

THIS ISSUE: EXCLUSIVE REPORT OF EDITORS' SOCIETY MEETING

# EDITOR & PUBLISHER

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

SUITE 1117 WORLD BUILDING, NEW YORK

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

Vol. 56. No. 49.

NEW YORK, MAY 3, 1924

By Mail in Advance \$4, U. S. A.;  
\$4.50, Canada; \$5, Foreign 10c Per Copy

## *Automobiles Wanted!*

Every day in Chicago, hundreds of citizens arrive at the point where they are "live prospects" for automobile sales.

John Smith can now afford his first car; Jim Jones is ready to be convinced that he needs a new car, another car or a better car.

These people do not go about clamoring to be sold—they may not be quite aware that they are in the market. Yet they are "receptive", and the rightly worded advertisement in the medium that holds their interest and confidence will bring them to the buying point.

In Chicago the great majority of financially competent citizens read—and heed—The Chicago Daily News. That is why The Daily News is Chicago's outstanding buyer's directory and guide; why The Daily News prints a greater volume of advertising than any other Chicago daily newspaper. And why it leads all other Chicago daily newspapers in automotive advertising.

To reach the great mass of "live wire" automobile prospects in Chicago, place your advertising in

## THE CHICAGO DAILY NEWS

FIRST IN CHICAGO

# 2<sup>ND</sup> IN WEALTH IN POPULATION IN VALUE OF MANUFACTURES

But the buying power and responsiveness of the **Pennsylvania** market is second to that of no other state.

Eight and two-tenths per cent of the population of the United States is in **Pennsylvania** and is divided as follows:

Total Population	8,720,017	Urban Population	64.3%
Native Whites	7,044,876	Rural Population	35.7%
Foreign Whites	1,387,850	No. Dwellings	1,726,224
Colored	284,568	No. Families	1,922,114

**Pennsylvania** has 1,137,100 wage earners who are paid annually \$1,741,508,000.

No. Establishments	27,977	Cost of Materials	\$4,212,347,000
Capital	\$6,227,268,000	Value of Products	\$7,312,333,000

This great commonwealth offers the aggressive advertiser a wealthy, responsive market. Its dense population, great buying power, and well developed transportation make it possible to market merchandise at a minimum advertising rate.

## These Listed Dailies Will Give You Leadership

	Circulation	2,500 lines	10,000 lines		Circulation	2,500 lines	10,000 lines
***Allentown Call (M)	30,627	.09	.09	+++Scranton Republican (M)	28,492	.12	.10
***Allentown Call (S)	19,595	.09	.09	+++Scranton Times (E)	41,544	.12	.11
+++Beaver Falls Tribune (E)	5,702	.025	.025	***Sharon Herald (E)	6,287	.0285	.0285
+++Bloomsburg Press (M)	7,130	.029	.029	***Sunbury Daily Item (E)	4,416	.025	.021
++Carbondale Leader (E)	5,668	.025	.025	Warren Times-Mirror (E&M)	10,637	.036	.036
***Chester Times (E)	15,547	.055	.055	***Washington Observer and Reporter (M&E)	17,042	.06	.06
++Coatesville Record (E)	6,097	.035	.03	***West Chester Local News (E)	11,090	.04	.04
***Connellsville Courier (E)	6,302	.02	.02	***Wilkes-Barre Times-Leader (E)	23,690	.08	.05
+++Easton Express (E)	21,270	.07	.07	+++Williamsport Sun (E)	19,887	.06	.05
++Easton Free Press (E)	12,711	.05	.05	+++York Dispatch (E)	18,317	.05	.05
***Eric Times (E)	26,820	.08	.08	+++York Gazette and Daily (M)	17,435	.05	.05
***Harrisburg Telegraph (E)	39,537	.095	.095				
**Oil City Derrick (M)	6,296	.035	.035				
***Pottsville Republican and Morning Paper (E&M)	15,354	.08	.07				

\*\*A. B. C. Statement, Sept. 30, 1923.  
 ++Government Statement, Sept. 30, 1923.  
 \*\*\*A. B. C. Statement, April 1, 1924.  
 +++Government Statement, April 1, 1924.



# Every Feature Necessary For A Complete Newspaper



Comics • News Pictures • News Feature  
Stories • Woman's & Editorial Page Fea-  
tures • Sports • Best Fiction • Preparedness  
Material for Holidays & Special National  
And International Events • Special Service  
On All Big News Breaks

*There's Nothing To Buy Outside!*



NEA SERVICE, Inc.  
1200 WEST THIRD STREET,  
CLEVELAND \* \* OHIO.

NEW YORK • LONDON • LOS ANGELES • BOSTON  
• HOUSTON • SAN FRANCISCO • CHICAGO

*The World's Greatest Newspaper Feature Service*



# Selling Coffee and Tea in Philadelphia

Do most of the half a million families in and around Philadelphia go to the grocery store and ask for your brand of Coffee or Tea?

How many of the three million people in the Philadelphia district know as much about your article as they ought to?

Are you neglecting to educate them and leaving this third largest market in America to your competitors?

## Dominate Philadelphia

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

# The Bulletin

PHILADELPHIA'S NEWSPAPER



Net paid circulation for six months ending March 31, 1924—

**512,445** copies a day

The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in the United States.

NEW YORK  
814 Park-Lexington Bldg.  
(46th St. and Park Ave.)

CHICAGO  
Verree & Conklin, Inc.  
28 East Jackson  
Boulevard

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

SAN FRANCISCO  
Harry J. Wittschen  
Verree & Conklin, Inc.  
681 Market St.

LONDON  
Mortimer Bryans  
125 Pall Mall, S. W. 1.

PARIS  
Ray A. Washburn  
5 rue Lamartine (9)





# EDITOR & PUBLISHER



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

Vol. 56

NEW YORK, SATURDAY, MAY 3, 1924

No. 49

EXCLUSIVE STENOGRAPHIC REPORTS OF ANNUAL EDITORS' SOCIETY PROCEEDINGS

## Editors Outdo Critics of the Press In Will For Better Newspapers

### Scorpion-Lashings of Journalism a Sign of Health, Bellamy of the Plain Dealer Advises His Fellows of the American Society—Crime News Everywhere on the Wane

THE keynote of the second annual meeting of the American Society of Newspaper Editors, at the Ritz-Carlton, Atlantic City, was sounded by Paul Bellamy, managing editor of the Cleveland Plain Dealer.

Charges of recent currency that the American press is corrupt, venal, subservient to wealth or political power, a paramour of "Capital," blind, ignorant and illiterate in its news columns, and that newspaper men are incompetent or worse, Mr. Bellamy faced with "plain statement" based on his extensive experience.

EDITOR & PUBLISHER takes pleasure in presenting herewith his paper and the discussion it provoked, substantially in full.

He said:  
Blessed be the critics of the newspapers.

If it were not for them and all their works we should find ourselves in far greater danger than the most uncompromising of them now think us, of growing fat in the head, paralyzed in the will and soon ceasing to cumber the earth.

It is inevitable that the modern newspaper, itself the most effective engine of publicity ever devised, should be treated to a dose of its own medicine. And properly so. The constitutional guarantee of a free press, limited only by the law of libel, has placed in our hands great powers to make or break men, governments and institutions, and mightily to advance or retard the welfare of mankind.

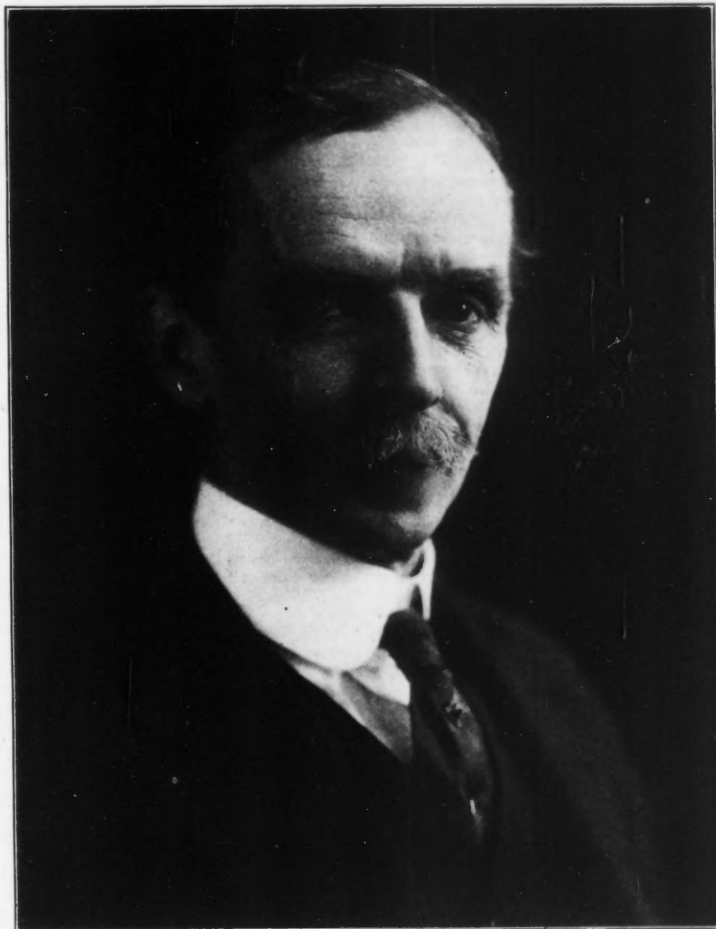
But while we thus occupy on the one hand a singularly strong position, circumstances have invested us on the other with an Achilles heel.

So long as the public continues to pay its one cent, two, three, five or ten cents we are privileged to function. Otherwise we go to join the limbo of journalistic shades, a well-populated section of the Inferno. The public rewards or the public condemns, and from its judgment there is no appeal.

But fortunately for us, this reader who has our fate in the hollow of his hand is inclined to be a vocal fellow and before he reaches a final decision to quit us for good and start buying elsewhere, he is prone to raise up his voice and tell the world what he has concluded or is about to conclude on this for us vital question. Wise are we if we heed his pronouncements. They save us from fatal error and often enable us to correct our course in time.

Now my experience of human nature would lead me to put down as axiomatic that when a man's reaction to an idea is favorable he is far less likely to become articulate about it than when his reaction is unfavorable. He will be dimly conscious of his favorable reaction, but

#### Re-elected President



CASPER S. YOST, ST. LOUIS GLOBE-DEMOCRAT.

the degree of his approval will have to be rather intense before he will speak of it. Rather he will take the view, "This is pretty good stuff. That is all right. This is as it ought to be." But if his reaction be unfavorable, his expectation has been disappointed and he bursts forth in protest.

Now I am glad of this chance to counsel with you as to some of the attacks made upon the integrity of our profession. They are many, and some of them, if

sustained, of so serious a character as to strike at the foundation of our self-respect.

Let me make myself clear. I do not propose for a single instant to don shining armor and enter the lists against any and all comers who have hurled accusations against each and every newspaper in the land. Comparisons are odious, but I believe that newspaper men run at least as high mentally and morally as any other profession and higher than some. But

also I believe he would be a fool and blind who should attempt to say we had no scamps among us or that newspapers here and there did not prove false, some wilfully and some stupidly, to their high emprise of informing, amusing, and leading the public.

Not only in the past have individual newspapers palpably and shamelessly abused the public trust, but especially in the last year I regret to say, have the names of newspapers been dragged into great public scandals. I would not pre-judge any man, and not every man accused is guilty, but there are some institutions, newspapers certainly included, which to realize their full opportunity, must be like Caesar's wife, above suspicion.

Having indicated that we intend no general alibi for all the sins of individual journalists, let us proceed to enumerate some of the more insistent charges against journalism.

Such charges flow from every conceivable source. From honest men who are genuinely concerned over newspaper practice. From men who have an ax to grind in behalf of themselves or a special group. From politicians honest and dishonest. From writers in the periodical press—in fact the recent years have seen a perfect maelstrom of indictments against the daily newspaper from this quarter, some of them evidently the work of sincere, able men and some bearing on their faces not a little evidence of being inspired by the belief that in such measure as faith in the daily newspaper can be broken down, so far a new field has been created for the periodical press. This is mere competitors' selling talk and not to be taken seriously.

Let me refresh your minds on some of these attacks.

Not so long ago Upton Sinclair published his "Brass Check," the gist of which was this:

"The Brass Check is found in your pay envelope every week—you who write and print and distribute our newspapers and magazines. The Brass Check is the price of your shame, you who take the fair body of truth and sell it in the market place, who betray the virgin hopes of mankind into the brothel of Big Business.

Whereupon, H. L. Mencken, writing in the Smart Set, declared:

"Knowledge and belief, the average American newspaper, even of the so-called better sort, is not only quite as bad as Dr. Sinclair says it is, but ten times worse—ten times as ignorant, ten times as unfair and tyrannical, ten times as complaisant and pusillanimous, and ten times as devious, hypocritical, disingenuous, deceitful, pharisaical, pecksniffian, fraudulent, knavish, slippery, unscrupulous, perfidious, lewd and dishonest.

"Alas, alas. I understate it horribly. The average American newspaper, especially of the better sort, has the intelligence of a Baptist evangelist, the courage of a rat, the fairness of a Prohibitionist boob-jumper, the information

of a high school janitor, the taste of a designer of celluloid valentines, and the honor of a police station lawyer. \* \* \*

"What ails the newspapers of the United States primarily—and what ails Dr. Sinclair's scheme of reform quite as plainly—is the fact that their gigantic commercial development compels them to appeal to larger and larger masses of undifferentiated men, and that the truth is a commodity that the masses of undifferentiated men can not be induced to buy. The causes thereof lie deep down in the psychology of the Homo boobus, or inferior man—which is to say, of the normal, the dominant citizen of a democratic society."

A sharp prod from the foremost disciple of Nietzsche in our day. But there are others.

In an address at the 14th Annual Journalism Week of the University of Missouri held May 21-26, 1923, Richard Lloyd Jones, editor-in-chief and publisher, the Tulsa (Okla.) Tribune, observed:

"Charles Edward Russell, one of the great writers in America today, a man who has long been a student of society and the structure of government, recently wrote an article which he captioned 'Applying the Ham Idea to Journalism,' in which he lamented the fact that the Horace Greeley, William Cullen Bryant, Charles A. Dana and Henry Watterson type of editor was being driven out of the newspaper business; they are being driven out by the ham-minded men who are forcing the newspapers to be ham-hooks with which to get their ham.

"The newspapers that are run with the ham idea, by ham-minded men, are run in violation of a moral contract with the United States government; they are run to misinform the people; to teach them half-truths or full falsehoods. And to that full extent they are untrue to the high trust which their country imposes in them. They are examples of bad patriotism, bad citizenship and a chloroformed conscience.

"Look to the men at the head of some of your metropolitan papers, and measure them. Intellectually, they are pygmies. If they ever had any purposeful courage, they long since lost it to the ham-hunters who hold them by the throat."

In the volume, "Problems of Conduct," by Prof. Durant Drake of Vassar (the quotations are by James Melvin Lee, in EDITOR & PUBLISHER, Oct. 27, 1923):

"It is impossible to rely on the political or industrial information given in our newspapers; they are privately owned, subservient to 'the interests,' unwilling to publish anything that will offend them. They misrepresent facts, give prejudiced accounts of events, gloss over occurrences unfavorable to their ends, circulate unfounded rumors to create opinion, pounce upon every flaw in the records of opponents—going often to the point of shameful libel—while calogizing indiscriminately the politicians of their own party. They can not be counted on to attack industrial wrongs or politically protected vice. They are organs neither of an impartial truth-seeking nor of public service.

"The most serious aspect of this matter is the foolish silence of the papers with reference to anything that might injure the business of their advertisers; because of this, many wrongs are hushed up and many reforms blocked. The papers are muzzled because they cannot afford to tell the truth when it will offend those who supply their revenue.

"No one can estimate the amount of sexual stimulation, of suggestion to sin and vice, for which our newspapers are responsible."

One more quotation only, from the interview with Frank A. Vanderlip in EDITOR & PUBLISHER for April 12, 1924. He is quoted as saying:

"Newspapers are now largely purveyors of merchandise," he declared. "Naturally the business office has influence over news and editorial policy. Publishers couldn't make large newspapers except through the aid of advertising, but when they do make large newspapers, the old function of digging up unpleasant things is cut off.

"We have seen a great change in the newspaper world since the days when I was a reporter on the Chicago Tribune. In those days, in the '90's, newspapers regarded it a proper function to search for news.

"Since then newspapers have in many ways improved; they are larger, as I said before, they cover the news of the world better but generally they have abandoned that function of investigation.

"That is particularly true in Washington. And there is special reason for it. During the war, Washington developed publicity bureaus in all the departments. These handed out 'flimies' of what they wanted said was going on.

"The correspondents still take these publicity tissues. If they go off investigating, their newspapers don't like it and they are ostracised in Washington. Naturally then, they don't go in for it if their employers don't care for it."

These are only a few examples of the roasting, flaying, excoriating, denouncing and damning which of late years, and it seems to me in increasing volume, has

Coming June 21

**BY** all odds the most important meeting in the world's history of advertising will occur next month in England, with more than 2,000 leading Americans present. The event will be celebrated by publication of the largest, most complete and wholly unusual number ever published by

**EDITOR & PUBLISHER**

Brilliant in colors and graphic description and comprehensive of every phase of the vast excursion overseas and the magnificent plans for work and entertainment at Wembley, the

**On-to-Britain Number**  
Publication Date June 21

will challenge the attention of international publishing and advertising interests and register the highest achievement ever attempted by a trade publication in the newspaper and advertising field.

EDITOR & PUBLISHER respectfully urges immediate reservation of space. Publishers, advertising agents, national advertisers and supply houses should wire instructions NOW!

been directed at the head and heart of journalism.

Truly, it would seem as if the General Confession were written with special reference to us where it says:

"We have left undone those things which we ought to have done and we have done those things which we ought not to have done; and there is no health in us."

And yet, I am sure, it has already occurred to you that the critics of the daily press, by their sound, their fury and the vast range of their objectives have in fact brought an indictment not only against the newspaper but against the whole human race. All the weaknesses of mankind are urged with special emphasis against the editor. Before we can profit from this scorpion-lashing we shall have to reduce it to its simplest form.

We are discussing attacks upon the integrity of journalism and to attack our integrity it is necessary that the critic must confront us with a charge so serious that it goes to the foundation of our profession. And, attempting to analyze such charges as these, I think I have found that they fall into three general classes and that all particular accusations subdivide naturally into one or another of the three main groups. The Big Three are:

First, it is charged that newspapers quite generally are controlled or influenced by forces behind those publicly appearing as their owners and editors and that this affects both their news and editorial positions.

Second, it is charged that newspapers, in order to gain large circulations, debauch their readers with sex, crime and trivialities of all sorts, leaving out news of real significance to do this.

Third, it is charged that newspapers are so incompetently conducted that they are unable either to get or to recognize real news, or to present news or comment accurately and in good clear English.

Now, gentlemen, there are only three possible set-ups I can think of for the newspaper.

1. It may be owned, controlled or closely regulated by the government, which God forbid. No one in his calmer moments would seriously advocate newspapers run alternately by a Republican and a Democratic majority in Congress.

2. It may be endowed by a man or group of men and operated by what

amounts to a board of trustees, which means, according to my thought, that it is freed largely of having any circulation to speak of, that is, of pleasing or satisfying the wants of a considerable portion of the public, and becomes largely a law unto itself.

3. Or it may be privately owned as at present, by an individual, a family, or at any rate by a small group, and run with the idea that it must make its own way.

Under any form of private ownership, it seems to me that there is nothing more natural, logical and inevitable than that a newspaper in the long run should reflect editorially with a fair degree of faithfulness, the political, social and economic ideas of its owners.

So far, I think, our most outspoken critics would go with us. But, they urge, the social and economic leanings of the proprietor or those he employs to carry out his ideas are not enough to explain the editorial attitudes assumed by some newspapers. There must be a man behind.

I have never heard of a city, however, where these affiliations did not sooner or later, usually sooner, become known and taken into consideration. In recent years newspapers have been required by law to publish the names of their owners every six months. And I can say further that newspapers which are run as the organ of a special group never have been leaders in their own field.

When critics of "The Man Behind School" are pressed to mention his name, they usually nominate the Advertiser.

In discussing this criticism, I shall stick to what I have seen. I have seen that the business and financial interests which work the hardest to influence public opinion in order to affect legislation or modify administration are for the most part not heavy advertisers. Retail merchants constitute the largest single group from which newspapers draw their revenue and it is a matter of personal knowledge with me that newspapers next to never hear any appeals from this class of advertiser in favor of any national, state or local policy.

At most they ask, and this less and less frequently in recent years, for an occasional short news story, generally about something their beneficial society is doing or on a similar order, and as these affairs often interest directly a group of several thousand persons I believe them legitimate news.

And this leads up naturally to the next point of attack.

Very well, say our critics, but the influence of the Man Behind would not be so bad if it stopped at the editorial page but it goes over into the news columns and there's where the real damage comes. The news story assumes to be an unbiased presentation of fact, and color of partisanship which is expected and counted in the editorial may accomplish a subtle and dangerous deceit when allowed to creep into the news.

I am not going to assert there is consistently colored news being printed in America today. I would to God there were not, and the minor Jeremiahs to the contrary, one does not find as much colored news as there was. Bias lay like the Adamic curse on personal journalism and was the real cause of its demise so loudly lamented in certain quarters.

I wish some of our traducers had sweat half so much blood as most of us have to get at the truth in a difficult piece of news. In fact most of these critics are constitutionally incapable of assuming a natural or dispassionate attitude on any thing. I assure you I don't know any of them offhand whom I could trust to go out and bring back an unprejudiced account of a railroad strike.

When the reporter describes a single completed event, it is comparatively easy to be accurate. For example, a fire which has been extinguished before he leaves the scene.

But unfortunately the newspapers are called upon to go further. We are expected to give advance news as far as possible. We are expected to extract the truth out of a vast mass of conflicting data. Had we the wisdom of Minerva the patience of Job and the pertinacity of William Jennings Bryan it would not suffice.

Let me direct your attention to the field of labor news. In times of stress, such as strikes and lockouts, I have heard just as much plain, fancy, Graeco-Roman catch-as-catch-can fairy-story telling on one side as on the other.

Suppose the strike vitally affects the public in some necessary service. Ask the company manager how much service has been curtailed. Ten per cent, he says. Whole thing is a fluke. Ask the union leader. Ninety per cent, he replies. Very successful strike.

Many a time I have wished for a diving rod to get the truth and have sympathized with Pilate, who asked what truth was. In order to learn the actual facts in such a case it would be necessary for all the staffs of all the papers in the territory affected, working co-operatively to drop everything and check up at the turnstiles where the men reported for work, and wherever the work was in progress. This is not feasible unless the affair be so serious as absolutely to monopolize attention.

Or take Russia. Often I have felt that no newspaper was printing the rock-bottom facts about Soviet Russia. But how to get it? Every man comes back with a different story. Everyone is prejudiced on one side or another or has had to derive his information from prejudiced sources, checking one exaggeration against another.

We have not the machinery to get at the exact truth in such cases. How to construct it is the most pressing question before the newspapers of the world, in my opinion.

Differences of opinion as to how the news shall be displayed often gives rise to charges that a newspaper is prejudiced, but who shall say that either editor is dishonest if one thinks a speech by Secretary Hughes the most important news of a day and another a speech by Eugene V. Debs.

It is perfectly true that in the long run a whole staff's perspective on news is influenced by the character of the paper. Nor do I see anything criminal about this.

A Cleveland speaker recently said that what you read in your newspaper every morning is what was on the plate just as the camera shutter closed. It is an instantaneous impression. It is easy to expect too much of a newspaper even if you concede it honesty of intention.

Does it not resolve into this? If any



THE PRESIDENT'S LETTER

“MY DEAR MR. YOST: With much regret, I have found it impossible to accept the invitation to the dinner in connection with the annual meeting of the American Society of Newspaper Editors in Atlantic City later in the month.

“The place which the editor occupies in our public life and the influence which he has in moulding opinion, are obvious, and yet we are prone to lose sight of this because it has become an accepted fact. I think, however, that it is one of the first things which strikes the attention of a keen observer from foreign countries as an outstanding and unique feature of American life. That such an influence exists is in itself a wonderful tribute to the character of the men who control the editorial policy of our papers. Our people are keen to penetrate that which is false and insincere, and if they are willing to be advised through the columns of the press, it is because the overwhelming majority of papers stand for what is best, and are able to lay aside partisanship and prejudice when dealing with matters vital to our national life.

Very truly yours,  
(Signed) CALVIN COOLIDGE”

somehow on less than \$1,000 for the year. Do you think it likely that men or women supporting families on less than \$1,000 a year could be dragged by any possible device or compulsion into reading a serial publication of Kant's Critique of Pure Reason?

The events of the world must be told simply and clearly for them. As Dr. Talcott Williams said in testifying before the Federal Trade Commission Jan. 31, 1924, “No newspaper reader expects to be asked to look up a word. The newspaper man's business is to use language so that it can be understood by everyone.” Exotic vocabularies are a drug on the market.

Is it not as much part of a preacher's business to get some people into the pews to listen to him as to preach?

Now I will ask you to look at these two charts worked out by Eric C. Hopwood, secretary of this society and editor of the Plain Dealer. One is a study of the first page headlines of our paper for the month of January, 1924, counting the play stories only. The other analyzes the purposes for which the Cleveland city government spent its annual income.

Mr. Hapwood found that in January the play stories on Page 1 of the Plain Dealer were divided as follows: foreign affairs 21 articles; national government 28 articles; city government—we had just started out under a new charter—34 articles; crime 16 articles; national politics 12; accidents 8; general news not classified further but not pertaining to any of the preceding classes, 89 articles.

Crime and accident, the so-called destructive news, thus obtained a footing on Page 1 with 24 articles, as compared with a total of 184 constructive.

During 1922, the last year for which figures were available, the Cleveland city government spent a total of \$12,686,277 for operating expenses. It disbursed: for boys' and girls' farm, \$104,762; for city farm, \$94,907; for outdoor relief, \$116,667; for correction farm, \$173,019; for infirmary, \$206,613; for tuberculosis sanitarium, \$209,556; for city hospital, \$633,857; for police, \$2,500,313; for fire department, \$2,247,860—the total of the foregoing being \$6,274,554, all expended to combat the so-called destructive forces of society. Other city expenses amounted to \$6,411,723.

In other words virtually half the city income went to fight destructive forces, despite which the Plain Dealer in the month under observation, in all respects a normal month though not in the same year, published on its first page only 24 articles dealing with so-called destructive news and 184 dealing with non-destructive.

Were we too yellow? Actually I wonder if we were yellow enough.

Some of you saw the interesting study of news distribution by Roger William Riis in the Independent for March 1, 1924. He measured the principal kinds of news for five days in a typical group of Ameri-

can newspapers and then compared the results with the same kind of measurement of a group of five English, five French and five German newspapers.

Mr. Riis discovered that his American group put business first in its allocation of news space with 21 per cent, followed by sports and amusements, which were tied for second place with 15 per cent each; then came politics and police news, also a tie with 10 per cent each, and then foreign news and the arts.

In his English group foreign news led, followed by business and sports in a tie, then in order, politics, police, arts and amusements.

In France the order was: foreign, amusements, business, police, politics, arts and sports.

In Germany foreign news led, followed in order by business, politics and amusements, with sports, police and arts in a triple tie bringing up the rear.

I believe Riis' figures fairly prove that the bugaboo raised by our critics that we are gone mad over crime news has been somewhat exaggerated.

I have said that I think we are going to print less sex and crime and more substantial news in the years to come. This is partly because these things go in cycles and nearly every period of license has been followed, at least in the English-speaking countries, by a period of restraint. Also because I think that the wiser publications are finding that it does not pay to cater to prurency. The greatest success in the magazine field is the Saturday Evening Post, not the Police Gazette, and a mushroom circulation temporarily gained by publishing smut is not really as profitable, dollar for dollar invested, as one whose quantity is known to be balanced by quality. Some of the owners of these yellow circulations have been notoriously unable to turn them into proportionate advertising revenue. The best circulation is one that is divided proportionately among all the brackets of the income tax triangle.

Finally, the criticism that we do not get the news and when we get it fail to present it accurately and attractively.

Every man worth his salt rides a hobby and it soon becomes a fixed idea with him that no newspaper does justice to that hobby. It may be chess, trap-shooting or the League of Nations. This gives rise to much criticism of the newspapers and we are solemnly asked whether after all we really know what matters.

As I have said news styles change. Certainly the once great American absorption in politics has been considerably modified by the growth of urban as against rural life. Cracker-barrel polemics have long been on the wane.

There is just this much truth, I believe, in the charge that newspapers fail to get the news. I think we had for some time given too little attention to the national government, had taken too much for granted and Teapot Dome has arisen to jar us from our self-complacency. I will

go that far at least with Mr. Vanderlip. I will not say that we could have verified our suspicions well enough to have published them, but did we realize there was a suspicious situation at all?

For myself, I hope Mr. Vanderlip's new organization of super-sleuths does uncover something worth while. The more light the better. But I think I can assure him that the newspapers as a whole are not convinced of the propriety of publishing without proof rumors as to the integrity of public men, just in the hope that somebody thereafter will take the trouble to investigate them. I think this is contrary to the American spirit of fair play, to say nothing of the libel law.

I take it none of us is satisfied we are doing as good a job as we ought of getting the news. On the other hand we never shall. But we are all working to improve ourselves. The great news services are constantly extending their frontiers and in the large cities we are comprehending better, I hold, the nature of the kaleidoscopic picture which unfolds before us.

Press agents we have always with us. They plague us daily, but anyone who contends we have vacated the Temple of Journalism and invited the seven evil spirits of press-agency to move in is talking through his hat. Did you ever stop to think that the amazing growth of press-agency is primarily due to the fact that as news demands pressed against the mounting costs of white paper, and ethical conceptions grew, special groups or institutions found that the old-style free write-up was too bad to get by? It was necessary to have some one around smart enough to discover institutional or group occurrences with real news in them.

So the press agent, instead of coming into existence because the newspapers have grown increasingly easy to work actually arose because they were becoming impervious.

I agree that newspapers in some cases will have to reassert in the most emphatic manner their right to deal with principals and not with publicity agents, but as a managing editor I can assure those worrying about the insidious infiltration of our columns by the press agent that I have an easy way of dealing with this evil. I throw the stuff into the waste basket unless I know all about it and deem it legitimate news.

Will some of our critics tell us the big stories we are overlooking, barring hobbies and unproved and unprovable rumors? I can assure them they will be welcome.

In the matter of news-writing, I sincerely wish we could have staffs of Joseph Conrads, Rudyard Kiplings and Arnold Bennets, though we should need a few reporters to dig out the news. But I think the idea that American newspapers used to be better written is mostly nonsense.

Before coming down here, I made a point to look back in the files of our own paper. I found that it used to be filled, fifteen, twenty or thirty years ago, with occurrences so trivial that we would not consider publishing them today, and the stories, but for an exception here and there, were not as well written as today. We did not possess anything like today's news scope.

I think, however, I discovered the reason why some people, trusting to their memories, believe the stories of yesteryear had a sparkle all their own. Personal journalism did it. The reporters of those days used to write high and wide. How much more picturesque to call someone a horseshoeing Democrat than to say he is a Wilson man? A news writer who employed the former terminology today would be asked if he knew the Civil War was over.

Furthermore, I checked back on the personnel of our staff a matter of 15 years and as far as we are concerned we have better reporters today than then. We had occasionally a brilliant man, and sometimes he was sober and sometimes not. The old type ill-educated journeyman reporter, who knew all the bartenders from Sandy Hook to the Golden Gate has passed and with him many a brilliant feature story and many a heart-breaking fiasco. His successor is better educated, more dependable and more accurate,

considerable element of the community grows to feel that it is not getting fair treatment in the newspapers, sooner or later it will start a paper of its own, or some outside entrepreneur will move into the vacant position. It seems to me that this is the sure check upon the daily press. It is playing lightning for any newspaper perpetually to ignore or vilify any considerable element of its population. It is hanging out the Welcome sign to the sharpest kind of competition. As the British Labor party came along, did not fail to bring about an adjustment in British journalism. It is my feeling that even the Tory organs are improving constantly fuller and fairer attention to labor affairs. I find it impossible to lay down any single rule for all newspapers. They are the most thoroughly individual propositions in the world. It cannot be said that they all lean one way or another, but it can be said that taken altogether they fairly approximate the prevailing styles of thought. It may be objected that I advocate too militaristic and pragmatic a philosophy; that the only proper inspiration for an editor is something spiritual within his own breast, or, if from without, nothing less than fire brought down from heaven. I hasten to reply that there is indeed no person on earth who needs a more active conscience than an editor. He will never draw a following unless he has a powerful motivating will to proclaim truth as he sees it and facts as they are. That is exactly my point. The people will follow that kind of a paper and it may endure. Other papers can be maintained only as long as the barrel holds out. I pass now to the charge that newspapers debauch their readers with lurid trivialities in order to gain large circulations and so are forced to leave out important news. Frankly, I think this is a charge in some measure justified. Since the war the public mind has been highly excited. The national nerves have not returned to normal. I predict that in five years we shall be printing less crime and more substance. I maintain that we should lead and attempt to improve the public but that we should lead in such a manner the public can follow. In fact we have influenced and in part are influenced by the political and economic factors which have governed the working out of our national destiny. I believe that the press should faithfully mirror the life of its time, and if this is true, I think we should be somewhat direct in our duty if we failed to indicate that the younger generation today is considerably interested in bootlegging, jazzing, automobiles, moving pictures and radio. I believe we shall agree that the democratic society which is America cannot endure unless the people are well informed at all times of the exact state of the nation. Assuredly, however, this is not a state where sex does not play a large part in the human drama and where the passions of mankind do not have their place. And if we are to present a true picture of America to Americans, is it not self-evident that without magnifying them out of their perspective or transcending the limits of decency we shall have to tell of sex, crime and the other facts of existence, asking not whether they are pleasant but whether they exist? Those of us who aim to publish newspapers of general circulation and are not content to exhort the more intelligent favored few have always to bear in mind the mental capacity of that elusive percentage, the average man. According to the government figures, 33 persons enjoyed incomes of \$1,000,000 or over in 1920; 123 incomes of \$500,000 to \$1,000,000; 3,493 incomes of \$100,000 to \$500,000; 12,093 incomes of \$50,000 to \$100,000; 38,548 incomes of \$25,000 to \$50,000; 171,830 incomes of \$10,000 to \$25,000; 455,442 incomes of \$5,000 to \$10,000; 6,578,382 incomes of \$1,000 to \$5,000. This makes a total of 7,259,944 incomes reported. All the rest of the known residue of 20,000,000 wage earners, farmers, etc., therefore struggled along



though still far enough from perfection, like the rest of us, to leave plenty of room for improvement. There is one way to improve the quality of staffs, and one only—raise salaries to attract better men.

I should say that the proportion of college-trained men in journalism has increased sharply in the last ten years. Certainly it has in Cleveland. The cub who has not had at least a touch of college is now an exception. Schools of journalism are constantly helping to raise the standard of recruits to the profession.

From the besetting sin of all journalistic alumni associations, the delusion of the "good old days," I pray we all may be delivered. They troop into the office after being off the staff from one year up and tell the same story. There were giants in the earth in those days.

Fifteen years ago a certain old gentleman used to visit our local room. He had been city editor and the entire local staff of the Plain Dealer before and after the Mexican War broke out and he used to assure me in the most oracular manner that he got out a better paper in 1847 than we did in 1909.

No, the way to improvement is forward, not backward. I am utterly unable to be downhearted over the prospects of journalism in America. The genius of a free people will not let it wither. If we read aright the destiny of our country we shall continue to be its chroniclers; if not, better men will succeed us, but in any event the profession goes marching on.

President Yost: "Gentlemen, I wish very much indeed that that paper could be printed in every periodical in this country. Particularly, I might say, the Atlantic Monthly."

J. T. Williams, Jr. (Boston Transcript): "I prefer the Saturday Evening Post; it has a larger circulation."

President Yost: "I have been 50 years in the newspaper business: I think I have studied it rather intensively. I have been deeply concerned in it. It seems to me that it has grown better, it has grown larger in the sphere of usefulness, it has grown purer and in a general way has grown cleaner."

"The conceptions of the newspaper business today are quite different from what they were in my early days, as all of you who are older know very well. There is a higher feeling of obligation, of public responsibility, and of interest in the public service, higher regard for accuracy—that is one thing in particular that we are growing more and more to stress, the absolute need of the truth as near as we can reach it."

"The difficulty of reaching the truth is one of the hardest things in the world. The courts are established for that purpose, and they find all the time that it is almost always a question of compromise."

"The truth, the whole truth and nothing but the truth has never been found in any court in the world, and it can't be found in any newspaper, but if we can get the substantial truth, and that is the thing we are working for all the time, and we are correcting it—devoting so much of our time and attention to find out what is true and what is fair and what is right. I am very much pleased with that paper, Mr. Bellamy. I think it is one of the finest things I have seen on that subject at any time."

"I would like to have Mr. Williams discuss that a bit."

J. T. Williams, Jr.: "Mr. President, I belong to the less blessed of the company of this Society, in that I belong to a group that receives all and gives so little."

"Most of the work of this Society, the work of organization, the work of development, we owe to our officers and Board of Directors."

"I could not help but feel as I listened to Mr. Bellamy's paper that to some extent the preparation and reading of that paper had redressed the balance. Certainly, I feel that my two days here and my trip here from the west have been tremendously rewarded by the privilege of listening to such a paper. I wish that we could have had that paper on the program last night. It is a testimony to the modesty of our profession that we didn't

however, because he dealt with matters with which we are intimately concerned.

