every ten years in the last 40 years. The geographical location is such that residents already picture El Paso as a city of 150,000 when the census is taken in 1930.

#### Two Minnesota Dailies Celebrate

The Fairmont (Minn.) Martin County Sentinel, which is still running in conjunction with the Fairmont Daily Sentinel, was 50 years old July 4. The paper was founded by former Lieut. Gov. Frank A. Day, who has been in continuous service ever since. The Rochester (Minn.) Daily Bulletin, has just celebrated its thirty-third birthday. It was started by C. Elliot & Son, both deceased. Glenn S. Witherstine is the present publisher.

## THE Daily Mail

with its  
WORLD'S RECORD  
NET DAILY SALE

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

DAILY MAIL  
NEW YORK OFFICES  
288 Broadway  
Telephone: Worth 7270

## The Desert News

SALT LAKE CITY, UTAH

Our merchandising and research department is at the service of all national advertisers or agencies at all times.

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

#### LINKS WITH BRITAIN

## WILLOUGHBY

JOHN SMITH

Willoughby, seven miles from Louth in Lincolnshire, is a typical village of the marshland, but it is of special interest to Americans as being the birthplace of Capt. John Smith, who has left us the story of his singular adventures including his romantic association with the Virginian Chief's daughter Pocahontas. This Lincolnshire soldier of fortune seems to have had an exciting career and it is boasted in his London memorial that he was "Admiral of New England." The venerable font in which he was baptised and the time-stained parish register in which the event is recorded may still be seen.

London & North Eastern Railway from King's Cross Station, London

Apply for free booklet describing ALL YOU OUGHT TO SEE IN BRITAIN

H. J. KETCHAM

General Agent

LONDON & NORTH EASTERN RAILWAY,  
311 Fifth Avenue (at Thirty-Second St.),  
New York

The Greatest  
Force in  
British  
Advertising  
is

The Times

London, England

When you come  
to London—

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

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

## JOHN BULL

For Advertising Rates and Particulars write:

PHILIP EMANUEL,  
Advertisement Manager  
ODHAMS PRESS, LTD.  
57-59, Long Acre, London, W.C.2. Eng.



# Vacationists Bring Big Business Into New York State

This is one big section of the United States where the national advertiser does not have to fear the effects of hot weather when he launches his campaign for new business.

What makes the usual dull season is the fact that the greatest part of the population simply pack up and start for vacation lands.

*There is no dull summer season in New York State.*

A good big percentage of those "vacation lands" are right here in New York State. That means that most of our natives do not leave the boundaries of the State and hundreds of thousands of visitors join us.

There is no need for us to leave for so-called vacation lands in other States. New York State has the seashore, the lakes, the mountains, the forests and the country. New York also has the finest cities in the land, where the people from the farms can enjoy their annual city vacation. If you doubt it just think of New York City, Buffalo, Syracuse, Niagara Falls and other cities which invite tourists and vacationists from everywhere.

We are mighty prosperous in this State, thanks to plenty of work in the factories and good luck in our farming—and our ability to offer such attractions that wealthy visitors cannot resist the temptation to leave a lot of their money with us.

All of us natives and visitors have one habit in common; we read the daily newspaper. We are tempted to buy if the advertisements ring true.

FOLLOW THE VACATIONIST AND SALES WILL FOLLOW YOU. These newspapers are your best aids to marketing in this big State that knows no dull summer season.

	Circulation	2,500 Lines	10,000 Lines		Circulation	2,500 Lines	10,000 Lines
***Albany Evening News .....(E)	18,746	.08	.08	***Mount Vernon Daily Argus .....(E)	9,490	.05	.05
***Albany Knickerbocker Press .....(M)	30,537	.10	.10	†††Newburgh Daily News .....(E)	11,564	.05	.05
***Albany Knickerbocker Press .....(S)	52,854	.18	.18	New Rochelle Standard-Star .....(E)	7,000	.04	.04
†††Anbana Citizen .....(E)	6,489	.04	.035	†††The Sun, New York .....(E)	260,026	.60	.54
***Batavia Daily News .....(E)	3,728	.04	.04	†††New York Times .....(M)	345,149	.70	.686
***Brooklyn Daily Eagle .....(E)	66,079	.22	.22	†††New York Times .....(S)	576,321	.85	.833
***Brooklyn Daily Eagle .....(S)	76,294	.22	.22	**New York Tribune .....(M)	132,777	.40	.36
***Buffalo Courier and Enquirer.....(M&E)	78,058	.18	.18	New York Tribune .....(S)	135,846	.40	.36
***Buffalo Courier .....(S)	118,608	.25	.22	†††New York World .....(M)	360,908	.595	.58
***Buffalo Evening News .....(E)	123,852	.25	.25	†††New York World .....(S)	575,672	.595	.58
***Buffalo Evening Times .....(E)	94,043	.18	.18	†††New York Evening World .....(E)	271,114	.595	.58
***Buffalo Sunday Times .....(S)	96,618	.18	.18	†††Niagara Falls Gazette .....(E)	17,582	.055	.055
†††Corning Evening Leader .....(E)	8,307	.04	.04	***Fort Chester Item .....(E)	4,426	.03	.03
***Elmira Star-Gazette Advertiser .....(E&M)	32,915	.11	.11	***Poughkeepsie Star and Enterprise.....(E)	12,098	.05	.06
***Geneva Daily Times .....(E)	5,537	.04	.04	***Rochester Times-Union .....(E)	66,574	.20	.18
***Glens Falls Post-Star .....(M)	9,065	.035	.035	†††Syracuse Journal .....(E)	42,108	.14	.14
***Gloversville Leader Republican.....(E)	6,877	.035	.035	***Troy Record .....(M&E)	23,568	.05	.05
***Gloversville Morning Herald .....(M)	5,927	.03	.03				
***Ithaca Journal-News .....(E)	7,908	.04	.04				
***Jamestown Morning Post .....(M)	10,515	.04	.035				
***Middletown Times-Press .....(E)	6,434	.03	.03				

\*\* A. B. C. Statement, Sept. 30, 1923.  
 \*\*\* A. B. C. Statement, April 1, 1924.  
 ††† Government Statement, April 1, 1924.



## OUR OWN WORLD OF LETTERS

By JAMES MELVIN LEE

THE title "Introduction to Advertising" sufficiently describes the contents of a new book by Arthur Judson Brewster, head of the department of advertising at Syracuse University and advertising manager of the L. C. Smith & Bros. Typewriter Company, and Herbert Hall Palmer, associate professor of advertising at Syracuse University (A. W. Shaw Company). Doubtless designed primarily as a text-book for classes in advertising, it is such an excellent survey of advertising fundamentals that it can be perused to advantage by those actively engaged in the work. The fact that these fundamentals are so clearly set forth in non-technical language makes the book especially valuable to those who use the newspaper as an advertising medium.

After a general survey of the field, the authors become more practical with their suggestions on how to write advertising and how to display advertising. The next subject to which the authors give attention naturally concerns itself with where to publish advertising. In the section just mentioned, they outline somewhat in detail the special advantages of the various kinds of advertising media. Possibly the two chapters where the authors have made the most distinct contribution to the literature of the subject are those which discuss advertising tests and dealer co-operation. Nowhere, however, have they been more concrete in their suggestions than in the table listing the various appeals which may be used, the type of advertising that is appropriate, and the products that may well be marketed according to the desires or tendencies on the part of the ultimate consumer.

The volume concludes with a chapter on "The Ethics of Advertising." Frankly, the material in this chapter is too jejune not only in subject matter but also in mode of treatment. An honest difference of opinion might well obtain as to whether political advertising is so poor and so unethical as the authors would have the readers believe. Yet on this subject, "Truth in Advertising," much yet remains to be said. Remarkable progress has been made—due, for the most part, to reforms advocated by periodicals devoted to advertising.

The authors, however, have followed one plan that deserves commendation. They have reproduced only a few examples of poor advertising; they have wisely used the space thus saved for models which show how to hit the "bull's eye" of the consumer's pocketbook.

As a text-book for use in classes devoted to advertising the practical exercises will do much to lighten the burdens of the overworked teacher. These exercises, by the way, have already stood the test of being used by the authors in their own classrooms.

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WILL IRWIN, who several years ago published in *Collier's Weekly* a series of articles on American Journalism, prints a postscript to that series in the issue for June 21 under the title, "Newspapers and Canned Thought." In this article he sums up for the lay reader present-day press tendencies and interprets for this reader the statistics which have been published in *EDITOR & PUBLISHER*. For instance, he says that the "trade statistics compiled each year by the *EDITOR & PUBLISHER* prove that the movement of the times is toward fewer and bigger newspapers." A little later in the article he again refers to the subject as follows:

From the sober statistics of *THE EDITOR & PUBLISHER* the philosophers of the game plucked still another startling fact. On January 1 last 10 per cent of the newspaper circulation of the country was published in combinations—by companies or individuals owning from three to twenty-eight newspapers in various cities.