"When Mr. Bellamy read the list of our critics, it seemed to me that they were divided into two classes, the political slackers and the social typhoid Marys. The political slacker we find in our pulpits and in our colleges. They are running from their responsibilities and blaming the press for the evils that come from their retreat."

"I have a personal interest in the book of our critic, Upton Sinclair. He does me the honor of devoting a page of denunciation to the paper with which I have the honor to be associated, and he is so unfair to the paper as to devote most of the page to me. He makes a series of statements there in regard to my supposed responsibility for the publication of an issue of the Harvard Lampoon, attacking a professor in Harvard by the name of Lasky."

"As a matter of fact, I had no more to do with the publication of that issue. I knew no more about the intention of those young students to publish the issue than did Mr. Bellamy himself, and I esteem so little the condemnation of Mr. Sinclair that this is the first time I have troubled myself to make the denial. But that is a sample of his regard for accuracy."

"Now, I don't know many groups of men that would take those criticisms and look behind the falsehoods in them and try to find out here and there a truth by which we could profit. I don't know of any group that would do that as fearlessly as the group which Mr. Bellamy represents here today."

"I couldn't help but be reminded of a conversation—well it wasn't a conversation because most of the talking was done by 'Marse Henry' Watterson. It was the last time I saw him, about three years before his death. He was in New York, at the Manhattan Club, and I spent all of Sunday morning with him. He said, 'we are coming'—he always referred to me as the damned rebel that emigrated to New England—again into an era of personal journalism. It won't be the same sort of personal journalism that prevailed in the days when I was most active, but it will be an era of personal journalism in which the emphasis will be upon character rather than upon brilliancy, and upon service rather than upon sensation, and I think Mr. Bellamy's paper proves the accuracy of that prophecy."

President Yost: "I would like to hear a bit from E. B. Doran of the Dallas News."

Mr. Doran: "Mr. Bellamy's paper was intensely interesting to me and on a subject that I have given considerable thought. I hadn't followed the analysis as far as he had, and, therefore, didn't get much consolation out of the situation. 'I am glad he said something too about the difference between old journalism and new journalism. I looked over our paper some time ago and concluded that it was utterly rotten, nothing in it looked right. I went back to our files of 25 years ago, and immediately took heart."

"The product of today is immeasurably better than the product of 25 years ago. I suppose that is an encouraging indication."

"There is another difference. When I went to work in the newspaper business, if we wanted to find a prominent man around town, we went to a gambling house; that is, at night. We find him at home now."

David E. Smiley: "Mr. President, I felt very much cheered by Mr. Bellamy's paper. We have been hearing in our section from this same kind of criticism. It comes not from the average people usually but from the over-educated. Many of the persons who should be most dearly grateful and understand best what the newspapers are trying to do are those who are seemingly only alert to find errors of judgment and errors of conscience."

"The best answer to these criticisms is the fact that the newspapers are constantly taking a stronger hold on the public imagination as a whole. I don't think there is any question that a great mass of evidence is at hand to prove it. I believe, with all of these gentlemen who

have spoken, that the newspapers of today certainly are far better than ever before."

"We recently took over one of the most celebrated journals in America, the New York Evening Post, the paper whose traditions always filled me with the deepest admiration. I had read the history of it, I had heard of it all my newspaper career. I had read it, and I believed that the Post represented in that rather now dim past, the greatest things in journalism. I still believe that it stood for the finest things in journalism in its day, but a look at the files is woefully disappointing."

"The same prejudices, the same lack of care in statement, the same villification of the opponent, crept into the writings of the giants of those days on the Post as in the writings of many other giants that we have heard about."

"I once took the trouble to look up some of the so-called great editorials written by the masters of the past, and I was greatly disappointed in them. I don't believe they would get into the modern newspaper. The most that they seemed to have was a kind of, using the commercial traveler's language, hundred per cent for on one side and a hundred per cent 'agin' on the other. Their stock in trade seemed to consist of a bag of tricks of villification. I don't say that those men were consciously wrong in what they did, but I feel that the ethical point of view, if we could put it that way, which is now actuating the great newspapers of this country, had not yet come into being, it hadn't penetrated the consciousness of those men."

"I believe that the newspaper business, with all its faults and all its shortcomings, is in a far better state today than ever before, but I believe that there is a far more glorious existence awaiting it in the future."

President Yost: "The talks so far have come from editors who are connected with a single paper to which they have been giving individual expression. We have with us this morning a gentleman who is associated with a great many papers in one way or another. I want to call on Mr. Bickel of the United Press for a few words."

Karl A. Bickel: "I felt that the strength of Mr. Bellamy's paper was in the fact that he had gone into the figures, he had actually investigated this thing, and he had gotten away from this general sweeping statement of condemnation or approval of certain aspects of journalism today."

"I think that we who are inclined to feel that we are pretty good and that our product is pretty good are somewhat prone to make the same error that Mr. Sinclair did in favor of ourselves. But I do know, as a press association man, who has the business of collecting and reporting and distributing a product every day to you who are the retailers of news in America, the fact that the cash value, the merchandising value of crime is not as great today as it was a year or two years ago."

"We know that because every day, three times a day in a sense, we get a poll of what the newspapers are printing in the United States. I have our various bureaus send at lunch and at the two ten-minute periods a brief description of what the principal newspapers of the principal cities are going on the street with, because in our business of supplying to our clients every day what they want, we feel that it is very important that we know this, and we have found out within the last year that the Thaw story and the Stillman story, for instance (not the recent Thaw story, although that illustrated it fairly) and stories of that character are not going so well. A while back, very frankly, in response to a very definite demand from a great number of our clients, on that character of stuff, we gave them lots of it and lots more of it. They said, 'Give us lots of detail, lots of color, and give it to us raw.' In response to that demand, we went out and gave them a lot of the Stillman stuff, etc."

"Now we wouldn't have that demand within 70 per cent of what we had two or three years ago. Either the taste for

it or the style for it has gone out. The swept, every once in a while, will be certain character of story. Styles of news change, and the style for that sort of thing is slipping."

"I don't want to appear to be talking like Pollyanna or anything like that, but we do find that there is a real and increasing demand for the constructive story."

"We carried about 3,000 words of the Dawes report on most of our service, a surprisingly large number of newspapers (and referring to newspapers am not only talking of the larger metropolitan papers, but I am talking about the Oshkosh Northwestern and the Salina (Kan.) Journal and papers of that character) did publish the report in full. My department told me the other day about 86 per cent of our exchange showed that they had printed the whole 3,000 words of the Dawes report, with the box and all the rest of the stuff. Now you couldn't have put that story one to anything like that degree two years ago in the bulk of the papers. Mr. Smiley in the Post and Public Ledger and Mr. Beck in the Chicago Tribune would have carried that story and possibly more of it, but what I mean is the little papers as well as the others. We know that the demand for that character of stuff is increasing and we are spending more money to get it in consequence."

"That is our best answer and my best reason for feeling that there is an increasing demand for a higher grade of constructive news in this country, because we are producing a higher quality of news, because we have to do it to take care of our clientele as a matter of dollars and cents with us."

#### EDITORS AT ATLANTIC CITY

THOSE present at the Atlantic City meeting included:

Edmund W. Booth, Grand Rapids Press; A. H. Vandenberg, Grand Rapids Herald; Stuart H. Perry, Adrian (Mich.) Telegraph; Ralph Pulitzer, Herbert Bayard Swope, Arthur Krock, Laurence Stallings, New York World; Moses Strauss, Cincinnati Times-Star; Joseph Pulitzer, St. Louis Post-Dispatch; Harvey L. Ham, W. W. Waymack, Des Moines Register; Tribune; Willis J. Abbott, Christian Science Monitor; Boston; James T. Williams, United Press; William A. Curley, Chicago American; E. S. Beck, Chicago Tribune; Eric C. Hopwood, Plain Dealer; Casper S. Yost, St. Louis Globe-Democrat; George E. Miller, Detroit News; E. B. Doran, Dallas News; J. E. Vance, New Britain Herald; Walter M. Harrison, Oklahoma City Oklahoma & Times; Stanley Reynolds, Baltimore Sun; J. Fred Essary, Baltimore Sun; D. E. Smiley, George Noy McCain, C. M. Morrison, Philadelphia Public Ledger; H. R. Gay, St. Paul Dispatch & Pioneer Press; Philip A. Payne, New York Daily News; Grove Patterson, Toledo Blade; M. S. Sherman, Springfield Union; George A. Hough, George A. Hough, Jr., Cooper Gaw, New Bedford Standard; M. A. Rose, Buffalo News; D. S. Taylor, Buffalo Courier.

T. J. Dillon, Minneapolis Tribune; John W. Maynard, Newark News; Wade Mountford, Cincinnati Commercial Tribune; Frank P. Glass, St. Louis Star; Merton E. Burke, Baltimore Sun; Ralph E. Stout, Kansas City Star; Lorain Pickering, John R. Colter, North American Newspaper Alliance; Frank S. Baker, Tacoma Ledger and News-Tribune; Ed Flicker, George C. Waldo, Bridgeport Post & Telegram; J. S. Knight, Akron Beacon-Journal; John D. Dunne, Toledo Times; James M. North, Jr., Fort Worth Star-Telegram; A. C. Ross, Rochester Democrat & Chronicle; O. K. Shimmans, Cleveland Times & Commercial; Charles A. Segner, Chicago Evening Post; C. M. Stanton, Thomas J. Coleman, San Francisco Examiner; Albert W. Cumming, Wilmington News.

Karl A. Bickel, United Press Association; Herbert S. Houston, Our World; Maximilian Elser, Jr., Metropolitan Newspaper Service; James Wright Brown and Arthur T. Robb, Editors & Publishers.

#### Clark Bill Passes House

Following an all-day debate, the Clark bill, providing for a national forestry policy, passed the House of Representatives April 23, by a vote of 193 to 107, the largest majority ever received by a forestry measure. The bill now goes to the Senate, where the McNary bill, a similar measure, is being considered.

# OIL AND ETHICS DON'T MIX, EDITORS SAY

## Directors of American Society Get Mandate to "Censure, Suspend or Expel" Members Found Guilty of Violating Canons—All Officers and Directors Re-elected

By ARTHUR ROBB

THE Canons of Journalism are not Quaker guns. The principles they embody for the editorial conduct of newspapers are vital, to be enforced, regardless of results to enforcer or enforsee. So decided the American Society of Newspaper Editors meeting last week at the Ritz-Carlton Hotel, Atlantic City. Broader fields of work were perceived by that meeting, the Society's second, and these steps were taken to occupy those fields:



GEORGE E. MILLER

I. Authorizing the Board of Directors to investigate charges made during recent Washington revelations against members of the Society and to take appropriate action against those proved guilty, and, in the case of guilty non-members, to adopt resolutions protesting against violations of the Canons of Journalism.

II. Approving Washington, D. C., as the permanent place of the Society's annual meeting.

III. Informally approving a change of date to make the meeting wholly independent of the A. N. P. A. and A. P. gatherings.

IV. Approving eligibility requirements to admit editors from cities of 50,000 population. The former minimum was 100,000 population.

V. Voting confidence in the Society's conduct by re-electing all directors whose terms expired, the board then re-electing all officers.

Gov. Gifford Pinchot of Pennsylvania and Julius H. Barnes, president of the United States Chamber of Commerce, addressed the annual banquet Friday evening. Gov. Pinchot reviewed briefly the history of conservation of national resources, the unending fight waged against the policy by private interests and the near approach to success of that fight under the regime of Secretary Fall.

Mr. Barnes recited statistics of American business for well over an hour, analyzing present-day prosperity.

Other outstanding features included an address by Paul Bellamy, managing editor of the Cleveland Plain Dealer, on "Attacks upon the Integrity of Journalism";

A symposium prepared by Moses Strauss, Cincinnati Times-Star, on (1) "What, in your opinion, is the chief factor in gaining and holding a reliable newspaper circulation?" and (2) "What is reasonable proportion of unpaid reading matter, news features, editorials, pictures, etc., to paid advertisements?"

The report of the committee on syndicates and the discussion of feature and news values which followed it.

The report of Ralph Stout, Kansas City Star, on "Methods of Handling Copy" and subsequent discussion.

J. Fred Essary's paper on the relation of the Washington correspondent to his newspaper.

Fifty members were present when the oil scandal scurried into the room on the heels of the informal report of James T. Williams, Jr., Boston Transcript, acting chairman of the committee on Ethical Standards.

"Within the year," Mr. Williams began, "your committee has been instrumental in obtaining the very hearty endorsement of the Canons of Journalism in the form of a resolution adopted at the Rotary International Convention at St. Louis last June, when that great convention, representing every county in the United States and many foreign countries, brought in their resolution endors-

ing these Canons and pledging their support to newspapers adhering to them—brought in that resolution and adopted it in the presence of the then President of the United States.

"Among the several other organizations that have also adopted these Canons, the last to adopt them only a few months ago, was the Vermont Press Association.

"With respect to pending proposals, the committee has only two of any importance to report, one definite, the other very indefinite.

"We are indebted to A. H. Vandenberg, of the Grand Rapids Herald, for the suggestion for our consideration (and informally it is passed on for yours) of the addition to the Canons of a preamble reading somewhat like this:

"To the privileges under the freedom of American institutions is inseparably joined the responsibility for an intelligent fidelity to the Constitution of the United States."

"In the absence of a majority of the committee, we have no recommendation to make in regard to that suggestion. From several sources, however, we have received requests—requests is too strong a word—we have received expressions of hope that the Committee on Ethical Standards would see fit to take cognizance of certain recent disclosures at Washington, in the judgment of our correspondents, called for action by this Society.

"As I said, these suggestions were informal, no definite charges were made, and under those



EDGAR B. PIPER

circumstances, and taking into consideration the fact that only a minority of our committee is present, my colleague [H. R. Galt, St. Paul Dispatch & Pioneer Press] and I are not inclined at this time to make any formal recommendation.

"We feel, if I may speak for him also, that these Canons are more or less intended to fix or manifest the traits of character that should distinguish the newspapers adhering to them.

"Plutarch having told us that character is long standing habit, we are disposed to believe that perhaps the best contribution this Society can make toward the advancement of the code of journalism which those Canons are intended to promote, is code obedience on our parts rather than code enforcement on the part of any committee.

"With a view to carrying forward the work of the Society, your committee recommends that the president of the Society be requested to call upon the member whom he may appoint as the new chairman of this committee for a report from time to time on the date and place of meeting of certain organizations that might be interested in hearing these Canons interpreted, and whose endorsement of their purpose would be helpful to the Society.

"We made that recommendation for this reason, although these Canons have been adopted by the American Society of Newspaper Editors, they have yet to receive the sanction formally of the American Newspaper Publishers' Association, and until they receive the sanction of that organization, it cannot be said that they have a full set of teeth.

"With a view to encouraging the publishers perhaps to see the wisdom of adopting these canons voluntarily by way of re-enforcing the initiative of their editors, your committee suggests that at an appropriate time these canons be pre-

sented to the Associated Advertising Clubs, to some such organization as the American Bar Association, the American Medical Association, the National Federation of Women's Clubs, with a view to getting a real public sentiment in support of the canons by those who read and advertise in the newspapers adhering to them, and in the building up of such a public sentiment in support of these canons, it is not unreasonable to expect that at no very distant date, the publishers would see fit formally to give the canons not only their endorsement, but their daily support in their respective offices, and in so doing, I think you will agree with me, that they all share with us the satisfaction, not perhaps of enhancing what we know as the power of the press (it is powerful enough already), but of rendering to the press of America the very real service of giving it that other power of which Emerson speaks, the power to make our talent trusted."

As Mr. Williams concluded, A. H. Vandenberg, Grand Rapids Herald, at once took the floor.

"Were it not for the far greater importance, as I see it, of enforcing the Canons as they already stand," he said, "I would be inclined to stress the amendment that I offered through the committee correcting what to me is a glaring omission, namely, the inclusion of fidelity to the Constitution as one of the basic essentials of sound, safe, patriotic American journalistic leadership.

"But I waive that for today. But I don't want to waive the opportunity of saying that after this Society has dared for the first time in the history of American journalism to set down the basis of journalism, honest journalism, I don't want to waive the opportunity to say that we ought to equally dare to enforce them.

"It seems to me that a pretense of ethics would be a mere gesture if the glaring violation of the ethics isn't promptly and properly attended to in such a forum as this, and as far as I am concerned, I would prefer that the gesture never were made than that a glaring challenge to the ethics should be ignored.

"I suppose that in a small way, all of us day in and day out are violating some phase of this code. That is to be expected. We are human. But when the public attention is concentrated on what seem to be magnified offenses against decency and against what we assume to be the ethics of journalism, I don't see how a convention of this Society can pass without taking notice of it.

"I don't mean to pre-judge anybody. I abhor character assassination. I have full sympathy for the temperate view which Mr. Williams has so splendidly presented. But it seems to me, sir, that if there are members of this Society involved in any of the magnified offenses that the country has been given to believe, there should be a definite inauguration of disciplinary machinery.

"It seems to me that this convention should order its Board of Directors and its Committee on Journalistic Ethics, to inspect the record of the Washington investigations insofar as they relate to these magnified offenses alleged, determine the fact, and if the fact be sustained, report back to this Society for expulsion any member guilty of these offenses or otherwise report back to this Society a vindication of them, so that we can stand clean before the Ameri-

can public. If there is an offense, a magnified offense, involving a paper not a member, I think the least we can do is to put a plain, fair, square public condemnation of it on our records. Otherwise, I can't see that ethics mean any more to us today than they did before we wrote our code."



E. S. BECK

President Casper S. Yost, St. Louis Globe-Democrat, expressing sympathy with Mr. Vandenberg's views, called attention to the need of specific charges.

Mr. Williams reiterated that there were no charges before the Society.

Mr. Vandenberg replied that he fully understood that, but submitted that "charges have been made in the great court of public opinion. Thank God! Only one newspaper out of perhaps a thousand in America is involved. Thank God! The record is as clean and as clear as it is, but all the more reason that offenses should be cleansed. It seems to me that you can't ignore the fact that these charges do exist, and I don't think it is fair to put upon any single member of the Society the responsibility for the formulation of the specific thing itself in a situation of this particular sort, where the attention of the whole country has already been riveted upon the exact thing I am talking about."

Secretary Hopwood, in response to several questions from the floor, read the constitutional provisions authorizing the directors to censure, suspend or expel members guilty of unprofessional conduct or violation of the Society's rules.

Mr. Vandenberg then moved that the directors proceed under the appropriate section of the constitution to investigate the "undue favors" received by certain newspapers according to the oil revelations. It was disclosed that at least one member of the Society had been mentioned in the scandal.

Several substitute resolutions and amendments were offered, in the interests of clarity and definition, by Willis J. Abbot, Christian Science Monitor; Herbert Bayard Swope, New York World; Mr. Vandenberg, and Joseph Pulitzer, St. Louis Post-Dispatch. Efforts to secure the names of the suspected journalists were unsuccessful, but did produce the assurance that no man would be held responsible for acts by his associates or superiors over whom he had no authority.

Statement by Mr. Vandenberg that quibbles over wording did not interest him, that his sole aim was not to let the meeting pass without "telling the country that we mean what we say when we talk about ethics."

"May I ask what we really said about ethics at the last convention which anybody would suspect we don't mean by any action or inaction?" Mr. Williams responded. "I recall a very interesting discussion at the convention in Washington, in which we were privileged to listen to Mr. Swope, and he spoke very much to the point and urged very strongly at that time that certain teeth had to be put in these Canons, but upon further consideration and after debate and under the guidance of our president, I think the records of the Society will show we decided to move slowly in that direction."

"In a spirit of very great humility, sir, I would like to express the opinion that we are not moving wisely in this matter," commented Edward W. Booth, Grand Rapids Herald. "I agree with what has been said that to vitalize a code, to bring out the code in a graphic way, perhaps some



step of this kind that we have in mind will do much, but we are rather new in the adoption of a Code of Ethics, and we are early proceeding to hold court and to decide whether certain members are guilty of malpractice.

"I think, Mr. President, that if we would look into the records of medical societies and legal societies touching such questions, we would find that out of their experience they move slowly and that such societies have found that such attempts at holding court are fraught with exceeding great difficulties.

"I question very much, Mr. President, whether the Board of Directors will get anywhere in finding the gentlemen that we have in mind guilty of anything under our constitution.

"I think we must wait until we have had more experience before we can be sure in our mind that we have a set of rules or a code by which we can try our fellow professional men and try them fairly and accomplish anything by the trial.

"It seems to me that these brethren of ours have been held up to public obliquity in the country by publicity, which is a terrible club for any man, and I am sure that every member of each of the staffs in the newspapers that we have in mind has been humiliated so he has been made to bite the dust by the fact that his newspaper has been involved in the publicity that has gone over the country, and they have learned some things already in the bitter school of experience by the exposure.

"Now, shall we go further and try these fellow professional men and hold them guilty and expel them, and then after we have done that, who shall come next? I wouldn't want to be a member of the Board of Directors, Mr. President. It seems to me it is an impossible and endless task that we are proposing."

Walter M. Harrison, managing editor of the Oklahoman, leaped to his feet with: "It is true, sir, as Mr. Booth suggested, that the American Society of Newspaper Editors is a young society, but I think, sir, the principles involved here are as old as eternity, and I for one do not believe that we ought to join the group of 'Babbity' organizations in this country that put on the walls of their offices a framed motto of fine generalities, but wink at the particularity of a crime against that code. I was for teeth in the code when it was first organized. I am for the resolution suggested here at the present time. I believe this Society has the opportunity at this time to grow in stature immensely by taking aggressive action in this matter, and I certainly would support some definite resolution to that effect."

Mr. Hopwood met Mr. Harrison's wish with a new resolution, which was adopted, as follows:

"RESOLVED, that the sense of this Society is that the Board of Directors investigate charges which have been made against certain members of the newspaper profession in the course of investigations current at Washington, that in case charges are sustained against members of the Society, the Board take such action as the offense merits, and in case charges are sustained against non-members, the Board adopt proper resolutions protesting against violations of sound journalistic practice as laid down as general principles in the Canons of Journalism."

As President Yost was about to put the question, Mr. Williams made his last stand.

"Mr. President," he said, "having in my humble way done my best to emulate the militant initiative of the New York World, a part of whose fine tradition is the performance of unpleasant public service, and in doing that, having done what I think probably every member of this Society did, when these disclosures

came out, said our say on our respective editorial pages. It was an inspiring experience to go through the exchanges and find so few 'yellow-bellies' among the editors of America.

"That being the case, I hope that my attitude toward these publications will not be misunderstood. It seems to me a reflection on our Board of Directors to adopt a resolution that seems to prod them into doing what, if there be any duty, they have full authority to do under our Constitution. If they need any particular suggestion to get busy, perhaps this discussion will supply it. But I shrink from the precedent established by this resolution, and I shrink from it for the reason that I happen to know that we now have, at least on the rolls of this Society, an editor and publisher who shall be nameless, who is flagrantly and shamelessly violating the Canons of Journalism day in and day out.

"Why should we make an exception of one or two who have run foul of the publicity machinery of the nation at Washington and endeavor to get for ourselves a verdict of virtue by kicking a couple of publishers who have already been kicked from Maine to California? I have the honor to move, sir, the tabling of the resolution."

The motion was seconded and lost.

President Yost then put the question on the adoption of the resolution, which carried by a *viva voce* vote.

Nomination of four directors for three-year terms placed before the meeting the names of the four incumbents, all of whom were re-elected as follows:

D. E. Smiley, editor, Philadelphia Public Ledger.

Charles H. Dennis, managing editor, Chicago Daily News.

Joseph Pulitzer, editor, St. Louis Post-Dispatch.

T. J. Dillon, managing editor, Minneapolis Tribune.

Other contestants were: James M. Thomson, editor New Orleans Item; Walter M. Harrison, Oklahoman; and C. P. J. Mooney, Memphis Commercial Appeal. Richard Hooker, Springfield (Mass.) Republican, withdrew his name.

Arthur M. Howe, editor Brooklyn Eagle, was elected over Stanley Reynolds, Baltimore Sun, to fill the directorship vacated by the death of Frank I. Cobb, editor, New York World.

Officers were re-elected by the board after the banquet, Mr. Abbot acting as temporary chairman. Directors and officers in charge of the Society for the next year are:

Casper S. Yost, St. Louis Globe Democrat.

E. S. Beck, Chicago Tribune.

E. C. Hopwood, Cleveland Plain Dealer.

Arthur M. Howe, Brooklyn Eagle.

Ralph E. Stout, Kansas City Star.

Edgar B. Piper, Portland Oregonian.

George E. Miller, Detroit News.

Willis J. Abbot, Christian Science Monitor.

D. E. Smiley, Philadelphia Evening Public Ledger.

Charles H. Dennis, Chicago News.

Joseph Pulitzer, St. Louis Post-Dispatch.

T. J. Dillon, Minneapolis Tribune.

President, Casper S. Yost.

First vice-president, George E. Miller.

Second vice-president, Edgar B. Piper.

Treasurer, E. S. Beck.

Secretary, E. C. Hopwood.

Wider scope for the Society, without loss of the control of its affairs held by the metropolitan press, is sought by amendments to the constitution presented by Mr. Hopwood.

The directors meeting last week in New York approved the substitution of 50,000 population for the 100,000 minimum limit in Section 1 of Article II, also changing Section 2 from "not more than three memberships may be held by any one newspaper" to "Not more than four memberships may be held by any one newspaper in cities of 100,000 or more, not more than two memberships may be held by any one newspaper in cities of from 75,000 to 100,000, and but one membership may be held by any one newspaper in cities of 50,000 to 75,000."

After waiving the two weeks' notice of amendment prescribed by the constitution, the Society passed both amendments unanimously.

Washington was selected as meeting headquarters, at a time to be selected by the board in response to strong feelings among the editors that the Society had suffered both in prestige and attendance by meeting during the week of the publishers' conventions in New York. President Yost raised the question in his address, a full report of which was published last week.

"The Society, we may safely assert, is established," said Mr. Yost. "It is no longer an experiment. Both in its nature, its purposes and its membership it commands respect. But though, as an organization, it is no longer an experiment its operations are still experimental and must continue to be so for some time. For we are moving upon a course which has no chart and we are unaccustomed to the management of such a vessel as ours.

"How may we best promote the purposes of this Society? How may we utilize it most effectively for the advancement of the profession of journalism? How may we make it an active agency in newspaper progress? How may we make it a valuable instrument for the facilitation of our professional labors and the solution of our common problems?"

"How may we make our meetings more attractive, more interesting and more edifying? In short, now that we have it what are we going to do with it to make it more eminently justify its existence?"

"For example, where and when should our meetings be held? We have started out by assuming that it would be more convenient to the majority to connect our meetings, as to time and place, with those of the Associated Press and the American Newspaper Publishers Association, primarily because a great many editors customarily attend these meetings.

"Accordingly our meetings have been fixed at a date immediately following these and at a place close to New York. But although this arrangement has a number of advantages there are obvious objections to it.

"It restricts the time at our disposal and makes the disposition of our time subject in some degree to exterior exigencies over which we have no control. This caused last year a larger attendance on the second day than on the first, some of the members being detained in New York by duties connected with meetings there, and this year we have been embarrassed in our arrangement by a number of external matters.

"Should we continue the present policy of associating our meetings with those referred to, or should we cut loose from them entirely, and hold ours at some other time of the year and at any place we choose? If we did this we would be in command of our time and of circumstances. There are now many of our members who cannot attend our meetings at all, as at present fixed, because they cannot get away at the same time as their publishers, who are called to the New York meetings.

"There are not a few who think we should meet, occasionally at least, somewhere near the center of the country, so as to make it more convenient for editors living at a distance from the Eastern coast to attend. On the other hand there are many who feel it necessary to attend the New York meetings and who do not think they could spare the time for a second trip during the year.

"Last month your president was requested to attend a conference in the office of the Secretary of State at Washington to consider preliminary arrangements for a Pan-American Congress of Journalists to be held in this country next year.

"The proposal came from the Congress of the Pan-American Union, held at Santiago, Chile, last year, and it was suggested to that body by Latin-American newspaper men in attendance there. It is the belief of Mr. Hughes that such a meeting of newspaper men from all the countries to the south of us upon the two continents would contribute a great deal to a better understanding and therefore

to better international relations with all that that involves.

"I am inclined to agree with him and I believe this Society should co-operate to make that meeting a success. I therefore recommend that the directors of this Society be authorized and directed to provide for such co-operation with the State Department, the Director General of the Pan-American Union and the representatives of the various other newspaper organizations as the circumstances require."

Washington was first in the remarks of practically every speaker in the discussion which followed Mr. Harrison of Oklahoma City moving its selection for future meetings.

Mr. Williams suggested Franklin's birthday, Jan. 17, as a meeting date and the Pan-American Union, if available, as the meeting hall, with the President of the United States as guest of honor. No action was taken, except the suggestion that a referendum be taken for the guidance of the directors in selecting a date at a fall meeting of the board.

Four members of the Society called by death during the year were remembered in the following resolution offered by Frank P. Glass, St. Louis Star, chairman of the resolutions committee:

"Your Committee on Resolutions recommends that a page in the minute book of the American Society of Newspaper Editors be devoted to the names of: Warren G. Harding, Frank I. Cobb, John R. Rathom, Lewis N. Antisdale, members of the Society who have died during the last year.

"These were, a President of the United States; the most powerful editorial writer; a daring, militant news crusader, and a modest, efficient newspaper worker performing daily great community service typical of our profession.

"This epitaph might well mark the grave of each: 'He was an editor and he was faithful.'

"FRANK P. GLASS,  
"JOHN W. MAYNARD,  
"WALTER M. HARRISON."

The resolution was adopted. President Yost's suggested approval of the Pan-American Conference of Journalism was ratified by the Society in the following resolution, presented by Mr. Abbott:

"Whereas, it is our belief that the proposed Pan-American Conference of Journalism will contribute to a better understanding between the Latin-American countries and the United States and will contribute also to the general elevation and advancement of journalism, be it

"Resolved, that the American Society of Newspaper Editors co-operate with the governmental and other agencies to promote the success of this conference, and that the President of this Society be authorized to appoint with the approval of the Board of Directors such representatives of the Society upon the various committees established as the circumstances may require."

"I offer that resolution," Mr. Abbott continued, "and desire to say in presenting it that it seems to be an opportunity for this Society to take part in a conference which may be of very great value in establishing better relations, more intimate relations between the press of the Northern and Southern continents. I believe the conference is likely to be a very influential one, one which it would be entirely to our credit and honor to participate in, and I hope that the President of this Association will be given the authority asked for in the resolution. I move its adoption."

The motion was carried unanimously. Thanks of the Society to the officers who have served since its inception were offered in a resolution by George Nox McCain, Philadelphia Public Ledger, and unanimously carried.



RALPH E. STOUT



JOSEPH PULITZER



# EDITORS HOTLY DISCUSS SYNDICATE METHODS

## Symposium of Editorial Chiefs Deplores Plethora of Trivial Features, Oriental Methods in Price Jacking, Competition for Big Money Contracts, Abuses in Selling Territory—Circulation Value of Many Features Challenged

EDITORS don't like a good many features now on the market, they wish many of them were in Limbo, they frown upon the high prices charged, which they attribute to Oriental sales methods, large and high-salaried selling staffs, "easy-mark" editors, and the competition of fellow newspapers. Many of them don't believe features are circulation-builders. Most of them favor "straight news" as the best insurance of circulation. Opinions differed on



C. H. DENNIS  
Director, A. S. N. E.

of "standardized newspapers" brought about by syndicated features. These are the high spots of the criticisms expressed in the report to the American Society of Newspaper Editors and the subsequent exchange of opinion. The report was prepared by M. R. Creager, Milwaukee Journal, and read, in his absence because of illness, by Marc A. Rose, Buffalo News. It follows:

In order that the widest possible view of the newspaper syndicate situation might be presented by your committee, a letter was sent to every member of the A. S. N. E. asking for comments, favorable or unfavorable, on syndicates and their dealings.

In the 29 replies the comment was largely general. One or two unhappy experiences were reported, but they were such as might have arisen from misunderstanding. In nearly every case the writer said that his personal experience with syndicates had been most pleasant, but most of the letters contained observations as to the bad effects that injudicious use of syndicate material might bring about.

Also the general sentiment in the letters was that editors might, as a rule, thank themselves rather than the syndicates if they found their papers so saddled with ready-made features that they couldn't carry a respectable load of news and local features.

The sentiment was strongly in favor of home-edited newspapers as opposed to assembled newspapers.

A fair deduction from the letters received is that editors are inclined to overestimate the importance and value of syndicated features and allow themselves to be stampeded into buying through fear of competitors. Several editors told of suffering a keen feeling of desolation at the loss of some pet feature, only to find that their readers never noticed the loss and that the smoke went up the chimney just the same. This, we believe, is the common experience of really wide-awake newspapers. Any paper so barren of interesting material that the loss of one or even half a dozen hand-me-down features would be seriously felt, is, indeed, hanging by a hair, for any feature is likely to fail at a day's notice. Obviously, no editor or publisher wants the tenure of his paper to rest on so flimsy a foundation. Lots of good, homey, newsy stuff of the widest possible variety, we believe, is the safest insurance of reader interest, and that sort of material is not generally syndicated.

But it is not always easy for an editor to view syndicate offers philosophically. Some of the difficulties besetting him are expressed by a New York City managing editor:

"We seem all to be extravagant and cowardly in dealing with syndicates and their features. In this town, for instance, there is stiff competition among the newspapers. I am quite sure

always when a feature of some merit comes to me, if I don't take it, one of my newspaper competitors will.

"We all seem to be governed by the opinions of a too limited circle as to the value of features, and hardly brave enough to say 'No' in the face of the knowledge that somebody else will take the feature, and perhaps make a great display of it, which in turn excites the circulation manager or the business manager, who asks 'Why don't we have such and such a feature?' Then the editor, consciously or unconsciously, loosens up the next time a syndicate man approaches him and takes another of the expensive space-fillers.

"In this connection I venture the suggestion that the editors in every city ought to form a close corporation as to the reception of features. Presumably some of the editors who are fired with the desire to be wholly free in their selection of material for their newspapers might object to this procedure as an undue restraint on their individual genius and talent, yet it seems to me that the burden is so great that some of us might profitably drop our feelings and join with other editors in sharply limiting the acceptance of feature material from syndicates. How this would be done would be a matter of consultation, deliberation and decision between the editors in every city."

Another editor calls attention to the tendency of editors to keep features going after they are worn out. He writes:

"The primary idea underlying syndicates is that they will furnish superior matter at low cost. I contend that in a large majority of cases matter so furnished tends to be perfunctory and that the cost is excessive as measured by the quality. If a newspaper subscribes to a particular feature on its merits that feature may soon deteriorate and yet its use is likely to continue because it has 'become established' in the newspaper's columns, and an editor naturally is reluctant to let go of a feature established."

This, in the opinion of many who have had to do with features, is a common weakness. It applies, of course, to home-made features as well as to syndicate features, but is more marked where a contract has been signed and an editor feels that he must get his money's worth.

It usually is possible to get from salesmen a very definite idea of the pulling power of a feature. Editors are supplied with enthusiastic estimates gratis. However, some editors are skeptical of this information and one of them writes the committee as follows:

"I think the greatest need of newspapers using syndicated features is some sort of key by which the circulation value can be measured definitely. The questionnaire method reveals what feature readers like or view indifferently, but it does not disclose the features which actually are producing circulation; in other words the features which make readers buy the paper in order to get them. I have an idea that many of us are paying considerably more for features we could do without than for some which are earning their own way and making money besides."



T. J. DILLON  
Director, A. S. N. E.

"An example of the latter in our case is a fashion feature, which for many years has stimulated more than enough local advertising to pay for itself every week."

The fecundity of the syndicate business is remarked by several editors. New organizations spring up with remarkable speed. Sometimes they are branches from old concerns, but there is a bewildering swirl of strange letterheads going over editor's desks and forming a cascade of advice and exhortation into his waste basket.

Most of the matter thus offered by newcomers in the field is impossibly trivial. It is very likely to be imitation of some feature that has been credited with being a success. Incidentally the better-established syndicates are not slow

to adopt ideas. How many bedtime stories, hints to the lovelorn, child histories of Timbuctoo, radio chats, etc., are there in the market? Certainly many more than there is any possible use for, but overproduction appears to have small terror for the syndicates.

Aside from the inconvenience and confusion resulting from this profusion of offerings, a big burden of expense also is involved. As a Chicago editor says in his letter:

"One of the serious features of syndicates is that they have so multiplied and have sent out so many traveling agents at the expense of the newspapers subscribing to their features that they must charge excessive prices in order to live, while their agents, because of their numbers and their persistence, have become a heavy tax upon the time of busy newspaper editors who are expected to give each a full hearing and to examine all their multitudinous offerings."

The same complaint is made by another editor in these words:

"We can not do without the syndicates, but I think the field is over-developed and the newspapers are being compelled to pay for an excessive overhead expense. This condition is our own case and has caused us to turn to the development of more original features, and I believe newspapers as a whole would profit by a policy of exploitation of the talent that is to be found in every newspaper office and its vicinity."

There is a variety of opinion as to the scope of territory that syndicates should sell with their features and it is very difficult to divorce this issue entirely from selfish interests. Each editor is inclined to feel that he should have right of way over cities smaller than his, but he feels it rather keenly if some large city buys the rights to his own city.

Syndicates, of course, recognize the value of having their products in a large number of papers, but they sometimes succumb to the attractive offers of big customers for wide territory. Take the case of Milwaukee, for instance. It is less than 100 miles from Chicago, yet its newspapers reach thousands and thousands of homes that Chicago papers cannot interest. Some syndicates insist on selling Milwaukee independent of Chicago territory, while a few include it in Chicago offers in spite of the fact that by so doing they are shutting off a very large number of readers from their product even though they may be making as much profit as if they sold to Milwaukee.

It may be of interest to quote from two viewpoints on this question. This, from an Oklahoma editor, champions wide territory:

"The big newspaper in each state or portion of a state popularizes a certain feature. This feature may cost the big newspaper \$30 a week, and it spends considerable money in promoting it as a factor in building up the daily circulation of the Daily Blah. The syndicate takes advantage of this advertising in the big newspaper by selling the feature to Tom, Dick and Harry for \$2 or \$3 a week.

"It offends me a great deal to see features that I pay big money for in small-town newspapers in my territory. I believe that syndicates, in order to protect their big clients, must refrain from selling a popular feature for \$1 or \$2 a week to newspapers with small circulation within the territory of the bigger paper.

"If we could eliminate the selling of big features to the real small newspapers, we could curb this cry, increasing in power every day, that all newspapers in the country are alike. I think every newspaper should demand more and more exclusive territory."



J. T. WILLIAMS, JR.

The other side of the picture is thus set forth by a Washington editor:

"Another bad feature that has cropped up recently is that of selling territory to a newspaper outside of its legitimate area. For instance, a syndicate recently sold to the New York Herald the rights to the Archie Butt letters, not only for its legitimate area, say 50 miles around New York City, but gave the Herald an exclusive right covering Philadelphia, Baltimore and Washington. What other territory they covered in the agreement I do not know, but undoubtedly it embraced many cities other than the three I have mentioned. This feature is a legitimate Washington feature, yet no Washington newspaper was even offered a chance to acquire it."



D. E. SMILEY  
Director, A. S. N. E.

Akin to the question of territory is that of selling big features to a chain of newspapers and not giving individual newspapers an opportunity to buy them. One editor thus sets forth his views of this tendency:

"One of the strongest arguments used by syndicates for their continued existence is that they bring within the reach of small newspapers not possessing strong financial backing, the big features that formerly could only be purchased by the large and financially strong metropolitan newspapers. Undoubtedly this is the fact in the majority of features, but when it comes to a really big outstanding feature I notice that many of the syndicates deny to the smaller newspapers an opportunity to obtain them. For instance, when they have a big thing they will go first to a big publisher and offer him their material for his entire string of newspapers, thereby shutting out every competing newspaper in the territory he covers. Within the year I have had an experience of that sort with a syndicate, notwithstanding that they previously had agreed to give me a call on that feature."

One of the things taxed against syndicates is that they do not tend toward the development of new talent; that they materially restrict the opportunities of advance in journalism and that in that way they discourage journalistic recruits. Naturally, there is less chance for new writers on a paper that is loaded with made-to-order syndicate features, but there probably are comparatively few editors who would not make room for worth-while local matter, no matter at what sacrifice of syndicate features. However, it undoubtedly is the easier and perhaps the safer way, especially when an editor suspects his own judgment, to buy something that other papers are buying and which, therefore, must not be entirely indefensible, rather than take a chance on something that nobody else has tried first.

In one of the letters to this committee is this comment on the tendency of some syndicates to shirk the worry of developing new talent:

"Many syndicates no longer spend their time or risk their money in developing new material, but depend more and more on a few established writers or artists, bidding against each other for the services of these stars, and then turning about to reimburse themselves from the newspapers already using the services in question.

"In the early days, a syndicate would develop an unknown writer or illustrator and make his services available to a number of newspapers. Often in this work the syndicate would display a good deal of initiative and enterprise and risk quite a bit of its own money. A real service was rendered to newspapers thereby and the syndicate was entitled to its fair reward.

"No such service is rendered, but quite the contrary, by those syndicates who now spend

their time watching for the expiration of the contracts of established newspaper stars for the purpose of bidding them away from their present management. Such a syndicate then turns about to the newspapers which have helped to make the reputation of these stars and subject such newspapers to a process of polite blackmail, saying in effect, 'This feature is part of your paper. Your readers are looking for it. You have made it popular in your community. We are going to advance the price 100 per cent, but we are sure you would rather pay this than allow the feature to go to your competitor who might thus capitalize your good will.'

"Newspapers ought to stand together against this unwarranted gouging of which they are the sole victims."

This criticism does not apply, however, to all syndicates. Some of them make a

specialty of developing and encouraging new writers and they do not always find editors willing to take a chance on new products without a big name as bait.

Editors sometimes lose sight of the fact that very few names of writers have any significance to casual newspaper readers, especially in these days of frequent by-lines. One syndicate man, especially, has risked profit and reputation the last 20 years seeking to bring out new writers, and he has succeeded.

Absence of a standard of price for syndicate material continues to be a source of annoyance to many editors. There are, of course, two sides to this argument. Editors are eager, sometimes, to bid against each other and to bull prices in their anxiety to capture especially luring morsels. It would be supererogation, indeed, for syndicates to forbid such bidding. However, there are abundant indications that prices often are subject to debate. In cities where one paper dominates the field, prices are likely to be much softer than in cities where there is sharp competition. But, as a rule, as one editor points out, it is a buyers' market.

The attention of the committee is called by one member of this society to the case of a syndicate demanding \$3,000 for an imposing sounding series by a European statesman and later accepting \$1,000 for it.

A writer in *EDITOR & PUBLISHER* recently had this to say of the price paid for a comic strip:

"One newspaper (not in New York or Chicago, either) recently contracted to pay \$725 a week for two comic strips. Another newspaper in the same city pays \$425 a week for a single comic. It would be interesting to compare those payments with the total amount spent, per week, upon their reportorial staffs. In fact, how many newspapers are there in America which have a total reportorial payroll of \$725 a week?"

His authority for the statement is not cited, but certainly such prices are infinitely beyond the usual charge for such features, and probably were the result of very hot competition between papers.

The price problem has so puzzled one editor that he writes as follows:

"Another bad feature of the syndication business is the lack of a general standard for arriving at prices. Some syndicates base most of their offerings on the size of circulation, but when they have anything striking they usually fix an arbitrary price and invariably this price is much greater than what they are willing to accept after they have played one newspaper against another.

"In cities where there is practically no competition, such as Cleveland, Ohio, they sell their material from 15 to 25 per cent cheaper than elsewhere. I wonder whether it would be possible for this organization to arrange some plan whereby prices, conditions, etc., at which features are offered to newspapers in our organization could be communicated from one member to another. Also, could we not by unity of action prevent the practice of selling one newspaper's territory to another?"

Considerable attention was attracted at last year's session by the price information plan suggested by Marc A. Rose of this committee. It is the only specific plan thus far brought out and may be worth further consideration.



C. P. J. MOONEY

This committee has been asked by one member of the society whether anything can be done in the case of a newspaper which prints old releases of a feature after a competitor has got the feature away from it. In this instance the Rev. Dr. Crane is occupying the pulpit in two competing newspapers simultaneously and the last paper that hired him does not relish the situation. Such a condition, the committee believes, could best be met by the syndicates themselves for they usually know how to protect their rights by stipulation in their agreements.

A Southern member writes the committee to protest against the use of syndicate correspondence on politics. He says:

"I look upon syndicate correspondence on politics as being the major curse of daily journalism at the present time, inasmuch as newspapers, outside of New York and a few other large cities buy signed letters often purely, and in addition often impurely, editorial, and run them on their front pages, or in other prominent positions, in such a manner as to create impressions absolutely contrary to their editorial views."

The negative side of the argument that syndicate material deadens newspapers is taken in an editorial recently published in a newspaper trade publication. [*EDITOR & PUBLISHER*, March 29, 1924] A part of the editorial is here quoted:

"One might as well contend that a national advertising campaign, promoting an article of general use, could not be carried through the columns of the newspapers of the country on even terms, as that a first-rate feature, of general interest, cannot be syndicated with practically uniform success.

"More and more, in every way, the thought and action of the people of this country take on uniformity. Who, knowing history, will say that sectionalism is to be preferred to national social unity. It is a sound triumph of our press that Americans do understand each other over the length and breadth of the land.

"There is no question that the use of syndicate material has been overdone in instances. There is such a thing as machine-made 'canned' newspaper, which lacks initiative, sparkle, local grasp, reflecting absentee ownership or irresponsibility, stuffed insufferably with a confused, indigestible mass of syndicate generalities. We once knew an editor who regularly handed to the composing room foreman the bundles of mats and proofs, as received from a syndicate, with no instructions.

"Naturally, such practice dismally fails. It usually represents false economy. Trying to issue a newspaper with an undermanned staff, shoveling into the space without selection or editing syndicate material, because it is cheaper than local, is futile and damaging.

"The charge is made that syndicates have discouraged local talent; we think the fact is that syndicates have often raised from obscurity talented writers and have handsomely rewarded them.

"It is a pointless argument that legitimate syndicate material, when properly selected and intelligently edited, has had an ill effect upon the American newspaper, lessened interest or retarded initiative."

It is fortunate that the writer of the editorial stipulated 'properly selected and intelligently edited.'

As a final round-up of this discursive report we are taking the liberty of quoting virtually in full the letter of George A. Hough, Jr., news editor of the *New Bedford Standard*. It presents, we believe, many points that are worthy of consideration:

"We believe there is genuine need for education of the nation's editors to use their own initiative and imagination and hence to create their own newspapers instead of buying other people's ideas and turning out newspapers of a common stamp.

"We are impressed with the frequency with which syndicate salesmen use this argument (and the emphasis they place upon it):

"See the long list of papers that take this feature. It must be good because Los Angeles, Chicago, St. Louis, Kokomo and Portland use it."

"In other words there are far too many editors who lean on someone else's judgment rather than their own. Managing Editor Blank is far more ready to buy something because six of his fellow executives have fallen for it than he is to read a manuscript at the very birth of a feature and say, 'This is good, we think it will go and we'll take the chance on it.' Long questioning of men in the syndicate business has strengthened our conviction that this is not an exaggerated situation. The syndicates have certain 'key men' who size up features on their intrinsic value and they sell to the rest of the herd on the strength of these men's opinions.

"We want to see editors spurred to think for themselves. We want them much of the time to stop and think before they buy some-

thing if they can't create it equal in their own office. I am not suggesting that they imitate. I am urging that they study the interests of their own community, put money that might go to syndicates into their own staffs, and then develop the features that lie behind their own local news.

"More effort by smaller papers to do with their own news what the great metropolitan papers do with world news, will lead to more individuality in newspapers and more service to the community.

"The syndicate came into being because individual newspapers could not afford to supply some of their needs. But the syndicate has developed until it is selling much to newspapers that isn't needed.

"We look to syndicates to supply us the best in the inevitable set of strip comics and Sunday funnies. We want a certain amount of facts behind the news from abroad. We want features behind the news in matters of great national importance. We can turn to syndicates for many items to vary our daily fare, and expect to get quality far beyond what we could pay for as an individual contracting for itself.

"But we deplore the feeling that every newspaper should have a national brand of bedtime stories, a standard type of feminine interest material (advice to lovelorn, beauty hints, family life stories), conventional health articles, the same humor (no matter how good) that everyone else carries.

"We are not the only editors who create our own women's features, who find our health hints by covering local health and social agencies, who employ home talent to develop our radio pages, who in short save every cent we can from the buying of syndicated material and turn it to buying of brains for our own city room. We do feel that the health of the nation's newspapers suffers, the opportunity for service to individual communities is stunted and the interest of newspaper making in many shops is dulled by overbuying of stereotyped material.

"So many syndicates wouldn't flourish, so much stuff that can very well be printed but might just as well be omitted wouldn't flood into our offices if editors generally among the smaller papers made the most of their own resources.

"Of course most small newspapers have undermanned staffs and limited means of a composition and mechanical production. But there are enough distinctly individual and worthwhile newspapers of every size to prove that where there is a will there is a way.

"I think I am speaking for my managing editor as well as myself when I say that we would like to see the society's committee on syndicates consider the standardization of the country's newspapers which wholesale buying of features has caused. No doubt much more valuable syndicate material would be produced, if lessening of demand killed off a lot of ordinary stuff.

"We think that proper stimulation from the leaders of the profession might encourage editors in the ranks to struggle to turn money from the syndicate to their own shops. The results might be far reaching, for we want to see newspaper work in general better paid, and recruiting from the best type of men.

"For my own part, I would like to see more editors forswear the purchase of features—no matter how attractive—until they have developed the covering of the real news of their community and seen to it that this news is intelligently edited and presented. I think there is much food for thought in the assertion that too many newspapers print only the obvious or surface news and leave the pregnant depths unprobed."

Discussion of the report, which was prolonged, brought out other points of interest. Outstanding phases of the discussion are taken from the official minutes as follows:

T. J. Dillon, *Minneapolis Tribune*:

"My conclusion is that we are pretty much in the economic grip of the syndicate. They have their virtues and their failures. They have a commercial proposition. They can sell a feature all over the United States and pay Dr. Crane \$75,000, provided we want to buy Dr. Crane. Somebody in turn will offer Dr. Crane \$100,000 and take him away from a syndicate and we all go on and accept the increase of price. That seems to me to be the chief fault of the syndicate.

"I don't quite agree with the objections that are raised to standardization. After all, we are printing in different communities, and the fact that Dr. Crane is printed in Atlanta is not known in Minneapolis. If it is, nobody cares anything about it."

Eric C. Hopwood, *Cleveland Plain Dealer*:

"It seems to me that we get two wrong viewpoints in the purchase of features. First, we are inclined to buy them on a competitive basis. Second, we are influenced by the salesman's argument that the feature is a very large circulation-builder. I don't discount the value of

many features at all, but I think that features must be considered on an entirely different basis from either of those that I have indicated, and that basis is the value of the feature in the general building of your newspaper.

"Now it seems to me that every newspaper has or ought to have some definite personality, that a newspaper must have a policy reflecting its personality. Now some features will fit in a given newspaper and will not fit in other newspapers at all. Those features that fit have a certain value. If every newspaper editor would appraise the features that are offered to him on the basis of what that feature is worth to him and not what the syndicate salesman asks for the feature, we would very soon find that a great many of our syndicate difficulties would dissolve themselves.

"Our practice by and large with syndicate salesmen is to consider what they have to offer. A very large percentage of the offerings of every salesman are rejected out of hand, because they don't fit the policy of the *Cleveland Plain Dealer*. Those features that seem to conform to the thing that we are trying to do with our newspaper, we consider to have a certain definite value, and we say to the salesman, 'That is worth so much to us,' if we are interested in buying it at all, and unless the salesman is willing to meet our price, we do not buy the feature.

"Perhaps we have a different situation than some cities where there are a larger number of newspapers and where competitive buying is much more keen than it is in Cleveland, but I am quite sure that even in cities where there is that keener competition, the editors would have very little difficulty if they would adopt that policy; they would find that the damage which they often imagine is going to result if they don't buy a given feature would not be damage at all. If they simply accepted those things that conform to the policy of the newspaper that they are in charge of and practically set their own price and didn't worry about what the competitor was going to do with the feature if they didn't buy it, there would be a complete revolution almost overnight in the entire syndicate problem."

President Yost: "There was a reference to the editor from Oklahoma in this report that appealed to me. I suspect that his name was Harrison."

Walter M. Harrison, *The Oklahoman*: "I am in a most enviable position with regard to the syndicates and I would advise all of you to get into a similar situation for a quick solution of your syndicate problems. Fortunately, in Oklahoma, we have a domain largely our own. Our competition is with Mr. Stout in Kansas City, Mr. Yost in St. Louis and Dallas to the south of us—the consequence is when a feature salesman comes into my office, he comes in with his hat in his hand. He has none of this competitive bidding to face me with, and is largely interested in showing me the long list of papers from coast to coast that handle the feature, and then if I see any merit in the feature at all, I name a price, which, as Mr. Hopwood suggests, it is worth to me. If they don't care to sell it to me at that figure, there is no argument or discussion. He knows there is little chance of selling it anywhere else in the State, possibly in Tulsa on the east side, but there are just two chances of selling that feature in Oklahoma. Consequently, my syndicate problems are very largely solved."

E. W. Booth, *Grand Rapids Press*: "If Mr. Harrison would tell us how he knows what a syndicate feature is worth, he would help us enormously."

Mr. Harrison: "I frankly do not know. I tell him it is worth so much to me, just



A. H. VANDENBERG



as Mr. Hopwood does. I don't believe Mr. Hopwood knows. But you have a certain scale that you pay for features of a certain class. If you think it is a superfine feature, you go up near the top. If you think it is an ordinary feature, you go down to the bottom of the list. I am sure no one knows exactly what the worth of any individual feature is."

Loring Pickering, North American Newspaper Alliance: "I agree with what Mr. Hopwood says. The thing that has interested me most in my experience with syndicates, with features, is that there is a greater homogeneity of features all through the country than I had believed in the first place, and in the second place, that the better the writing involved, the more successful that feature is. That sounds like a truism, of course, but after seeing some of the features that had been offered to me for my paper, I was rather surprised to find that it was true."



ARTHUR M. HOWE  
Director, A. S. N. E.

"Of course, in San Francisco, we have a very competitive situation, and I suppose our prices are higher than in most cities. I have had a good deal of opportunity of making a study, which I see from your report is confirmed, that there is an enormous difference in the prices that are offered to us in different cities, but the prices are not entirely dependent on the competitive market, but to some extent on the syndicate's knowledge of us as individuals."

"If they think that I am an easy mark, in spite of the fact that my city is low-priced, the prices will certainly go way up to me and will stay up, and that knowledge will go to all the syndicates. I have seen that with a number of editors, and on the other hand, I have seen cases where, as Mr. Hopwood and Mr. Harrison say, the syndicate, when it comes to that particular editor, asks a particularly low price."

Mr. Rose: "I think Mr. Pickering has not touched on a particular point that would be of great interest to us here. One solution of this syndicate difficulty is the co-operative buying by a chain, by agreement, such as is being carried on now by two or three organizations of that type, and then pro-rating the cost, instead of paying the profit to someone. Perhaps Mr. Pickering can tell us something about his experience in that direction."

Mr. Pickering: "I suggest that Mr. Miller tell us because he has been—because he is able to give a fairer opinion than I probably could."

George E. Miller, Detroit News: "I have given some personal study to the question of co-operative buying of features. My experience, so far, has been that that project is tied up with a great many difficulties, unless it is what you might describe as a super-feature. With the ordinary run of features, you would find, I think, in attempting to operate in a combined way, that you would run into contracts and obligations that would differ on every paper that you approach."

"People will be tied up in one direction or another; they can't use this kind of a feature because they already have one that is too nearly like it. So it doesn't seem to me that the co-operative buying would be workable unless the attempt to organize it is carried on for a series of years, until the contract arrangements and natural disagreements iron themselves out."

"We do something occasionally that is in the nature of a test of a feature, especially if we have an idea that the price is going to be advanced at the expiration of our contract—we deliberately leave it out of the paper for a few weeks to see whether we get any reaction from its absence, and if we hear nothing from that, it strengthens us in our position very materially when the time comes to renew the contract."

"I have been surprised at the information that came to us through that process. The features that I thought were par-

ticularly strong sometimes brought no reaction whatever; apparently nobody missed their absence from the paper. I think that is a process that I would recommend to the membership of this society."

Mr. Booth: "I can give you a bit of testimony about the value of buying in the group method."

"The Booth newspapers of Michigan elected Mr. Traynor, of the Saginaw News-Courier, as purchasing agent for the syndicate service. We did that a couple of years ago. We have concluded that it saved us large sums of money."

"To illustrate: a certain series of articles running in newspapers this past winter, a series of thirty articles, was offered to the Grand Rapids Press alone for \$1,000. It was later offered to the group of eight Booth newspapers for \$3,000, and finally sold for \$1,000 for all eight newspapers. I think that if the Grand Rapids Press had bought alone, the price would have been close to \$1,000. But we came to buy in the group method and with eight newspapers standing together, and one purchasing agent, the syndicate was very glad to sell for the figure that I have named."

"The method pursued is, that if one of the individual editors becomes interested in a given feature, he refers the syndicate man to Mr. Traynor and writes to Mr. Traynor that he is interested. Then Mr. Traynor finds out if the group, as a group, is interested, and if all or part of the group—because each newspaper has almost full autonomy in the matter of what it shall buy and what it shall use—and if he finds that, say, five of the eight are interested, then he proceeds to buy for the five, or if all eight are interested, then he proceeds to buy for the eight. Unquestionably it saves large sums."

"Now this occurs to me, that all have not that advantage of being in a group, but if the newspapers in a state would have an affiliated arrangement and someone elected from the group of state papers to represent them in the matter of purchasing, I am sure that you would get about the same benefit in the way of price."

"May I, while I am on my feet, express the observation that I am convinced that there is a lot of humbug about the circulation-promoting value of most syndicate features. I question very much whether new circulation, to even a small degree, is obtained in these days by these syndicate features. I do believe that after you get a subscriber, that you may better satisfy that subscriber by adding to the paper. You build prestige, if you please, with the reader by adding these features, giving him good measure, pressed down, shaken together and running over, by adding entertainment and features."

"But the thing that promotes circulation is the old thing of news, and the way that news is handled—it is that thing, above everything else, that gets new circulation for newspapers. The other thing is an auxiliary thing, I am satisfied, and as I say, it builds prestige for the paper."

President Yost: "There is no doubt about the truth of what Mr. Booth has said. All of us have had that experience. The circulation value of any syndicate feature is always conjectural and I have no doubt that many of you, as we have done in my paper, have made something of the same sort of test that Mr. Miller referred to."

Ralph Stout, Kansas City Star: "I have never had any syndicate feature that made any circulation at all to my knowledge. We had, last winter, one of the best features I think that has been out for a long while—Archie Butt's letters. We heard from that in many ways. It was a high-class feature. It held the interest of the people during the whole time it ran, but I don't think it added a half-dozen subscribers."

"I have never known of an instance where a syndicate feature brought new subscribers. I would like to be enlightened on that point if anybody has had actual experience with syndicate features that have added circulations. I believe that we habitually attach too much importance to syndicate features. We have relied too much on getting success out of the package from New York or Chicago, and we have relaxed in our own efforts."

Mr. Pickering: "I remember Harry Chandler of the Los Angeles Times (this in partial answer to Mr. Stout) telling me at the time that the 'Gumps' were having so much trouble with the uncle being sued for breach of promise, that in a little town on the southern California boundary called Calexico, they had a bet on of about \$2,000 or \$3,000 as to whether Andy would win his case or not."

Mr. Hopwood: "Did that sell any papers, Mr. Pickering?"

Mr. Pickering: "It must have." Johnston Vance, New Britain (Conn.) Herald: "I don't know whether you are interested in the syndicate matter from a small-town angle or not."

"We are in New Britain, half way between New York and Boston, near Hartford and near Springfield. We get competition from practically every syndicate feature which exists, in one shape or another, and we go right on running our little home-town paper, with a certain amount of syndicate stuff—doesn't cost a great deal and I don't think we feel any active competition from any one of those papers."

"I think that the people will buy our paper anyhow. Some of them may buy the larger papers for the syndicate matter."

Paul B. Williams, Utica Press: "I hesitate to inject myself here. I am a small-town man, but the experience of the speaker from New Britain has so exactly paralleled ours in Utica that I would give that much testimony to it."

"When I first started on my job, I thought that every salesman that came in from a syndicate had something that I must buy, but I listened and finally developed a habit of offering them half what they offered, and generally bought it for a little less than that if I stuck it out."

"We made an inquiry about three months ago of 1,000 readers with quite an elaborate questionnaire as to things in the paper which might be called features, part of them made in our office and part of them bought outside. The feature which led everything was a little half-column digest of odd events in the news that ran on the editorial page."

"The next was a strip cartoon and the next was an article on politics, and by and large, business information of one kind and another, money, finance, and things of that kind, rated higher than anything else."

"I dropped out the features that we had been running for years and never heard a kick from anybody—apparently they weren't missed."

"I have never sold an extra paper on a syndicate feature to my knowledge."

Stuart H. Perry, Adrian (Mich.) Telegram: "I would like to give a word of testimony from the 'smallest-town' publisher present."

"So far as I have been able to observe, features have never created any circulation at all for my paper. I base that on the experience of having brought the paper to its maximum of circulation without any features whatsoever, and then having added quite a considerable number without any change, appreciable change, in the circulation."

"I think the great vice in this standardization of editorial pages is not so much in the identity of the matter in various communities, because the thought of the community is also identical in many respects, but it is the fact that editors get to lean upon these standardized features as though they were a crutch, and they get so hypnotized by them that they think they can't live without them. That is what makes it a seller's market instead of a buyer's market."

"I was impressed with the fact that a sort of buyer's strike might tend to bring down prices, but I was also prompted by one gentleman's remark to make this suggestion, that of the hundreds of dollars weekly that they are spending on these features, if they would put say half of it in the bank and distribute the other half in the news room, they might discover that they would work miracles."

Mr. Booth: "It occurs to me that we may drift a little too far, in our own interest, away from the idea of the value of syndicate material. I remember a

few years ago calling upon John C. Eastman, of the Chicago Journal, and his expressing himself to me in very round terms about what it was that promoted the Hearst newspapers. He said with emphasis at that time that it was the Hearst features that sold the Hearst newspapers. He said he had been making a study of the Hearst papers and their influence, etc., and I am inclined to think that the Hearst people themselves would say that the Hearst newspapers, in the getting of new circulation, were very largely promoted by these dramatic, strong Hearst features."

"I can see how the Hearst circulation might be promoted and the circulation of a newspaper with which I am connected not promoted by the same means. The Hearst papers are mainly published in large cities, are mainly sold from newsstands and by newsboys."

"The circulation promoted in smaller cities by newspapers such as Mr. Vandenberg and myself are connected with, are carried to the home by carriers, etc."

"What is the value I don't know, but certain features have a value to a certain type of newspaper that they would not have and do not have with another type of newspaper. I am satisfied of that. I think we might drift too far away from the idea of the value in circulation building of syndicate features."

President Yost: "The question of value in circulation building, as I said, is always conjectural and always doubtful. The value of a syndicate feature, it seems to me, should rest entirely upon its contribution to the interest of the paper, to the value of the paper, without regard to whether it makes circulation or not. Sometimes it makes circulation and sometimes it doesn't, but even if it doesn't or if it is a good feature, if it contributes somewhat and adds a little to the effect of the general news, it is worth while, and it seems to me that all syndicate matter should be purchased rather upon its inherent value than upon its possibilities of circulation."

"There are, I think, some features that may create circulation, but I believe it is the experience of all of us that it is rarely the case that a syndicate feature adds anything appreciable to the circulation of the newspaper, and we have all found, as Mr. Miller has found, that by dropping some of them suddenly, there was no response, that features that we thought of great value the readers attached no particular importance to and were perfectly willing to take something else the next day."

"But you can't get away from the news. That is the only thing that is of real value and, the only thing that builds circulation."

C. M. Morrison, Philadelphia Public Ledger: "I understand that your newspaper last year made a rather elaborate survey of your field, and it was done in such a way that you might have been able to determine just what the value of certain features not only in your own but other publications in that field was. Can you tell the meeting something about that?"

President Yost: "I would be glad to, although the results of that survey have not been fully analyzed yet in that particular."

"We undertook to make a very thorough survey of what we call 'The 49th State,' that is, a circle of 150 miles surrounding St. Louis, including, of course, the city. We employed the largest advertising agency in St. Louis to undertake this survey for us, to make it absolutely impartial, not to consider our interests in the matter at all, but to make very careful and thorough inquiry in regard to circulation, not only of our paper but all of the others."

"They consumed two years in that survey. They visited in St. Louis alone



PAUL BELLAMY



every family in every alternate block in the city. Eighty thousand families were visited and interviewed and asked certain questions in regard to circulation features, the character of circulation and what they particularly like in all the newspapers, not ours alone but every newspaper, what things appealed to them most, whether the morning newspaper (that is our particular interest) remained in the home or the man of the house carried it down to his office with him.

"There were, as I say, some 80,000 inquiries in St. Louis, and a great many more outside. We have just got that far with the analysis of that survey. We have quite a staff who are doing nothing else. All the results of this have been turned over to the Globe-Democrat now, and we are working on it. We have established a card system with all the points worked out with punches, and that is being codified and analyzed and reduced to something like definite information which will take us yet a long time.

"So far, we have been working on the question of character and distribution of circulation for comparison between our paper and the other papers, our rivals in that field.

"We have found that the inquiry has paid us not only in the knowledge we have acquired of the character and the distribution and the quality of our circulation, which was largely conjectural before—we know now just what class of people take our paper, where they are located, what parts of the city take our paper. We can show an advertiser (and this of course gets into the business end rather than ours, but this is a preliminary to the other) where the Globe-Democrat goes, the kind of a reader it gets in every instance, and the impression the paper makes upon the reader, and all those points of information that are very valuable. In that inquiry, we have asked him questions as to the relative news, as to the editorial page, and we have a vast amount of very interesting information that is being analyzed and brought together now in that survey.

"It is, I believe, the most extensive survey that has ever been undertaken, so far as I know, of that character, and we have issued now a preliminary book which is a very handsome volume (we are quite proud of it) with maps showing all these features of circulation that have been brought out in the survey."

Mr. Hopwood: "I think I might give Mr. Morrison a little light on his question, in view of a survey which we made in Cleveland several years ago along very much the same line.

"We asked in that survey a large number of questions about features, about news service, and about the nature of news that people were interested in. It happened that some months before this survey was made there had been a very extraordinary series of crimes in Cleveland. All of the newspapers had published an abnormal amount of crime news because these were all very unusual cases. We found simple fundamental things as a result of that survey. I don't want to take the time to go into all the details, but the substance of the conclusions were these:

"That while people were interested in the features and discussed their relative preference as between Mutt and Jeff and Bringing Up Father and features of that sort, and also special article features, the general demand was not for more features but for more news and for less crime news, more news of a general character, more foreign service, more domestic service, less local news, and particularly less crime news.

"We began to get the results of this survey before it was completed and we began to modify our policy in the publication of so much details of crime news and so much display of crime news and the result of that modification was immediately reflected in our circulation.

"So it seemed to us rather clearly that the people of Cleveland were at least at that particular time fed up on crime news and demanded a different type of news service and more general news service."

Mr. Abbot: "Was that the time in Cleveland when the survey made by the

Cleveland Foundation revealed that the increase in crime news was the cause of all this difficulty?"

Mr. Hopwood: "The entire administration of criminal justice in Cleveland was surveyed by the Cleveland Foundation and one chapter of their report was devoted to the activities of the newspapers in the publication of crime news, and the newspapers were criticized as having manufactured a fictitious crime wave. The fact remains, however, that in our humble judgment, there was a crime wave at that time. I could recite the circumstances if it seemed to be of any interest to the members of the society, but it was certainly the most unusual combination of unusual crimes that has ever come to my attention in 23 years in Cleveland in newspaper work."

Mr. Pickering: "Were you having competition at that time with any paper which was running much crime news?"

Mr. Hopwood: "Yes, the afternoon papers, the Press and the News, had exploited the crime news even more exhaustively than the Plain Dealer had, and kept on, that is, so far as I recall, I observed no change in their methods or policies, but we did distinctly change our methods and policies, and there was a reaction, and a favorable reaction, in circulation."

Mr. Smiley: "Did the other papers have any increase in circulation at the same time, those that were running crime news?"

Mr. Hopwood: "That is a hard question to answer, Mr. Smiley. I doubt it very much. I think there was a general public reaction. The public was fed up on the whole thing, and I don't think it benefited the afternoon papers any more than the morning papers."

## HEARST'S HUGE BOND SALE SUCCESS

**Publisher Offers \$12,000,000 6½ Per Cent Securities in Wall Street, Selling \$11,000,000 in Two Days**

Offering of \$12,000,000 first (closed) mortgage and collateral trust 6½ per cent serial gold bonds of the newly formed Hearst Publications, Inc., was made April 29, by Halsey Stuart & Co., Inc., New York, and the Anglo London Paris Company, of San Francisco.

By Wednesday afternoon, April 30, according to the Wall Street Journal, only \$1,000,000 of the issue remained unsold.

California took 25 per cent of the issue, while the mid-west took a large portion of the total sold.

New York dealers reported that while the bonds were not so well received in the usual local investment channels, a great number of new customers were found. A considerable volume of the sales are said to have been made unsolicited.

William Randolph Hearst has informed the bankers he personally will guarantee the payment of principal and interest on the new bonds.

On April 22 articles of incorporation for the Hearst Publications, Inc., were filed with the secretary of state in Sacramento, Cal.

The corporation will own all the outstanding capital stocks of its subsidiary companies, publishing the San Francisco Examiner, San Francisco Call and Post, Los Angeles Examiner, Los Angeles Herald, Oakland Post-Enquirer, Good

Housekeeping, Cosmopolitan, Harper's Bazaar, Motor, and Motor Boating.

These publications, according to the publisher's claim, have in the case of the newspapers a combined net paid circulation on week days of 627,000 and 715,000 Sundays. The magazines have a combined net paid circulation of 2,575,000 monthly. Hearst sets the value of the property and business in excess of \$40,000,000.

There are 9 directors and incorporators, who are Richard A. Clark and William W. Murray of the Hearst estate; James A. Callahan, James E. Bourke, Clifford H. House, Albert E. Crawford, respectively financial manager, cashier, advertising manager and circulation manager of the San Francisco Examiner; Charles S. Young, president and publisher of the Oakland Post-Enquirer, and Thomas D. Davidson and L. F. Young, attorneys with Garret W. McEnerney.

The corporate purposes are comprehensive and permit the company to engage in all kinds of business.

The bonds, according to the bankers' announcement, will mature \$1,100,000 annual May 1, 1926, to May 1, 1935, inclusive, and \$1,000,000 on May 1, 1936.

B. C. Forbes, financial writer for the Hearst publications, in a recent article sketched the rapid growth of the Hearst newspaper publishing interests in California and of his various magazine publications.

"The profits from this paper and other papers he runs in California were approximately \$5,000,000 last year," Forbes wrote.

"Other newspapers and other magazines were either launched or taken over until now this man (Mr. Hearst) has 23 newspapers and 8 magazines, bringing receipts of approximately \$125,000,000 a year. He has no stockholders."

Forbes quotes Hearst as saying to him: "Our business has grown. We deal so directly with the public in our business that I have sometimes thought of giving the public an opportunity to become security holders."

## MILTON WILLS DAILY TO SON

**G. F. Milton, Jr., to Edit Chattanooga News—Cash for Employees**

Control of the Chattanooga (Tenn.) News was bequeathed to George F. Milton, Jr. in the will of his father George F. Milton Sr., owner of the News who died suddenly April 23. Mrs. Abbie Crawford Milton, his widow, and his son were named as executrix and executor. He further set forth the desire that his son become president and editor.

A trust fund of \$5,000 of the preferred stock of the News was set aside by the will, the income to be used in the payment of prizes each year for the best achievement in the South in two lines of work in which Mr. Milton had been deeply interested as follows: One half to be paid annually to the editorial writer in the South who has written the best editorials on international peace, and one-half to the woman writer in the South who has done the most for her sex.

To each employe of the News who had served 10 years at the time of Mr. Milton's death he bequeathed \$100 in cash.

Walter C. Johnson will continue as vice-president and general manager of the paper, and will have complete control of the business and mechanical organization. George H. Butler, former city editor, will be managing editor. There will be no other changes in the personnel.

## COHEN DEFEATS HOWELL

**Editor of Atlanta (Ga.) Constitution Now to Quit Politics**

Major John S. Cohen, president and editor of the Atlanta (Ga.) Journal, was elected Democratic National committeeman from Georgia, April 25, defeating Clark Howell, editor of the Atlanta Constitution. Howell had been national committeeman for 32 years.

The contest in the State convention was the first time that the two editors have aspired to the same position. Cohen's election was unanimous.

## SONGS OF THE CRAFT

(Copyright, 1924, by EDITOR & PUBLISHER)

By Henry Edward Warner

### A FISHING TRIP

There were three in a boat, who fishing went,

Angling for pike and trout;  
And one was a preacher of good intent,  
One was a sinner of virtue spent,  
And they both threw good lines out.

There were three in a boat: the third man sat  
And figured, nor cast a line!  
He baited no hook, for whale nor sprat,  
For he had no time for such as that,  
Though the wind was fair and fine.

So the preacher and sinner cast and struck,  
Baited and cast again;  
The sinner was having a run of luck  
And many a good fish ran amuck  
On the hook of the fisher of Men.

But the third in the boat, he made no sign,  
Nor baited a hook, nor stirred  
At the singing of reel or swish of line,  
Nor saw a fish hauled out of the brine,  
Nor uttered a single word!

But the fish that the preacher hooked, and all  
The whales that the sinner fought  
Were nothing compared with the mighty haul  
Of the third who sat in the fishing yawl—  
Were nothing to what he caught!

For the third in the boat, who cast no hook,  
Was trained in the fishing game!  
He wrote fish down in his little book  
And the record of all the fish he took  
Made the rest of the catch look tame!

There were three in a boat, three kinds of men,  
And the fish, they were running great!  
The preacher and sinner caught fish, but then  
The third man fished with his fountain pen  
That had taught him to Circulate!

And fountain pen fishers will always be,  
Till the catches are weighed by the A-B-C.

# PUBLISHERS TELL EDITORIAL CHIEFS WHAT MAKES CIRCULATION

## In Double-Header Symposium, Editors Give Their Views on How Space Should Be Divided Between Text and Advertising

QUALITATIVE and quantitative analysis of a daily newspaper was presented to the editors by M. Strauss, Cincinnati Times-Star. Answers received to his two questions of "What?" and "How Much?" are given practically in full below.

Out of interest in newspaper problems recently, I undertook a questionnaire upon two subjects. The results seemed to me to be so authentic, if I might use that word, that it appeared to me, out

of my admiration for this organization, that the replies belonged in its records. The two questionnaires were:

(1) What in your opinion is the chief factor in gaining and holding a reliable newspaper circulation?