Mr. Irwin says very little that is new to the working press, but he does bring together some interesting observations

which ought to start discussion in the newspaper clubs of the country. The connotation of "canned copy" is given a twist from which some critics of the press will differ. There is another side to this "canned copy" which ought to be considered before a logical deduction can be reached.

Honest doubt may exist about the workings of the law of diminishing returns. By this law the smaller newspaper, according to Mr. Irwin, is sentenced either to amalgamation or to evaporation.

Mr. Irwin, however, fails to distinguish between competition which eliminates the fit and that which eliminates the unfit. In my opinion wonderful opportunities still obtain for the ambitious young publisher—provided he has brains.

ONE of the longest articles in the *Century Magazine* for July is "Religio Journalistic," by Christopher Morley. Freed from its sacerdotal verbiage, this title means "A Newspaper Man's Reflections on Religion."

The *Century Magazine*, in my opinion, was for a long time a dead one. But under its new editor, Glen Frank, it seems today to be remarkably free from cant, and willing to pick up any live wire that is charging modern public opinion. This article by Mr. Morley, a typical illustration of exactly what I mean, will give the reader numerous shocks—but not enough to do him serious harm.

Mr. Morley's unique point of view between the pulpit and the press can best be described in his own words:

There is truly some strange analogy between church and press. Whether it is the successful newspaper's taste for making itself clerical in architecture, or the successful church's appetite for front-page controversy; whether it is that they both make the cruelest and deadliest of enemies if annoyed; whether it is that the newspaper carries on the mediaeval church's lust of persecution; or that they both mobilize for war sooner than anyone else; or that both are vehicles of great realities, but vehicles so gorgeously mechanized and ritualized that the passenger has almost been forgotten—whatever the basis of the analogy may be, I am not sure; but I feel it to be there.

An incident that is usually labeled "Live Wire. Keep Away," is thus related by Mr. Morley:

Here is a wedding party, at which appears the amazing stranger. He seems a man more fascinating, more charming, more utterly delightful, than any that those country folk have ever encountered. They are all very merry, the toasts go round, the wine runs short. But the ruler of the feast, turning to the stranger, says, prettily enough, I think, "With you here, water is as good as wine." Some one else takes it up, echoing the sentiment, seeking to add to it. "Right!" he cries. "Our friend here makes the water into wine. Here's to you!" And with friendly applause the gathering ratifies the compliment. One of the servants overhears and carries the incident into the kitchen. How quickly it grows and passes down the village street! "They've got some one in there who's

turning water into wine!" Can it be denied that this is the way that human events are reported?

It will be noticed that Mr. Morley prefers to ask a question rather than to make a direct assertion. His question, however, after the shock is over, will keep the brain working for some little time. But the thought that Mr. Morley would doubtless like to leave with the reader is the following:

Old Doctor Jowett said to Margot Asquith, "You must believe in God in spite of what the clergy say." And truly I don't think that any man who has worked in downtown New York can be much of an atheist.

JOHN W. CUNLIFFE, Director of the Pulitzer School of Journalism, has so many good things in a recent issue of the *Christian Science Monitor* about journalism in general, and journalism as a profession in particular, that I cannot refrain from quoting one paragraph which points out, not only the defects of the modern editor, but also those of the newspaper reader.

The newspapers that can be accused of offense from the point of view of morality are a very small—almost infinitesimal—minority; what the serious minded—among whom I include myself—complain of is not immorality or indecency, but shallowness, frivolity, triviality, inanity. This is the real fault of the American press, as it is of every other press in a modern industrial democracy. If the American press is worse than the others—which I doubt—it is only because democratic government and the newspaper business are more highly developed here than elsewhere. We still have papers—the *Christian Science Monitor* and others—which an educated man can read with pleasure and profit, and those who are conducting these intelligent organs of public opinion are worthy of high praise. The sad fact is that the majority of mankind is incurably frivolous, and prefers comic strips or sporting news to information or guidance on matters of serious import.

Already a movement can be noticed to get readers not only to take the important news stories more seriously but even to read the text columns for education as well as amusement. I refer to the pamphlets which newspapers themselves are publishing to promote a more intelligent interest in men and matters of moment. Only a week or two ago I reviewed in this Department a pamphlet published for this very purpose by the *New York Times*.

THE pamphlet "How and When to Use Rotogravure," published by the Kimberly-Clark Company of Neenah, Wis., is packed full of information for those concerned with advertisements and advertising literature. After a brief historical resume of rotogravure in America, the pamphlet outlines how rotogravure is printed and offers suggestions for the selection of subjects for illustrations.

Most of the pamphlet, however, is given over to examples of rotogravure advertising. It concludes with a glossary of rotogravure terms.

### Ads Increase Business

DES MOINES, Ia., June 28.—E. W. Bowman of the Warren Paper Co., Boston, addressing the Advertising Club this week, said that cutting an industrial plant's appropriation for advertising when business is poor is "like trying to eat an eight-course dinner with a spoon." "Good advertising makes the volume of business greater and lowers the cost of production," he said.

## If You Live In a Factory City

Here is an idea which may enable you to sell a weekly page of advertising for the next twenty weeks.

If there are many foreign speaking people employed in factories in the territory in which your paper circulates, it is probable that the employers of this labor will be glad to have the ideas of Christianity presented to workers in their native tongue.

Set a page ad with generous display, giving some principle of Christianity. Have this same matter translated into Polish, Italian and Hungarian (or other tongues) in smaller type near the bottom of the page for the benefit of workers from those countries. At the bottom put the list of manufacturers and jobbers who pay for the space. Plan a campaign of twenty weeks and sell the page on a pro-rata basis. You might also arrange to have this page printed on tag board stock and tacked up on bulletin boards in the factories.

The churches and all religious organizations in town will back your efforts. In some towns, manufacturers have been enthusiastic over the thing. It is worth trying.

Copy for such a series can be selected from the 52 ads, offered as Series No. 3 by this Department. The price is extremely nominal. Proofs will be sent without obligation upon application to Herbert H. Smith, Witherspoon Building, Philadelphia, Pa.

## CHURCH ADVERTISING DEPARTMENT

A. A. C. W.

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

Associated Advertising  
383 Madison Ave.



Clubs of the World  
New York City

## THE PASSAIC DAILY NEWS

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

TRADING POPULATION  
167,395

NEW JERSEY NEWSPAPERS,  
INC.

National Advertising Representatives  
(New Jersey Newspapers Exclusively)

New York Chicago Newark



## NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



H. M. ROBERTS—Goodnatured and Hard-Hitting

AN engineering education and experience plus training in salesmanship equals a good business manager for a metropolitan newspaper.

Witness H. M. Roberts, business manager of the *New York American*.

But this somewhat bluff, good-natured, hard-hitting newspaper maker who rose at whirlwind pace to his present position from classified advertising solicitor in 8 years, is of the opinion that one glaring fault of the newspaper world is the fact that little or no attention is paid to the training of its personnel, particularly on the business side.

Given the grit, determination, and educational background of a Roberts, and a newspaper neophyte will rise with the certainty of cream to the top of his profession.

This, however, to Roberts' mind, is altogether a too haphazard and inefficient process. A man, he believes, should receive thorough training from the profession he has adopted.

"The average person beginning at the bottom of the ladder on the business side of a newspaper does not know how a newspaper is printed," Roberts pointed out.

"He cannot tell a prospective advertiser even so simple a matter as that an engraving reproduces better than a flat stereotype plate.

"It seems to me then it would be a mighty good thing for a newspaper to take its newly employed advertising solicitors in classes of 10 and put them through the whole newspaper publishing mill. It would take about month for each class to do this.

"Let them start in the composing room to receive instruction from the composing room foreman. There they could watch the news come in, see it made up, and from there they could follow the paper through the stereotype department, the press room and out into the street, receiving instructions from the head of each department.

"Some time should be spent in the circulation department so that the young advertising salesman could find out where his newspaper circulates and how.

"After a month's training on the mechanical end of a newspaper, the salesman should possess full knowledge of how the newspaper is printed. He would be equipped to answer authoritatively the many mechanical questions, which prospective advertisers are bound to ask him."

But, after all, the would-be newspaper executive put through a course of training as mapped out by the business manager of the American would, perhaps, be robbed of much of the adventure which has followed the career of H. M. Roberts since he entered newspaper work in 1918.

Graduated from Yale with the Class

of 1905, Roberts had specialized in the study of engineering. His first position was in the engineering department of the New York Telephone Company. Remaining with this concern 6 years, he resigned to do bigger engineering work with the firm of James Stewart & Co., general contractors.

In 1914, with splendid engineering experience behind him, Roberts took up the second phase of his training which was to fit him for metropolitan newspaper work, the selling game. He became assistant sales manager of the Edison Storage Battery Company, and began travelling through Canada and the United States. He closed many large and difficult contracts.

By 1916, he was thoroughly prepared to begin at the bottom of newspaper work. He became classified advertising solicitor on the *New York American*.

In this department, Roberts first met that wall of indifference which men are so apt to come up against in newspaper work. He was given a pamphlet to study, explaining the mystery of agate lines and a few other fundamental points necessary for a newspaper advertising salesman. But no one in the office had either time or inclination to give him practical personal instruction.