(2) What is reasonable proportion of unpaid reading matter, news features, editorials, pictures and so forth, to paid matter, advertisements. How nearly do you find you are able to approximate this?

### ANSWERS TO THE FIRST QUERIES

"THE 'confidence and respect of the reader,' is my answer to your inquiry; what I consider the most vital factors in gaining and holding circulation."—ADOLPH S. OCHS.

"Putting out the best possible newspaper, securing the confidence of and above all else, keeping faith with your readers."—DETROIT FREE PRESS.

"We consider the essential factor in gaining and holding reliable circulation is the production of a good newspaper with special emphasis on absolute fairness in presentation of news, without regard to editorial policy."—PAUL PATTERSON.

"The chief factor in gaining and holding a reliable newspaper circulation is the application, as nearly as possible, to 100 per cent of accuracy, cleanliness and enterprise."—F. A. WALKER, Publisher New York Telegram-Mail.

"Honest dealing with the reader in news, editorial and advertising columns through a period of years, coupled with vigilance for his real interests."—THE KANSAS CITY STAR.

"The confidence of the public."—GEORGE F. MORAN, General Manager Cleveland News-Leader.

"A paper should be a persistent and courageous champion of every good and righteous cause and the relentless foe of every evil thing. No newspaper can ever be sufficiently clever to fool the people. There is no neutral ground between right and wrong. The best that money can buy is never any too good for your readers. Try to see how much you can give them and how little you can take from them. Class will tell, and as has been said a thousand times, 'there is no substitute for brains.'"—F. G. BONFELS, Publisher, Denver Post.

"Good will and prestige are the chief factors in gaining and holding a reliable newspaper circulation; good will gained through conservative and unbiased presentation of news; clean features with a distinct educational appeal and a willingness to serve, prestige built upon unselfish leadership in civic and public welfare, dignified promotion and the courage to pioneer."—ARTHUR C. JOHNSON, Publisher, Columbus Dispatch.

"Enterprise, reliability and character."—ATLANTA JOURNAL, John S. Cohen, President.

"Full, fair and accurate publication of all news that is real news and that can be published with decency; honest and fearless editorial comment addressed to the intelligence and integrity of readers; an ever-animating conviction that a newspaper must justify itself as a public institution, worthy of public confidence,

and serving the public whether for instruction or entertainment; unswayed by personal prejudice or favoritism and unresponsive in its news, editorial and business relations to any sensitiveness of the pocket nerve."—R. W. BINGHAM, Publisher Louisville Courier-Journal and Times.

"Printing the best possible newspaper and deserving the confidence of its readers."—FRANK B. NOYES.

"A newspaper will get and hold circulation in proportion as it does not give the idea that its main purpose is to get circulation. If it lets it be seen that its main purpose is to print the news, by that I mean the important and the good news, and make of itself a useful visitor to the home, it will both get and keep its circulation. If it seeks circulation by striving daily to shock the community with more and more sensational news, it will forfeit all respect; and sooner or later come to the period at which it can not be sensational enough to gratify the appetite it has created.

"The chief factor in holding circulation is the possession of the respect and confidence of your readers. Respect and confidence are never gained through ultra-sensationalism."—WILLIS J. ABBOT, Editor, Christian Science Monitor.

"I think the chief factor in gaining and holding a reliable newspaper circulation is to print a larger and more interesting newspaper than your competitor. People will always buy where they can get the most for their money and they will go where they are the most interested and most entertained. This policy beats any premium or promotion policy that I know of, and I think it is more important even than policies which relate to the editorial page. Many newspapers lose out by printing too large a proportion of advertising to reading matter. If you stop to think, the people buy a newspaper to read. The thing to do is to give them reading matter and to make it interesting. The newspaper must be a daily magazine as well as a newspaper. It must take the place of books and magazines in the homes of thousands."—GROVE PATTERSON, Executive Editor, Toledo Blade.

"The most important factor, of course, in gaining and maintaining newspaper circulation is the making of a good newspaper and a newspaper that the public respects and believes in—a newspaper that is fair and accurate. Of course, accuracy is the most difficult thing in modern newspaper-making and I have always felt that any newspaper that could maintain the greatest degree of accuracy in its field would be the leading newspaper.

"In addition to the qualities in the newspaper itself that are necessary, no newspaper is successful without a first-class circulation department.

"The Chicago Tribune is recognized as having the most aggressive business or-

ganization connected with any newspaper in America. They insist that it is not only necessary to make a first-class product, but to promote it night and day. I believe further that the poorest newspaper with the best circulation department will surpass the better newspaper with the weak circulation department."—DES MOINES CAPITAL, Lafayette Young, Jr., General Manager.

After going into details of circulation department matters this reply concludes: "You, as an editorial man, of course understand that, in order to build up circulation in this intensive way, we must have good newspapers, which the peo-

ple will demand."—INDIANAPOLIS NEWS.

"Have a strong editorial page; a strong financial department; a strong society department; a good but not a crazy sporting section, and plenty of world and national news. Local news is not as important relatively as it formerly was. Above all, let your paper be strong in those things from which your city and community live. I throw out pictures for news. I throw out comics for news, except Andy Gump and Google. A slapstick diary, married, but not wed, stuff will give a paper temporary lead, but the character of the added readers is like what the froth was upon what used to be."—C. P. J. MOONEY, Managing Editor, Memphis Commercial-Appeal.

### ANSWERS TO THE SECOND QUERY

"UNUSUAL allotment news and features fifty to sixty per cent. Advertising forty to fifty per cent."—C. E. HEBERHART, Managing Editor, Louisville Courier Journal.

"Sixty per cent advertising, forty per cent news, should be sufficient and yield profit. We work to maintain an average seventy-five columns news week-days, irrespective of volume of advertising."—EDMONDS, New Orleans Times-Picayune.

"Christian Science Monitor will average from forty to forty-five per cent in advertising. If the volume of advertising indicated anything above forty-five per cent of our normal paper we increase the size two pages or more."—WILLIS ABBOT, Editor.

"Blade carries minimum of 85 and maximum of 93 columns of editorial matter in all editions under 32 pages. From 32 to 56 pages, minimum of 90 and maximum of 90. This includes local, telegraph, markets, comics; everything not paid advertisements."—W. F. HERRICK, Toledo Blade.

"Basing conclusions on question of service space for reading matter has no relation to space for advertising, there should be enough space to handle the news of the day adequately. It seems to me that from 90 to 100 columns on the average usually suffice for news, features, editorials, etc. We average more than that for the six days. I think the news space in relation to advertising space depends on the ideas of the publisher."—CURTIS A. HODGES, Managing Editor, Indianapolis News.

"Think reading matter should be regulated by amount necessary for proper presentation of news and features and the practice of having it regulated by amount of advertising is all wrong."—KEATS SPEED, New York Sun.

"No fixed rule, but we strive to have about one-third reading. Our minimum is 52 columns reading. When reading falls under this we go up two pages, using page office ad, unless there has been a swell in advertising."—R. E. STOUT, Kansas City Star.

"The Transcript considers that proportions of reading matter and advertising have absolutely no relation to each other and we editors are fortunately allowed to pursue that policy. We have three editions in an afternoon and frequently do not know until after the first edition is ready for the press how many pages we shall have for the last. I know of no better argument in favor of this policy than the fact that the greatest news event that ever happened—the opening of the World War—came in August, the season when advertising is at its lowest ebb.

"I sympathize greatly with all the publishers' desire to keep down the paper bill. We suffer from the expense of it ourselves, but there is neither logic nor intelligence in trying to find a ratio between two such irrelevant things as news and advertising. The nearest approach to it is perhaps how much emphasis to

place upon a special feature to secure advertisements in that line. For instance, how much book reviewing and literary news to give to secure book advertisements? How much radio for radio advertising? How much home planning to secure advertisements of building material? Even this we only consider in getting out special feature numbers, when two to one seems reasonably remunerative."—GEORGE S. MANDELL, Boston Evening Transcript.

"Our present allotment of reading matter in the daily is 75 columns a day for all unpaid matter. We try to keep our space at this mark regardless of the volume of advertising, and it seldom varies more than five columns either way over the period of any one week.

"We find that this has worked out to be the most satisfactory arrangement. The occasion arises once in a while that we have to run over this amount because of inability to place the advertising but it is our intention to keep our reading matter down to this point. We, of course, run a very tight paper and we have found that it is only by such a plan we are able to keep within our limits."—T. A. ROBERTSON, Managing Editor, Cleveland Sunday News-Leader.

"The Journal runs between 70 and 80 columns of reading matter daily. We do not attempt to maintain any proportion between the advertising and reading matter we carry."—GEORGE H. ADAMS, Managing Editor, Minneapolis Journal.

"We find that on our daily we need from 65 to 75 columns for reading. Never less than 65. Seldom more than 75, but this being an eight column paper sometimes we are thrown off this figure. Monday morning we can run as low as 60. We do not use many features or very many cuts. Our type is nonpareil and agate. If we should run 100 columns of ads we would run a 22-page paper. If we only have ten columns of ads we print a 10-page paper. It is different with a Sunday; running 350 columns of ads, we print a 64-page paper. On top of that we print eight pages of colored comics and an eight-page rotogravure."—C. P. J. MOONEY, Managing Editor, Memphis Commercial Appeal.

"The Washington Star ordinarily estimates that the amount of reading matter, exclusive of a half-page of illustrations, required to cover the news, editorials and features daily, varies from 95 to 105 columns.

"The size of the paper each day, therefore, depends on the amount of advertisements for that day.

"As soon as that amount is ascertained early each day, an estimate is made of how many pages will be required to place those ads without infringing on the first, second or editorial pages, and that fixes the size of the paper.

"For example, today the size of the Star is 54 pages—432 columns. The ads for the day amount to 321 columns, leaving 111 columns. Subtracting 4 columns for half-page of illustrations leaves 107 columns of reading matter. This amount is in excess of the general requirements, but it would be impossible to crowd 321 columns of ads into 52 pages without in-



fringing on the first, second and editorial pages. We expect to make the average by a tighter paper some other day.—RUDOLPH KAUFFMANN, Managing Editor, Washington Star.

“The Constitution is now working on a news minimum of 75 columns.

“This makes the average, of course, above 80 columns. This news minimum is about ten columns lower than we operate under in the fall months when the paper is larger. We are now running from 20 to 24 pages daily, and it has been our experience that we can present the necessary features and all the news necessary in a 75-column minimum.

“In allotting the news space to the various news departments—society, sports, local and telegraph—we always first deduct 16 columns for features from the maximum space over and above paid advertising. In other words, if our news and feature space is over 80 columns, that leaves us 64 columns for news. Our local news generally runs from 15 to 20 columns; State news from two to three columns; sport from six to eight columns; markets from eight to ten columns; women's news from six to eight columns.

“We find very little difficulty in covering the news of an average day in from 65 to 70 columns as outlined above. Of course if there is anything special, like, for instance, the long text of the Dawes report, we increase the news space to take care of it.

“We very seldom reduce the 16 columns allotted daily for features. This 16 columns includes a full page of comics, four columns of features on the editorial page and four columns of features on our woman's pages.

“We do not try to run our news columns on a comparative basis with the advertising. On the other hand, we have figured out what is the smallest possible number of columns in which we can properly present our necessary features, and the news of the world, and have set that figure as our news minimum, regardless of how many columns of advertising happens to be sold for any certain date.

“With the fluctuation of daily advertising, if we tried to run our news columns on a proportionate basis, we would have wide open papers on Wednesday, Thursday and Saturday, while on Monday, Tuesday and Friday we would have not enough space to handle our reports.”—F. W. CLARKE, Managing Editor, Atlanta Constitution.

“The Morning Sun we hold to an average through the year of 48 per cent.

“In the Evening Sun we run on an average of 32 to 34 per cent.

“This gives the morning paper 90 to 105 columns a day, and approximately the same amount to the evening paper. Of course, the difference in percentages is due to the fact that we carry a much greater volume of advertising matter in the evening edition. Then, too, with the morning paper the percentage fluctuates more widely, as advertising is light.

“For example, in January and February we frequently run 55 per cent reading matter in order to maintain the news standards we feel are desirable and to take care of the regular departments, which we term overhead and which includes everything except the general, local and telegraph news.

“In order to keep a close check on how we are running, a daily report is supplied to the heads of the departments.”—PAUL LATHAN, The Baltimore Sun.

“We regard an average limit of 90 columns as proper for our total requirements in news, features, editorials, cartoons, news pictures and comic strips. Sometimes (as recently with the heavy Washington dispatches and the State primaries) we have averaged through a month somewhat over the 90-column mark, but that is what we aim at through the year. I am speaking, of course, of the six week-day issues.

“Obviously the percentage of our total space given to news, etc., with this stable total of 90 columns, will vary with the

size of the paper, representing in a 40-page paper about 28 per cent; and in a 30-page paper about 37½ per cent. But if the advertising schedule is 270 columns we set the paper at 40 pages. If it is, say, 200 columns, we will have a 36-page paper, with 88 columns of space for our part.—E. S. BECK, Managing Editor, Chicago Tribune.

“We recognize the reader's right to a fair proportion between news matter and advertising, but this proportion changes with the size of the paper. We operate on the following definite schedule which calls for a minimum amount of news space in each edition.

Pages	Columns Advertising	Columns News
14	26	86
16	39	89
18	52	92
20	67	93
22	82	94
24	95	97
26	108	100
28	122	102
30	137	103
32	152	104
36	182	106
40	212	108
44	242	110
48	271	113
52	300	116
56	330	118
60	359	121
*64	389	123

\*Which is the largest daily edition paper we ever printed.

“It will thus be noted the proportion of news declines with the size of the paper. Our aim is to give the reader approximately 100 columns of news whatever

the size of the paper. On various small editions this approximation isn't very accurate, but the discrepancy is strictly in favor of the reader as it is in all of our editions. However, we figure that in an edition of 40 pages or more, which in the busy season we frequently run, the number of columns of news runs 100 or more. According to our computation and belief, 100 or 115 columns of news matter constitutes as much as a budget as anybody will read for a day.

“The size of the news space in our Sunday paper is allotted generally on the same basis, though of course it is broken up into many sections, and the effort to put a fair representation of news in each may carry us above the arbitrary schedule under which we operate for the daily.

“These are minimum figures as far as news matter is concerned, and if it is necessary to raise the size of the paper to provide the requisite news space we do so.

“If a jump of four pages would be necessary, as for instance from 36 to 40 (our press capacity not permitting us to print 38), an arbitrary raise in size is sometimes avoided by leaving out paid advertising for the day. However, if the business office has no advertising it can sacrifice in this way, the increase is made, and essential office ads are inserted to prevent the reader from gaining the impression that the news space is too wide open. We find that it is a good idea to give the paper the appearance that it is crowded and prosperous.”—JOSEPH M. ADAMS, Asst. Managing Editor, St. Louis Post-Dispatch.

## EDITORS EXCHANGE EXPERIENCES ON NEWS HANDLING

“METHODS of Handling News Copy” furnished the meeting with some substantial philosophy from the mind of Ralph Stout, Kansas City Star, and a brief but trenchant after-discussion. Both are quoted from the official record:

The copy desk is a vital part of any newspaper; on the degree of attention it receives depends a newspaper's reputation for clear, terse English. Further than that it wields a potent, far-reaching influence—its ramifications seldom fully realized—on the speech of its community. We rather pride ourselves out in the West that our people still look to their newspapers for guidance. Out there, too, the newspaper's power as an educator survives, a responsibility which is recognized widely by the directing spirits of many daily publications in our territory. The influence on speech is subtle, seldom recognized, but, nevertheless, it does exist.

Newspapers given to careless sloppy English are certain to accelerate a natural tendency toward incorrect speech. All effort for correct English is going against the tide but every agency that tends that way, which aids in implanting in the individual, still susceptible to the formation of correct habits of speech, the right ideas is worth while. Next to the type of speech in the home is the printed page, read twice a day.

And after all correct English is no mere fad; its justification lies in plain common sense. The purpose of language is the transference of ideas, of thoughts, of narrative from one to another in the most accurate way possible. This is accomplished best by the forms established after years of usage by masters of the language.

Nowhere is clarity of expression, precision of words chosen to convey the exact idea more desirable than in making

the hastily, often carelessly read newspaper.

Nowhere is the short sentence, the words selected with appreciation of the delicate shadings of meaning, more needed than in newspaper writing.

An example of terse, forceful English which unquestionably “landed,” which brought to the understanding of all who read it, accurately and precisely, what the author meant to convey was President Coolidge's first message to Congress. In our office we urged on our writers study of it as a model for newspaper writing. As an example of the reverse type of writing, of the involved, the turgid, the difficult to grasp, hunt up a decision, any one—picked at random—of the honorable Supreme Court of the United States. That's why “bull's” on “hot spot” flashes of news of Supreme Court decisions are frequent.

The potential value of a copy reader is without limit. The extent of knowledge which may be of value to him is beyond computation. He should be a storehouse of local information and history in addition to being the possessor of general knowledge to equip him to edit topics of wide range. With advantage he could know everything, for he handles copy running from politics to Egyptology and from prunes to problems of philosophy. It covers the gamut of human activity; any knowledge may at some time come into good play; the lack of it may be responsible for an error that will bring the smile of ridicule to the readers.

It is essential for the executive to know the range of knowledge of each of his copy readers and it is essential there should be copy readers in each organization who possess special, even technical, knowledge of a wide variety of subjects. This acquaintance with the capability of his lieutenants enables the executive to pass out where it belongs the copy which comes to him. If the copy readers' service is sometimes undervalued it is because the possibilities of his function, the responsibility that is his is not appreciated to the full.

To him on big newspapers the development of stories or phases of stories that come to his hands, the bringing out of a line down in the body of a piece of copy into a real story; a phrase may give him an inspiration of the kind which, looking

back over one's newspaper career, has been the Genesis of many a striking achievement. The duties of a copyreader are trying but one who looks on his task as drudgery is hopeless; he will be simply a cog in a vast news machine. But for the copyreader who has real love of his job, who finds joy in the constantly changing field before him—well, the chances are he will go far in his calling.

The universal copy desk—employed in many offices—has its advantages but whether there is one or two copy desks is, in my view, a secondary consideration compared to the qualifications, the aptitude for the task, of the men who constitute the copy desk. Our reversed chief, the late William R. Nelson, once observed: “A lot of fellows in the newspaper business should be working in a laundry.”

In our office we prefer the two copy desks within speaking distance of each other and with constant liaison. We operate on this plan with frequent transfers of men from city desk to telegraph desk and vice versa in periods of stress. The men on both desks, selected from reporters and other writers in the first place for their ability to write clear, terse English, are urged to further perfect their knowledge of it.

We have one book, an old timer,—“Words and Their Uses” by Richard Grant White—written soon after the Civil War but the best we know of, as a teacher of newspaper expression. We aim to keep in constant circulation a half dozen copies not only among editors and reporters but among all whose writings land in our columns. We are not free from bad English, far, far from it. I could cite from our papers repeated instances of outrageous assaults on the language. “Outreaged with,” “none are,” the misuse of “who” and “whom” and scores of other familiar enemies get in notwithstanding office rules and specific prohibitions of years and years of standing. Those who sit in on the real works of the editorial side of a newspaper marvel that, with all the slap—dash—bang of its making, it is as near perfect as it is but the reader knows nothing of this, cares nothing; he judges only what is put in his hands; he has no understanding of or compassion for errors of fact or expression.

Particularly on the afternoon newspaper the telephone news report and the re-write man have in the last ten years steadily assumed a larger part in the handling of the news. It is futile to lament that news over the telephone, written by a man who was not an eyewitness, who had no actual contact with the event, the scene or the interview, misses the true atmosphere.

However, I have known instances of this kind of reporting which accurately and vividly conveyed the spirit of the event. Perhaps more often it is missed and the atmosphere of the story the type tells is wholly misleading but again that depends on the quality of the men at the two ends of the wire. This type of reporting has come to stay; the public likes its news hot off the griddle. It has to be employed but the old style, the story written wholly by the man who talked to the actors in it, who saw the scenes figuring in it, who absorbed every angle of it, who by personal investigation became saturated with the spirit of it should not pass into the discard. This sort of reporting produced the sparkling New York Sun of Charles A. Dana days. A roll call of the reporters of that organization at its high tide would be a list of the best American magazine and fiction writers of later days.

The division of the work of handling copy is a matter of choice with each newspaper but, whatever the method, I would urge most careful attention to copy before it is committed to the printer.

In this association, I wonder if our own experience with printers and proof-reading is exceptional. Personally, I have detected in recent years a steady deterioration in the intelligence of the “intelligent compositor.” Errors of ignorance, of misreading of copy in the composing room have increased amazingly. Proof-reading has gone back along with it. Rarely does the proof-room catch



JAMES M. THOMSON



more than a purely typographical error. What causes it? Has the grade of printer changed with the coming of the type-setting machine?

I would hesitate to say but I do know graduates from the composing room to the editorial room, the course of some of the shining lights in American journalism—in our own office the route followed by the best writers we have had—are now negligible.

**PRESIDENT YOST:** Mr. Beck, I would like to have you discuss that question a little bit. I don't know of any one who is more experienced in handling copy than Mr. Beck. What is your idea of the rewrite man?

**MR. BECK:** I don't like the rewrite man, but I feel as Mr. Stout does, that he is a necessary evil. In the early years, when I found he was coming into existence, we had lots of difficulties, and I got a great prejudice against them, but I found in the last year or two, with our present staff, two regularly, sometimes three, who have pleasantly surprised me and gratified me by the relative accuracy of their work.



HERBERT BAYARD SWOPE

With my long, deep-seated prejudice against the system, I have watched its development, and I have really found it better than I expected, although it isn't as good a system as in the old days when the men came in and did their own writing.

However, in Kansas City, as well as Chicago, it seems almost impossible with our present hours and it would seem more so in the case of an afternoon paper, to avoid this rewriting system.

We had a bad fire the other day in the southwest part of town, and it was, I think midnight before our men really had found out just what had happened, in fact we were uncertain as to the number of deaths at that time. It was a long distance from the office, and I don't believe that we could have satisfactorily had any one man come in and prepare a story—we close our home edition at 1:15. That means we have to cut off copy at a quarter of one, giving us three-quarters of an hour, perhaps a little more, in which time one of these rewrite men prepared a two and a half column lead. There was some supplementary matter written by men who had come in earlier, but his lead was really quite accurate as facts developed later, spirited and a pretty fair imitation of a first-hand report.

We had the same experience, particularly with the proofing, not so much with the composing room as with the proof-room. It always seemed to me it was kind of an old man's home for the decrepit printer.

I think it is going to require a good deal of encouragement to keep good men on the copy desks. There is the very vital spot, perhaps more important than the rewrite man, because the copy readers handle everything, and I don't think they are as good as they used to be.

I do think that in our office the quality of their head writing is greatly improved. We give three prizes a week for the three best, most accurate and spirited display heads that are written on the three desks. We have one cable desk, one chief and two copy readers, and a telegraph desk and local desk, and each night the night editor selects, sometimes I select, and sometimes other men around the room select half a dozen to ten heads a night and post them. At the end of the week, we select the three best from the week's product.

I think, as to the handling of copy, they are less careful and less intelligent than they used to be. It seems they are just as intelligent men, but I think they regard it in the nature of drudgery, and it is very hard to control that, very hard to pick on the specific lack that we find in them.

I think this prize system we have of \$10 and \$5 and \$3 a week for the three best heads, has stimulated the interest in head writing. If we could find some similar system to stimulate accuracy and intelligence in handling of copy and, particularly something that I find a great deal of fault with, the lack of ability or interest in reducing stories, cutting out unnecessary words. They will keep the story in the specified space, but they are more likely to do it by dropping a large section than to cut half a dozen phrases or perhaps half a dozen words out of each paragraph. That is my idea of intelligent copy writing, to reduce it to the simplest form—as Mr. Stout recommended, simplicity of language.

**MR. HOPWOOD:** Mr. Beck, do you find that in this prize system that you have for headlines, certain men rather consistently repeat in winning those prizes?

**MR. BECK:** On a board containing 50 heads as the week's candidates, naturally there are perhaps half a dozen of equal quality. I make the selection Friday night when I make up the payroll, I try to distribute it a little. If there are two heads that I think are equally meritorious, and one of the men had received a prize the week before, I try to give it to some one else at that time, and likewise I try, although this isn't specified in our arrangement, to give one to the telegraph desk and one to the cable desk and one to the city desk.

**MR. HOPWOOD:** Do you base your judgment on brilliancy, or do you sometimes give a prize to a perfectly clear, strong, straight news head?

**MR. BECK:** We found at first there was considerable straining for brilliancy and we tried, to some extent, to discourage that by giving a good share of the prizes to straight, substantial heads. There is sometimes a very clever head, what we call a "five head," a little two-line head that we use over our shorter items. We try to encourage a brightness in those, but in the big heads we try to give them to substantial, straight-forward heads, and we consider also the typographical appearance. A split word never receives a prize. We try to encourage appearance as well as accuracy of the reflection of facts.

**MR. ABBOT:** It seems to me that this question of the copy reader has a very vital bearing on the character of the newspaper, particularly of the city newspapers today. I have found in the past the feeling among the copy readers that it is drudgery; it gets to be sort of perfunctory work.

In too many offices, I think I can say in New York at any rate, when I was there, it was the practice to put on the copy desk, men who no longer had the activity, the body, at any rate, to make thoroughly successful reporters, and we built up in almost every newspaper office, a group of copy editors who, if not supernannated, were narrowly approaching that point.

**MR. PERRY:** I think it is appropriate at this time to make a brief plea in favor of the cultivation of a pure, sound, English style in newspapers. I think that we have all observed the tendency of newspaper writers to fall into mannerisms and how these mannerisms will sweep across the whole newspaper field. Here is an example.

I notice two or three here in the paper: "Permit was issued yesterday by such and such a board"; "Decision by the Haverhill Shoe Arbitration Council"; and so, in almost every paper you can read things like that.

I refer to the omission of "a" or "the." I don't know why that little mannerism is so seductive, but it is a constant fight to keep it out of the columns of my paper, and see it even in the best edited papers of the country, and I have called attention to it frequently in the Associated Press reports. That is only one example of the many that are being adduced.

I think that the responsibility that rests upon the newspapers is very great, because not only does one newspaper writer take his cue from another, but the speaking public takes its cue from the newspaper writings of the country, and I think that the cultivation of a sound, pure newspaper style ought to be the first

commandment in every newspaper office, large or small.

**MR. SHERMAN,** Springfield Union: I am sometimes persuaded that our copy readers are more inclined to follow Prof. Lounsberry's recently issued charming book in which he attempts to defend every ungrammatical speech as being essentially correct, rather than to follow Mr. Richard Grant White's work, "Words and Their Uses."

Lounsberry says that a child brought up in a good home where only correct English is spoken, will almost invariably say "it is me," instead of "it is I," say, "who do you wish to see," instead of "whom do you wish to see," and he attempts to justify all such expressions as being fundamentally correct. So I am sometimes persuaded that our copy readers follow Mr. Lounsberry's book rather than Richard Grant White's.

I was interested in what Mr. Beck has said about the copy desk, the difficulty of maintaining interest and enthusiasm on that desk. I do not believe that you can

improve on the old system of departmental handling of copy, so far as maintaining interest in the copy readers work.

We handle a great deal of suburban news, something like 30 to 35 columns every morning, in the first and second edition. Under the old system that was all handled by a suburban editor with one or two assistants. That man took an interest and pride in his work. The man that handled the telegraph copy maintains an equal interest and pride in his work. In the city department, likewise. Of course, the difficulty came in getting the copy into the composing room on time and also the problem of each department wishing to have the utmost space, with the result that we might be overloaded with suburban news and overloaded with city news, and not properly coordinated, until we introduced the universal desk. This very quickly made every man feel that he was a part of the machinery of the office, and he didn't have that same interest. I find that the greatest difficulty is keeping men on the copy desk who want to get off it as speedily as possible.

### ESSARY TELLS EDITORS OF WASHINGTON NEWS METHODS

AT the Friday afternoon session of the Editors' Society J. Fred Essary, Washington correspondent of the Baltimore Sun, read a brilliant paper on "The Relation of the Washington Correspondent to His Paper." He received an ovation. His address follows:



J. FRED ESSARY

The corps of Washington correspondents, for which I have the privilege of speaking is grateful to you, Mr. Chairman, for a place on this program and for an opportunity to discuss with you, even briefly, the Washington Bureau, its problems, its usefulness, and its relation to the editors who direct our work and by whose grace we have our being. Perhaps it is not necessary for me to remind this audience that Washington correspondence is no longer a luxury; that it has become a necessity and that as expensive as it may be, it is as vital to the progressive newspaper as is the editorial or the markets, or perhaps what is more important than them all, the weather.

There may have been a time when some of us were much younger in the business, when the A. P. report out of Washington was sufficient for all general purposes, when a few dollars a week would provide an adequate special service on localized interests and when the political letter writers with their one-day a week comment supplied all other needs.

I venture the view that that time has passed for good, and that the live newspapers of the country will never again be satisfied with such hit and miss service from Washington, the greatest single news center in the world. And Washington is exactly that. There is a greater volume of news proceeding from Washington during each twenty-four hour period of the year than from any other single source news that is interesting and news that is important.

The Capital is not merely the radiating point of national politics and patronage. It is no longer simply the seat of government as represented by the White House at one end of Pennsylvania avenue and the Capitol at the other end. Practically every great national interest now has its nerve center in Washington maintaining an intimate contact with some agency of government. This is particularly true of the great railway system, dominated as it is by the Interstate Commerce Commission; of ocean transportation which clears through the Shipping Board; of banking which hears its master's voice when the

Federal Reserve Board speaks; of agriculture, of organized labor, of foreign and domestic commerce, all looking to Washington for guidance or for support. There is no line of big business or little business that sooner or later does not find itself intimately concerned with government. This vast centralization of interests in the Capital has brought to it literally scores of national organization headquarters, all of them there for the purpose of keeping in hourly touch with the men and measures which affect them vitally. To illustrate my point I need only cite you to the American Railway Association, the American Federation of Labor, the National Manufacturers Association, the United States Chamber of Commerce, the National Coal Association, the Institute of Meat Packers, the Board of Farm Organizations and numberless other bodies representative of American business which have come into our field and which have enormously broadened our news activities.

Even this development however, does not impose upon all newspapers of major league pretensions the burden of elaborately equipped bureaus, involving heavy overhead, leased wires and a highly specialized service. But it has influenced scores of newspapers during the past ten years to send staff men to Washington, newspapers that before were satisfied with a part-time service. It has brought about an increase in the membership of the Corps of correspondents to approximately 300, not counting half as many more men engaged in trade paper magazines or mail syndicate work.

Moreover, it has served to develop more and more the comment writers of the Corps, the men who take the spot news of the day or the day before and, looking behind it, beneath it and beyond it, undertake to interpret it for the benefit of their readers. We discover that many editors are calling for more of this sort of writing from us, a type of reporting which I may add calls for more hard work and genuine talent than does the handling of spot news itself.

I would have you consider in this connection the value of the semi-editorial despatch out of Washington. I appreciate the scruple of the editor regarding the freedom of his news columns from bias or policy-personal, social or political. The news page ought to be dedicated to the dissemination of information, both pure and simple. But the newspaper that has in Washington a highly trained writer, a keen and unprejudiced observer, a man who knows his field intimately—that newspaper, it seems to me, loses much of its correspondent's value if he is not given wide latitude in his treatment of the men and the measures with which he deals.

Also I would like to account to you for the frequent appearance in our dis-

patches of such terms as "it is learned upon high authority" or "it can be stated with official consent" "it is declared in well-informed quarters." Ninety-nine times out of a hundred such expressions are employed to carry information or intimations which proceed straight from the President or some other outstanding spokesman of the government. They are not used to put over any "dope" of our own.

All of us have more or less confidential relationship with men in public life. Many of these men wish us to have the use of information at times which, if attributed directly to its source, would be embarrassing. The only way in which we can carry this information without ourselves seeming to assume all responsibility for it, is to clothe it with a degree of authority by using the phrases so common in Washington stories.

The matter of news duplication out of Washington suggests itself to me. It is well known to you, of course, that some of the larger Washington bureaus habitually duplicate to their papers the reports received by those papers from the press services. There are certain large newspapers which will not print an Associated Press dispatch, for example, from Washington if it is possible to avoid it, often going so far as to telegraph back to their bureaus the substance of a given A. P. story with an order that a special be written on the same subject. It is quite true of course, that some papers engage in this practice, re-sell their news, which accounts for their demand for a special covering of all important developments.

But the wisdom of deliberately duplicating press service news, where there is no re-sale of it, has long been a matter of doubt among the chiefs of Washington Bureaus. It has seemed to many of us that our greatest value to our papers lies in our supplementing the press service reports, except when we have reason to believe that such reports are inadequate or colorless. This may be done and is being done daily by resourceful reporters who go outside the routine of Congress or the press handouts of the executive departments for interesting features, for lively and refreshing comment and for special news that often turns out to be exclusive.

Let me say a word right here for some of our exclusive news. We value a beat in Washington as highly as you do in the local field. There is perhaps not as much genuinely exclusive news out of Washington to the credit of the individual correspondent, however, as some of you expect. Remember always that ours is the most competitive field in the country.

Charles Michelson of the New York World startled us in 1922 with the flat and unqualified statement that Albert B. Fall, then Secretary of Interior, would resign his office on March 4 of that year. The story had a convincing ring. Every circumstance pointing to a resignation was covered. Moreover, neither Mr. Fall nor the White House put forth a convincing denial and those of us who were trimmed, so to speak, finally reconciled ourselves to a good beating.

But March 4 came, in due time, and Mr. Fall remained in the Cabinet. No resignation was tendered and none was demanded. The rest of us breathed easier as we reminded our respective managing editors, with some enthusiasm, that Michelson has fallen low in his prediction. It so happened that on the succeeding March 4, 1923, however, Mr. Fall did resign and for the very reasons that Michelson had given. The only trouble about Charley's story was that he was just one year ahead of time.

May I relate an experience of my own, even more pointed. Back in 1913, soon after Woodrow Wilson went into the White House, word reached me from an unquestionable source that the President was about to shake up the Civil Service Commission: He meant to fire two commissioners from that body, to promote the Chief Examiner to one of the vacancies and to select a woman for the other. I had all the names and all other essential detail which I promptly worked into one of the best beats of my Washington career.

A week passed after the story had been printed and nothing happened. Then a

month, then a year. In time my colleagues stopped badgering me for confirmation of a story which had been so prominently featured. It was forgotten by all hands except the chagrined reporter who wrote it and the gentleman of the Civil Service Commission who were involved.

Six years later, however, almost to a day, Woodrow Wilson announced from the White House an order shaking up the Civil Service Commission, firing two of the Commissioners, promoting the Chief Examiners and appointing the woman—all of it just as I had predicted. That was one time I might modestly add when I did not have the nerve to write into my new story the fact that the President's action had been exclusively forecast in The Sun six years before or even to call the attention of my editors to my belated triumph.

This much I will say for my Desk: It did not heckle me about the failure of my beat to come true, nor did it treat me as unfairly as one of my colleagues was treated by his paper during the Disarmament Conference. Perhaps the story of this will interest you. During the course of this conference the Four-Power Pacific Treaty was secretly negotiated. Many of us who were covering the conference received faint intimations of what was going on but it remained for A. Maurice Low, Washington Correspondent of the London Morning Post, to spring the real story, including the fact, first, of the treaty itself, plus all important details of its terms.

If this story had been printed only in London those of us who had been left behind would not have felt particularly mortified about it, but The New York Herald had an arrangement to reprint all of Low's dispatches and carried the story in full and highly featured.

Almost as soon as The Herald story reached Washington an avalanche of denials seemed to bury it. For reasons satisfactory to themselves, those who participated in the negotiations felt called upon to repudiate the whole business and to do it in no uncertain terms. The Herald, instead of standing loyally by its reporter until the facts could be positively known, accepted the denials at full face value and promptly apologized for the alleged "fake." Not content with that, the editors of The Herald—or perhaps it was the proprietor himself—fired Low out of the columns of the paper.

In less than a week, however, the Conference formally announced the conclusion of this treaty and along the exact lines, moreover, laid down in Low's exclusive article.

Functioning hundreds or thousands of miles from one's home office gives the Washington correspondent a certain degree of freedom of action and of thought, but certain difficulties naturally follow. We are pursued by an unending line of queries, from our editors, many of them containing valuable ideas for news stories but many others worth remembering only because of their absurdity.

The correspondent of the New York American, for example, received this curious query one night: "We have information that there is something in the air. Get it and send us 1,000 words."

My friend, Louis Ludlow received this message one day from one of his western papers:

"Supreme Court about to hand down decision in local gas case. See Chief Justice White and get advance copy."

The correspondent of an Indianapolis paper was appalled to receive a message to this effect:

"Get interview with President Roosevelt on local political situation. And tell him to make it short."

Perhaps the prize query came to the correspondent of a Philadelphia paper. It ran as follows:

"North American this morning has column story, Penrose attitude toward direct primaries. Send us 2,000 words on this and make it hot."

The next sentence read:

"No, 1,000 will do."

Then came this line:

"Better hold it to 500."

And finally this—

"Never mind Penrose story. We don't want it."

There is one more that I recall, this from the editor of a Milwaukee paper. It said:

"Please rush immediately names of all unknown dead soldiers from Wisconsin."

I remember one other amusing circumstance, in this general connection. The correspondent of The New York World late one night received an order for a textual copy of one of the Bryan arbitration treaties. This treaty was printed in The World's own almanac as the correspondent well knew. But instead of citing his editor to the page on which it might be found he calmly ripped out the copy of the document and made his paper pay telegraph tolls on 3,000 words of matter in order to impress his home office with his resourcefulness.