Roberts made up his mind he would get this instruction. He took a classified telephone directory and hunted up the name of an advertising agency. He happened to pick out the Brown Advertising Agency, and, going direct to the head of that concern, he promised to get him an account if he would teach him the fundamentals of advertising. Roberts made good his promise, and the head of the agency took pains to give him real practical advice in the selling of advertising.

Having thoroughly mastered the classified side, Roberts decided his next step should be in display advertising. A. C. Woodward had just been appointed local advertising manager of the American.

Roberts made it a point to go to Woodward's office every morning and sell himself to that executive as a advertising salesman. Soon he succeeded, and was transferred to the larger field of display advertising. In 1918, Woodward left the American for the *New York Tribune*, and Roberts was promoted to his position. On Aug. 6, 1922, he had so demonstrated his ability as an executive, that he was made business manager of the American, in charge of the mechanical operations of the American and the Journal.

Roberts is also president of the Efficient Trucking Corporation, which now controls 76 trucks for transportation of roll paper and newspaper delivery. He is also president of the Newspaper Delivery Corporation, which handles the delivery of the American and the Journal, and is eastern vice-president of Hearst Publications, Inc.

# Illinois

## Is the KEY to the Mid-West Market

ILLINOIS is a state of industry, agriculture and wealth.

This market outranks all other states in the combined value of manufactured products and value of all farm property.

Eighty-nine per cent of the land area of Illinois is in farms and over eighty-five per cent is improved farm lands.

The fertility of the soil has caused the state to rank, for many years, as one of the nation's leaders in value of agricultural properties and the gross annual receipts of its agricultural products.

As an industrial state it ranks third, having 18,594 factories, of which the value of products exceeds \$5,400,000,000 annually.

If manufacturers put their products into the homes of Illinois people with success, it will mean that an appreciable influence of that success will radiate North, South, East and West. Illinois is the key to the midwest market.

Every successful advertising campaign in Illinois depends upon these daily newspapers.

In this list of Illinois newspapers National Advertisers get both quantity of circulation and quality of circulation—a winning combination.

	Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
***Aurora Beacon-News . . . . . (E)	16,982	.06	.06
+++Chicago Herald & Examiner. (M)	335,747	.55	.55
+++Chicago Herald & Examiner. (S)	1,050,949	1.10	1.10
+++Chicago Daily Journal. . . . . (E)	120,449	.26	.24
***La Salle Tribune . . . . . (E)	3,162	.025	.025
***Moline Dispatch . . . . . (E)	10,569	.045	.045
***Peoria Star—(E) 29,102. . . . . (S)	21,733	.075	.06
***Rock Island Argus . . . . . (E)	10,513	.045	.045
***Sterling Gazette . . . . . (E)	5,921	.04	.04

\*\*\*A. B. C. Statement, April 1, 1924.

+++Government Statement, April 1, 1924.

**WHAT OUR READERS SAY**

**Improving News Writing**

To EDITOR & PUBLISHER:—It is to be hoped that you will have opportunities to continue making concrete suggestions for the betterment of the press such as is to be found in your editorial on "Specialization." This is a constructive proposal quite in harmony with Prof Bleyer's contention that the outstanding need of American newspapers is adequately trained reporters—which means, of course, men trained not in the technique of "getting a story" but in the intellectual capacity of understanding what they are writing about and of appreciating its significance. Outside the spheres of politics, legislation and finance it can probably be demonstrated that American reporting has declined in accuracy and authority in the past 20 years.

H. L. Mencken, in a recent signed article in the Baltimore Evening Sun, makes a slashing but scarcely exaggerated attack on contemporary newspaper standards. It is to be regretted that Mr. Mencken does not oftener drop the entertaining, if irritating role of enfant terrible and employ the sober and sincere analysis displayed here. But I think that he erred in blaming the men entering the profession for this deterioration. If the men entering the profession today have not the ability and high purpose of the older journalists, the system must be at fault somewhere. Certainly the system, and not the individual reporter, must be held accountable when the principal Boston morning newspaper in reply to a remonstrance, condones the selection—and as it happens, misquotation and partial misrepresentation—of a single striking and incidental remark in a long and serious speech and publication of such as a report of the speech.

I undertake no diagnosis and offer no remedy. Casper S. Yost, of the St. Louis Globe-Democrat, in his book "The Principles of Journalism," tells us that in the publication of "human interest" news the "privilege and responsibility of journalism" are most abused. If this is true, perhaps a sharper line can be drawn between news writing and imitation of the short story. The work of journalism requires its own thorough preparation, whether derived from educational institutions or from experience, and should be an end in itself. It should not be regarded as a convenient stepping-stone to the commercial production of short stories or scenarios.

E. N. JENCKES, JR.  
Springfield, Mass.

**"Great Stuff"**

To EDITOR & PUBLISHER: I left the office yesterday afternoon determined to get to bed early for a somewhat needed sleep.

"Foolishly?" I picked up the International issue of EDITOR & PUBLISHER founded on the London Ad Club convention, consequently turned out the lights about 1:30 this morning.

I do want to say in sincerity that this is one of the most creditable presentations of a special problem that I have ever noted anywhere—I don't know which registered foremost in my mind—the overseas welcome or the Texas bid. Great stuff.

Your entire staff is indeed deserving of real congratulations. They surely have mine.

Cordially yours,  
A. G. Newmyer, President, S. N. P. A.

**Eclipses All Others**

To EDITOR & PUBLISHER: After spending several hours going over your On-to-Britain edition I had hard work to keep from grabbing a suitcase and rushing to New York to get on a boat. You have published wonderful editions in the past but this eclipses them all. Congratulations and more power to you.

E. P. ADLER,  
Davenport, Iowa.

**"A Remarkable Issue"**

To EDITOR & PUBLISHER: I have been looking over the June 21st edition of EDITOR & PUBLISHER, being the number having special reference to the convention of the Associated Advertising Publishers of the World in England.

This is a most remarkable issue, and one of which you may well be proud.

Permit me to compliment you and your associates upon its production.

With kindest regards, I am,  
Yours very truly,  
MERGENTHALER LINOTYPE COMPANY,  
Norman Dodge, General Manager.

**"Sparkled with Information"**

To EDITOR & PUBLISHER: Just a word to say that I recognize that the "On-to-Britain" number of EDITOR & PUBLISHER was a gem in all respects.

Its 276 pages, from cover to cover, sparkled with valuable information and intelligent expression. And best of all it was directed in the interest of newspapers and newspaper advertising.

This number is only an additional indication that you deserve the earnest and substantial support of the newspaper fraternity.

Sincerely yours,  
M. S. LINN,  
General Manager,  
S. C. Beckwith Special Agency.

**"Proud of It"**

To EDITOR & PUBLISHER: I am in receipt of the "On-to-Britain," Texas next number. I had this number for our "On-to-Britain" meeting of our club, which was held yesterday, and it would have done you good to have seen the wonderful interest taken in it. We are all so very proud of it, and know what a big hit it is making for our city and our State.

With all good wishes,  
WILLIAM S. PATTON,  
Vice-President, Advertising Association of Texas.

**Promotes Good Will**

To EDITOR & PUBLISHER: Please accept our hearty congratulations upon the wonderful "On-to-Britain" edition of EDITOR & PUBLISHER.

It is an achievement of the first magnitude in the trade journal field and will unquestionably prove a real factor in promoting the spirit of good will between the advertising and publishing interests of the two countries.

Sincerely yours,  
JOHNSON, READ & COMPANY,  
Carl P. Johnson, President.

**"Hard Work Necessary"**

To EDITOR & PUBLISHER: Your "On-to-Britain" issue is so remarkable that I must stop to send you congratulations. The more I look through it the more amazed I am and knowing something about the publication of editions of this kind, I am in a position to realize the great amount of hard work that was necessary to bring this edition to such a complete success.

Earnestly yours,  
HARVEY R. YOUNG,  
Manager of Advertising,  
Columbus (O.) Dispatch.

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

**"Significant"**

EDITOR & PUBLISHER: Permit me to congratulate you on the On-to-Britain number of EDITOR & PUBLISHER which has just arrived. It is an amazing achievement and should do much to bring the convention to the attention of the publishing world. Who can doubt the significance of the international conference with such an edition of facts and good will at hand? It establishes a place for itself for many years to come among the most effective journalistic and advertising editions of class publications.

LAWRENCE W. MURPHY,  
University of North Dakota,  
Grand Forks, North Dakota.

**"Remarkable Achievement"**

To EDITOR & PUBLISHER: Let me congratulate you upon the wonderful "On-to-Britain" number of EDITOR & PUBLISHER. It is a remarkable achievement and the entire editorial force deserves all the praise which I know has been showered upon it.

Yours very truly,  
AUDIT BUREAU OF CIRCULATIONS  
Stanley Clague, Managing Director.