May I digress from my theme for a moment before I conclude? I assume we all have one or more pet notions about this profession of ours. Mine happens to be an abiding aversion to the dragging of our reporters, in totally discreditable fashion, into their own stories, a practice, which I am convinced from both observation and experience can only be controlled from the Desk. There are times, as I read the printed page when I feel like apologizing to the world for the fact that I am a newspaper man.

I feel that way every time I read in the columns of a newspaper that the "reporters were chased away" by some rough-neck prize fighter; or, that some member of the decayed Gould family, about to be married to his third or fourth wife, "successfully dodged the army of newspaper men"; or, that some movie comedian, upon being asked a question, "slammed the phone receiver on the hook"; or, some "pig woman" in New Jersey "drove the press men from her premises at the point of a gun"; or, that some featherweight politician or petty crook "turned his back upon his interviewers."

I am fairly filled with indignation when I encounter in print day after day these cheapening lines penned by the men, themselves insulted, who in turn spread before their readers the record of their own mortifying experiences. Of course we have disagreeable things to do. We go up against all manner of men, often too, under circumstances that are embarrassing, not to say degrading. People who lack breeding or sense, or both, sometimes assume an offensive attitude toward us, but why parade the fact before the world? Why encourage other morons to do the same thing?

I was a city editor once and almost as soon as I took the desk I assembled my staff and delivered myself about as follows:

"There is just one thing that will never pass this desk as long as I am here and that is the personal adventure of a reporter on this paper in the pursuit of his news. All of you may be buffeted about from time to time. All of you may have unpleasant experiences and may even be affronted once in a while by some low-browed creature, but if so, that is a personal matter twixt you and him, not twixt you and the reader. Bring your

tales of woe to me, if you like, but keep them out of the paper.

"Besides," I said, "about the sorriest reading I know, is how the reporter didn't get the story."

I had been inspired to deliver that little lecture, not merely by the pride I felt and still feel in my profession, but by a little circumstance which had occurred just before I left the street, indicating the contemptuous attitude toward newspaper men in general of at least one class of people in my community. I had been assigned to cover a banquet of the local bar association. In the course of the after-dinner spell-binding, a blustery old ex-judge made a ferocious attack upon the press, in effect characterizing all reporters as scandal-mongers and all editors as character assassins. Strangely enough he was enthusiastically applauded by practically every fee-grabber in the room.

When he had concluded, I leaped bravely to my feet and asked the toastmaster if I might have three minutes in which to reply to the spokesman of a profession, I said, which had profited more than any other in the world by free advertising at the hands of the press. I resented and repudiated the aspersions of the preceding speaker as eloquently as I could and ended by reminding my hearers that no matter how far a newspaper man may descend in the scale of human conduct, no matter how faithless he may be to the truth and no matter how reckless he may be with the reputations of his fellow men, he is never so low or so vile that he cannot find some lawyer to defend him or to take his "dirty money."

The point of all this, is not our readiness to bandy words or insults with those who may malign us. That is easy enough. But if we are to command our measure of respect, we must first be self-respecting. It is not enough that we should show a regard for the decencies or even the amenities of life. We must acquire a sense of dignity as journalists, a dignity which you and I know is too often lacking in the news columns of our papers.

## "CURRENT RADIO"

The latest radio developments from the best minds, six days a week with mat illustrations.

### FORTY

of the nation's leading dailies are regular subscribers.

A radio feature upon which you can stake your paper's reputation for accuracy.

For information and samples wire NOW to

American Radio Relay League, Inc.  
Hartford, Conn.

## A Security Market

with complete newspaper financial service.

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

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

Cover the Buffalo Market with the

### BUFFALO EVENING NEWS

\*Present average circulation 126,766

Edward H. Butler, Editor and Publisher  
Kelly-Smith Company, Representatives  
Marbridge Bldg. Lytton Bldg.  
New York, N. Y. Chicago, Ill.

## 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



# OIL PROBE ENDED LONG ASSAULT ON NATIONAL WEALTH—PINCHOT

## Fall Intended to Break Down All Old Barriers to Private Exploitation of Mines, Oil Fields and Forests, Editors Hear

PRESIDENT YOST opened the after-dinner speeches by reading a letter from the President of the United States before introducing Gov. Gifford Pinchot of Pennsylvania as the first speaker.

The President's letter is reproduced in full on this page:

"A man would have a dull mind indeed and dull sensibilities who did not appreciate down to his toes such an introduction as the Chairman has just given me," began Gov. Pinchot, "all too kind, as no one knows better than myself, and such a reception as you yourselves have most generously accorded me, and I can tell you that I appreciate it to the full.

"It would be most invidious on the top of such an introduction and such a reception to begin by finding fault with the chairman, with your president, and with you, and yet I find myself under the difficult necessity of doing so because with the single exception of a gentleman, whom I will not further indicate than to say that he wears the only other white tie in this room beside myself (Herbert Bayard Swope, New York World), not one of you has mentioned the fact that there was an election in Pennsylvania the other day.

"Now exactly what this conspiracy of silence might mean, I don't know, but merely to show you that it is thoroughly unnecessary, I might add that the perturbation of spirit and nervous exhaustion which it has brought upon me has been such that I have actually gained two pounds since last Saturday—that is a fact. The only effect that election is going to have, as far as I am concerned, gentlemen, is to make me bat .450, if I am able, to where I have only been batting .350.

"This very country where we are now was once in the possession of Indians, I mean this part of the United States. The whole of the United States had in it, so far as ethnologists have been able to determine, only between two and three hundred thousand human beings at the time Columbus discovered America, and that was the limit that the resources of this vast territory of ours was at that time able to support, and able to support in spite of the fact that at least in this part of it upon which we are standing tonight, the Indians had a perfectly definite system of conservation of their own.

"The Algonquin tribes had established a custom, which obtained everywhere, of dividing the territory which they controlled into family sized hunting grounds, bounded by rivers or ridges or other marks with which they were familiar, and inside of each family hunting ground no other Indian might dare to hunt, in some cases under penalty of death. The man traveling through it, who killed an animal for food, was obligated to bring the skin of that animal to the head of the family, and they had established not only possession but an enumeration substantially of the game in that area, and very curious to find the shapes of the areas in different parts of the country so that they might get the animals that lived in wet ground and the animals that lived in high ground in some parts, and they killed in each one of those sections before ever a white man's foot was laid on the continent of the United States, only the natural increase, because they knew that their lives depend on doing precisely that thing. They were wiser in their generation than we have been in ours.

"Now the conservation idea, which they had thoroughly assimilated so far as their food was concerned, of course, has existed in the world for centuries, but the thing never came to a point in any country, to bring together the problem of conservation of all of the natural resources, until Theodore Roosevelt announced it at the great meeting of Governors in the White House in 1908.

"We had talked about the conservation of forests, we had talked about the development of our desert lands, we had discussed the waste from coal-mining, and this, that and the other, but the conception of the earth as the permanent home of men and of the power of the human race to condition its own future, determine its own numbers and control its own material welfare by the way in which it handled the earth was new, so far as I know, at that time.

"It met with every sort of opposition at first, of course, and that was only natural. Our country had been populated by men who were enterprising beyond the common. They had established themselves, especially in the western part, under conditions which seemed to give each settler the right of ownership over that part of the public land which he could make tributary to his own wants, and men brought

up in that way naturally were opposed to conservation.

"When Roosevelt first announced his conservation policy, a storm of protest went through the West, based on the idea that they had settled the country and for any one to come in and tell them what they should do was to be resisted by every lawful and sometimes every unlawful means at their hand. But the conception was sound, the life of the nation in the future was at stake and gradually, under the driving power of Roosevelt's great personality, the thing made steady progress, made progress in spite of the habit of stealing public lands and resources which had prevailed, in spite of the interested opposition of all sorts of developers.

"Developers was the word used, but a better word would be despoilers in many cases, until at the last the people of the United States came to have a clear-cut conception that the natural resources which belonged to all the people actually did belong to them for the benefit of all the people and not merely to be turned over into the hands of some one who would use them primarily for the purpose of getting rich himself.

"That conception or any other conception of the kind which dealt with the setting aside for public welfare of billions of dollars' worth of resources, of course, couldn't be made to stick without a fight, of course had to meet at every step of its journey the opposition, political through publication, through innuendo, by legal means, and in every other way that it could be brought about, of the men who would profit by the breaking down of the conservation policy, and any such policy always must meet exactly that situation from the beginning, and I am not here, of course, to throw you bouquets.

"You know what influence the press has better than I do, but from the beginning the fight would have been impossible except for the support that the press gave.

"Gradually, the people of the United States came to assimilate that idea, gradually through fighting and nothing else but fighting the thing was made to stick. Roosevelt was hardly out of the White House before the Ballinger incident came up when Secretary of the Interior Ballinger undertook to turn back into private ownership certain exceedingly valuable resources which had been set aside by Roosevelt for the benefit of all the people. It was only a fraction of the tens of billions of dollars' worth, not millions, but tens of billions of dollars' worth of public wealth which Roosevelt had saved for the people of the United States, but it led to the Ballinger-Pinchot controversy so-called, and the efforts of the grabbers, directed notably against coal lands in Alaska and water powers in the United States and also against oil, were set aside for that time. Then came steady years of fighting, and by the way, let me say in this connection that the effort to obtain the Navy's oil was by no means a new thing, but was first made just as soon as President Taft, followed by President Wilson, had begun to get aside the Naval Oil Reserves, and year after year the fight had to be made in Congress to prevent the grabbing of this particular oil.

"I mention that merely because I should be sorry to have you believe that the effort which so nearly succeeded on the part of Secretary Fall was any new thing. It was merely the logical follow-up of effort after effort that had been made before. They tried it through Congressional action, they failed through Congressional action. They then tried it through executive action, and except for the investigations which have been made just now they would have succeeded in that direction.

"This policy holds to three general principles:

"First, the natural resources which are in the public hands for the public benefit must be kept in the public hands. That means coal, oil, phosphate lands, water powers, forests;

"Second, these lands and other resources must be put to use and put to immediate use just as rapidly and just as freely as the needs of the people of today justify, and mainly not by Government development, but mainly by lease to private individuals under Government supervision; and,

"Third, the conditions of those leases must be such as to assure that the people themselves get the benefit of their own resources.

"Now the attack we have just been watching, or we have just been seeing the consequences of in Washington, Secretary Fall's attack, was not an attack on oil alone. The oil happens to have been the thing that was brought clearly to public attention, but the fact is, and I speak with some confidence, because I have been intimately concerned with the whole thing ever since I was removed from the public service for the public good some 15 years ago, the

attack was made on the whole conservation policy, and the effort was to secure the return to private exploitation of these billions of dollars' worth of public resources.

"No such comprehensive effort to grab, so far as I know, has ever been made in the history of our country or perhaps not in any other. Fall had disposed not only of the Navy's oil, and as I have said over and over again, what he did, if it had been done in war-time, would have been nothing short of treason, because there was nothing ever more clearly established in the history of the world, so far as expert opinion can make anything clear, than that the preservation of that oil in the ground for the benefit of the Navy was absolutely essential to the safety of our ships of war in the future.

"He not only disposed of the oil, but he also got rid of the Navy's reserves of coal in Alaska, which so far has been glossed over. As a member of the Water Power Commission he did his best to do the same thing for our water powers, which are of enormous value, and he made an attack which touched me very closely, at least, upon our national forests. Now, whether I happen to be a Governor or anything else, I am a forester and expect to be that until the last day I live, and when Fall went after our forests, I could do nothing less than get into action.

"Fall had been (and I am not speaking of Fall because I have got anything personally against Fall—Fall is down and out and out of the way—but the lesson which this whole thing teaches is of tremendous value to the people of the United States) a Senator. Fall as a Senator had demanded certain privileges of the United States Forest Service which were not permitted by the regulations, because he was a cattle and sheep man, and those privileges had been properly refused, when Fall determined to get square, and at once, upon taking the office of Secretary of the Interior, he proceeded to demand the transfer of the National Forests from the Department of Agriculture to his own department of the Interior.

"Fall's character was known, what he would do with the forests if he got them was known, and every friend of conservation in the United States was profoundly disturbed when the news of this effort was made public.

"He was strongly supported in his effort by the anti-conservation centers and congressmen, by the Brown Commission for the reorganization of the Government of the United States, and Fall had pleaded his cause so adroitly with the President that even President Harding was supporting the proposed move, and right there is where the press comes in. I did what I have often done before. I got in personal communication with the editor of every considerable journal in the United States—some five or six thousand of them—and set the case clearly before them. I knew the facts; I told the facts as they were; and the result was that there came pouring into the city of Washington such a flood of editorial support for the national forests, such a flood of editorial opposition to the transfer under Fall's scheme, that President Harding, in one of the last talks I had with him, was good enough to say to me:

"You are entirely wrong in opposing this transfer, but I pay you the compliment of saying that we can't put it through against your opposition."

"It wasn't my opposition. It was the opposition of the press of the United States. And I feel now, and have always felt, that one of the greatest services the press could have rendered in connection with this conservation movement was the saving of the national forests at that time, for if the forests had gone, the rest of the structure would have fallen with them.

"Coal, oil, phosphate lands, water power, forests, and all the resources of Alaska were included in Fall's plan.

"There had been going on a campaign, which some of you will remember, for more than two

years before Fall took office—not the first campaign of the sort, but the most intensive—to turn the resources of Alaska over to an Alaska Development Commission; or, in other words, to turn them loose for exploitation. Part of the plan was to take the President to Alaska, show him the situation up there under proper guidance, bring him back to the continental United States, and there have him make such an utterance as would make it possible to break down what Roosevelt had done for Alaska and what the wisest of Alaskans wanted to have continued.

"By the special blessing of providence, I think it was (and I say that knowing what I mean), Fall had disappeared from the Cabinet before Mr. Harding went to Alaska.

"Instead of having the colored version of the Alaskan situation forced upon him at every moment, President Harding met the Alaskans, learned the facts, and in the last public utterance of his life, at Seattle, overturned completely the scheme to devastate that territory for the benefit of a few private interests, and nailed down for good and all the Roosevelt conservation for that great territory of ours. It was one of the greatest services he ever performed.

"I wonder many a time at the tendency at which many of you also must have wondered, to minimize what this attack on the conservation of our natural resources has meant; to pooh-pooh the effort to consider it seriously; to say:

"Oh well, there is always a certain amount of corruption in the government, and what can you expect," and we have just been through a great war," and so on, and so on. No man who had followed this fight could talk that way. I have been in it for thirty years in one form or another. I have been in the closest touch ever since 1910, when I left the government service on request, with everything that has gone on in the matter of conservation in the city of Washington, and I know, and am abundantly prepared to prove, that what so nearly succeeded in the case of Fall was simply the last phase, and the most dangerous phase of an effort that had been absolutely continuous to get possession of these natural resources ever since Roosevelt set them aside—Roosevelt and Taft and Wilson set them aside.

"It was an attack on the welfare of the people of this country, whose gravity it would be impossible to overstate, and I deprecate, and greatly deprecate, the levity with which the thing has in certain cases been treated. And I might go on and say that if a burglar is arrested in my house by a policeman, I am not going to inquire whether the policeman, before

## 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

The Cleveland PLAIN DEALER regularly carries 50% of ALL National Advertising placed in ALL Cleveland newspapers

The Plain Dealer ONE Medium—ONE Cost (ALONE) Will sell it

J. B. Woodward Woodward & Kelly 110 E. 42d St. Security Bldg. New York Chicago

## FINLEY PETER DUNNE

Will write a brand new series of Dooley articles for the

## BELL SYNDICATE, Inc.

The service has already been contracted for by:

New York WORLD Chicago TRIBUNE Boston GLOBE Philadelphia BULLETIN Pittsburgh GAZETTE TIMES San Francisco CHRONICLE Buffalo COURIER

and other such representative papers. The service will consist of an illustrated article each week for Saturday or Sunday release.

Now is the best time to start this feature because of the coming Political Conventions which will furnish Mr. Dooley with much amusing comment.

WIRE FOR TERMS

THE BELL SYNDICATE, INC.

John N. Wheeler, Pres. 154 Nassau St. New York City

he arrested the burglar, washed behind the ears or not, and I mean by that, that whether or not the investigating committees have made little mistakes here and there, whether they have strictly conformed to the proprieties in all respects, they have done a tremendous service to the people of the United States, for which every single one of us ought to be grateful.

Now, gentlemen, just a word more about a new development—the most recent development of the conservation policy, one which I think is going to have, perhaps, a larger direct influence on the daily life of the average man of the United States than anything that has gone before—and that is what is called the Giant Power Plan.

"We are starting it in Pennsylvania—we have a Giant Power survey in full swing and shall have definite plans to submit to the next session of the legislature. The Giant Power idea is based on this. Our power systems are not yet constructed, our great power houses are still to be built, our transmission lines are not yet in existence. Let us get together with the power company, the representatives of the state, the representatives of business, and plan out together, for years to come, such a system as will return a fair profit to the companies and at the same time take into careful consideration from the start all those matters which are of utmost importance to the people of the state and the nation.

"We built our railroads first and then undertook to regulate them. The Giant Power idea is that we shall plan in advance the relation of the state, which means the relation of all the people, to this controlling development which is coming, because our civilization is going to be as much affected by this electrical development as ever it was by the introduction of machinery—the so-called economic revolution—and perhaps more so. We must prepare to see to it that every house, every farm, every factory, every mill, every mine in the United States, is supplied with power; supplied with cheap electric power.

"Let's make that plan in such a way that in advance the public rights are safeguarded, difficulties and quarrels which otherwise would arise are set aside, and not only the companies get fair treatment, but the whole people get the very utmost that can be gotten out of what is going to be the controlling economic factor in the life of the nation before many of those in this room have passed away.

"Take my own state of Pennsylvania, for example. We have great water powers, but they are simply negligible as compared with the power that can be produced from coal. There are a number of counties in the state of Pennsylvania where the supply of coal is already known to be sufficient to produce one million horsepower continuously for a thousand years, and more than that. That makes Niagara comparatively unimportant until the end of the thousand years at least, and it is the development of this enormous bulk of energy, if I can use that word, and the proper distribution of it, that is the function of this Giant Power plan.

"Now we believe as an incident that we can take the power out of the coal and especially out of the bituminous coal, probably with such a development of by-products at the same time as will give us the power for almost nothing, and we are looking forward to the establishment of great central stations, say of 500 kilowatts, at the mouth of the mine, so you will transport the coal over a wire instantaneously with little expense instead of in a coal car very slowly and at great expense, to where it is to be used.

"We are proposing to build great central power stations with primary distribution lines of 220,000 volts or so, and gradually work out a plan by which not only Pennsylvania but the adjacent states can be made a part of a power distribution system, taking account of all the social needs of the people, that will give us a chance to develop in this country, as without cheap power it is utterly impossible.

"That is the latest development of the idea of the use of the natural resources for the benefit of all the people, a proper and legitimate offspring of the Roosevelt conservation policy.

"Now, my friends, I find I have talked a great deal about conservation and very little about the press, which perhaps, under all the circumstances, is a wise thing to have done. If I know anything I know about conservation, and if you know anything, you know about the press, and I leave that end of it to you.

"But I do want to ask this in the end—we have come to a very critical point in this conservation question. The whole policy has been subjected to the most formidable and the most nearly successful attack that has ever been made upon it, while at the same time the beneficial results to the people of the present and of the future, from a close following of the conservation principles, is more clearly seen than ever before.

"We are going to have to do just what we have done in the past over and over again, and that is fight for the conservation policy. I am particularly glad to be able to make my appeal direct to you, that as this fight comes on, you will throw your immense influence on the side of the general welfare and refuse to stand, as you have over and over again before, for the spoliation of what belongs to all the people.

"We have stopped this oil grab, right in war time when nobody could be gotten to think of anything of the war, because the press of the United States took hold of it and refused to allow these naval oil reserves to be turned over to the grabbers. The same appeal is going to be made to you over and over again. I hope it won't be in vain, as it has never been in vain in the past, and I am entirely confident that it won't be."

### Julius Barnes Tells Editors Why U. S. A. Enjoys Prosperity

Julius Barnes, President of the United States Chamber of Commerce, followed Mr. Pinchot, saying in part:

"It is of vast significance that here in America, one hundred and ten million people, 6% of the world population, annually converts to the manifold forms of human use what we denote as national wealth, one-half the basic materials of the world.

"It is of vast significance that this 6% of the world's people possess almost half the railroad mileage of the world, and almost three-quarters of the telephone and telegraphic equipment of the world. It is of vast significance that this people have proven so remarkably adaptable to new suggestion that the automobile, the crowning achievement perhaps of industrial genius applied through invention, that we use, produce and possess at home, 90% of the automobile production of the world.

"It is of more significance that this 6% of the world population produces and consumes here over 50% of the news print of the world. The printed page has become the symbol of widened knowledge, quickened mentality, increased earning power, for the world.

"You can almost place the position of peoples and nations in the social scale by the figures of newsprint consumption which indicates the printed page that circulates among a literate or illiterate people. For instance, when we today rate the nations of the world in their use of news print, thus, Russia six pounds per capita, Japan twelve, Germany forty-five, Great Britain seventy-six, the United States one hundred and fifty pounds per capita, you have pretty nearly shown the gamut of relative relation in the scale of human advance of living standards.

"In America we are realizing on ten generations of a national tradition of public school education reflected in the relatively high mentality of our people. It is the very basis which supports the twenty-two thousand newspaper publications of this country. That kind of a people, that kind of a circulating medium that spreads knowledge, that gives people a chance to contrast their habits and customs and living possessions with those of other peoples in other lands, is the bar to the entrance through the credulity of ignorance, of those false social and political theories which are ever pressed upon us in spite of repeated failures under actual trial. In a people that use half the news print of the world, 6% strong, it is not possible to conceive that sinister leadership can long exist on mere statement which almost carries conviction in spite of its error.

"Now this public opinion in America, informed this way by comparison, by knowledge, has done certain things in our political philosophy has for one thing, I believe it true to say, laid the ghost definitely of Government ownership and operation of great utilities. When America has compared the service of public utilities here in America with that achieved elsewhere in the world under Government operation, it has the literacy, the mentality, the common sense to place its hand on the stimulant that makes it different.

"I repeat my faith that informed public opinion is the great guide and controller of legislative and administrative policies in a government of a free people, that it is necessary to have that public opinion really informed, intelligent and fair.

"When we look at the field that is open to you, there is no limitation. In forty years, the newsprint consumption of the world has risen from three pounds per capita to fifty. This six per cent of the world people is only the advance guard of seventeen hundred million others which will follow the path of human advance which our experience is now blazing for them. It is a sobering thought that we are making today the blazed trail by which they may advance their living standards, and they may do it easier than in our own national history, because today we have the cheaper and readier transportation of the automobile instead of the expensive railroad; we have communication typified by the radio which leaps mountains and streams without the expense and enormous capital investment of the slower means of communication.

"The knowledge of what men may aspire to in America, have aspired to and have achieved will be carried into the far corners of the world easier, more quickly than ever before, but this advance can only come if there goes with it the knowledge of what produces political and financial stability on which human activities can begin to function, to achieve and to create.

### THE RACE IS TO THE SWIFT

**HAMS! Hams! Hams!**  
Succulent Razorback Virginia Hams!

How John Stewart Bryan, publisher of the Richmond (Va.) News-Leader, won his recent election as vice-president of the A. N. P. A. is out at last—and it hinges on HAMS.

It happened this way: S. E. Thomason of the Chicago Tribune, elected president, strode to the platform, seized the gavel, and rapped for order.

"First in order," said he, "is election of a—"

Immediately tumult reigned on convention floor. More than 50 members rose, seeking recognition.

Out of the clamor, Thomason picked a gentleman from Texas:

"I move John Stewart Bryan be elected vice-president," declared the Texan. The election was unanimous.

Afterwards delegates whispered. Some claimed Bryan had promised a Virginia Ham for the nomination. Others insisted it was a ham for every vote.

How many hams must Bryan send?

That am the question.

Therefore, it is necessary that there be carried through your pages the knowledge of the hidden springs of human action which in America have made this tremendous material achievement and accomplishment, and I want to present to you in closing this conception of the three vital things which America can contribute to the advancing living standards of the rest of the world, three simple American ideals, philosophies if you please: An industrial philosophy that believes that without waste, nature's treasures, natural resources serve best when they are converted to forms of human use, that that conversion takes place best by the mastery of man over the forces of nature rather than by the bent backs of drudgery. A social philosophy that believes that no door should be closed to a man because of accident of birth or station, that the workman of today should have the open road to be the foreman of tomorrow, the superintendent, the manager and then the owner. There is no resentment in America today at the sight of a single man in a single generation achieving a fortune of a thousand million dollars by providing something of universal aspiration better than anybody else had been able to do it, in the field of competition. A political philosophy on which these must rest, a philosophy that government exists primarily to preserve equality of opportunity and fair play to appeal to the individual resourcefulness and enterprise of its people that every individual may have a fair chance to make his place in the social structure."

### O. S. Adams Dead

Oliver Stephen Adams, 80, from 1910 to 1921, editor-in-chief of the Rochester (N. Y.) Democrat and Chronicle, died April 29 in Rochester. Before his chief editorship, he was successively night editor, associate editor, music critic and managing editor. He was connected with the Democrat and Chronicle 38 years.

### FIRST IN PUBLIC SERVICE

**The World.**

The World and the Evening World have a combined circulation daily, of 650,000 for \$1.20 per agate line gross, subject to contract discounts. They carry more high class dry goods advertising; are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

Advertise in Newspapers by the Year

**The Evening World**

Pullitzer Building, New York  
Mallera Building, Ford Building  
Chicago Detroit

### READY FOR AD MEET

#### Second District A.A.C.W. Clubs Gather in Philadelphia May 12-13

Philadelphia becomes a mecca for advertising men of the eastern States, May 12 and 13, when the first annual convention of the second district, A.A.C.W., meets at the Bellevue-Stratford Hotel.

At the same time the Second District convention is in session, the National Advertising Commission and the Executive Committee, A.A.C.W. will also be meeting in Philadelphia.

Poor Richard Club, the Philadelphia League of Advertising Women, and the Advertising Crafts Club, recently affiliated with A.A.C.W. will act as hosts to visiting delegates.

The following are the chairmen of committees of the district organization: Publicity, Leon R. Gardner, Advertising Club of Scranton; Educational, Katherine M. Flanagan, League of Advertising Women, Philadelphia; Better Business, Carlton A. Cleveland, Advertising Club of Binghamton; Membership, Gilbert T. Hodges, Advertising Club of New York; Welfare and Acquaintance, Richardson Webster, Advertising Club of Brooklyn; Attendance, Katherine A. Clark, League of Advertising Women, New York; Constitution, John E. Wright, Advertising Club of Pittsburgh; Speakers, John C. Sweeney, Advertising Club of Scranton; Publication, George E. Loane, Poor Richard Club, Philadelphia.

Railroads have made a rate of a fare and a half for all delegates.

#### Announce Coloroto Winner May 7

Names of the winners in the \$25,000 contest for the selection of a name for the new weekly magazine of the Chicago Tribune and New York Daily News are to be announced in the first number of the weekly, May 7. There were 1,395,416 names suggested. Although one man sent in 3,000 most of the contestants entered only one. First prize is \$20,000; second, \$4,000 and third, \$1,000.

## 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.

## FEATURE MAT SERVICE

Feature Filler Pages—  
(7 or 8 Columns—20" or 21")

Magazine Cover Pages—  
COMIC STRIPS  
COMIC SINGLES

### CHILDREN'S FEATURES

Puzzles—Games—Tricks—Toys—  
Drawing Lessons.

Write for Proofs  
and Prices.

## The World Color Ptg. Co.

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



Averages  
for March, 1924

**SUNDAY  NEWS**  
*New York's Picture Newspaper*

**763,075**

**DAILY  NEWS**  
*New York's Picture Newspaper*

**743,277**

**T**HE circulation of the Sunday News now exceeds that of the Daily News by 19,798 copies.

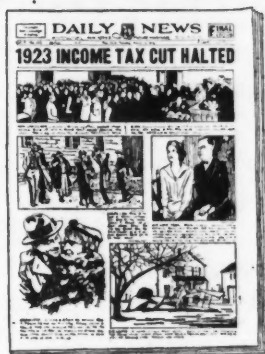
The Daily News still has the largest daily circulation in America; and its circulation in New York City is double that of any other New York morning newspaper.

The Sunday News now has the fourth largest Sunday circulation in America; and the second largest in New York.

**THE  NEWS**  
*New York's Picture Newspaper*

25 Park Place, New York — 7 So. Dearborn St., Chicago

*Sunday News exceeds*  
**The Largest**  
**DAILY Circulation**  
*morning or evening*  
**in America!**



Have you read *Tell It to Sweeney*?  
The series will be sent upon request  
on your business letterhead.

# POLITICS SATIRIZED AT GRIDIRON CLUB'S ANNUAL SPRING DINNER

## Merry Newspaper Wags Present Senator La Follette as Melancholy Hamlet—President Coolidge, Sir Esme Howard, John W. Davis, Speakers

By SAM BELL

(Washington Correspondent, EDITOR & PUBLISHER)

WASHINGTON, D. C., April 28.—The Gridiron Club's annual spring dinner, April 26, proved to be a national convention set music, but before the affair was adjourned the hodge-podge of song and satire had reduced the forthcoming assemblages at Cleveland and New York to non-essentials.

For the Republicans the Gridiron players nominated Calvin Coolidge and the problems confronting the Democrats when they meet in Madison Square Garden were solved. The next standard-bearer of Democracy when introduced to the Club's guests proved to be "The Man in the Iron Mask."

President Coolidge, Sir Esme Howard, the new Ambassador of Great Britain and John W. Davis were the speakers at the dinner, but under the Gridiron rule that "reporters are never present" their remarks were not published. In the assemblage of guests were scores of senators and members of Congress, cabinet members and government officials, big business men and editors, publishers and newspaper men.

The satire of the dinner ran the gamut from "Miss Democracy on Broadway" to "Hamlet in 1924," touching the "Colored Delegate" to the Republican National Convention, Soviet Recognition, the "murder" of the World Court, Hiram Johnson, Secretary Mellon and the recent cabinet changes.

The threatened third party movement was dramatized in the form of a 1924 version of Hamlet Assisting the Character of Senator Robert M. LaFollette as the Melancholy Dane of present-day politics were two grave diggers,—the Non-Partisan Leaguer and the Farmer-Laborite, who were preparing graves for the coffins of the "Grand Old Party" and "Miss Democracy."

The skull unearthed by the grave diggers proved to be that of the Bull Moose, and upon Hamlet's comment that he knew him well, he directed a question to the grave digger.

"Dost think," he queried, "that another Third Party might come to look so and smell so?"

"E'en so," answered the grave digger. Then Hamlet launched into his soliloquy:

"To bolt or not to bolt—that is the question;

Whether 'tis nobler in the party ranks to suffer

With Coolidge always in the moving pictures,

Or to cut loose and answer my own clarion call

For a live leader. And by opposing Coolidge, end

His rule and crown some Democrat? Aye, there's

The rub. To bolt and get the blissful limelight,

Or in the party stay and be forgotten. . .

The soliloquy continued in this vein.

New York's bobbed-haired bandit interrupted the dinner in its early stages by breaking into the service pantry and when she had been apprehended and produced by Brigadier General Smedley Butler, announced as "the greatest policeman in America," she explained that it was all a mistake that she thought she saw the man come in who had promised her a job.

"What man," she was asked.

"Frank A. Vanderlip."

In the picking of the Democratic nominee, one of the difficult jobs of the evening, the Club was forced to summon the "Inquisitor-General" who issued subpoenas for a number of distinguished personages. He brought with him his

Executioner. The first witnesses called were "The Three Musketeers."

They proved to be Governor Al Smith of New York; Thomas Taggart of Indiana and George E. Brennan of Chicago. They identified themselves as "expert political swordsmen" having headquarters at French Lick Springs, Ind. Asked what they intended to do in the forthcoming campaign they announced in chorus, "McAdoo." They admitted, under cross-examination they had a candidate.

"Who is he?" demanded the Inquisitor-General.

"We decline to name him," they replied.

"Why?"

"We do not intend to incriminate ourselves," said the Tammany leader.

"Besides we want him to be nominated," declared Brennan.

Taggart contended "nobody can compel us" to name the candidate. The Inquisitor-General speaking wrathfully, advised "The Three Musketeers" that if they refused to answer he would send for a questioner more ruthless than the Inquisition, a professional Senate investigator. The "Musketeers" fled shouting "Good Night."

A cowboy who proved to be William G. McAdoo rushed upon the scene demanding to know where the "Musketeers" had gone. He said that he was "William the Conqueror" and, volunteering to appear as witness, took the stand and announced he would be "nominated on the first ballot if I have to claim residence in every state in the Union."

"James the Just" turned out to be James M. Cox who claimed the right to the title on the ground that his fortunes depended upon the "Musketeers." Convinced that the Democratic ticket to date read like a John Doe warrant, the Inquisitor-General decided to subpoena the most famous John Doe in history. The Man in the Iron Mask.

"Who are you?" demanded the Inquisitor.

The Man in the Iron Mask replied:

"Some men think I am Samuel M. Ralston and I have been addressed as John W. Davis, and asked to trade fat retainers for nomination. Some call me McAdoo and ask whether I am from New York or California. I have been toasted as James M. Cox and assured seven millions aren't so many after all. I have been feted as Oscar W. Underwood while the band played Dixie and some others said 'Hello, Al' and sang 'The Sidewalks of New York.' Some believe my name is Houston and dub

me the leading residuary legatee. I am identified also as Copeland, the medicine man of the Tammany tribe. Colonel Harvey thinks I am Senator Joe Robinson of Arkansas. They once called me Reed before Jim tried to show 'em in Missouri. Some even think I'm a college president. I've forgotten his name. I have only one consolation. Nobody has suggested I am Bryan."

Robert L. Norton of the Boston Post, initiated as new member of the Club was made to stand forward and defend himself against the charge that he was "one of the Boston crowd trying to run things in Washington."

The Club at its meeting before dinner elected James L. Wright of the Cleveland Plain Dealer as a member and will be initiated at the fall dinner of the organization.

Out of town newspaper men attending the dinner were: E. J. Archibald, Montreal Star; Russell Barnes, Detroit News; Karl A. Bickel, United Press; Van Lear Black, Baltimore Sun; Frank C. Bowker, Boston Transcript; Colonel C. B. Blethen, Seattle Times; Raymond P. Brandt, St. Louis Post-Dispatch; Sevellon Brown, Providence Journal; A. N. Brown, Providence Journal; Albert R. Carman, Montreal Star; Harry Chandler, Los Angeles Times; Dr. Frank Crane, Public Opinion; Harris M. Crist, Brooklyn Daily Eagle; William H. Curry, Seattle Times; Josephus Daniels, Raleigh News and Observer; Charles W. Danziger, Pittsburgh Chronicle-Telegraph; Howard Davis, New York Herald Tribune; George B. Dealey, Dallas News; Thomas J. Dillon, Minneapolis Tribune; Warren C. Fairbanks, Indianapolis News; Victor H. Hanson, Bir-

mingham News; Wade H. Harris, Charlotte Observer; Howard L. Hindley, Rutland Herald; Curtis A. Hodges, Indianapolis News; Alfred Holman, San Francisco Argonaut; A. B. Krock, New York World; Walter Lippmann, New York World; Julian Mason, New York Herald Tribune; George E. Miller, Detroit News; C. M. Morrison, Philadelphia Public Ledger; Robert Lincoln O'Brien, Boston Herald; Hamilton Owens, Baltimore Sun; A. K. Oliver, Pittsburgh Chronicle-Telegraph; Paul Patterson, Baltimore Sun; Philip A. Payne, New York Daily News; Loring Pickering, North American Newspaper Alliance; Joseph Pulitzer, St. Louis Post-Dispatch; Ralph Pulitzer, New York World; E. Lansing Ray, St. Louis Globe-Democrat; Ogden Reid, New York Herald Tribune; Stanley M. Reynolds, Baltimore Sun; F. A. Richardson, Baltimore Sun; David B. Smith, Pittsburgh Gazette-Times; Henry J. Smith, Chicago Daily News; C. S. Stanton, San Francisco Examiner; George E. Stephenson, Boston Transcript; Herbert Bayard Swope, New York World; W. G. Vorpe, Cleveland Plain Dealer; Casper S. Yost, St. Louis Globe-Democrat.

### Accident Fatal to Agency Man

J. Mansfield Redfield, of the advertising firm of Redfield, Fisher & Wallace, New York, died April 25, in the Rockville Center Sanatorium from injuries received the day before, when he fell through a skylight of the Island Park Hotel, while directing some motion picture work in connection with his business.

# Let's Begin With A. B. C.

A. B. C. figures offer the only recognized standard for comparing newspaper coverages. Take Cincinnati for example:—In the territory regarded by A. B. C. as "city circulation area" there are 141,000 families, only 106,000 of whom actually live within the corporate limits of the city.

And A. B. C. figures show that the Times-Star has a daily city circulation of 109,000 copies.

The second evening paper has 22,734 less daily city circulation than the Times-Star.

The unaudited statement given by the publisher of the leading morning newspaper of Cincinnati claims only 41,879 daily city circulation.

For sixteen consecutive years the Times-Star has carried local and national display advertising lineage proportionately as much greater than the lineage of the other Cincinnati newspapers as the Times-Star's city circulation is greater than theirs. Last year the Times-Star's lead over the second evening paper was 4,481,358 lines, carried in the same number of publication days. With 52 Sunday editions over and above its daily circulation the leading morning newspaper carried 2,192,708 lines of display advertising less than the Times-Star carried on week days alone.