**True Appreciation**

To EDITOR & PUBLISHER: I am going to wait until I come to New York in person to thank the EDITOR & PUBLISHER staff for the co-operation and favors extended to our Club and Texas in getting up this edition. EDITOR & PUBLISHER has certainly won an everlasting place in the hearts of Journalism of Texas.

PAUL L. WAKEFIELD,  
Houston Chronicle

**"A Wonder"**

To EDITOR & PUBLISHER: I have just finished reading your "On-to-Britain" number and it is a wonder. On its great success I want to congratulate you.

Sincerely yours,  
J. M. STEPHENSON,  
Publisher, South Bend News-Times

**"It's a Whale"**

To EDITOR & PUBLISHER: Congratulations on your "On-to-Britain" number. It's a whale.

Fraternally,  
J. C. BRIMBLECOM,  
Newton (Mass.) Graphic.

**DETROIT TIMES**  
**Over 200,000**  
DAILY  
**Over 250,000**  
SUNDAY  
**A good newspaper plus the growth of Detroit to 1,200,000 population, is the answer.**

**MOST NEWS**  
The largest morning daily circulation in Pittsburgh  
**The Pittsburgh Post**  
MORNING AND SUNDAY  
Daily Circulation....118,000  
Sunday Circulation...175,000  
Member A. B. C.

**Attractive and Comprehensive**

To EDITOR & PUBLISHER: Your "On-to-Britain" number is certainly a monumental issue and convincing evidence of intelligent work by an unusual organization. I want to congratulate you for the attractive comprehensive way in which it was gotten up.

GEO. M. BURBACH  
St. Louis Post-Dispatch

**Ancient Stones in Tribune Walls**

Stones from a dozen world-famous buildings will be incorporated in the Tribune Tower, new home of the Chicago Tribune. They have been collected by various Tribune correspondents. Among the buildings to be represented are Hamlet's castle, Elsinore, Denmark; the Old Chapel, Yale University, Westminster Abbey; Notre Dame Cathedral; the Great Wall of China; the Taj Mahal, India; and Edinburgh Castle.

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

*The Indianapolis*  
**NEWS**

The Cleveland Plain Dealer regularly carries as much National advertising lineage as ALL other Cleveland newspapers COMBINED.

**The Plain Dealer**  
ONE Medium—ONE Cost **ALONE** Will sell it!  
John B. Woodward 110 E. 42d St. New York  
Woodward & Kely 350 N. Mich. Av. Chicago  
Fine Arts Bldg., Detroit

**A Stable Market**  
THE Milwaukee-Wisconsin market offers your most dependable sales opportunity in 1924! The first city of diversified industries located in the world's richest dairying center—an unbeatable combination—thoroughly covered by one advertising medium—  
**The Milwaukee JOURNAL**  
FIRST—by Merit



**STORY OF DEMOCRATIC CONVENTION**

(Continued from page 9)

Tommy Gammack of the *New York Sun* and Harry Nicholas, of the *New York Daily News*, distinguished themselves as catcher and pitcher respectively on the New York Newspaper Club's unbeaten team, which last Sunday increased its string of victories when it defeated a team of visiting political reporters and artists by the score of 7 to 1 at the Yankee Stadium. After the game the players were guests of Col. Jacob Ruppert, owner of the Yankees, at a buffet luncheon. The same teams will play again July 6.

J. F. Nathan, general superintendent at the Garden for Western Union, told EDITOR & PUBLISHER on Monday that the press dispatches sent out from this convention represent the largest volume of any convention in his memory. Two hundred wires were kept busy 24 hours a day at the temporary office in the Garden basement.

The *Brooklyn Eagle* complained that the demonstration following Franklin D. Roosevelt's speech nominating Gov. Smith was so vociferous it broke one tube in the newspaper's radio.

J. P. O'Furey, publisher of the *Hartington (Neb.) Cedar County News*, one of the country's leading weekly newspapers, demonstrated to the world during the recent political Conventions how he stands with his constituents.

Mr. O'Furey went to the Republican National Convention at Cleveland as a Sergeant-at-Arms and he came to the Democratic National Convention at Madison Square Garden as a member of the Nebraska delegation. He is famous for the editorial brilliance and commercial success of a weekly newspaper published in a rural community. The

Cedar County News has the appearance of a prosperous daily. Its proprietor received his initial training in newspaper work on the Cleveland Press.

At EDITOR & PUBLISHER office this week, Mr. O'Furey said: "Every experience in life adds to the equipment of a newspaper man. I have been reporter, labor editor, sub-editor, circulation manager, editor and publisher and once I took an excursion into trade and learned the fascinating story of merchandising supported by advertising. Eastern people, I find, are not familiar with power and usefulness of the weekly newspaper, still the backbone of our national structure. You know there are some States where the daily newspapers are very scarce, the people almost wholly depending upon the weekly for general information. Some of the weekly newspapers are highly prosperous. Personally, I would much rather operate a weekly than a daily. I can make it more effective and have greater source of satisfaction. A good weekly will make more money than the average small town daily. There are, of course, complexities in small town journalism, but to a fellow who is trying his best to serve his community, with both interest for the mind and heart, there is an extraordinarily happy life experience. Whether you are in the country, or the big city, however, we take out what we put in."

W. J. Conners, owner of the *Buffalo Courier and Enquirer*, left the convention early to be in Florida July 4 for the opening of his new trans-state toll highway. He was accompanied by John J. Meegan, former promotion manager of his Buffalo newspapers.

Reuters Limited, British news distributing agency, covered the convention well, having 3 men on the job most of the time under the direction of Douglas Williams, general manager in the United States. Assisting Williams were T. A. Dixon, George Simonson, and John Miller.

The dean of the Florida delegation was T. J. Appleyard, of Tallahassee, president of the Florida Press Association. He is 74, and this was the eighth consecutive convention he had attended as a delegate from his state.

**OFF FOR WEMBLEY**

(Continued from page 5)

of Albert Frank & Co.; John Howie Wright, editor of *Postage*; F. G. Elder of Day-Elder Motors; George R. Katz of the Special Advertising Agency; Jack Green, winner of Exposition essay contest.

A. E. Hurst, general manager of the Dry Goods Economist; William A. Baker, secretary of the Frank Presbrey Company; Sheldon R. Coons, advertising director of Gimbel Bros.; O. J. Elder of the McFadden publications; Dr. A. R. Gardner of the Waterbury Dental Company; M. P. Gould of the M. P. Gould Advertising Company.

George E. Harris, president of the Dauchy Company; F. C. Kendall, editor of *Advertising and Selling Fortnightly*; H. J. Ketcham, general agent of the London and North Eastern Railroad; Clarence B. Lovell of Outdoor Advertising; Ralph R. Mulligan, newspaper reporter; William J. Pape, of the *Waterbury (Conn.) American Republican*; Frederick J. Pope, of the Pope Publishing Corporation.

More than a million daily readers — responsive to advertising.

**NEW YORK EVENING JOURNAL**

**Whenever your staff needs strengthening, a Help Wanted Ad will do the trick.**

**Get the Classified Habit Economical Efficient**

**Peoria**  
The  
**Try-Out City**  
— THE PEORIA —  
**JOURNAL**  
*Transcript*  
*Puts Tryouts Over!*  
**CHAS. H. EDDY CO.**  
New York - Chicago - Boston

- 1st in Output of Natural Gas
- 2nd in Coal Production
- 2nd in Mineral Wealth
- 8th in Oil Production
- 27th in Population
- 40th in Area

**West Virginia Has Power to Buy**

Fuel minerals flow out of West Virginia in a steady stream, and gold—gold to spend for the things that make life worth while—flows back in.

The three most necessary minerals to industry—coal, petroleum and gas—comprise more than 90% of the state's mineral output.

The other industries are relatively small, but both the limestone and sandstone quarrying industries in West Virginia are important in that they furnish a large share of the country's supply used in manufacturing.

The mining and quarrying of these West Virginia products call for the employment of men of experience and training who command high wages. High wages mean a similar height of buying power.

The merchandising and advertising departments of the following newspapers will surprise you with details regarding marketing possibilities.

Be convinced; write these dailies for further information.

	Rate for Circulation lines	Rate for Circulation lines
<b>Bluefield</b>		<b>Martinsburg</b>
***Telegraph ..... (M) 11,073 .05		***Journal ..... (E) 4,542 .03
(S) 14,250 .06		<b>Parkersburg</b>
<b>Charleston</b>		***News ..... (M) 7,185 .025
***Gazette ..... (M) 20,057 .06		***News ..... (S) 8,750 .025
***Gazette ..... (S) 24,932 .07		***Sentinel ..... (E) 7,641 .03
<b>Clarksburg</b>		<b>Wheeling</b>
***Telegram ..... (E) 9,479 .04		***Intelligencer ..... (M) 11,912 .0325
***Telegram ..... (S) 11,797 .045		***News ..... (E) 15,012 .05
<b>Fairmont</b>		***News ..... (S) 19,906 .07
**Times ..... (M) 7,675 .03		
<b>Huntington</b>		
***Advertiser ..... (E) 11,176 .035		
***Herald-Dispatch (M) 13,750 .035		
***Herald-Dispatch (S) 13,637 .04		

\*\*\*A. B. C. Statement, April 1, 1924.  
\*\*A. B. C. Statement, March 31, 1923.