More than 150 national advertisers use the Times-Star exclusively in the Cincinnati field.

# CINCINNATI TIMES-STAR

CHARLES P. TAFT, Publisher

C. H. REMBOLD, Manager

Member of Audit Bureau of Circulations

## March Averages

M. & E.—247,387

was the average net paid daily circulation of The Baltimore Sun (morning and evening) for the month of March, 1924, while the average for the Sunday Sun-paper for the same period was

Sunday—179,873

Everything in Baltimore Revolves Around

THE  SUN

Morning Evening Sunday



# A Complete Composing Room At Your Finger Tips

The new *All Purpose* Model 12 Linograph is actually a complete composing room in itself. It gives your operator a range of from 5 to 60 point in full fonts direct from the *regular magazines* and from a *standard 90 button keyboard layout*. In sizes up to and including 24 point the wide and extended faces may be used. Above 24 point slightly condensed faces can be handled in any desirable size.

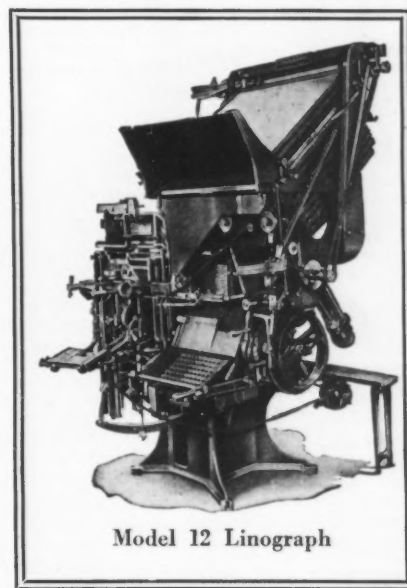
Thus your operator can sit down to a complicated job containing several sizes of type in perhaps two or more faces and deliver the entire job, cut to length ready for makeup, without leaving his chair.

Model 12 Linograph may be installed with any number of magazines up to twelve. More magazines can be added as your business needs demand it. Just secure the magazine and set it on the machine; there are no special adjustments to make or special parts to buy.

With this great range and with this expandability Model 12 Linograph will fill the great need for a practical display machine. For the ad alley and the large trade composition plant doing a varied line of work Model 12 is indispensable.

If you are figuring on installing a display machine this year, act at once, for immediate delivery on Model 12 can not be promised on account of the demand already created.

Write for further information; or better still, arrange for appointment with our representative to discuss this and other models with you.



Model 12 Linograph

## The Linograph Company

Davenport, Iowa, U. S. A.

European Agency  
ET. PIERRE VERBEKE  
BRUSSELS, BELGIUM

NEW YORK OFFICE  
Park Row Building, New York City

Australasia, South Africa, China  
PARSONS & WHITEMORE  
NEW YORK CITY

## A. N. P. A. CAMPAIGNS FOR 50 PER CENT CUT IN POSTAL RATES

**Confident Senate Is Favorable to McKinley Revenue Amendment—Would Remove Last Two Increases—Barnum and Newmyer in Washington**

CONFIDENCE was expressed by A. N. P. A. officials this week that favorable action would shortly be forthcoming by the United States Senate on the McKinley amendment to the pending Revenue Bill, providing for a 50 per cent reduction of war taxes imposed on newspapers by the Revenue Act of 1917.

It was reported the amendment would be debated by the Senate either late this week or early next week.

J. D. Barnum of the Syracuse Post-Standard, chairman of the A. N. P. A. committee on Second Class Postage, and A. G. Newmyer, of the New Orleans Item, his vice-chairman, are now in Washington, pushing the measure. Their reports to the New York office are optimistic. It is understood Louis Wiley, business manager of the New York Times, representing the New York Newspaper Publishers Association is co-operating with A. N. P. A. in Washington.

The amendment to the Revenue Act of 1917, backed by the A. N. P. A., provides for removal of the last two increases in postal rates, affecting newspapers.

It places the rate per pound for the first and second zones at 1½ cents; for the third zone, 2 cents; for the fourth zone, 3 cents; for the fifth zone, 3½ cents; for the sixth zone, 4 cents; for the seventh zone, 5 cents; for the eighth zone, 5½ cents. These rates are in the ease of the portion of publications devoted to advertisements.

The 1917 Revenue Law, which the publishers want amended, fixes a flat charge of 1½ cents per pound on reading matter and an additional charge on advertising as follows: first and second zones, 2 cents; third zone, 3 cents; fourth zone, 5 cents; fifth zone, 6 cents; sixth zone, 7 cents; seventh zone, 9 cents; eighth zone, 10 cents. These rates are 10 per cent higher than the wartime rates.

The publishers in a statement sent members of the Senate and House of Representatives on behalf of the A. N. P. A. membership of more than 500 daily newspapers, point out that from the beginning of the war to date, the press of the United States has been burdened with four progressive increases in second class postal rates.

The purpose of the McKinley amendment, the publishers maintain, is, essentially, to reduce the rates in the first and second zones from two cents a pound to one and one-half cents, a reduction of but 50 per cent of the war tax.

The Senate is told it is the belief of the A. N. P. A. that this reduction will "enhance materially the revenues of the government from second class postage, and without increasing the cost of the postal service to the government one penny."

Small publishers, the bulk of whose circulation by mail is distributed within the boundaries of the second zone, will reap the greatest benefit, the A. N. P. A. postal committee points out.

The statement to Senate members sent at the instance of the A. N. P. A. Postal Committee continues as follows:

"Newspaper rates are the only postage rates which have been increased since the war to a point far higher than they were either before or during the war. During the last few years the newspapers have taken up the problem of improving their mailing practices so that today the Post Office Department handles newspapers at less expense proportionately than any other class of mail. The newspapers save the Department all terminal and all routing expenses of every kind and description as a result of these improved practices. Yet, notwithstanding this situation, it costs a newspaper more to mail its publication to one of its subscribers than it costs an individual citizen to buy a copy of that newspaper and mail it, although in the latter case the Depart-

ment performs at least three times the service for the individual that it performs for the newspaper.

"The present rates are so high that wherever it has been possible, newspapers have abandoned the mails for express and baggage service. For instance, in New York State the express companies carry the newspapers at sixty cents for one hundred pounds, whereas the present rate in the mails is two dollars per hundred pounds. The average haul made by the mails on the ordinary daily papers is less than forty miles. The average haul made on the metropolitan papers is only one hundred fifty miles and yet for this service the newspapers are compelled to pay the Post Office Department three and one-half times as much for the same work as they pay the express companies in those cases where they can use the express companies.

"Undoubtedly you will hear from your publishers more at length concerning the inequity of existing postal rates. In view of the fact that these rates were established in a Revenue Bill, the publishers believe they should be reduced in the pending Revenue Bill."

### MONUMENT FOR AD VETERAN

**Will Mark Grave of "Truth in Advertising" Slogan Originator**

A monument carrying the emblem "Truth in Advertising" is to be raised in Fort Worth, Tex., over the grave of Frank T. Crittenden, known as the father of the movement.

Crittenden, member of the firm of Washer Brothers, Fort Worth, died in that city April 14. The Fort Worth Advertising Club has promised the monument.

### Block to Send Three to London

Paul Block, president of Paul Bloek, Inc., national publishers' representatives, will pay all expenses of 3 advertising men to the A. A. C. W., London convention. The men will be selected by means of an essay contest, which is open to any man definitely connected with advertising, the essays not to exceed 500 words, on the subject: "What I Expect To Receive From the London Convention." Essays should be sent to the Committee of Judges, Advertising Club, 23 Park avenue, New York, and must be postmarked not later than May 6. Each essay must be signed with a nom de plume. The identity of the writer should be enclosed in a separate envelope.

It is estimated newspapers of the United States carried ten billion agate lines of advertising in 1923.

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

### H. J. WRIGHT RESIGNS

**N. Y. Sun Executive Editor Has No Immediate Plans**

Henry J. Wright, executive editor of the New York Sun, has resigned and is no longer connected with that newspaper.



HENRY J. WRIGHT

By telephone from his home in Montclair, N. J., Wright informed EDITOR & PUBLISHER he had no future plans but declared emphatically he intended to continue in newspaper work. He said he had no statement to make in regard to his resignation.

From 1897 to 1923, Wright was associated with the old New York Globe, and was editor-in-chief of that newspaper when it was purchased by Frank A. Munsey, June 4, 1923. Following the purchase he went to the Sun as executive editor.

Wright came to New York from Glasgow, Scotland. He was graduated from New York University in the Class of 1885 and joined the Globe—then the Commercial Advertiser—as a reporter.

In a little more than two years he became city editor of the Globe, and then went to the New York Evening Post as city editor, remaining with that newspaper 7 years, when he returned to the Globe as editor.

Wright was chairman of the committee on ethics of the American Society of

Newspaper Editors, which drew up the Canons of Journalism in 1923.

### Journalism Students Edit Daily

A picked staff of journalism students from the University of Iowa had charge of the editorial side of the Des Moines (Ia.) Register for all 5 editions of one day recently. Editorials, new stories, headlines, feature stories and the front page cartoon were done by the students. Professor W. S. Maulsby, head of the journalism department, was in charge.

## 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**

## Who's Who in the CONSOLIDATED PRESS



ANDRE TARDIEU

**M** ANDRE TARDIEU, who cables each week a reflection of the French view of world affairs to the Sunday newspapers receiving the Consolidated Press service, is distinguished alike in the realm of journalism, on the field of battle, in diplomacy and in statesmanship.

During the war he rose from the trenches to become at Versailles the right hand of Georges Clemenceau, "Tiger of France" and dominant member of the Big Four of the peace conference.

A member of the "Blue Devils" and decorated for gallantry in action, M. Tardieu nevertheless rendered probably his most noteworthy war service as high commissioner of France to the United States.

M. Tardieu traveled much through the United States, met all the higher American officials and was in earnest association with men of affairs in every section of the country. His long residence here gave him the acquaintance with the American point of view, purposes and ideals.

Exclusive rights to Andre Tardieu's dispatches are held by the "Consolidated Press."

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





# Reach the Mass-Class Purchasing Power of New St. Louis

The districts within the boundaries of Metropolitan St. Louis, with its million population, have been weighed on the scales of Purchasing Power. The circulations of the St. Louis newspapers have been measured on the one true basis of comparison—purchasing power coverage.

The first thorough, impartial analysis of this great metropolis has revealed that where purchasing power is located, there the circulation of the Globe-Democrat is concentrated. It has proved the dominance of the St. Louis Globe-Democrat in its field.

### The Dominant Selling Power in One of America's Greatest Markets

Metropolitan St. Louis has been analyzed on the basis of economic characteristics. Sections where purchasing power is concentrated, or where purchasing power is low, have been determined and classified as being either in the high ranking mass-class section of the city or in the lower ranking mass-class section.

In the high ranking mass-class section live the newspaper readers who have the means to buy what you have to sell.

And here more copies of the Globe-Democrat are read—both Daily and Sunday—in proportion to total city circulation, than of any other St. Louis newspaper.

This is efficient coverage. Real coverage of a responsive metropolis. A market in the very center of the main producing area of the United States. A city that is the natural central market for a large percentage of the country's agricultural, lumber and forestry products, minerals and petroleum.

### This Is the New St. Louis—

—a stable market of diversified industry and commerce—a city with the kind of progressiveness that an authorization of \$87,000,000 for municipal improvements suggests. A progressive market, that has shown outstanding growth through the rapid development of tremendous natural resources, industry and wealth—respon-

sive to the continuous sale of established products and eager to try new ones.

### Heretofore Unknown Facts Now Available

The Globe-Democrat can give you facts and figures relating to the sales potentialities of this big consuming outlet for your product that are vital to successful sales effort . . . facts that will give you a true picture of the St. Louis market, spread out before you as never before—facts never before compiled or published; the complete results of

### The St. Louis Newspaper Survey

In this intensive survey 80,797 personal interviews were obtained—one for every third home in the entire area. In all, 1,200,000 facts—tabulated and analyzed—dealing with the concentration of purchasing power—the circulations of the St. Louis newspapers—reading habits—and the degree of public acceptance accorded to each paper. If you want to know the average rents of the various districts—percentage of homes owned—families per dwelling—location of industry—percentage of native whites—or absence of illiterates—the Globe-Democrat can tell you, or supply any other information about this market which has proved so profitable to other advertisers.

### Reaching the Largest Number of Automobile Owners

If you want to know what percentage of the 110,000 automobiles are owned in the high ranking mass-class section in which Globe-Democrat influence dominates—or what percentage of the families in this section own cars—the Globe-Democrat can tell you and supply the figures which show that—

### More Automobile Owners Read the Globe-Democrat than Read Any Other St. Louis Daily Newspaper!

All the information long wanted by manufacturers and advertisers is now available—including

a completely illustrated residential comparison of all St. Louis wards and suburbs, a tabulation of wholesale and retail outlets, and circulation data.



### The 49th State— A New Commonwealth with Over 4 1/2 Million People

The 49th State is that area which spreads out 150 miles in every direction from St.

Louis, its natural trading center, and includes 374 thriving towns with a population of 1,000 or over. It is a market of over 4,500,000 people—1,100,000 families—1,000,000 dwellings. Selling costs are low—the territory is easily and quickly reached—especially adapted to efficient sales effort.

It is one of the very few large markets having one logical trading center not interfered with by any other metropolitan city, and efficiently served every day by one newspaper—the Globe-Democrat—St. Louis' only morning paper.

Globe-Democrat circulation stands out—both Daily and Sunday—in reaching the tremendous purchasing power of the 49th State.

The Daily circulation of the Globe-Democrat in St. Louis and the 49th State exceeds that of every other St. Louis newspaper. And Globe-Democrat Sunday circulation in the 49th State is greater than the other newspaper's Sunday circulation in this vast productive area surrounding St. Louis.

To establish your product or increase sales in Metropolitan St. Louis and the 49th State, request a Globe-Democrat representative to call. He is prepared intelligently to discuss your problems—to present the sales possibilities of the St. Louis market—and to apply the findings of The St. Louis Newspaper Survey toward securing thorough distribution and consumer demand at minimum cost.

# 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



Edward J. Bing, European business representative of the United Press.



"It was learned at the foreign office today"—by Charles McCann, of the United News London bureau.



Henry Wood, United Press League of Nations correspondent at Geneva.



Ferdinand C. M. Jahn, Berlin manager of United News, at the Berlin foreign office.



Gabriel Courtial, United Press, Paris, leaving the Argentine embassy.



Ed L. Keen, vice-president and general European manager of the United Press, at his desk in London.



Joan DeGandt, Iberian service manager of the United Press, outside the Chamber of Deputies, Paris.



A. L. Bradford, Washington bureau, just about to enter the White House to interview C. Bascom Slamp.



Henry L. Farrell, United Press sports editor, interviews President John Heydler of the National League, a few days before the 1924 season opens.

Combing  
the World  
for News

UNITED PRESS U  
For Afternoon Newspapers

UNITED PRESS  
WORLD BLDG.

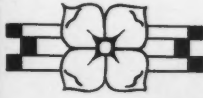




Carl D. Groat, United Press Berlin manager, rushing back to the U. P. office from the American embassy.



Webb Miller, Paris manager of the United Press, faring forth from the U. P. offices.



Lawrence S. Haas, Chilean manager, at his desk in Santiago, Chile.



James I. Miller, vice-president and South American manager, at work in Buenos Aires.



Minott Saunders, United Press Paris bureau, in the Place de la Concorde, en route to Quai d'Orsay.



Making a reconnaissance along Whitehall—Clarence Dubose, United Press; Charles McCann, United News manager, and Percy M. Sari, United Press London bureau.

Combing  
the News  
for Truth



Clarence Dubose of the London U. P. staff, at the door of 10 Downing street, official residence of England's premier.



John O'Brien, United News Paris manager, in the Tuileries Gardens.

UNITED NEWS  
For Morning Newspapers



Westbrook Pegler, United News sports and feature writer, gets a new line of old-time fight staff from Philadelphia Jack O'Brien.



Ray G. Marshall, Peking manager for United Press, with General Wu Fei Fu and Clarence Dubose. This picture was snapped just before Dubose was transferred to London.

ASSOCIATIONS  
NEW YORK

# EDITORIAL

## EDITORS MEAN BUSINESS

**W**OULD that the American people might possess the knowledge concerning newspapers and newspaper men, their standards of service to the reading public, their attitude toward subjects in the news, that this issue of **EDITOR & PUBLISHER** contains. There would be, we dare say, a changed sentiment in some hyper-critical quarters and fewer references to "irresponsible newspaper talk."

For inspiration and guidance, it is to be hoped that the rank and file of all who contribute to the columns of the daily press, will study the detailed stenographic reports in this issue.

Great difficulties beset the path of the editors in this epochal session. In the first place, the sense of outrage at some of the revelations at Washington during the year, as they concerned newspapers and newspapermen, demanded expression. The editors took action aimed to punish members of the guild found guilty of violating the Canons of Journalism—the ethical standards—and to protest against violations by newspaper men beyond the Society's jurisdiction.

At last, whatever may be the ultimate action, notice is served on the profession at large that violations of the well-understood tenets of professional honor are at least subject to the condemnation of the organized craft and that punishment may be in the form of ostracism from the fellowship of the American Society of Newspaper Editors.

The fact that most of the newspaper people mentioned in recent Washington disclosures of "undue favors" are not members of the Society will hamper the securing of evidence and the finding of judgment, but that difficulty was well understood. Gray-heads joined with impetuous youth in demanding that public service be the only end of newspaper editing and publication.

The Society's Canons of Journalism, on which attention is thus focussed, are only a year old, but they have taken a bulldog grip on the minds of editors who have studied them. Their logic and direct bearing on everyday newspaper work is unassailable. What had been uncertain was the sincerity with which their proponents regarded them. Were they like the "standards of practice" and other documents annually re-enacted by many professional organizations—enacted by the body and flouted by 90 per cent of the membership whenever such flouting appeared profitable? The editors' answer is emphatic. They mean business!

Just how the Society's committee will work its way through the difficulties of investigation and what the final action will be are questions of the future, but there is no doubt that notice has been served on the "Typhoid Marys of Journalism," as one editor picturesquely termed the outlaws, that mere cynical audacity henceforth will not carry them gaily through to both honor and wealth, when filth is on their hands.

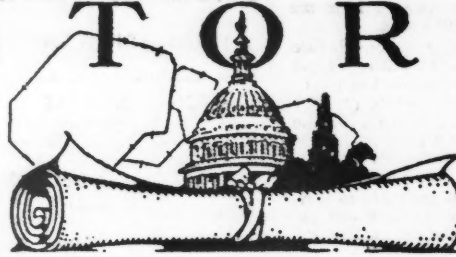
The detailed accounts of the whole proceeding at Atlantic City, as found elsewhere in **EDITOR & PUBLISHER**, smack of the finest journalistic spirit—free souls expressing freedom, clean and bright minds expressing true service and real progress, citizens of a democracy speaking in the terms of unfettered liberty.

## SEES FIVE-CENT PAPERS

**W**E are informed that before sailing for England on the Majestic last Saturday Lord Rothermere made this observation: "Due to increasing cost of news print I fully expect that every newspaper in New York will be selling at five cents the copy within a few years—say seven years."

Lord Rothermere is known in England as an astute business man, the commercial genius behind his late brother, Lord Northcliffe. He has made a close study of news print conditions throughout the world, and his recent visit to this continent was in relation to the timber and mill interests of his huge publishing house, at Newfoundland and along the St. Lawrence River.

The great English publisher, we are told, also expressed the idea that while the stock of spruce is still immense, the lack of measures to conserve it, or to reforest, or to find a substitute for spruce pulp brings a crisis at least dimly in view. At any rate, he sees New York papers selling uniformly at five cents the copy within seven years.



## ST. MATTHEW CHAPTER VII. 7-8

Ask, and it shall be given you; seek, and ye shall find; knock, and it shall be opened unto you: For every one that asketh receiveth; and he that seeketh findeth; and to him that knocketh it shall be opened.

## QUICK ACTION NEEDED

**R**ESOLUTIONS passed by the American Newspaper Publishers' Association last week remind the Postmaster General and Congress that the so-called zone postal rates, alone of the eleven War Revenue Measures of 1917, have been maintained on the war basis, all others having been repealed or modified.

Congress has stubbornly refused to yield to the Postal Department adequate appropriations for the transaction of the business of that great arm of public service, with results highly unsatisfactory to publishers, both on the side of cost and on the side of service.

Every newspaper in the country, using the mails, is suffering.

The convention of the association indorsed the report of the Second Class Postage Committee, which pointed out the obviously unfair effort of the Postmaster General to pass on to second class matter the burden of proposed increased pay of postal employees, and also made clear the fact that the McKinley Amendment must be won or lost during the next month.

That amendment was published on page 24, **EDITOR & PUBLISHER** for April 26, and merits the careful study of every newspaper publisher.

State committees to act co-operatively are being organized to fight for the McKinley Amendment.

The National Editorial Association this week sent a special bulletin to all members, requesting them to write or wire to Senator Walter E. Edge and Congressman Calvin D. Paige, asking that publishers be given a hearing before any hasty action was taken or any injurious legislation enacted. This association makes it clear that the newspapers of the country are in no position to take on the additional load of expense incident to the unfair proposal that increased pay of mail carriers and mail clerks be "found" through increased second-class postage rates.

May 3, 1924

Volume 56, No. 49

## EDITOR & PUBLISHER

Published Weekly by

THE EDITOR &amp; PUBLISHER CO.,

1115 World Building, 63 Park Row, New York

Marlen E. Few, Editor.

Arthur T. Robb, Jr., Managing Editor

Associate Editors,

Warren L. Bassett, Philip N. Schuyler

Rosalie Armistead Higgins.

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.

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

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

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

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

Tokyo: John R. Morris, Japan Advertiser.

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

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

## NEWS FROM HOMEVILLE

**H**E strolled in for another little annual visit—this publisher with a twinkling and far-seeing eye. For years he has been coming to see us, to add another chapter to the old story of progress in the home town.

This year, his yarn had to do with radio. It would be worth a dollar a word to be able to reproduce his exact language, but perhaps we shall succeed in interpreting the spirit of his conversation.

"Well, you see, I got to feeling that the kids of the town had discovered something on their little crystal sets that all the folks would like to play with and I investigated the subject carefully. There seemed to be a good deal of bunk in it, at first, but the underlying idea was reasonable. The boys were picking up snatches of conversation from the air, but it wasn't at all satisfying. I decided that what was needed to give the town amusement and justify the faith of those kids with the crystal sets, was a local broadcast outfit and first-class receiving apparatus.

"Do you think I could get a business man interested? I couldn't even get 'em to listen. Radio—oh, that was something far off, mysterious, frivolous and nothing to put a good dollar into.

"I got a boy from Pittsburgh, who knew radio from A to Z. We erected a small broadcasting station on the highest building in town and it cost less than a thousand dollars. With another friend I opened a radio shop, for the sale of equipment, at fair prices and on lines to protect the purchaser from fraud.

"We got local talent for our entertainments—visiting show people, ambitious young musicians, church choirs, local speakers, anyone and everyone who came along with a worthy stunt, and we filled the air with gaiety and solemn sense.

"Circulation? Did it jump, when we began to publish, exclusively, our entertainment programs? Well, I have the A. B. C. figures to show. Did we sell equipment in that store? I have never seen anything like it. In a year we put in over 5,000 radio sets, all of which must be maintained. Did the slow merchants of the town get excited? They did, and our store soon had rivals, all of whom became heavy advertisers in our newspaper.

"We serve news on the radio, late sports going best. We give the town excitement, pleasure, information and some stuff that no newspaper of itself can serve to its readers.

"Don't let anyone tell you that radio is not a good thing for the newspaper which plays it as it should be played. It is as much of a factor in our town now as the movie houses, and our paper and radio are one and the same thing in the public mind. Don't let anyone tell you that it doesn't pay. The boys and I have made a small fortune from it, and next year will be better than last year."

We have watched with sincere appreciation the growth of this old friend's newspaper venture. His genius is spontaneous and his spirit a refreshment.

## BAD BUSINESS

**"R**AIN insurance" may be a good publicity scheme, but we do not think it is good business for any newspaper.

A newspaper must be impartial to advertisers as well as to readers, and it seems to us the height of inconsistency for a newspaper to insure itself against a re-run of special real-estate advertisements, which are assumed to have been ineffective because of rain on publication day.

If a newspaper republishes the advertisements of real-estate dealers, showing in a special Sunday number, why should it not refund the cash or republish the announcements of every advertiser who might claim that his advertisement lost effectiveness through inclement weather during the following week, or, indeed, of the same Sunday?

For instance, why should real-estate advertisements be insured against rain and republished without cost to the real-estate men, when church advertisements in the same issue, are not insured or republished, although the same rain which presumably prevented Sunday home searching also prevented Sunday church going?



**PERSONALS**

**R**OLPH S. OCHS, publisher of the New York Times, sailed for abroad on the S. S. Majestic, April 26. He expects to be away about a month, visiting England and France.

Roderick Jones, head of Reuters news agency, returned to England this week, following an extended visit in this country.

Fred Ferguson, vice-president of the Press Associations in charge of the and Mrs. Ferguson will return to New York, May 3, from a 6 weeks' trip to the West.

Harvey Ingham, editor of the Des Moines (Ia.) Register, is in Washington, D. C., viewing the political situation.

Frederic B. Palmer, secretary of the American Newspaper Publishers Association, was presented a silver pitcher as a personal gift from the A. N. P. A. board of directors, following the convention last week. E. H. Butler of the Chicago News made the presentation.

**IN THE BUSINESS OFFICE**

C. MONTROSE has succeeded C. W. Blanchard as advertising manager of the Denver Express. Mr. Blanchard enters the jewelry business.

P. Crawford, formerly circulation manager of the Bridgeport (Conn.) Post, and E. W. Reilly of the Post's business office have joined the circulation department of the Brooklyn Times.

James Sanford, national advertising director, Chicago Tribune, and Mrs. Sanford, are parents of a son.

L. Davidson, former advertising manager of the Strand Store at Independence, Kan., has joined the Independence Free Press as advertising manager, succeeding Fred Stuck, who has left the Chanute (Kan.) Tribune.

H. Pearsall, formerly with the Sioux Falls (Ia.) Tribune has been named advertising manager of the Sioux Falls (S. D.) Press. A. J. Zellers of Los Angeles succeeds Pearsall on the Tribune.

M. Truesdell, Peoria, Ill., has been advertising and circulation manager of the Mt. Pleasant (Ia.) News.

F. Gregory is now advertising manager of the Marysville (Wash.) Globe.

Arthur S. Lennon has been named advertising manager for the Sioux City (Ia.) News, succeeding D. R. Corbett, resigned.

Frank B. Wilson, who since last fall has been organizing the Hearst publication at Rochester, N. Y., the Journal Sunday American, will soon return to the Hearst New York offices.

Charles Evans has been appointed advertising manager of the Oklahoma City News, succeeding A. O. Fuller, who has resigned to join the Warden Printing Company.

**IN THE EDITORIAL ROOMS**

GEORGE O'HARA of the Syracuse (N. Y.) Herald has been made advertising editor to fill the vacancy left by John F. Dunn, who is now makeup man for the Syracuse Journal. O'Hara succeeds E. H. O'Hara, publisher of the Herald. Fred Betts, legislative correspondent for the Herald at Albany, has been made assistant managing editor.

John G. Kratt, assistant news editor, Rapid (Ia.) Gazette, has joined advertising and publicity staff of the Western Bell Telephone Company, Omaha, Neb. Members of the Gazette gave him a farewell party.

Colvin has been made news editor, (Wash.) Post-Intelligencer, succeeding W. D. Chandler.

Edmond Anderson, editorial writer on Newark (N. J.) News, has resigned to sail for abroad shortly to undertake a "roving commission" through European countries, representing 12 newspapers.

Roy Albertson has resigned from the city staff of the Buffalo Times.

Fred T. Turner, city editor, Buffalo (N. Y.) Commercial, and Mrs. Turner are parents of a son, Richard Campbell.

Will Coughlin of the Buffalo (N. Y.) Courier and Walter Mason of the Buffalo Express have returned from a six weeks' southern tour with the Buffalo International League team.

Ward Irvine, private secretary to Gov. Pierce of Oregon, has resigned and returned to Portland to resume work on the Oregon Journal.

Mrs. Anna Nolan Christian, editor of the Monroe City (Mo.) News, has been elected a delegate to the Democratic national convention.

William A. Pairson, for 10 years city editor of the Hoboken (N. J.) Jersey Observer, has resigned, effective June 21, and with his family will leave for California.

E. S. Beck, managing editor, Chicago Tribune, and Robert M. Lee, city editor, were among the guests at a party of 15 editorial department photographers of the Tribune, April 13. Thomas Howard and George Lacey arranged the affair.

E. B. Bird, formerly with the art department of the New York World, is now associated with the art department of the New York Times.

J. Preston Usilton of the Hagerstown (Md.) Herald staff was given a birthday supper by his fellow workers, April 23, after the paper was "put to bed."

Carl Helm, Milton Malakoff, Willis O'Brien and Russ Simonton have resigned from the reportorial staff of the Seattle Post-Intelligencer.

George M. Dodge has been promoted from copyreader to telegraph editor of the Chicago Daily News, succeeding the late Henry A. Spalding.

Warren Brown has returned from California to Chicago as sporting editor of the Herald and Examiner.

A. W. Kaney is new director of the Chicago Tribune-Zenith broadcasting station WGN.

**HOLDING NEW POSTS**

LEE W. MARTIN, from San Antonio Express staff to Fort Worth (Tex.) Record copy desk.

George Hardy Squire, from the New York World copy desk to financial copy desk, New York American.

Lewis T. MacCleneghen, from courthouse reporter, Rockford (Ill.) Star, to telegraph editor, Belvidere (Ill.) Republican.

R. W. Porter, from St. Louis Times to sports copy desk, Chicago Daily News.

Alvin Lyons, from sales department, Sundstrand Adding Machine Company, Rockford, Ill., to city hall reporter, Rockford (Ill.) Star.

Sam D. Fuson, from New York office of the Associated Press to New York staff, Chicago Tribune.

P. M. Barrett, from assistant city editor, San Antonio Express, to news editor, Houston (Tex.) Dispatch.

A. W. Philstrom, from editor, Hendrum (Minn.) Red River Review, to staff, Crockston (Minn.) Times. He is succeeded by C. B. Simonson.

Philip L. Anderson, from night commercial reporter, Sioux City (Ia.) Tribune to Kansas City (Mo.) Journal-Post staff.

John Dorman, from Bradentown (Fla.) Herald to San Antonio (Tex.) News staff.

Bruce Laver, from sports desk, San Antonio (Tex.) Express, to assistant sporting editor, Houston Dispatch. F. W. Mosebach succeeds him on the Express.

Alex Y. Burslem, from reporter, Waterbury (Conn.) Republican, to staff, Trenton (N. J.) Times.

Larry S. Clampitte, from Louisville Courier-Journal, and Allan J. Finn, from San Francisco, to copy desk, Chicago Journal of Commerce.

**FOLKS WORTH KNOWING**

**P**ROFESSOR STUART P. SHERMAN, head of the department of English at the University of Illinois, is about to drop his professor title and become "mere newspaper man."

Late last week he accepted an offer made by the New York Herald-Tribune to become literary editor of that newspaper, effective next September.

Born at Anita, Ia., in 1881, Sherman received his A. B. degree at Williams in 1903, and his master's degree at Harvard the following year. In 1906 he was awarded a Ph.D. by Harvard.

The next year he began to teach at Northwestern University as an instructor in the English department, and in 1908 went to Illinois University where he has been ever since. He became a full professor in 1911.

As an associate of William P. Trent, Sherman edited "The Cambridge History of American Literature," in 1917; a little later his first independent book, "Matthew Arnold," was published. His next volume was "On Contemporary Literature," a group of essays, and about two years ago, he published "Americans," a series of articles which had appeared in the Atlantic Monthly, the Nation, and the Yale Review.

Sherman will have as associate editor in his new position, Mrs. Carl Van Doren, at present literary editor of the Nation.



STUART P. SHERMAN

**IN THE AGENCY FIELD**

CARL R. MILLER has been promoted from secretary to vice-president of the Adamars Company, St. Louis, and W. J. Tice, space buyer, has been made secretary. The changes were made necessary by the withdrawal of Spencer B. Adams from the company. Elmer G. Marschuetz is president.

H. J. Nichols, formerly advertising manager of the Ironsides Company of Columbus, O., has joined the advertising staff of the Robbins & Pearson Company, advertising agency, of Columbus. The agency recently moved to new quarters at 390 East Broad street.

Dunlay-Pike Company, 12 Stewart Building, Rockford, Ill., incorporated Feb.

22, 1922, to engage in advertising business, has surrendered its charter to the secretary of state. The corporation had \$25,000 capital with B. N. Dunlap, president, and L. W. Pike, secretary-treasurer.

Milton Goodman, for 11 years with the Federal Advertising Agency, has joined the new L. S. Goldsmith Company, being formed, at 9 East 41st street, New York.

L. H. Harvey has been appointed copy chief of the Walz-Weinstock Advertising Agency of Buffalo. He was formerly assistant advertising manager of the Pierce-Arrow Motor Car Company.

H. F. Murphy, formerly art director of Dorrance, Sullivan & Co., New York, has been appointed art director of the C. C. Wingham Agency, Detroit.

Inter-Racial Press of America, Inc., foreign language advertising agency, of which Nathan H. Seidman is president, has removed from 1463 Broadway, New York, to its new quarters in the Canadian Pacific Building, 342 Madison avenue, New York.

Nesbit Service Company of Cleveland, advertising agency, has moved from the Caxton building to new quarters at 1227 Prospect avenue.

Roland E. Sturhahn of the sales promotion department of the Ralston Purina Mills, St. Louis, has joined the copy staff of the H. W. Kastor & Sons Advertising Company, St. Louis.

Philip Lennin, vice-president of Erwin-Wasey Company, Chicago, has resigned to open an agency in New York, under the name Mitchell-Lennin, Inc.

Edward Kiesling, formerly with the Charles H. Fuller Company, Chicago, has joined John F. Delaney, Inc., Chicago.

David C. Thomas Advertising Company, Chicago, has moved from 165 East Erie street to 28 East Jackson boulevard.

**MARRIED**

MALCOLM T. WALDRON, managing editor of the Stamford (Conn.) Sentinel, to Miss Florence C. Megann, of South Manchester, Conn., April 24, at Stamford.

Herbert Owens, of the Moline (Ill.) Dispatch reportorial staff, to Miss Eleanor L. Gossard, in Lewiston, Pa., April 28.

Howard M. McGrath, of the advertising staff, Aurora (Ill.) Beacon-News, to Miss Julia A. Schwartz, of Naperville, in that city, April 23.

Earl J. Beeson, of the Des Moines (Ia.) Register and Tribune engraving department, to Miss Johanna Olmstead of Cedar Rapids, April 22.

Miss Justine Vallee Dickson, daughter of John A. Dickson, business manager of the Chicago Herald and Examiner, to

The Haskin Service, in handling the personal requests for information from readers of its client newspapers, receives and answers more mail than any concern in Washington except the Government itself.

James Larnard Ferguson, Jr., of Evanston, Ill., May 3.

Shirley Johnson, of the Des Moines (Ia.) Register and Tribune, to Charlotte Humphrey, recently.

William T. Thompson, managing editor, Duluth (Minn.) Herald, to Miss Elba Helena Wilbur, of Danielson, Conn., in St. Paul, April 18.

Mrs. Katherine Powell, formerly executives' assistant on the New York Evening Post, to Frederick H. Avery, April 23, in Chicago.

#### WITH THE SPECIALS

**WILLIAM H. DODGE**, president of Allied Newspapers, Inc., has purchased the home of the late Thomas H. Hilliard, one of the show places of Pelham Heights, Westchester County, N. Y.

C. W. Rogers, formerly with the New York American, has joined the advertising staff of Allied Newspapers, Inc., New York.

George A. McDevitt Company has been appointed Western representative of the Boston Herald-Traveler and Sunday Herald.

E. A. Mackey, for many years associated with the Chromatic Engraving Company, has joined the staff of James F. Newcomb & Co., Inc., New York, as special representative.

American Press Association has been appointed representative of the Salisbury (Md.) Times and the Aspen (Col.) Democrat and Times.

B. K. Kennedy Organization has been succeeded by the B. K. Kennedy Organization, Inc., Baltimore, Md., with the following officers: B. K. Kennedy, president; J. W. Matheny, vice-president; W. L. Townner, secretary and treasurer.

E. M. Burke has acquired the interest of C. M. Knill in the publishers' representative business conducted under the name of Knill-Burke, Inc., New York and Chicago. There will be no change in name. Mr. Burke will divide his time between the two offices. Mr. Knill has gone to Lake Wales, Fla., where he has financial interests.

Houston (Tex.) Dispatch has appointed Lorenzen & Thompson, Inc., New York, as its national advertising representative.

Benjamin & Kentnor Company, New York, has been appointed national advertising representative of the Johnson City (Tenn.) News.

#### WITH THE ADVERTISERS

**MAURICE PERELES**, president and managing director, of the Foreign Advertising & Service Bureau, New York, will leave May 29, for a trip abroad through England, Norway, Sweden, Denmark, Belgium, France, Italy and Germany.

W. J. Zink, for 8 years advertising manager of Stern Bros., New York, and later in the advertising agency field, has been appointed advertising manager of Saks & Company's store, Herald Square, New York, effective May 5.

California Peach & Fig Growers, Inc., Fresno, Cal., have opened an office at

## Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

### Fashions

**HOLLYWOOD FASHIONS—NEW WEEKLY**  
All about the clothes worn by filmland's beautiful women when "off location."  
Irresistibly feminine and timely.  
Tom Beck Features, 733 San Fernando Bldg., Los Angeles.