SELLING ECONOMICS COURSE TO PUBLIC INCREASED BUSINESS 600 PER CENT

(Continued from page 14)

the public confidence by constant education.

Advertising was given that job, on the ground that a good thing is of little value to a community unless the community has knowledge of it. The local newspapers have been used in space from 40 lines to a full page almost daily from the start of the new plan; in addition, outside newspapers in surrounding territory (in all about 25 within a radius of 50 miles of Columbus) have been used, although loans are made only on property in

volume of our business, we can and do conduct our business on a margin of 1 per cent. During the first six months of this year we paid all legitimate operating expenses and placed over \$53,000 in our surplus account on a 1 per cent margin.

"Because of our conservative management, we have had no losses of any kind, consequently not a single dollar was taken out of this fund.

"In view of all these facts, would we not be profiteering were we to charge our depositors more than 1 per cent for investing and guaranteeing their money? Depositors in a great many other building and loan associations throughout the state of Ohio receive 6 per cent. Are you not entitled to the same rate?"

been an effective form of sales ammunition.

Because of years of standing in the community, the local response was immediate. It took longer to draw business from outside, but with the very persistence of the advertising that phase has developed steadily. The featuring of the plan has not scored a hit with competitors, but it has come to the attention of building and loan experts elsewhere and received much interest and praise.

Results talk. From assets totaling slightly over two and a half million at the inauguration of the basic new idea, plus advertising, July 1, 1920, growth was rapid. The company's 65th semi-annual statement just three years later showed total assets of \$15,888,270.13, a gain of above 490 per cent! Since then, the growth has continued so that, with assets above \$18,000,000, the company's business has actually sextupled. Depositors have increased by many thousands.

The Columbian Building & Loan Company has had the satisfaction of providing capital for over half the home building in Franklin County. It has enabled many to become owners of homes who, otherwise, could not have done so. It has attracted for a useful purpose savings which in many cases doubtless would have gone into wild-cat stock flotations.

"In most companies, the advertising is delegated to a subordinate, but I am of the opinion that the general manager of any institution can render no greater service to his company than by giving the advertising personal attention because, to a very great extent, the success of every business depends upon effective advertising," Mr. Van Sickle declared. "Had we not carried on educational advertising, our 'happy thought' would have been worth little and, instead of increasing our depositors by the thousands and our assets by the millions, we probably would have had a few hundred new accounts, with a comparatively small increase in assets."

Many a long-established business, which is content to jog along in a rut, might, through courage, vision and the right foundation idea, make sales history. That idea, however, cannot be "half-baked" and theoretical. It must be basic and sound and it may effect the whole plan.

But if the idea is right and all elements which enter into it are sound for all concerned, newspaper advertising often can play a truly all-star part in placing the "happy thought" upon a dividend-paying basis.

STRIKE PAPER ISSUED

Former Employees of Post-Intelligencer Scatter Paper Attacking Owners

As a startling stroke in the feud between the Seattle (Wash.) Post-Intelligencer and its former employees in the printing department, arising from the strike which began, May 31, when almost 100 stereotypers, composing room men and mailers walked out of the Post-Intelligencer office, 200,000 copies of Volume 1, Number 1, of the "Seattle Strike-Intelligencer" were issued, June 22, and circulated throughout the Northwest.

The 4-page sheet, made up in the accepted style of the Post-Intelligencer, was filled with denunciatory, bitter, satirical comment, several of the articles signed by Northwest editors, on the contents and make-up of Hearst's Seattle paper. It was written, edited, and printed by the strikers. The "P. I." issued a brief statement to the public showing its service was intact.

Ahead on its Merits

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

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

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

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

Greatest Gain

In June, The Sun again led all New York evening newspapers in advertising gains as it has for many successive months—a continuing tribute to the largest high-class circulation attained by any evening newspaper in New York—the world's Greatest market.

NET PAID CIRCULATION More Than 250,000 Daily

The Sun 280 Broadway New York

Advertisement for The Columbian Building & Loan Co. featuring portraits of directors and officers, a large percentage sign, and the headline 'OVER \$10,000,000'. The ad includes sections titled 'How We Can Pay 6%', 'Why We Pay 6%', and 'How Long Can We Pay 6%', along with a list of names and titles.

Striking piece of educational copy in limited space

Franklin County. The Butler Advertising Company places the copy.

The public in general has a rather hazy notion of economics. Much of the copy has clearly and simply taught economic fundamentals and just how they work. For instance, one advertisement showed a picture of a home and the heading, "Selling Your Money," with this copy below:

"Your money is a commodity to be sold for the use of other people. The rate at which you sell determines your income from it. "But it must be secured. The soundness of the security offered often determines the rate of interest.

"Where absolute security is obtained, 6 per cent is a fair market value for the use of your money.

"We accept deposits at 6 per cent interest and offer as a security the record of over thirty years' success and the good faith of this institution, with over \$18,000,000 assets, backed by first mortgages on real estate conservatively worth double the amount of our deposits.

"Nothing could be safer, and your money left here will earn you 6 per cent without risk or trouble on your part."

Another advertisement is entitled, "If We Listen to the Voice of Conscience." It states:

"Can we pay our depositors less than 6 per cent? The demand for money for home building and home buying is now much greater than the supply.

"Hundreds of prospective home-owners are anxious to procure loans at 7 per cent, and will secure these loans by first mortgages on homes at not to exceed one-half their value.

"Because of economical management and the

Much of the advertising carries Mr. Van Sickle's signature to give it a personal flavor. Open letters to the public and questions-and-answer copy have brought very pleasing results. A booklet, "The Value of Your Money," in which Mr. Van Sickle answers the queries of an imaginary lawyer about the plan, has

"FIRST IN PUBLIC SERVICE"



The World and the Evening World have a combined circulation daily, of 750,000 for \$1.20 per agate line gross, subject to contract discounts. These two papers are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.



Pulitzer Building, New York Mollers Bldg. General Motors Bldg. Chicago Detroit

Mr. Publisher or Business Manager

The International Circulation Managers' Association can supply you with a competent circulation manager. Write

CLARENCE EYSTER Sec'y-Treas., I. C. M. A.

Peoria Star Co. Peoria, Ill.

There is no unemployment in PORTSMOUTH, OHIO

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

EVENING TIMES MORNING SUN SUNDAY SUN-TIMES They cover South Central Ohio like the dew. National Advertising Representatives ROBERT E. WARD, Inc. 501 Fifth Ave. 5 So. Wabash Ave. New York Chicago



# DOLLAR PULLERS

One Dollar Will Be Paid for Each Idea Published

## BUSINESS TICKLERS



**CANNING** season in full blast. Cans and all the fixings.

There are 47 varieties of apparatus. There are such patent processes as "pectin."

The grocer who makes a bargain offer of 50 pounds of sugar at cost, with a \$10.00 purchase, would have something to advertise.

Decorations for lawn parties, such as Chinese and Japanese lanterns, oil paper parasols and umbrellas, colored electric bulbs and flags.

Lotions for sunburn and freckles. It is a remarkably backward Summer, upsetting trade in many directions. From these adverse winds some good may blow to newspapers that locate trade vessels in distress and tow them into port.

**ADVERTISEMENTS** of building contractors rarely appear in newspapers, yet they are dependent for business to a great extent on local trade. While they may not agree to individual campaigns, one newspaper found them responsive to a bid for a general campaign with weekly (generally Sunday) half-page advertisements signed by the contributors.—Bert A. Teeters, Lock Box 295, Springfield, Ohio.

Here's a good circulation stunt. Analyze your city, block by block. Find out how many families there are in each block and how many papers you distribute in each block. What is the average coverage for each block? Which blocks in the city are below the average. When you have found the answer to this question go after the slacker blocks hard in order to bring them up to what they should be. In this way your circulation efforts will be directed to the places where they will do the most good.—Frank H. Williams, 1920 Spy Run avenue, Fort Wayne, Ind.

"A Lesson in Economy." Feature all kinds of repair "ads," from automobiles to watches. Why buy new when the old can be repaired, thus saving a considerable amount of money, which is actually the first lesson in economy. A live "ad" man with imagination can create something worth while for his paper by using the foregoing idea as a basis to begin with.—George C. Marclay, *Republican-Journal*, Ogdensburg, N. Y.

Full-page comic feature mats for eight-column newspapers usually come with strip borders at both sides and the bottom. Cut off these borders and you have a full-column space to sell on one side and a space to sell at the bottom. The excellent position will appeal to advertisers.—F. M. Tenney, *Great Falls (Mont.) Leader*.

Each week-end there will be a great number of people in your city play tennis. They will need new equipment—new tennis shoes, new tennis balls, new rackets, etc. It would, therefore, be a splendid idea for your paper to group together on a Friday a number of local concerns handling tennis equipment and get them to run advertisements in this space urging week-end golf players to get their goods from them.—Frank H. Williams, 1920 Spy Run avenue, Fort Wayne, Ind.