### Fiction

**WORLD'S FAMOUS AUTHORS.**  
Unexcelled selection, serials, novelettes, shorts.  
Service for Authors, 33 W. 42d St., N. Y.

### Full Page Mats

8 COL. 12 EM—ALSO 7 COL. PAGES  
Camera News, Fashion Feature, Children's Pages  
The International Syndicate, BALTIMORE.

### ASSOCIATION CHIEFS

WHEN John H. Craig, publisher of the Tripp (S. D.) Ledger, a weekly, was a boy of 12, the editor of the Kimbundy (Ill.) Express, motioned him to take his glued face from the window, to come in and grab the large brayer and ink the forms of his old Washington press. That was the beginning of the end.

It gave him more thrill, Craig says, than his recent election as president of the South Dakota Press Association, which, he adds, is "honor enough for any man." "Whether my form or his received the most ink is no matter," Craig continues, referring to the earlier incident, "the fact remained that the greatest man in town—the Editor—had recognized and employed me. Since that time my life has been largely in the print shop or thinking of the time when I would own my own paper."

Craig's "second great kick," came 16 years ago when he purchased the Ledger. Now he declares:

"I don't consider my life a failure and have no greater ambition than to publish a successful country newspaper."

508 South Dearborn street, Chicago, with Edwin M. Boland, in charge.

Grafton B. Perkins, formerly advertising manager of the Resinol Chemical Company, and Homer M. Clark, formerly with Doremus & Co., have been appointed associate advertising managers of Lever Brothers Company, Cambridge, Mass.

#### SPECIAL EDITIONS

**BIRMINGHAM** (Ala.) Age-Herald, a special Muscle Shoals edition, Sunday, April 27.

Cedar Rapids (Ia.) Republican, a 24-page edition on the opening of the new Armstrong Company store.

Canonsburg (Pa.) Daily Notes, a 30th Anniversary edition, April 18.

Chicago (Ill.) New World, Catholic weekly, a 16-page photogravure Easter section.

Terrell (Tex.) Tribune, a 40-page Homecoming edition, April 24.

Mandan (N. D.) Pioneer, a 22-page Tenth Anniversary edition, April 14.

Maplewood (N. J.) Record, a special 8-page pictorial Easter supplement.

#### PRESS ASSOCIATION NOTES

**JAMES M. MILLS** has arrived at Moscow, as correspondent for the Associated Press, succeeding H. L. Ren-

nick, who is returning to the London office of the A. P.

H. B. Robertson, Associated Press correspondent at Rio de Janeiro, has resigned and gone to Paris. He is succeeded by Douglas O. Naylor.

W. A. Crawford, for several years head of the Washington Bureau of the Central News, has resigned. Ernest Knorr of the Washington staff has succeeded him.

George Kent, who had been covering Latin-American affairs for the Associated Press in Washington, has been transferred to New York.

Charles F. Thompson, superintendent of foreign service of the Associated Press, has been spending the week at Atlantic City.

Lawrence Haas, manager of the west coast of South America for the United Press, has returned to New York.

Elberton (Ga.) News and the Amarillo (Tex.) Globe have been elected to membership in the Associated Press.

#### ASSOCIATIONS

**Denver Typothetae** will hold its annual banquet May 21. The event will be called "Mah Junk" and the Oriental motif will dominate the program.

**Chicago Press Club** held its annual show in the Gold Room of the Congress hotel, April 22. A play entitled "What's What," written by R. J. Casey of the Daily News, was presented. Richard Henry Little of the Tribune was toastmaster.

**Press Golf Club of Chicago** has arranged a tournament schedule to start May 5 and end Oct. 20, with the qualifying round of the championship meet

set for Aug. 11. New officers: Joseph G. Davis, Tribune, president; A. F. Baenziger, Evening American, vice-president; J. A. Menaugh, Morning Post, secretary; B. G. W. Associated Press, treasurer. We last week received the championship cup for 1923.

**Oklahoma Press Association**, 2, meeting in Cherokee, Okla., re-elected Ussel Finch of Cherokee, ident. Other officers elected: C. E. Herschberger, Medford Post Star, vice-president; and Leslie L. Laverne, Leader-Tribune, secretary and treasurer.

**Boston (Mass.) Newspaper**  
(Continued on Page 30)

### 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.

## The Lancaster, Pa. New Era

blankets Lancaster and Lancaster County with a circulation of nearly 23,000 NET PAID copies daily, which is almost double the Circulation of any other Lancaster newspaper.

THE NEW ERA now leads in all classes of Advertising—Local Display, National and Classified.

Lawrence Block, INC.

New York

Chicago

Boston

Detroit

### Motor Service

**HINTS FOR THE MOTORIST—BY CLOUGH**  
Popular with both automobilist and advertiser.  
The International Syndicate, BALTIMORE.

### Newspaper House Organ

**THE AD-ROUTE—A SIX YEAR SUCCESS**  
Booklets 6c per copy—or mats and copy.  
The International Syndicate, BALTIMORE.

### Radio

**RADIO News and Features:**  
Two columns weekly, written  
By Carl H. Butman.  
**WASHINGTON RADIO NEWS SERVICE,**  
1635 R. St., N. W. Washington, D. C.  
**DAILY OR WEEKLY RADIO—BY CHAPMAN**  
Chapman is the Baltimore Sun's Radio writer.  
The International Syndicate, BALTIMORE.





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

# MATRICES

When we sell a Linotype, we assume and fulfill the responsibility of keeping it supplied with matrices.

TRADE **LINOTYPE** MARK

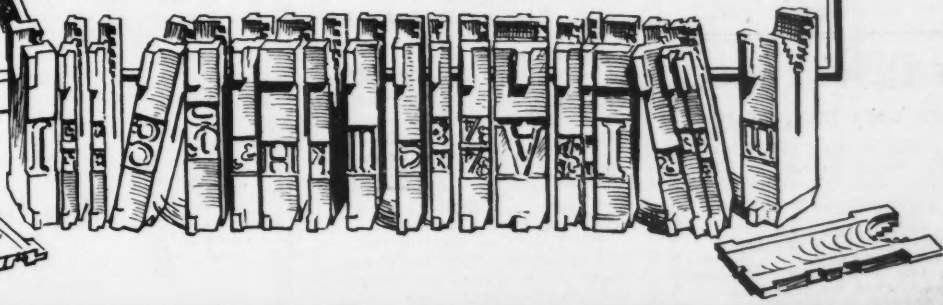
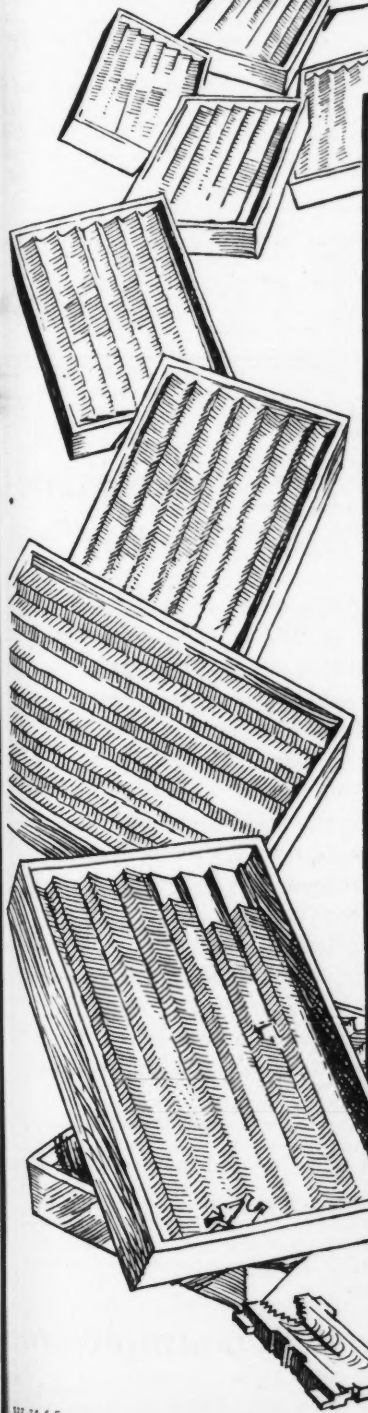
MERGENTHALER LINOTYPE CO.

*Brooklyn, New York*

SAN FRANCISCO      CHICAGO      NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

*Agencies in the Principal Cities of the World*



(Continued from page 28)

held an "old members' night" last week. Among old members present were: Sidney W. Dean of New York, formerly of the Boston Herald; B. N. Hamlin, formerly of the Boston Transcript, and Joseph B. Groce, also of the Transcript.

**Missouri Valley Typographical Conference** re-elected W. G. Waters, Des Moines, Ia., president, at its recent meeting in Topeka. Charles Rhode, Chickasha, Okla., was re-elected secretary-treasurer. Approximately 150 delegates attended the conference.

**Kansas Woman's Press Club** will meet in Topeka, May 22, for its first convention since its organization last January. Miss Martha M. Beck, of Holton, is president of the association.

**National Press Club**, of Washington, D. C., was recently treated to a "Composers' Night" and a program of American music. Internationally famous composers entertained the newspaper men.

**Bridgeport (Conn.) Baseball Writers' Association** has elected Edward J. Shugrue, sporting editor of the Telegram, president; Milan O. Welch, of the Bridgeport Times, vice-president and Thomas J. Murphy, of the Bridgeport Post, secretary.

**Advertising Club of New York** will be presented with the flag of the City of Philadelphia at a luncheon, May 7, by a delegation from the Poor Richard Club of Philadelphia. Walter Camp will be a speaker. Mlle. Marceline D'Alroy, French fashion expert, will speak at a luncheon, May 10.

**SCHOOLS**

**NORMAN J. RADDER**, school of journalism, University of Indiana, will teach news writing and copy reading during the summer session of the University of Washington, taking the place of Leo A. Borah, of the Washington journalism staff, who will teach journalistic subjects at the University of Southern California summer school.

Students from the department of journalism at Syracuse University will take charge of the publication of the Oswego (N. Y.) Times, Thursday, May 8.

H. Francis Misselwitz, instructor in journalism at the University of Missouri, has resigned, effective June 30, to join the staff of the Japan Advertiser as a special writer.

**CHANGES OF OWNERSHIP**

**CRAWFORD & SONS**, publishers of the Heppner (Ore.) Gazette-Times, have purchased the Heppner Herald from S. A. Pattison.

Bankers Printing Company, publishers of the Yoakum (Tex.) Daily and Weekly Herald, has been sold by Green, Welhausen & Driscoll to H. D. Meister, formerly of Wauseon, O., who will continue the business.

**NEW PLANTS AND EQUIPMENT**

**NAPA (Cal.) REGISTER** recently installed new Ludlow equipment. Faribault (Minn.) News is building an addition to its plant to house the composing room and job department.

**The Desert News**

SALT LAKE CITY, UTAH

The 1923 national advertising in the News increased 71,708 lines over 1922. No other Salt Lake paper showed an increase.

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

**J. C. ROBERTS, ST. LOUIS STAR, DIES SUDDENLY**

**Joint Owner Succumbs After 2 Days' Illness—Was Vice-President International Shoe Company and Prominent Democrat**

(By Telegraph to Editor & Publisher)

St. Louis, Mo., April 28.—John C. Roberts, 70, joint-owner with Frank P. Glass, of the St. Louis Star, died at 2:30 P. M. Sunday, April 27, at the Roberts' home, Cresthaven, in University City, suburb of St. Louis.



JOHN C. ROBERTS

Mr. Roberts was also vice-president in the International Shoe Company and was one of the founders of the Roberts Johnson and Rand Shoe Company, the nucleus of International. He also was principal stock holder of the St. Louis Pump & Equipment Company.

John C. Roberts, Jr., his second son, was with his father when he died. His eldest son, Elzey M. Roberts, publisher of the Star, was in New York, where he had gone to attend the annual convention of the A. N. P. A. He arrived in St. Louis Monday.

The widow, Mrs. Ann Roberts, is in Honolulu.

The funeral took place at 2 P. M. Monday. Interment was in a private vault, where the body will remain until the return of Mrs. Roberts from Hawaii.

The St. Louis Star suspended all activities for 5 minutes during the funeral. The St. Louis Pump & Equipment Company, of which John C. Roberts, Jr., was president, was closed all day, and all of the branches of the International Shoe Company were closed during the afternoon.

**SOUTHERN PUBLISHER DIES**

**Arthur M. Manigault, President of Charleston Post, Stricken Suddenly**

(By Telegraph to Editor & Publisher)

CHARLESTON, S. C., April 29.—Arthur Middleton Manigault, president of the Evening Post Publishing Company, died suddenly at his residence, early Sunday morning in his 73rd year. His death came as a deep shock to his family and friends. On Saturday he appeared to be in his usual health. During the night he complained of what was thought to be but a slight illness. He died a few hours later.

For more than 25 years, Mr. Manigault was controlling owner of the Evening Post and for more than 15 years was in active charge of its management.

**The New York Times RECORD OF CIRCULATION**

Average net paid daily and Sunday, six months ended March 31, 1924..... **378,174**  
 Average net paid daily and Sunday, month of March, 1924..... **391,887**

**RECORD OF ADVERTISING**

Agate Lines  
 1923 ..... **24,101,226**  
 Three months 1924. **6,351,592**  
 Three months 1923. **5,948,810**

A greater volume than any other New York newspaper.

The New York Times is strictly a newspaper, with the largest group of intelligent, discriminating and responsive readers ever assembled.

**NEWSPAPER VETERAN DIES**

**Dr. Elisha J. Edwards Was Author of "Holland's Letter"**

Dr. Elisha Jay Edwards, for many years author of "Holland's Letter", one of the earliest syndicate successes in this country, died in Greenwich, Conn., during the week.

"Holland's Letter" was based on the idea that newspapers owed to their readers comprehensive and authoritative surveys of national business conditions, and under this nom de plume Dr. Edwards became famous.

**Obituary**

**EDGAR TAYLOR WHEELOCK, 70** former Wisconsin newspaper editor, and at one time with the Milwaukee Sentinel, died April 19, at his home in Chicago.

**MALCOLM McLELLAN GLENDINNING, 11**, son of Malcolm Glendinning, city editor, Spokane (Wash.) Spokesman-Review, died April 6.

**H. R. CRUKSHANK**, at one time a reporter for the Cedar Rapids (Ia.) Republican, was killed in an airplane accident at the Great Lakes Naval Training Station last week.

**WILLIAM NEPKA, 78**, veteran printer, died in Rock Island, Ill., April 22.

**CHARLES T. WILSON**, managing editor of the Joliet (Ill.) News-Herald in 1918-19, died April 20, at his home near Quakerstown, Pa.

**CHARLES L. GETZINGER**, of the Trenton (N. J.) Times staff, died recently.

**G. BLEECKER READ, 60**, vice-president and treasurer of the Thomas Company, advertising, died recently at home in Chicago.

**DAN T. MURRAY**, former sports writer for the Chicago Tribune and the Chicago Evening American, died in Chicago April 27.

**HENRY A. SPAULDING**, telegraph editor for the Chicago Daily News, died April 26 at a Chicago hospital. Mr. Spaulding had been in newspaper work in Chicago since 1894.

**THOMAS C. REILLY**, for more than 20 years an employe of the proof room of the Chicago Herald and Examiner, died April 28. Mr. Reilly formerly telegraph editor of the Sioux City Journal and the Sioux City Tribune.

**HENRY C. SULTZER, 68**, state editor of the Butte (Mont.) Miner, one of the loved newspaper men in Montana, died April 21, after a brief illness. He served on the Baltimore Sun, New York World and Philadelphia Times. His father, Thomas D. Sultzter, was one of the founders of the Baltimore American.

**Edward McCloskey Dead**

Edwin H. McCloskey, 33, night editor of the New York News, who died suddenly in Brooklyn, April 25, joined the News editorial staff shortly after the newspaper was established. Born in Cambridge, Mass., he received his training in public schools, and was graduated from Boston University. He entered newspaper work immediately after leaving school, serving first with the Boston American and later with the Boston Post. During the war he served in the Navy.

*Ludlow helps Lakeland Star-Telegram issue booster edition*

"THE biggest thing we have done lately," writes Lynn W. Bloom, co-publisher of the Lakeland (Fla.) Star-Telegram, "has been to publish a seventy-four-page issue—a booster edition of this daily paper.

"There are only six display lines in the whole seventy-four pages that are not Ludlow-set. We had a total of 7,100 inches of display advertising in that issue, and in addition, the news heads below seventy-two point were set on the Ludlow."

The Star-Telegram is particularly proud of the fact that an abundance of clean, new type-faces is always available in the composing room without pre-casting or distribution. "We do not have to hunt all over the shop for one letter," says Mr. Bloom, "for with the Ludlow we never run short of sorts."

It is not only in the newspaper department that the Star-Telegram's Ludlow is giving thorough satisfaction, for as Mr. Bloom states, the Ludlow is also a valuable asset to their job department.

Only recently the Star-Telegram published two forty-page editions ten days apart. The large volumes of composition were handled on the Ludlow with ease, and Mr. Bloom writes this could never have been done without the Ludlow.



**Ludlow Typograph Co.**

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

LUDLOW QUALITY COMPOSITION





# The Times

## THE GREATEST POWER IN MODERN ADVERTISING

### AMERICAN VISITORS

to England for the A.A.C. of W. Convention or the British Empire Exhibition will find a welcome either at The Times Office, or at The Times Building at Wembley. The latter occupies a magnificent site facing the main entrance gateway and contains a Reading Room and Lounge. All The Times publications will be available there, and every assistance will be offered to visitors.

FOR nearly a century and a half The Times has been the outstanding national newspaper of Great Britain. Its great history, combined with an enterprising modern outlook; the authority with which it speaks, and the superb quality of its printing and production, maintain it in an unassailable position as the leader of the British Press.

And as it is the greatest force in journalism, so it is the greatest power in advertising. It is the one indispensable medium for all announcements intended for the wealthy official, professional and business classes.

Each day's issue speaks for itself. Both the volume and the character of the advertising carried by The Times prove how indispensable it is to the advertiser seeking an entrance to the British market.

Advertising men visiting England this year will be able to test these facts on the spot. But The Times is at any time happy to supply further information. If you desire to know more of Britain's greatest advertising medium, get in touch with



*While in  
ENGLAND  
read  
THE TIMES*

## The Times.

PRINTING HOUSE SQUARE  
LONDON E. C. 4, ENGLAND

## THE MAJOR MARKETS OF AMERICA

A New and Exclusive EDITOR & PUBLISHER Service to  
Space Buyers

### XXVII—SAN DIEGO—A City of Social Distinction

By HARRY R. DRUMMOND

SAN Diego, Cal., is as different from other Southern California communities as is Saratoga Springs from other New York communities, or Atlantic City from other New Jersey communities.

San Diego is by way of being altogether the most delightful resort and residential city in Southern California.

In the first place it is the tourist place of all—the only resort city that, apparently, has not deliberately copied Coney Island in practically all its effects to lure tourists.

Most Southern California tourist boosters find the climate first, of course, and then dwell lovingly on the many cheap attractions—the 10 cent side shows, the cheap restaurants, the cheap hotels, the free parking space for cars and the free "camps" where tourists, unwilling to pay for comfort, may have a wonderful time with tin can provisions, cooked in the great open spaces, by themselves.

San Diego, however, is not that kind—and I don't mean maybe, either.

When the Creator of the Universe got to San Diego He apparently stopped a bit just to see how absolutely ideal He could make a location.

Situated on what has since been named the Silver Gate, San Diego occupies one of the most delightful spots on the globe—a spot that has everything that nature could provide.

Its settlement was made by people who apparently saw a great deal in beauty—and in building the city did nothing to mar that beauty.

Such a place naturally attracted beauty lovers, and made San Diego a home city of rare charm—a city where wealth and culture settled down to enjoy the fruits of a well spent life.

San Diego is about sixteen short miles from Tijuana, Mexico, and Tijuana is by way of speaking, one wide open resort—very wide open, indeed.

Tired business men from everywhere, seeking rest, complete quiet rest, go to San Diego.

Eventually, for old time's sake, they take a train, or motor bus, or their own car, and toddle down to Tijuana, where they may watch the nimble footed ponies romp around the oval—where, unafraid of police interference, they may improve their skill at guessing which card will show in the little box after two cards have been thrown in the discard—where they may prove that they are not color blind, by guessing at red or black—where they may practice the proper pronouncing of the word "Keno" or, perchance, get mild exercise playing African golf.

As an added attraction Tijuana presents numerous opportunities for one to boldly step up to a large mahogany slab, fitted with a brass rail neverthing, and with no fear of either sheriff or coroner, calmly tell the pleasant gent on the opposite side what it'll be—for in Tijuana one may purchase almost any kind of a gargle with authority but no death warrant—and in doing so break no man made laws.

Tijuana, however, is distinctly short on first class hotels, and for the most part the T. B. M. and their wives and lady friends eat and sleep in San Diego—providing ample excuse for many really good hotels—hotels that charge real money and dispense real hospitality.

Then San Diego switches into the Newport News style, it being the Pacific Coast base station for the United States Navy.

As a port, San Diego, with its wonderful harbor, was for many years a port of

call for smart passenger boats—many of them coastwise vessels, and a few from the Orient.

Never used to anywhere near its capacity, San Diego was apparently chary about going after much freight tonnage, and the government has established its Pacific Coast Naval Base there, and this base means—a naval air station; a marine barracks; fuel depot; radio stations; destroyer base; naval hospital; naval supply depot; naval training station; submarine station, and a few other such trifles, involving the expenditure of a mere \$13,213,000 up to date in permanent improvements, and where \$2,715,000 is now being spent in more permanent improvements.

The supply depot contracts merchandise of various sorts to the tune of some \$2,000,000 monthly, and the government pay roll is large enough to make one item worthy of solemn consideration by keen business men.

These three classifications—San Diego being the home of many very rich and very prominent men—San Diego being the resort city of so many sportily inclined tourists—and San Diego being the home of so many naval dignitaries, makes it a city of social distinction, of class and of interest.

Indicative of the prominent and wealthy men who, having amassed huge fortunes, go to San Diego to enjoy their wealth and leisure, the writer, walking across the lobby of the U. S. Grant hotel, was halted by a well modulated voice saying: "Hello, there, young fellow, what are you doing here?" and was greatly pleased, upon looking around, to see that, instead of its being W. J. Burns or one of his steely eyed "operatives" it was Mr. Erman J. Ridgway, former Mayor of Montclair, N. J., and, until very recently, about the biggest man on the Frank A. Munsey Press-Herald—Telegram-Sun—Evening Sun—Globe-Commercial Advertiser-Mail newspapers in New York.

Mr. Ridgway, by the way, has retired and moved to San Diego to live—not, of course because of its proximity to Tijuana and racing and gambling and booze—but, anyway, he is going to live in San Diego—if he lives—and he looks most gratifyingly healthy so far.

San Diego estimators "estimate" the present population at 110,000. There were 74,683 of these people there in 1920, when the last "official" census was taken.

Because of its tremendous amount of retired wealth San Diego has been rather content to let well enough alone in a business way—but during the past few years, perhaps because of its proximity to Los Angeles, it has been in a more receptive mood toward real business.

There are 1,428 retail stores in San Diego. Marsten's is the Altman of these—a very pretty, 5 story affair, doing some \$3,000,000 a year, mostly with the better class of goods.

Ballard & Brockett, not so large or so fine, is the second store in quality and third in point of sales. Holzwasser's is third in class and second in gross business. Collectively these three stores do some \$8,000,000 a year, and there are quite a few smart specialty shops.

The gross retail business of the city runs to some \$50,000,000 a year and for the most part the average is higher than in most Southern California towns.

Theatrically San Diego has one legitimate theatre, one vaudeville, one stock house and 19 moving picture theatres.

While San Diego is no world beater, it is one mighty good market—a market

with little fluctuation and one where good merchandise, good qualities and good styles are always in healthy, steady demand.

By and large it is the best dressed city in Southern California.

### MELIA ANNOUNCES PROGRAM

#### Retail Store Advertising Will Feature Ad Affiliation Meet

Discussion of retail store advertising will feature the convention of the Advertising Affiliation, scheduled for May 9-10, at Buffalo, N. Y., according to the program announced this week by Joseph Melia, advertising manager, Buffalo (N. Y.) News, president.

W. T. Grant, of New York, president of the W. T. Grant Company, chain of 5-cent to \$1 department stores, will speak on advertising as applied to chain stores. Joseph E. MacWilliams, advertising manager, N. Adam & Co., Buffalo, will discuss large department store advertising problems.

Other speakers on the program include William H. Rankin, president of William H. Rankin Company of New York City; Sam A. Weissenburger, publicity director of Cleveland; George Frank Lord, and Harry Varley, of New York.

At the selling session of the conference the speakers will include H. B. MacMaster, manager of agencies for the Art Metal Construction Company of Jamestown, who will speak on "Selling the Art Metal Idea"; F. A. Wilson-Lawrenson, of the Georgian-American Company, Atlanta, Ga., on "Selling."

The affiliation is composed of advertising clubs of Buffalo, Cleveland, Rochester, and Hamilton, Ont. It is not affiliated with A. A. C. W.

### Malden News Plans New Building

Malden (Mass.) News has had plans drawn for a new building to be located on Ferry street, corner of Prescott. The lot was purchased last fall. Desmond & Lord, architects of the new building, recently completed construction of the new plant of the Portland (Me.) Press-Herald. The News building is to be of buff Indiana limestone, one story with a high basement. Business, editorial and composing rooms will be on the street level, and in the basement a stereotype room and new rotary press will be located. On entering its new home, the News plans to change from printing direct from type to stereotyping.

### Iowa Firm Bans Billboards

The John Boesch Company, of Burlington, Ia., one of the city's largest mercantile establishments, this week announced it would abandon billboard and road signs advertising, confining itself chiefly to newspaper space hereafter. The company used more than 40 billboards and 100 road signs.

### A. P. Membership Changes

Several changes have taken place recently in the California membership of the Associated Press. Clarence W. Gregory succeeds Albert Pool as the member of the Eagle Rock Daily Press; William S. Kellogg succeeds Charles H. Garrigas as the member from the Culver City Daily News; Joseph W. Partridge succeeds Thomas Seed as the member from the San Fernando Daily News; Walter S. Cook succeeds Walter C. McMillan as the member from the Santa Monica Outlook.

### Retailers Open Ad Drive

Associated Retailers of St. Louis, on May 1, opened a one-year newspaper advertising campaign for the purpose of educating the public to pay their bills promptly. The organization has \$8,000 on hand to finance the drive, and expects to increase this sum to at least \$10,000 as the campaign progresses. It is planned to spend about \$1,000 a month for a period of 12 months. Advertisements of approximately one-fourth page size will appear about twice a month, according to present plans.

### Washington State Publishers Meet

Publishers from every part of the State of Washington will meet May 9-10 at Longview, Wash., attending the Southwest Washington Unity Conference held in conjunction with merchants and business interests. Representing the Washington Press Association in preparations are: Clarence Ellington, Chehalis Bee-Nugget; Frank Dallam, Jr., Kelso Tribune; and J. M. McClelland, Longview Daily News.

### Store Group Plans Ad Drive

Specialty Stores Association, New York, is planning an extensive advertising campaign for Romney dresses. C. L. Elfelt is general manager of the New York office. Stores in the association which will participate in the ad drive are E. E. Atkinson & Co., St. Paul and Minneapolis; City of Paris Dry Goods Company, San Francisco; B. F. Dewees, Philadelphia; Lindner Company, Cleveland; E. T. Slattery Company, Boston; and Himelhoch Bros. & Co., Detroit.

### Sets Church Advertising Record

Brooklyn Eagle surpassed all previous records in church advertising with its Easter Church section this year, which contained 6 pages, with 4½ pages of advertising. T. F. Mulhorn, classified advertising manager, was responsible for the record. The Eagle claims to carry more church advertising than any other newspaper in the country. It always makes a feature of its Christmas and Easter numbers.

### Observes 75th Birthday

St. Paul (Minn.) Pioneer Press on April 27, observed the 75th anniversary of its founding by James Madison Goodhue by printing a 76-page edition.

## The Business Men

of your community will value the  
authentic statements of

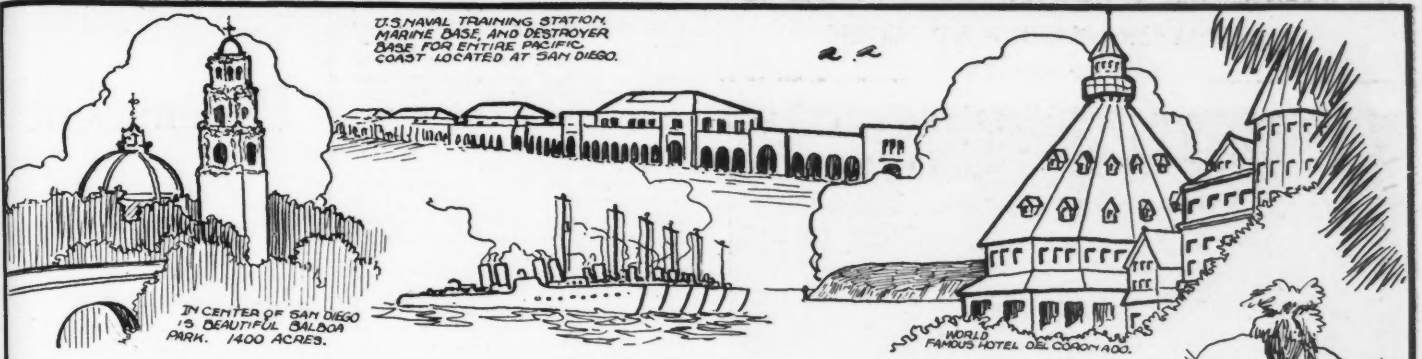
## ROGER W. BABSON

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

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

SPECIMEN RELEASES AND RATES ON REQUEST





**The United States Government**  
 is spending over thirty millions of dollars on naval improvements of a permanent nature in San Diego.

## You Can Sell the Buyers of San Diego and Imperial Counties

—and keep the product sold through a concentrated advertising effort in the newspapers that morning, evening and Sunday broadcast the full Associated Press, Universal Service and the International News to a responsive buying public.



# The San Diego Union

— AND —



Union Building, Broadway, 2nd and 3rd Sts.

## THE ASSOCIATED PRESS THE INTERNATIONAL NEWS

### EVENING TRIBUNE

Newspapers that enjoy a reader confidence that is reflected in the results obtained by advertisers, both local and national. Mediums that go into the home and stay there. A circulation that gives the advertiser remarkable coverage. See A. B. C. reports.

**San Diego's Steady Growth**

	Postoffice Receipts	Bank Deposits	Bank Clearings	New Buildings	No. of Permits
1917	335,351	26,392,890	129,621,933	9,96,097	1,313
1918	584,637	26,528,688	105,799,794	1,602,990	1,195
1919	329,165	33,200,624	114,500,076	2,794,765	1,527
1920	415,179	43,123,920	137,428,722	3,537,107	2,089
1921	454,342	43,434,073	138,965,092	8,228,052	4,028
1922	481,343	53,069,520	136,988,313	10,280,990	4,790
1923	522,432	56,446,553	187,422,787	13,264,144	6,273

**Territory that is Covered by Morning Union Evening Tribune**



**SAN DIEGO**, situated at the extreme southwest corner of the United States, is a mecca for tourists as well as a city of beautiful homes, contentment and prosperity. Surrounded by a community rich in agricultural and live stock—linked by rail and paved highway with the fertile Imperial Valley.

### The Harbor of the Sun

In all the world there is no more beautiful estuary than the Bay of San Diego. It was in the gladness of His dreams God made it, when He fashioned our beautiful earth and flung it from the hollow of His hand through myriad meteors and the shimmering tracery of the stars. You have but to look at your map of the globe to grasp instantly the fact that San Diego Bay was intended by nature to be one of the most magnificent of harbors. On all the wide-flung pathways of the seas, since the Phoenician ventured them, never has prow sought safer haven from wind and storm.

—McGroarty.

**Agate Lines of Paid Advertising**

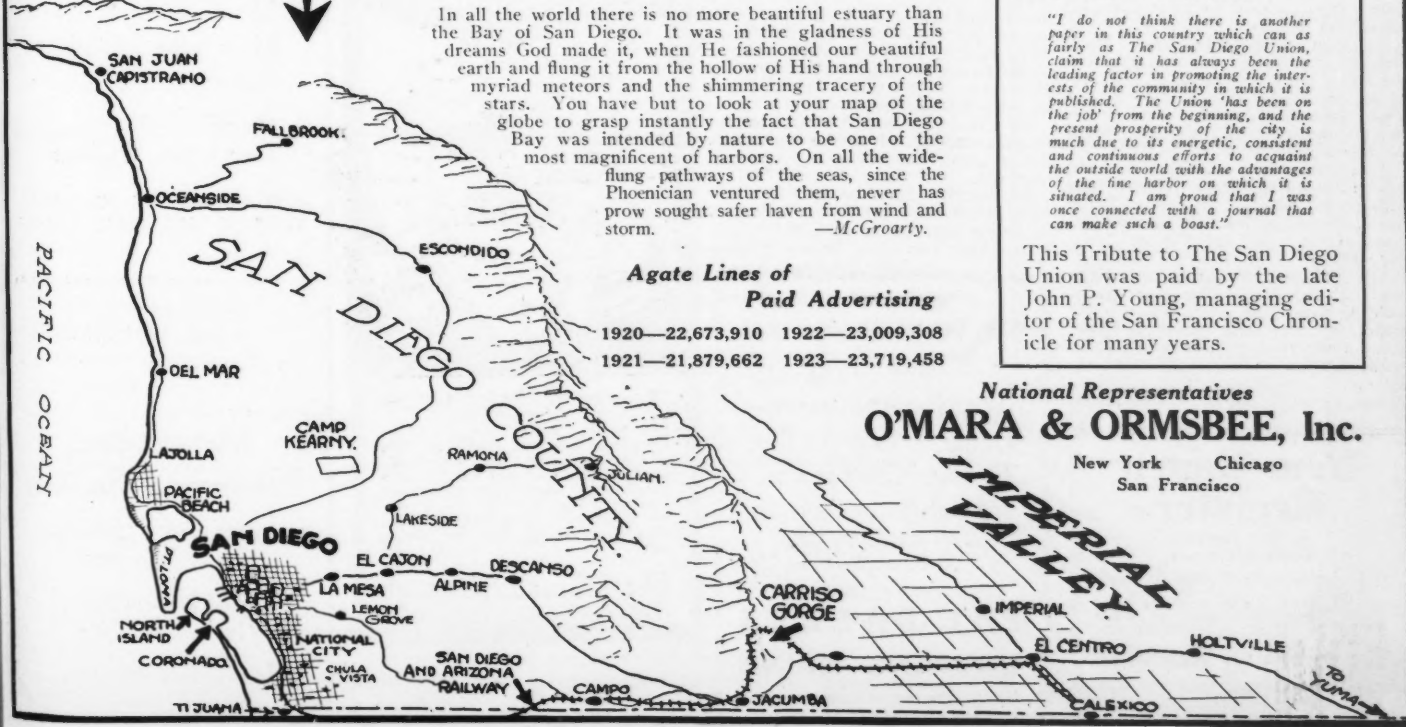
1920—22,673,910	1922—23,009,308
1921—21,879,662	1923—23,719,458

**The San Diego Union**  
 Tribute from the Dean of the State Press to The San Diego Union, the Pioneer Newspaper of Southern California

"I do not think there is another paper in this country which can as fairly as The San Diego Union, claim that it has always been the leading factor in promoting the interests of the community in which it is published. The Union 'has been on the job' from the beginning, and the present prosperity of the city is much due to its energetic, consistent and continuous efforts to acquaint the outside world with the advantages of the fine harbor on which it is situated. I am proud that I was once connected with a journal that can make such a boast."

This Tribute to The San Diego Union was paid by the late John P. Young, managing editor of the San Francisco Chronicle for many years.

**National Representatives**  
**O'MARA & ORMSBEE, Inc.**  
 New York Chicago  
 San Francisco



## NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



"All Working Together"—MERRITT BOND

"I despise the word 'boss'; and I try not to be one."

This one sentence spoken to EDITOR & PUBLISHER by Merritt Bond, managing editor of the New York Evening Post, sums up the man rather well.

Only 37, his newspaper training received in Philadelphia, Bond joined the ranks of Manhattan newspaper makers but a few months ago. With becoming modesty, he refused to talk for publication until this week.

"I try to give the impression in this office that no one is working for anyone else," Bond continued. "We are all working together to get out the best newspaper we know how."

"If a man is doing a good job, he should be given praise. He should be shown that his position is secure."

"I can imagine nothing worse for a newspaper than a nervous jumpy, staff. Avoidance of this most certainly rests in the hands of the managing editor, whose duty it is rather to strive for co-operative effort than to boss."

To attain "co-operative effort," Bond, since his arrival in New York, has had the Post's city room remodeled. Whereas his predecessor used to rule from a glass enclosed "goldfish bowl" office, Bond immediately had his desk moved out into the center of activities.

That is where you will find him, if you call on a working day. At his left hand within arm's length is the desk of Byron Lewis, telegraph editor. At the same distance to the right, sits Vincent Byers, city editor.

You will see Bond as a short, slight man with fair hair. Blue eyes sparkle with the pleasure he seems to take in his work. He commands respect by calmness rather than aggressiveness. His assistants turn to him with questions. His quick, quiet answers carry with them a sense of relief. He dispels the agita-

tion of approaching dead-lines by his machine-like swiftness and precision. He seems not to work at all, he works so smoothly.