People are slow paying grocery bills, despite the fact that edibles are essential.

There rests an opportunity for a constructive co-operative campaign paid for by local grocers and run in display space with an attractive mounting. Make the copy short.—John Lewis Shissler, *Times and Commercial*, Cleveland.

A person's diet in the Summer-time should be different than his diet in the Winter, physicians say. Get an interview with some dietitian of authority in your city and on the basis of this story you should get advertisements from vegetable markets, groceries, ice-cream companies, restaurants, and other firms dealing in foods, to complete the page. Get up advance proofs of the story, and arm your advertising solicitors with this weapon—they will find that it conquers pocket-books easily.—David Resnick, *St. Louis Times*.

In **EDITOR & PUBLISHER**, recently, I saw how an advertiser may use the weather report in connection with his advertising. We have a local furniture store that runs a single column, three-inch "ad" each day, featuring new arrivals and seasonal goods. Below his signature, he gives the weather report, and also the "top" on the hog market. Many farmers turn to his "ad" at once and get this information without rummaging through the full market report on another page. This idea may start a regular advertiser for you.—Donald O. Ross, *Washington (Iowa) Democrat*.

## Warn Against "Schools"

Hundreds of persons of limited means are enrolled each year in so-called civil-service schools, under the erroneous impression that they will receive lucrative positions in the government service upon the completion of a course, the success of which is "guaranteed." The U. S. Civil Service Commission and National Vigilance Committee have issued a warning against coaching courses for government positions, denying that any "school" of this kind has any connection with any branch of the government and declaring that "no school can give advance information regarding examination questions."

## Beach City, O., to Have Weekly

At a special meeting recently of the Beach City (O.) Business Men's Association it was announced that a weekly newspaper would be established in that town soon. William Gilbert, who recently purchased the *Baltic American* from George B. Chase announced he would establish the new paper.

## The National Campaign Is Approaching

What are you doing to give your readers an understanding of the vital problems of the country?

## Big American Problems by Big Americans

is endorsed by such papers as The N. Y. World, Boston Globe, Detroit News, S. F. Chronicle, Los Angeles Times and fifty other leaders. These papers print these articles weekly.

They are interviews on the very biggest problems, with the Americans best qualified to discuss them.

Write for particulars to Edward F. Roberts, Editorial Director U. P. C. NEWS SERVICE, Inc. 243 West 39th St., N. Y. City

## FOLKS WORTH KNOWING

**ONE** of the last things King George of Greece did before he was forced from the throne was to bestow a medal upon Carl T. Robertson, associate editor, *Cleveland Plain Dealer*, because of his "conspicuous services in bringing the true facts about Greece before the American public."



CARL T. ROBERTSON

The medal was sent to Cleveland while Mr. Robertson was abroad the schooner "Blossom," on a 3 years' cruise in the South Atlantic in behalf of the Cleveland Museum of Natural History. Mr. Robertson started on the cruise as naturalist for the museum but was taken ill with tropical fever and had to abandon the trip at the Cape Verde Islands.

Upon his return home he contributed a series of articles on the results of the trip and these were printed in the *Plain Dealer* and syndicated in other newspapers.

Two years ago he explored a new section of the Mammoth Cave, Ky., and his discoveries received wide attention. Mr. Robertson is a nature student and his "days off" are usually spent in tramps about the country in studying birds, flowers and plants.

The medal conferred by the King of Greece is a Maltese Cross, surrounded by a laurel wreath. The certificate bears the following:

"George II, King of the Hellenes, grants to Mr. Carl T. Robertson, Journalist, the Silver Cross of the Chevaliers of the Commandery of the Redeemer and we grant to him as evidence this certificate, signed by us and countersigned by our Secretary of State."

Jean Iliakis, former journalist and governor of Macedonia, recommended that Robertson be presented with the medal.



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

# WIRE NEWS

For Evening and Sunday Newspapers  
International News Service  
21 Spruce St., New York

## Suit Against R. I. Daily Postponed

Trial of the suit instituted by Wayne H. Whitman, former town solicitor of Coventry, R. I., against the Hope Publishing Company, publishers of the *Providence (R. I.) Evening News*, and John A. Hennessy, former editor of that newspaper, was set down for the first jury day of the October session by Judge Edward Blodgett in the Kent County Superior Court at East Greenwich, R. I., on June 27. Mr. Whitman through his attorneys, brought suit against the publishing company, and Mr. Hennessy some time ago for \$10,000 in each case, as the result of the publication by the *Providence News* on February 26 of an article in which the automobile registration of Mr. Whitman was alleged to have been printed in connection with the account of a meeting of the Ku Klux Klan at Coventry.

Send \$4.00 today for **EDITOR & PUBLISHER** for one year.

## Our Features:

- Samuel G. Blythe
- Irvin S. Cobb
- R. L. Goldberg
- Ed Hughes
- O. O. McIntyr
- Penrod and Sam
- Will Rogers
- H. J. Tuthill
- Albert Payson Terhune
- and others

The McNaught Syndicate, Inc.  
Times Building, New York

# Million Dollar Hearst Features

The World's Greatest Circulation Builders

International Feature Service, Inc.  
New York

YOU can't list the representative newspapers of America without putting down The Dallas News for Texas.

# The Dallas Morning News

Supreme in Texas

## FOX AND HOUND RACE BROUGHT TO DATE

**Fox a Balloon, Hound an Automobile**  
—How Detroit Free Press Entered the City on Sunday—  
New Stunt

What is declared to have been the first "Aerial Fox and Hound" race ever held in this country was staged June 22 by the Detroit Free Press.

Three free gas balloons, as the "Foxes," inflated with coal gas through courtesy of the Ford Motor Company, ascended from Detroit at intervals of 30 minutes. Automobiles, previously registered at the office of the paper, were the "Hounds." The Free Press gave as prizes to the first, second and third "Hounds" to reach the landing places of the balloons they were pursuing and present their registration cards to The Free Press representative in the basket. The prizes were \$50.00 for the first, \$30.00 for the second and \$20.00 for the third. This meant dividing \$100.00 between the three winners at each balloon, \$30.00 in all.

The exact time and place of the ascensions were withheld in the preliminary publicity until the day of the race.

The pilots also were engaged in a contest entirely separate from that of the "Hounds." They were allowed to mark on a map the spot at which they believed they would land, after considering the wind and other weather conditions. Destinations for all balloons were selected within a distance of not to exceed 60 miles from Detroit. Then the maps were folded and shuffled, and the pilots each drew a map. It happened that none of them drew the map he had marked, and so had to seek to land at a strange point. The one landing nearest his assigned destination won.

Great interest was manifested in the race. It drew automobiles of every type. At the landing place of Balloon Number

1, 18 miles from Detroit, two Fords were first and second and a Fiat was third. A Rolls Royce was entered and a Cadillac was one of the winners. Speed was not a consideration, but the "Hound" with the best judgment of the direction to be followed, and the roads that would enable him to follow that course, was the winner. The interest in the race on the part of the automobilists was not confined to the

hundreds who registered their cars. Thousands of others, out on Sunday afternoon for a drive, followed the balloons and evinced great interest. The winner at Balloon Number 2 was a former member of Balloon Company 45 in the A. E. F.

In the exceedingly heavy traffic of Sunday afternoon, not an accident happened that was in connection with the race. The race was refereed by Ralph H. Up-

son, internationally famous balloonist, and was sanctioned and approved by the National Aeronautic Association. A Free Press representative in each balloon determined which "Hound" was first, second and third to present his registration card at the basket when the balloon landed. E. R. Hatton, Circulation Manager, and C. E. Planck, Reporter, staged the race for the Free Press.

## SUPPLIES & EQUIPMENT

For Newspaper Making

### USED NEWSPAPER PRESSES

Goss Two Deck Press, prints up to 16 pages.  
Scott Three Deck Press, prints up to 24 pages.  
Goss Three Deck Press, prints up to 24 pages.  
Goss Four Deck Press, prints up to 32 pages.  
Hoe Quadruple Press, prints up to 32 pages in color if desired.  
Scott Color Sextuple Press, prints up to 48 pages, has color fountain for newspaper supplements.  
Scott Octuple Press, prints and folds up to 64 pages, inset or collected as desired.

WRITE FOR PRICE ON PRESS INTERESTS YOU.  
**WALTER SCOTT & CO.**  
Plainfield, New Jersey U. S. A.  
New York: 1457 Broadway  
Chicago: Monadnock Block

### Printing Machinery Erecting

and adjustments. Duplex, Comet, Rotaries, etc. Practical pressman. Factory references. Junius F. Browne, Anderson, South Carolina.

### For Sale.

Eight page Cox Duplex angle bar drive Printing Press. Prints 4, 6 or 8 pages. In first class condition. Can be seen running. Bargain to quick buyer. High Point Enterprise, High Point, N. C.

## R. Hoe & Co.

We offer for sale at very low price and available for immediate delivery the following:

TWO USED WOOD Semi-Autoplate Machines suitable for casting, finishing and cooling semi-cylindrical plates for pages of 21½ and 23 9-16 inches in length.

Full particulars furnished on request.

504-520 Grand Street  
New York City

No. 7 Water St. 7 South Dearborn St.  
Boston, Mass. Chicago, Ill.

### FOR SALE

## 15-HOE Presses

These presses range in capacity from 20 to 64 pages. If you are in the market for a second hand press

Let us know your wants.

**THE GOSS PRINTING PRESS CO.**  
1535 So. Paulina St.  
Chicago

## 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.**  
709-719 Palace Bldg.,  
Minneapolis Minn.

## R. Hoe & Co.

Offer for sale at very attractive prices the following presses of other makes:

- WOOD Octuple Press, Page Length 23 3/4"
- WOOD Sextuple Press, Page Length 23 9/16"
- WOOD Sextuple Press, Page Length 23 9/16"
- GOSS Straight-line Sextuple Press, Page Length 21.60"
- GOSS Straight-line Sextuple Press, Page Length 23 9/16"
- GOSS 32-page Two-Plate-Wide Press, Page Length 23 9/16"
- GOSS 24-page Two-Plate-Wide Press, Page Length 23 9/16"
- GOSS 24-page Two-Plate-Wide Press, Page Length 23 9/16"
- GOSS Monitor 12-page Press, Page Length 21.60"
- SCOTT 32-page Two-Plate-Wide Press, with Color Cylinder, Page Length 23 9/16"
- DUPLEX Eight-page, Angle Bar, Flat-Bed Press, Double Drive, Page Length 22 1/2"

Full particulars furnished on request.

**R. HOE & CO.**  
504-520 Grand Street  
NEW YORK, N. Y.

7 South Dearborn St. 7 Water St.  
CHICAGO, ILL. BOSTON, MASS.

### INTERNATIONAL PAPER COMPANY

New York, June 25, 1924.

The Board of Directors have declared a regular quarterly dividend of one and one-half per cent (1 1/2%) on the preferred capital stock of this company, payable July 15th, 1924, to preferred stockholders of record at the close of business July 7th, 1924.

OWEN SHEPHERD, Treasurer.

### LIVE ADVERTISING SOLICITORS WANTED IN EVERY LARGE CITY

Internationally known trade publication—leader in its field—appointing advertising representative in principal cities of United States, desires to get in touch with dependable creators of new accounts.

Extent of territory for each representative will depend upon service rendered and prospects in each locality.

Commission basis.

Opportunity for "live wires." Write full particulars—(if special representative, give present list)—territory desired and service you can render.

If applicant is a solicitor on local newspaper, he must give details of experience and business connections because no such applicant will be considered without approval of present employer.

All correspondence treated confidentially.

Address  
Box B576, Editor & Publisher

## N. Y. DAILY NEWS

HALF-TONES

Best in the World

Made by

## POWERS

NEW PROCESS



The easiest operated, fastest, most accurate and durable flat casting box is the Goss. Self-balanced. Positive, quick, lockup at four points on box with one lever movement. Casts, shells, bases and type high. Write for complete catalog of Goss Stereotyping machinery. The Goss Printing Press Co., Chicago



Cline-Westinghouse Double Motor-Drive with full automatic push button control.

USED BY THE

## Houston Chronicle

Houston, Texas

We refer you to them for their opinion



MAIN OFFICE: Fisher Building, 343 S. Dearborn St. CHICAGO  
EASTERN OFFICE: Marbridge Building, Broadway at 34th St. NEW YORK

## Addressing Listing Mailing Machines

made for any size lists from 1000 to millions. Most durable, and cost less for up-keep and supplies than any other addressing system made.

Write for list of users, give particulars concerning size of your list, frequency of mailing, etc.

**POLLARD-ALLING MFG. CO.**  
Addressing—Listing—Mailing Machines  
220-230 West 19th St.  
New York City





# HUNCHES

One Dollar Will Be Paid for Each "Hunch" published.

**PARKING** problems are becoming quite general everywhere. What are the views of your leading citizens on this civic question? What various solutions can you secure by interview to help the administration and the police, as well as merchants in the congested district, cope with this situation in your town?—C. M. Littlejohn, Washington, D. C.

Is it cheaper to travel by automobile or train? Get your readers to discuss this in regard to definite trips to places your readers frequently visit. The automobile editor should first give a list of items that need to be included in arriving at the real cost for automobile travel.—W. B. Norris, Wardour, Annapolis, Md.

How many persons in your community know that letters and parcels posted for delivery by United States mail can be withdrawn by proper application? This little known fact can be made the basis for a good interview story with the local postmaster. Speculation over what causes swains and maidens, business men and stately matrons recall letters can be worked into the story in an interesting way. Even mail destined for points abroad can be regained. Letters which are already on their way to distant cities may be stopped by use of telegraph and telephone.—A. C. Regli, Eau Claire, Wis.

There is a federal tax on stills, a relic of prohibition days, that is "still" valid. Naturally, no moonshiner intends to reveal his operations by paying this tax; but it can be used to send to jail those law violators who are clever enough to keep out on charges of manufacture and sales of liquor. Recently, three St. Louis County moonshiners were sentenced in Federal Court for failure to report ownership of stills found on their property. Look up this angle in your town.—David Resnick, St. Louis Times.

The *Waco (Tex.) News-Tribune* runs under a two-column head, "Hats Off Today To," little personal sketches of persons in the town who are more or less prominent in the day's news. During athletic meets of the high schools intimate articles of the boy stars were used in this column, and any particularly interesting human interest story about one person, or even two or three, goes well. The column fits the old saying that people are always interested in other people, and is the first thing many of the readers turn to.—Ruth Smith, *Cuero (Tex.) Record*.

Most reporters on their daily rounds pick up many items which are of interest but not of sufficient importance for a headline. Why not use them without heads and with only a black line separating them, under a standing head such as "Round the Town" or "Heard by Wireless," etc.—A. C.

There have been plenty of stories printed about the most popular books carried by public libraries but few stories have appeared about the least popular books. Which, of all the various classes of books carried by the local public library, are the least popular—biography, fiction, travel, or what? What is the reason for this lack of popularity, according to the opinion of the librarian? A very interesting story could be easily prepared on this theme.—Frank H. Williams, 1920 Spy Run avenue, Fort Wayne, Ind.

Printers now lead the nation's workers in the size of their pay envelopes, according to the Industrial conference board. Thirty years ago printers worked for \$12 a week. A Cedar Rapids (Iowa) Republican reporter got a good story in a series of interviews.—L. J. Jellison, *Times Journal*, Dubuque, Ia.

What do strangers think of your city?

The *Boston Post* is playing up a series of interviews with people, famous and everyday, who are visiting the Hub of the universe. The opinions are constructive and usually favorable. They make appreciable more than before what they have. This would be a community-building idea for any city editor to exploit.—J. M. Mosely, 39 East Concord, Boston.

How does your paper cover the local news in such a way as to make sure that no stories will slip up? A story about the organization of the city department with maps showing the routes covered by the various reporters and data regarding the times when the reporters come into the office and so on and so forth would prove to be both interesting and entertaining and informative to all readers of the paper.—Frank H. Williams, Fort Wayne, Indiana.

Every time a new family moves into Brooklyn a reporter from the *Brooklyn Eagle* calls and presents a three weeks' free subscription, explaining that the daily hopes it will help them to become acquainted with the town. By the time the 3 weeks is up the family usually finds the paper indispensable.—M. E. Hussong, Madison, Wis.

## CALLS FOR PRESS VIGOR

### R. H. McCarthy Says Strong Editorial Policy Is Needed

AMARILLO, Tex., July 1.—High speed journalism of the modern day has sidetracked one of its most vital factors, a vigorous editorial policy, Richard H. McCarthy, editor of the *Albany (Texas) News*, declared in an address before the Texas Press Association in annual convention at Amarillo.

Mr. McCarthy argued that the country press is really the main spring of the nation and must mould the thought of the nation, "for," said he, "all those hordes living up there in the commercial centers of this nation are just country folks moved to the city."

A vigorous editorial policy has its advantages and its handicaps, he said. One of the advantages is that such a policy can mould the thought of the community for good. One of the handicaps, he declared, is the possible loss of business and friendships.

"It's a time for plain speech, vigorous editorial expressions, real journalism," he said, "the office of the editorial writer stands for things eternal, it crystallizes human sentiment, gives stability to the moral, religious and political fiber of the nations, is the pretorian guard of human liberty and the prop and stay of good government. Traveling the line of least resistance is what makes crooked rivers, spineless men and weak nations. The life blood of human freedom and the perpetuity of a democracy is the circulation of public opinion, vigorously expressed, either by mouth or pen.

"But in this day of modern equipment, facility and ease, luxury and wealth, there is danger that we will become soft. Let's not soldier on the job.

## America's Best Magazine Pages

Daily and Sunday

## Newspaper Feature Service

241 WEST 58TH STREET  
New York City

## A. R. PRUDDEN JOINS FIRM

### Third Brother in Prudden, King and Prudden Concern

A. R. Prudden, national advertising manager of the Cleveland, Ohio, Times, on July 7 will join the staff of Prudden, King and Prudden in New York City. A. R. Prudden is a brother of H. J. and L. C. Prudden of that firm. He has had many years experience in advertising and newspaper work in Buffalo, Pittsburgh, and Cleveland.

### Financial Advertising Offers Problem

During the week Russell A. Law, of Guenther-Law advertising agency, made an illuminating talk on financial advertising before the staff of *New York Times*. "How," he asked, "can a financial house advertise successfully? What is the basis for it?"

"An advertising agent runs over and gets the copy, puts it in the paper and sends out his bill. Easiest thing in the world. 'Why don't they put some interest in the copy?' you ask. There is usually a good reason for those things. There is not a financial advertising agent that could write a bond-offering advertisement. He has not the ability to do it. He is not familiar enough with the properties involved to do it. He has not the legal mind to do it. If they were to let him try he would let the banking house in for some serious loss of some kind. The omission of a comma might make the banker lose a fortune. It has to be passed upon by an attorney. And that is one of the reasons that we have to trespass on your time late at night so frequently. An issue is brought out and the attorneys are in dispute over a word in one sentence. I have seen them argue from 12 to 8 o'clock at night. It is a pretty serious job to ask an advertising agent to undertake to write copy of that sort.

"But there is a useful function of the advertising agent in preparing sales plans

and copy in selling investment houses. When you consider that many of them are selling the same bonds you can see how difficult it is to formulate any comprehensive advertising plan that is suitable for any type of advertising. We have 600 accounts on our books, and I would say that over 300 of them are selling much the same securities at the same time and at the same price. The only differences are they are selling to different people and the characteristics of the house itself. They all have offices in the same locality, and you are called in to prepare a plan which is going to make that house nationally known and help them sell securities. There is the problem.

"The only way to meet it is to conceive some method of giving that particular house individuality."

It is said that EDITOR & PUBLISHER is the most thoroughly read trade paper in America—costs \$4.00 per year.

Thomas W.  
**Briggs'**  
Company  
General Offices  
Memphis, Tenn.

We increase your  
Local Display  
10,000 lines Monthly  
With Our

Permanent  
Weekly Business  
Review Page  
Look us up in  
Dun or Bradstreet's

## Metropolitan Short Fiction

The Best Product  
of  
Modern Writers

METROPOLITAN  
NEWSPAPER SERVICE

Maximilian Elser, Jr., General Manager  
150 Nassau Street, New York



RUBY M. AYRES'

Latest Serial

"THE MARRIAGE HANDICAP"

Immediate Release

Advance advertising and photo  
furnished in mat.  
Wire Now

The McClure Newspaper Syndicate  
373 Fourth Ave. New York City



WITH special writers  
and photographers  
covering all parts of the  
world, NEA furnishes  
Full Service clients the  
best of news pictures and  
news feature stories.

Write for samples and rates



## AUTOMOBILE FEATURES

Touring — Camping — Traffic — Gasoline — Upkeep — Roads — Legislation — Taxation — Insurance — Garaging — Used Car Buying and Selling and all the other

BIG SUBJECTS OF MOTORING  
COVERED IN A BIG WAY

The Ullman Feature Service  
Home Life Bldg., Washington, D. C.



# Southern Farm Crops

## Equal Forty-Two Per Cent of the Country's Total Crop Values

The purchasing power of the South in agriculture is now produced by a greater variety of crops than any other part of the country. No longer is the South dependent upon cotton as its single money crop. At the same time she raises tobacco, sugar cane, corn, wheat, oats, peanuts, rice, sweet potatoes, early vegetables and fruits in great quantities.

The livestock industry has grown along with the rapid advance made in agricultural pursuits. This industry alone adds wonderfully to the South's great buying power, and will continue to do so for the reason that livestock, in a great part of the South, can be produced by the fact that it possesses the advantage of all year round grazing, which lessens the amount of feed to be bought.

The South has about 35 per cent of the country's swine, 33 per cent of the country's cattle, and 19 per cent of the country's sheep.

Think of the South agriculturally in millions, many, many millions of dollars' worth of produce and meat products.

The South is prosperous; is only entering into its era of prosperity. It is rich in merchandising possibilities and no national advertiser or manufacturer who will investigate and study the facts can but know the ever-increasing demand for all kinds of supplies.

The South will respond to intelligent publicity. Advertisers in Southern newspapers get better returns on their investments, because Southern newspapers are more closely read and because there is less duplication.

The way to reach this market is by advertising in these listed Southern dailies—the progressive and wide awake dailies of the South. Use this list first.

	Circulation	2,500	10,000		Circulation	2,500	10,000
	lines	lines	lines		lines	lines	lines
<b>ALABAMA</b>							
***Birmingham Age-Herald (M)	30,980	.04	.04	***Asheville Citizen (S)	11,009	.055	.055
***Birmingham Age-Herald (S)	49,177	.10	.10	***Greensboro Daily News (M)	22,424	.07	.06
***Birmingham News (E)	75,304	.18	.18	***Greensboro Daily News (S)	29,807	.07	.07
***Birmingham News (S)	66,228	.18	.18	***Raleigh News and Observer (M)	27,984	.06	.06
***Mobile News-Item (E)	11,217	.05	.05	***Raleigh News and Observer (S)	62,372	.06	.06
***Mobile Register (M)	30,227	.07	.07	***Winston-Salem Sentinel (E)	14,216	.06	.06
***Mobile Register (S)	31,962	.065	.064	<b>SOUTH CAROLINA</b>			
***Montgomery Journal (E)	14,054	.06	.06	***Columbia Record (E)	15,695	.05	.05
<b>FLORIDA</b>							
***Daytona Daily News (ES)	3,165	.03	.03	***Columbia Record (S)	15,366	.05	.05
***Florida Times-Union, Jacksonville (M&S)	69,226	.09(.108)	.09(.108)	***Columbia State (M)	22,026	.06	.06
***Miami Herald (M)	19,492	.06	.06	***Columbia State (S)	23,079	.06	.06
***Miami Herald (S)	23,404	.07	.07	***Greenville News (M)	13,214	.065	.06
***Orlando Sentinel (MS)	5,965	.025	.025	†††Greenwood Index Journal (E&S)	4,376	.025	.025
***Pensacola News (E)	5,872	.03	.03	***Spartanburg Journal (E)	3,799	.04	.04
†††St. Petersburg Independent (E)	7,236	.03	.06	***Spartanburg Herald (M)	6,014	.04	.04
***Tampa Times (E)	14,770	.05	.05	<b>TENNESSEE</b>			
***Tampa Tribune (M&S)	26,651	.07(.068)	.06(.075)	***Chattanooga Times (M)	24,122	.06	.06
<b>GEORGIA</b>							
***Augusta Herald (E)	14,024	.05	.05	***Chattanooga Times (S)	24,955	.06	.06
***Augusta Herald (S)	16,562	.05	.05	†††Nashville Banner (E)	58,892	.10	.10
***Macon Telegraph (M)	22,978	.07	.07	†††Nashville Banner (S)	56,989	.11	.11
***Macon Telegraph (S)	25,165	.07	.07	<b>VIRGINIA</b>			
***Savannah Morning News (M)	19,862	.06(.075)	.06(.075)	Alexandria Gazette	6,900	.025	.025
<b>KENTUCKY</b>							
***Lexington Leader (E)	14,432	.05	.05	***Danville Register and Bee (M&E)	12,223	.05	.05
***Lexington Leader (S)	18,536	.05	.05	***Danville Register (Sunday)	7,590	.05	.05
***Paducah Sun (E)	6,759	.04	.04	***Newport News Times-Herald (E)	7,660	.05	.05
<b>NORTH CAROLINA</b>							
***Asheville Times (E)	7,096	.04	.04	***Newport News Daily Press (S&M)	5,725	.05	.05
***Asheville Citizen (M)	10,277	.055	.055	***Roanoke Times & World-News (M&E)	25,046	.07	.06
				***Roanoke Times (S)	17,596	.07	.06
				***Stanton News-Leader (M), Leader (E)	6,588	.035	.035

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

# The Dominant Newspaper IN BUFFALO



ONE of the most remarkable advances in the history of American newspapers has been made in the last three years by the Buffalo Evening News under the leadership of Edward H. Butler. His personal enterprise in bringing to the attention of the investment and banking houses in New York and elsewhere the excellence of the financial pages of the News has borne fruit. In achieving that excellence the Consolidated Press has been a vital factor. During the period of its greatest growth—the last three years—the News has been using the complete service of the Consolidated Press. The circulation of the Buffalo News has increased from 93,000 three years ago to 127,000 today—an increase of 34,000, or more than one third.

“I have been making a careful study of the Consolidated Press service,” writes Marc A. Rose, Managing Editor of the News, “and I find it has been of unquestioned value to us. We have improved not only our financial pages but we have given our readers the business news, special cables, interpretive Washington dispatches, special features and sports dispatches of the Consolidated Press, which are a mark of quality in the American newspaper of today.”

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