To complete describing a newspaper newcomer to New York, the temptation is to turn to comparisons with old-timers in the field. Although dangerous, it is enlightening, and one finally attempts it.

Briefly, then, Bond is not decorated with as many journalistic medals as some of New York's veterans, but steps out today with a rainbow future ahead.

His optimism laughs at the cynicism of at least one; lacking the famed taciturnity of another managing editor, he shows youthful promise of as big ideas; and, while he may never gain the public prominence of a "cyclonic" executive editor, his newspaper accomplishments, performed quietly and with the assistance of an able staff, may some day favorably compare with those of the latter's heyday.

Like Julian S. Mason of the Herald-Tribune, Bond arrived in New York a full fledged newspaper executive. He did not, as did Victor Watson of the American, work up from reportorial ranks on a Manhattan newspaper. To some, for this reason, Bond might be considered seriously handicapped.

As a matter of fact, his newspaper past is somewhat devoid of the sensational. His progress, while rapid, has been conventional.

Leaving the University of Delaware in 1905 before being graduated, he started as district man for the Philadelphia Bulletin. After two years, he was brought

into the office to do general assignments. Then he went from re-write to copy desk.

In 1917 he went over to the Evening Ledger as assistant city editor, becoming city editor in the latter part of 1918. Five years later he won his promotion to managing editor of the Evening Ledger, which he held until David Smiley brought him to the Post this year.

His biggest story, he remembers, was the Boyertown, Pa., fire in which 100 persons in a town of 1,000 lost their lives. He was one of the first Philadelphia reporters on the scene.

Having been through this conventional pipeline, Bond has arrived at the New York newspaper executive spigot with the conclusion stated at the beginning of this article that the editorial room is no place for a boss. He looks back over his shoulder with pleasure. He has enjoyed every minute of newspaper work, although admitting he understands the "bumps of the profession."

He looks ahead with optimism. Because he loves his work, he has become a good newspaper man—"helluva fine newspaper man," members of the Post staff say, and add, "a good man to work for."

### Texas Ad Bureau Expands

Texas Daily Press League's Advertising Bureau, of which S. W. Papert is manager, has just opened branch offices in New York and Chicago. The New York branch is at 350 Madison avenue, with F. R. Northrup in charge, while E. J. Powers is manager of the Chicago office.

### Changes on Minneapolis Journal

Carl W. Jones, advertising manager of the Minneapolis Journal, has been made general manager in place of H. V. Jones. George B. Bickelhaupt will be business manager, taking the place of W. S. Jones. Franklin Rook succeeds Mr. Bickelhaupt as circulation manager. H. V. Jones continues as publisher and editor and W. S. Jones as secretary and treasurer.

### A Safe Landing Field

**DONT ENTER  
THE FOURTH STATE  
BLINDLY**

**OHIO**

**850,000  
PROSPEROUS  
PEOPLE IN THIS  
CIRCLE OF  
EIGHTEEN  
COUNTIES**

*This Survey  
Free*

"A Safe Landing Field for the National Advertiser"

Sent upon request to sales and advertising managers. In this fertile field of eighteen counties there are \$2,612,667,855.00 spent each year for necessities and luxuries. It's 93 2-10% native born territory. Four hundred and thirty-two national advertisers covered Central Ohio alone through The Dispatch in 1923.

**The Columbus Dispatch**  
OHIO'S GREATEST HOME DAILY

**N**OBODY can stay long in Texas without realizing that The Dallas News is considerably more than a city newspaper.

**THE DALLAS  
MORNING NEWS**

Supreme in Texas

## 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

## Pre-eminent Articles

Romantic

Universal

Appeal

Wire for Terms and Samples

## A Commanding Feature

Gertrude Atherton

Dorothy Canfield

Lucian Cary

Edna Ferber

F. Scott Fitzgerald

Zona Gale

Rupert Hughes

Inez Haynes Irwin

Will Irwin

Mary Johnston

Fanny Heaslip Lea

Samuel Merwin

Alice Duer Miller

Mrs. Gouverneur Morris

Mary Roberts Rinehart

Arthur Stringer

Arthur Train

Jesse Lynch Williams

ARE AMONG THE CONTRIBUTORS TO THIS GREAT SERIES

*A Lustrous Name—  
An Arresting Idea Every Week*

## Metropolitan Newspaper Service

MAXIMILIAN ELSER, Jr.,  
General Manager

150 Nassau St.,  
New York City



# "OHIO FIRST"

THE State of Ohio is one of the most fertile trade territories in the United States, 50% of the population is gathered in 21 cities of more than 25,000 each.

Each city has its own home daily newspaper; no other paper will do and no other paper can sell your merchandise in these cities.

Ohio's 1923 crops were the greatest in the history of the State.

Ohio's manufacturing output for 1923 was the greatest in its history.

Ohio people realize that Ohio made money should be kept in Ohio as much as possible—and that by spending their own money in their own community they are helping to build their town.

Manufacturers wishing to increase distribution in Ohio find ready and willing co-operation locally, and find that it pays handsomely. You can get a tremendous coverage for your goods by obtaining the co-operation of these daily newspapers together with the local merchants they serve.

	Circulation	2,500 lines	10,000 lines		Circulation	2,500 lines	10,000 lines
**Akron Beacon Journal .....(E)	39,177	.10	.10	New Philadelphia Times .....(E)	7,904	.025	.025
***Akron Times .....(E)	24,499	.06	.06	Piqua Call and Press Dispatch.....(E)	6,142	.03	.03
***Akron Sunday Times .....(S)	24,468	.07	.07	†††Portsmouth Sun and Times.....(M&E)	18,879	.06	.06
†††Bellefontaine Examiner .....(E)	4,706	.02	.02	†††Portsmouth Sun-Times .....(S)	13,112	.04	.04
†††Cincinnati Enquirer .....(M&S)	76,789	.17-35	.17-35	***Springfield Sun .....(M)	13,272	.035	.035
†††Columbus, O., State Journal.....(M)	43,588	.12	.11	***Toledo Blade .....(E)	109,123	.27	.25
†††Columbus, O., State Journal.....(S)	43,588	.12	.11	***Youngstown Vindicator .....(E)	27,441	.07	.07
†††Conneaut News Herald .....(E)	3,095	.0225	.0225	***Youngstown Vindicator .....(S)	27,441	.07	.07
††Dover Daily Reporter .....(E)	4,771	.025	.025				
††Ironton Irononian .....(M)	3,400	.0179	.0179				
Kenton Democrat .....(E)	2,500	.014	.014				
**Lima Republican-Gazette.....(E&S)	10,545	.05	.05	**A. B. C. Statement, Sept. 30, 1923.			
Lorain Journal .....(E)	4,866	.025	.018	††Government Statement, Sept. 30, 1923.			
††Middletown Journal .....(E)	5,279	.025	.025	†††Government Statement, April 1, 1924.			
††Newark American-Tribune .....(E)	7,893	.025	.025	***A. B. C. Statement, April 1, 1924.			



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

**Social Functions During Convention Week:**—Monday, July 14.—Luncheons are being given by the American Chamber of Commerce and the Fleet Street Club. The evening will be devoted to sight-seeing at the British Empire Exhibition at Wembley.

Tuesday, July 15.—There are a number of sectional luncheons, details of which will be published later. Lord Riddell is entertaining in the late afternoon a number of delegates to play golf at Walton Heath. There will also be a special dress parade at the Piccadilly Hotel for the ladies of the visiting delegations. In the evening it is proposed to arrange for a number of theatre parties.

Wednesday, July 16.—There will be another dress parade at the Piccadilly Hotel, and in the evening the President's dinner will be held; other visitors will be taken to theatres and to clubs.

Thursday, July 17.—Lord Waring is giving a luncheon to retailers. There will be sectional luncheons, and after the official business of the Convention a ball will be given at Wembley in the grounds.

Friday, July 18.—Lord Ashfield and the directors of the Underground Railway have invited 500 delegates to Hampton Court. Major, the Hon. J. J. Astor, M. P., of the London Times, will entertain 1,000 delegates at his historic home in Kent, Hever Castle. In the evening, Mr. Gordon Selfridge is giving a reception at Lansdowne House, Berkeley Square, with about 500 guests.

Saturday, July 19.—Lord Astor, of the Sunday Observer, will entertain 500 guests at Clevedon, his lovely riverside home on the Thames, near Maidenhead.

A complete program of the entertainments will be officially announced later.

**Convention Attracts European Delegates:**—The continent of Europe is going to put up a good show of delegates at the Wembley A. A. C. W. Convention.

Holland will be well represented. The Vereeniging voor Reclame organized, early in April, held a meeting at the "Recla" Advertising Exhibition of Amsterdam. Fernand A. Marteau Hon. Sec. of the London Overseas Committee gave the members of that Organization (the only one in Holland affiliated with the A. A. C. W.) details of the progress of the Convention. Among those now registered as delegates are Mr. Behrens and B. Knol, chairman and secretary of the Vereeniging voor Reclame; Mr. Knottenbelt, of the Dutch Branch of Lever Bros.; Mr. Coppens, principal of the Coppens Advertising Agency; Mr. Van den Berg, of the Dutch Audit Bureau of Circulation, Mr. Kauffman, advertising director of Philip Lamps; Mr. Wilmink, joint editor of the Reclame; the manager of the Royal Mail Steamship Company; the chairman of the Vereeniging voor Vreemdelingen Verkeer; the business director of

De Telegraph and the Dutch representation of Messrs. De La Rue (Onoto Pens).

On-to-London Committees are now working in the 3 Scandinavian countries, Sweden, Denmark and Norway. The Danish committee, formed under the auspices of the Danish Foreign Office, is holding a big meeting in Copenhagen to which the Foreign Office has asked all leading trade organizations in Denmark to send representatives. This is the beginning of a big campaign to send delegates to London. In Norway, two meetings have been held in Christiania. Sweden is also actively engaged in interesting publicity men.

In Belgium, France, Italy, Switzerland, Spain, Portugal, Czechoslovakia, Austria and Germany, delegates have already registered and among them many influential advertisers and newspaper men.

**Berry Group Celebrations:**—Sir William and Mr. J. Gomer Berry were entertained to dinner a few days ago by representatives of various departments of their business undertakings in celebration of their new enterprise, Allied Newspapers, Ltd. Sir Edward Iliffe said it was of supreme importance to the public, as to who should be in control of the press in this country. In his opinion if it were possible for the public to exercise their choice in the matter, it would have been absolutely impossible for them to have chosen men who were more capable or better equipped in every respect to undertake these very important duties than Sir William Berry, and his brother. The power of the press, he said, grew from year to year, and he mentioned the fact that the weekly circulation of Sir William Berry's papers now reached the colossal total of 8,000,000.

Sir William Berry, in reply, said on the matter of the power of the press, that they had not been associated with any "stunts" neither was it their desire that they should be, in any way, associated with what he called the "stunt press." They needed not a "stunt press" but a stable press—a press that expressed the desires and ideas of a common or garden Englishman—the man who thought of his country, his home, and the life he was leading, and he thought the press of this country today was trying to typify that life.

**Financial Advertising a New Topic:**—The subject of financial advertising, to be presented at the Convention, is one so

new to this country that it is certain to make a profound impression when under discussion. The chairman of the London Committee dealing with this topic, Mr. Lionel Jackson, of G. Street & Co., Ltd. is peculiarly fitted for his part in the discussion as his agency is responsible for the arrangements in connection with the official advertising done by the "old Lady of Threadneedle Street"—the Bank of England.

**'Tell the Truth When You Can:**—The Publicity Club of Ireland, Dublin, had a humorist for their lecturer at their April 10 luncheon, Mr. Lennox Robinson, the dramatist. He chose as his subject the words "Tell the Truth when you can" implying that advertisements, as he knew them, seemed to tell as little of the truth as possible. Another member told the speaker that he was wrong. If anything but the truth was contained in an advertisement, the advertiser would have a short career.

**Oxford Club's First Meeting:**—The first regular meeting of the Oxford Publicity Club on April 10, was held under the presidency of Mr. W. R. Morris, of Morris Motors, Ltd. Mr. Eric Field of London being the chief speaker. Mr. Field said that advertising did not increase the cost of goods, and referred to the Morris works as an example, where the modern business trinity was in evidence—a good article, good manufacturing methods, and good advertising and selling methods. There were still a number of people in business who imagined the only way to sell goods was to cut prices; that was a fallacy and was uneconomic. The public was beginning to realize that it was safer to buy advertised goods than non-advertised goods.

#### Seven Pages of Baseball Ads

Beaumont (Tex.) Enterprise in one issue recently published seven pages of advertisements making up a baseball section under the caption "Grab the Shield." O. S. Bruch is the advertising director.

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

**T**HERE ARE TRICKS  
in all trades, and there  
are innumerable tricks in  
the making of advertising  
contracts.

A thorough knowledge of  
the intricacies of contract  
making has proved a big  
financial advantage to the  
newspapers represented by  
**BENJAMIN & KENTNOR  
CO.**

Protecting the news-  
paper's interests is one of  
the fundamentals of good  
service as visualized by this  
organization. Such service  
comes after long years of  
experience, and in no other  
way.

**BENJAMIN & KENTNOR CO.**  
Advertising Representatives  
of Newspapers  
2 West 45th St. 900 Mollers Bldg.  
New York Chicago  
401 Van Nuys Bldg.  
Los Angeles



## The Names you see in "JOHN BULL"

**W**EEK by week prominent public men and women contribute to the columns of "JOHN BULL" articles on subjects of National or world-wide importance. Following are the names (familiar on both sides of the Atlantic) of those who during the past six months have thus used this great medium as a means of reaching and influencing the British Public.

**H. H. Asquith**  
**Arnold Bennett**  
**Lord Birkenhead**  
**Rev. Dr. Campbell**  
**Clemence Dane**  
**Sir L. Worthington Evans**  
**A. G. Gardiner**  
**Sir John Foster Fraser**  
"Gentleman with a  
Duster"  
**D. W. Griffith**  
**Earl Haig**  
**Sir Gilbert Parker, Bt.**  
**Philip Snowden, M.P.**  
**J. St. Loe Strachey**  
etc., etc.

Publicists use the pages of "JOHN BULL" to reach the thinking people of all classes of Great Britain, because they know there is not another paper in the country that is so close read by the "worth-while" public. For precisely the self-same reason Advertisers appealing to all classes use "JOHN BULL." It covers the whole country and it covers it effectively.

# JOHN BULL

BRITAIN'S DOMINANT WEEKLY

NOTE—"John Bull's" great circulation\* is due to editorial merit alone. This paper runs no free competitions, Coupon Schemes, or other fake circulation-boosting campaigns.  
\*Net Sales exceed 800,000.  
Rate based on 600,000.

For Rate Card, Specimen Copy and full particulars write to:

**PHILIP EMANUEL, Advertisement Manager**  
**ODHAMS PRESS LTD.**  
57-59, Long Acre, London, W.C.2

**EVENING HERALD**  
Los Angeles, Calif.  
Gained 7,249 Daily Average Circulation.  
Sworn Government Statement, Six Months  
Ending March 31, 1923, 196,300 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.

**The Greatest  
Force in  
British  
Advertising  
is  
The Times  
London, England**



*The Proprietors of  
The Associated Newspapers, Ltd.  
extend  
A Cordial Invitation  
to all  
1924 Convention Delegates  
to visit  
Carmelite House  
during their stay  
in London.*

**The Daily Mail  
The Evening News  
Weekly Dispatch  
The Overseas Daily Mail  
The Atlantic Daily Mail**

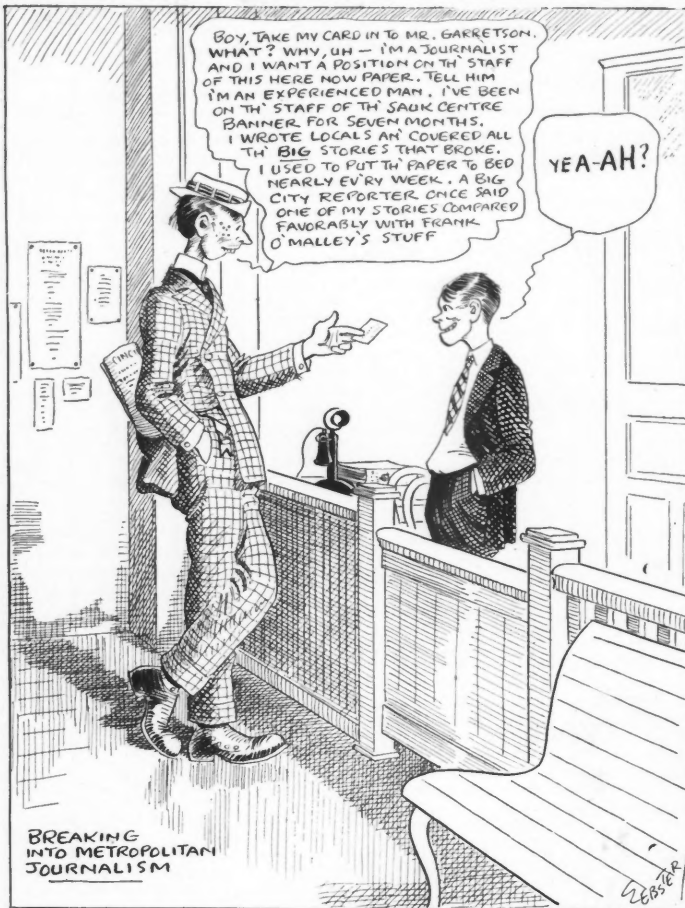
*Carmelite House,  
London, E.C.4, England.*

**ALL IN THE DAY'S WORK**

Drawn for Editor & Publisher

By H. T. WEBSTER

For His Quaint Humor He Has Been Dubbed "The Mark Twain of American Cartoonists"



**H. T. WEBSTER**, the New York World's distinguished humorous cartoonist, knows American life well from many aspects. He was born in Parkersburg, W. Va., reared in Tomahawk, Wis., has worked in Minneapolis, Chicago, Cincinnati, and New York, has spent many months on the Pacific Coast and has journeyed around the world.



H. T. WEBSTER

In his youth he hustled trunks at a railway station, delivered telegrams, worked in a brickyard and drove a grocery wagon.

Out of all his experiences he has built up a quaint homely philosophy all his own that has christened him, "The Mark

Twain of Cartoonists." His daily sketches, on such subjects as "The Thrill That Comes Once in a Lifetime," "How to Torture Your Wife," and "The Events Leading Up to the Tragedy," syndicated in more than 100 newspapers, have a wide appeal among all classes. Ed Howe, the Topeka philosopher, is an ardent Webster fan, as is Charles Dana Gibson, and also George Jean Nathan.

Webster's colored Sunday comic "The Man in the Brown Derby," started a few months ago, has already acquired a big reputation for its unflinching humor and the fidelity with which it depicts the frailties and foibles of the average man.

Webster—Harold Tucker Webster—to reveal the first name he tries to conceal behind initials—lives in a mansion in Cresthill place, Stamford, Conn., with a detached studio where he does his drawing. He was married some years ago to Ethel Worts, a sister of the novelist, George F. Worts. Although he always tries to create the impression that he has to work every minute to keep up to his daily and Sunday schedule, he generally manages to get away to Palm Beach every winter, and to Meddy Remp, Me., every summer where he is an industrious black bass fisherman.

For relaxation he plays poker, recording many incidents of the games in his series of "Poker Portraits." Recently he has taken up auction bridge and his bridge cartoons, with some humorous advice by William Johnston, have been republished in a book "Webster's Bridge."

**EMPIRE STATE SCHOOL GROWS**

Now Open to Students East of Mississippi and North

Frank E. Gannett of the Rochester Times-Union, president of the New York State Publishers Association announced this week that the Empire State School of Printing at Ithaca is open for training young men and women as printer-operators from all states east of the Mississippi and north of the Mason-Dixon line and eastern Canada. The publishers of upstate New York, who founded the school in the spring of 1922 and have thus far contributed more than \$42,000 for its equipment and upkeep, have never restricted registration to residents of New York State, Mr. Gannett said.

"It gives me great satisfaction to announce," he continued, "that our list of graduates already includes three from Connecticut, two from Pennsylvania and one each from Massachusetts, Vermont, Ohio and Tennessee. Our school at Ithaca now has a capacity of 36 students at one time, providing for six graduates each month. Our average en-

rollment is 24 and naturally we are anxious to operate to capacity.

"The greatest difficulty in securing capacity enrollment from New York State is the expense to the boy who wishes to become a printer-operator. The months' course costs from \$525 to \$600 and the student is out of production for the period of the course. Until now publishers follow the example set by the Mills of the Gloversville Leader-Republican, Mr. Kessinger of the Rome Sentinel and Mr. Underhill of the Cortland Leader in assisting worthy and capable young men to finance the cost of a course at the school our school cannot hope for an average enrollment of more than 24 students.

"Our plant should be running at capacity. In fact, we are prepared to accept an emergency enrollment of as many as 45 students. The Empire State School of Printing is now receiving financial assistance not only from the publishers of upstate New York, but from the members of the Publishers' Association of New York City and the A. N. P. Our school is the only school north of the Mason-Dixon line and east of the Mississippi which has the support of the A. N. P. A."

**Baltimore "Newsies" Parade**

V. Snyder, circulation manager of Baltimore (Md.) News, formed 1,800 "newsies" in line recently and marched them all to the moving picture Mayor Jackson made a speech, telling the carriers he was once a newsboy himself.

**To Import Norwegian Newsprint**

J. Andersen & Co., New York, paper wood importers, have been appointed exclusive agents in the United States for Norwegian news print.

**Kansas Merger**

Arkansas City (Kan.) Daily News merged with the Arkansas City Traveler.

**What Did They Tell You?**

You know—and we know—what we told you about ourselves and our service at the A. N. P. A. Convention in New York last week.

But here's the important thing: What did your acquaintances among our hundred client newspaper publishers tell you about us?

Our reputation and our success depend on what these men whom we have served say about us. And what they say about us depends on what we have done for them.

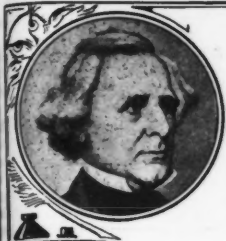
We are making a larger place for ourselves in the newspaper world every year—and our greatest asset in this is the good word that is spoken of us by our clients. What did they tell you?

**THE BASIL L. SMITH SYSTEM, Inc.**  
International Classified Advertising Counsellors  
OTIS BUILDING PHILADELPHIA

**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.

*first!*  
~in daily circulation  
~in lineage  
~in reader interest  
~in proved results  
**The Indianapolis NEWS**





# NEW AND AUTHENTIC HISTORY OF THE HERALD OF THE BENNETTS

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

COPYRIGHT 1924 BY EDITOR & PUBLISHER—ALL RIGHTS, INCLUDING FOREIGN RIGHTS, PROTECTED.



## Bennett Irritates His Fellow Scots

Mr. Bennett's "free lance" pen was continually getting him into trouble, and we quote him in his reply to some fellow Scotchmen he had irritated:

"In consequence of a good natured squib published in the Herald on Wednesday, in reply to a correspondent, who thought to 'come the blarney over me' by calling himself a Scotchman, I have a variety of letters from which the following specimens are selected:

"MR. JAMES GORDON BENNETT,  
"SIR: Will you have the goodness to inform the writer and a number of the readers of your paper, what country is disgraced by being the place of your birth? I hope you are not a Scotchman, and sincerely believe you are not and know you are not worthy to be one. You are a d— fool;—I would hint further, but for the present I forbear, but would suggest the propriety of your using different language towards Scotchmen in future. *You understand!*  
ENQUIRER."

"NEW YORK, Nov. 11, 1835.  
"SIR: I have called twice this morning without finding you in your office. My purpose was to inquire whether a paragraph in this morning's Herald, commencing, 'A correspondent who calls himself a Scotchman, asks us to publish, etc.' was inserted in that publication with your consent? On your replying in the affirmative, I would have told you that I was proud to term myself a Scotchman—that you were a disgrace to that country which had the misfortune to give you birth and that your character was beneath the contempt of every gentleman.  
"I am yours, etc.,  
"36 Exchange place."  
"A. NISBET."

Mr. Bennett in replying to his infuriated critics, held them up to ridicule in the following witty manner:

"I have been attacked by a nest of hornets, but I'll take the stings out of their tails before they are a day old. I'll hand them down to posterity, not like a pair of flies in amber, but as a pair of fools in brimstone."

Continuing the discussion from a philosophical point of view, he wrote:

"It's the man, not the accident of his nativity that should be weighed. I was educated in Scotland, a Roman Catholic in all its exclusiveness—in all its rules—in all its penances—and yet at the first glimmerings of reason, at the age of 14, I

began to doubt some of the dogmas of the Church, to the great annoyance of father, mother and parish priest. This spirit of mental independence sprung up, it is true, in Scotland—but was it the soil, the climate, the blue hills, the cloudless skies, the fragrant summer heath, that produced it? No such thing; it was the work of that Being who first gave to all the spark of Celestial Fire. Whatever I am—whatever I have been—whatever I may be—is, was and will be all owing to the Creator of the Universe, the author of Religion of Love, of Peace and of Good Will to men."

Mr. Bennett was so impressed with the importance of publishing ship news and maritime intelligence that on November 17, he posted a regular "Bulletin of News for Ship Owners," the embryo of the future vast and expensive department for the collection of Marine Intelligence established by him, and later still further developed by his son.

## CHAPTER SIX

### Mr. Bennett Ridicules Richard Adams Locke, Author of the Sun's Sensational Moon Hoax

ON August 25, at a time prior to the Herald's resumption of publication, Richard Adams Locke's Moon Hoax was published in the Sun. It was entitled: "Great Astronomical Discoveries lately made by Sir John Herschell, LL.D., F.R.S., at the Cape of Good Hope. (From Supplement in the Edinburgh Journal of Science.)" It was cleverly written and purported to describe the discoveries made on the Moon's surface by the use of a new and powerful telescope. The newspapers generally accepted the "revelations" as true, and in the meantime, the Sun profiting by the popular interest in the subject, issued the article in pamphlet form, embellished with an illustration of the Moon's inhabitants, showing them with wings instead of arms, and living amid the most picturesque surroundings as to scenery and vegetation. The pamphlet sold rapidly by the thousands to a gullible public.

From the first Mr. Bennett was apparently very suspicious of the

## Some Rare Opportunities in Used Newspaper Presses

We offer for sale at very low prices the presses listed below, all carefully repaired and put in good condition:

- Goss Straight-Line Sextuple Press, Page length 21.60"
- Goss Straight-Line Sextuple Press, Page length 23 9/16"
- Goss 32-page Two-Plate-Wide Press, Page length 22 3/4"
- Goss 24-page Two-Plate-Wide Press, Page length 23 9/16"
- Goss Monitor 12-page Press, Page length 21.60"
- Two Wise-Wood Sextuple Presses, Page length 23 9/16"

- Wise-Wood Octuple Press, Page length 22 3/4"
- Two Scott 32-page Two-Plate-Wide Presses, page length 23 9/16"
- Two Scott 32-page Two-Plate-Wide Presses with color cylinder, Page length 23 9/16"
- Two Potter 16-page Single-width Presses, Page length 21 1/2" and 23"
- Duplex Double-Drive 8-page Flat-Bed Press, Page length 22 1/2"

In addition we have a number of used Hoe Machines of 16-page, 24-page, 32-page, 40-page, 48-page and 64-page capacity, as well as a large assortment of used Stereotyping and Electrotyping Machinery.

Also Two Used Wood Semi-Autoplate Machines, for sale at a low price and available for immediate delivery, suitable for casting, finishing and cooling semi-cylindrical plates for pages of 21 1/2" and 23 9/16" in length.

Full particulars will be gladly furnished upon request.

## R. HOE & CO.

504-520 Grand Street, New York, N. Y.

7 South Dearborn Street  
Chicago, Ill.

109-112 Borough Road  
London, S. E. 1, England

7 Water Street  
Boston, Mass.

genuineness of the "Discoveries," but was unable to discuss the subject, due to the pressure of more important matters, until Nov. 16, when he published a remarkable editorial in the form of a purposely silly letter, supposed to have been written to him by Mr. Locke. Prior to this, grave doubts had been expressed in many quarters as to the truth of the story, but the Sun with persistent disregard of the truth, determinedly maintained that the article was authentic. The following defiant paragraph appeared editorially in the Sun, after a cotem, had accused it of profiting financially by the hoax:

"We will give each of our sceptical cotems a gentle quietus, and the cry of hoax and humbug will be crammed down the throats of its too knowing exclaimers in the most approved style of such a surgical operation."

A few days later however, due to some information coming from Edinburgh discrediting the so-called "Discoveries," the Sun weakened, and accepting a correspondent's suggestion, said on Nov. 16:

"We confess that the idea of intended satire shook our faith in the genuineness of the extracts from The Edinburgh Journal of Science with which a gentleman connected with our office furnished us as 'from a medical gentleman, immediately from Scotland.'"

This was the Sun's final reference to the hoax, and its readers never learned (through its columns) that the story was a great fake, the clever work of the ingenious Mr. Locke.

Mr. Bennett, however, had now taken the editorial cudgel in hand, and on the same day castigated the unfortunate Locke in the following vicious manner:

(From the Herald of Nov. 16)

**"BIOGRAPHY OF JACKSON, ASTRONOMY, OPTICS, GALVANISM, ETC."**

"We do not know that it is necessary to introduce the following communication with a single remark. Like all of Mr. Locke's productions it speaks for itself. Indeed, the ingenuity and originality of Mr. Locke's genius is so fascinating, that although he and I squint in exactly opposite directions, yet I can never withhold from him that approbation which his accomplishments and his great capacity so justly merit. In selecting the Herald for the communication of his views to the public, I feel highly honored. No doubt he will reap great advantages in that selection himself, for we believe among men of science and intelligence, the Herald has three times the circulation of the Sun, or any other penny paper in town. Apropos—We observe that some imposter has been passing himself off in the Sun of Saturday for the veritable Richard Adams Locke, who made the Lunar discoveries.

"The postscript to the following letter, however, sets the matter at rest, and places the genuine article, the real 'Simon Pure' (were there no intrinsic evidences) in the proper light."

(Here follows the fictitious letter)

"NEW YORK, Nov. 14, 1835.

"JAMES GORDON BENNETT, ESQ.,

"SIR,

"Knowing the deep interest which you take in philosophy, history, biography, morals, astronomy and indeed all the arts and sciences, I have taken the liberty to send you for publication one of the most extraordinary narratives that ever came from the lips of man—the narrative of Jackson, who is to be executed on Thursday of this week, for the murder of Roberts.

"You probably have heard of Barbarossa, Horne and Hayraddin, who were the terror of the Mediterranean seas about 300 years ago—and more latterly of Gibbs, Wamsley, and of Ruez and his comrades, executed in Boston.

"The first chapter of the narrative which I send you as far outstrips the wonders of these men's bloody lives, as my recent Lunar discoveries does all antecedent ones.

"Connected with this biography there is a train of circumstances of the mightiest importance to the human race, which I cannot more fully explain at present, but if my vitality shall be preserved through the approaching winter, I shall give lectures on it in the Clinton Hall, before an auditory of beauty, fashion and science. At present I am preparing a series of brilliant lectures on the science of Astronomy, which I shall deliver as soon as a sufficient number of subscribers can be obtained. I have ordered to be constructed at the Boston Glass House, a lens weighing 20 tons—only four tons less than the celebrated one used by Sir John Herschell, at the Cape of Good Hope. I have just received information from Boston that it is nearly ready, and that as soon as the grinding of one side shall be finished, it will be shipped to me by sea and the bill of lading carefully transmitted by mail.

"As soon as I receive this mighty instrument, I shall prepare by sublime lectures on Astronomy, a syllabus of which I shall send you for publication in the Herald, in a few days.

"I have the honor also to inform you that I have just closed a contract with the Manhattan Gas Company for a supply of gas, together with burners of an immense magnitude, sufficient to illuminate the eternal length and breadth of the magnificent canvas with which I shall illustrate my splendid lectures on astronomy.

"I ought also to convey to you the information that immediately on the execution of Jackson or Fernandez, I intend to try my everlasting apparatus for restoring the dead to life, by applying a galvanic battery as powerful in physics, as Herschell's telescope in optics and astronomy. If I succeed in returning this man back his life, and thus cheating the gallows, I intend to take out a patent for the invention, not doubting that the establishment by actual experiment, of such a wonderful power over the dead, will entirely change the face of nature—alter the destiny of kingdoms—and restore this magnificent world once more to that happy state in which it existed before the sad and melancholy fate of man.

I have the honor to be,

Your most obedient servant,

RICHARD ADAMS LOCKE, LL. D.

(Author of the Lunar Discoveries.)

"P. S.—I have just seen a communication in the Sun which that paper attributes to me. I disavow it as a gross imposition. R. A. L."

(Continued next week)

**THE NEWSPAPER AND PUBLIC HEALTH**

"THE newspaper is the health of the state. You may cure individuals of their ills in the privacy of the sick room, but to cure the public of its ills you must get into the newspapers. Advertising is saving more lives than any other single agency employed by modern health workers. It is advertising that has scared the food fakers."—T. K. Kelly, President T. K. Kelly Sales System.

# 時事新報

## 1924

### The Year Before Us

Promises business on an unprecedented scale for the American salesman in Japan. His products, always welcome in our country, have become imperative necessities for which our need is great and immediate.

Reconstruction of the unfortunate cities of Tokyo and Yokohama is proceeding rapidly, a fact which lends stability to business throughout Japan and encourages our people in their task of rebuilding all that was destroyed.

Japan was never a more eager customer than now. She requires immediately materials of every description for restoring her fire-ravaged cities, and has placed thus far only a small part of the orders which must be filled in foreign lands before her pressing needs are met.

American manufacturers, so well equipped to supply us, will forfeit the orders yet to come only by their failure to act at the present vital moment. They need only to offer their wares; Japan needs today what America has to sell.

There is one supremely effective method whereby American manufacturers introduce their products in Japan. The Jiji Shimpo, Tokyo's leading newspaper, carries the messages of its advertisers to the nation's wealthiest and most influential leaders and to that great class of progressive Japanese who are the first and most consistent users of Western things. The character of its circulation makes The Jiji Shimpo the foreign importer's most valuable assistant, his star salesman—the means by which he may talk every day with his best customers, wide-awake Japanese demanding the best America can produce.

In the American field The Jiji Shimpo is represented by the foreign organization of The Japan Advertiser. All the facilities of this organization and of our large staff in Japan are constantly at the service of American manufacturers and importers interested in the Japanese market.

**American Headquarters:**

**JAPAN ADVERTISER SUITE**

342 Madison Avenue

New York City

## THE JIJI SHIMPO

Tokyo, Japan

"In Japan, the Buyers Read The Jiji"



**WHAT'S WHAT IN THE FEATURE FIELD**

SCIENCE SERVICE of Washington, D. C., which supplies popular science and features to newspapers, has moved to offices in the new \$1,250,000 Academy Research Building, at B and 21st streets, Washington.

This building is to become a national center of science and research. As home of the National Academy of Sciences and the National Research Council, it will be the head-

quarters for many prominent scientists of the country. It was dedicated in connection with the annual meeting of the National Academy of Sciences on Monday, April 28.

From its central offices, located in the building, Science Service will be equipped to perform its function of supplying newspapers with interesting accurate news and features, D. Edwin Slosson, its director, claims.

Slosson is widely known as a popular science writer and editor. His "Creative Chemistry" sold like a hot potato, 100,000 being distributed. He is author on "Chats on Science," "Lessons in Einstein," and other popular scientific books. Before he was able to organize Science Service, he was literary editor of the Independent, associate in the Columbia School of Journalism, and professor of chemistry at the University of Wyoming.

Science Service was established in 1921 as a national institution for the popularization of science. Through the generosity of E. W. Scripps, it has been provided such financial support from the start as to assure its independence. It is based on a non-profit making basis.

Robert W. ("Bob") Satterfield, cartoonist, has joined the staff of Autocaster Service, and will produce a

daily cartoon dealing with current events. He will also cover the political conventions in Cleveland and New York for Autocaster.

George F. McManus, cartoonist for the King Features Syndicate, was one of the guests of honor at the annual dinner of the University of Minnesota Alumni Association of New York, held April 28, at the Hotel Commodore, New York.

Salisbury Bostwick, creator of "One-Round Teddy," new comic feature of the Chicago Tribune Newspaper Feature Syndicate, is a protege of Frank King, who draws "Gasoline Alley" and has been King's assistant.

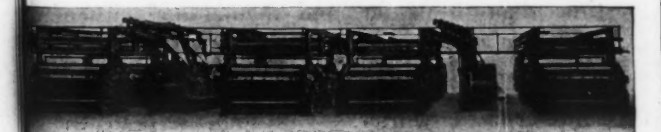
Mary Roberts Rinehart has written a new newspaper serial story for the McClure Newspaper Syndicate called "The Case of Jennie Brice" to start June 2. It will run daily and continue for 4 weeks.

Metropolitan Newspaper Service announces a new serial by Mildred Barbour called "Marriage Scales," to be released in June. It will run daily for three months.

Sidney Partridge has written a new series of "Wang Foo" stories for the McClure Newspaper Syndicate to run weekly, starting May 25. The series numbers 13 stories about the famous Chinese detective.

Cecilia Cooney, famous as the Brooklyn "Bobbed Haired Bandit" is writing her life story for the King Feature Syndicate.

In its regular schedules for May and June, the Metropolitan Newspaper Service will release illustrated weekly short stories by A. S. M. Hutchinson, P. G. Wodehouse, Edna Ferber, Royal Brown, Ellis Parker Butler, and Gertrude Atherton.



**THE SCOTT**

**"Multi Unit" Double Octuple Press with Four Central Folders**

enables you to double the floor space in your press room. This Scott machine is the most versatile newspaper press built with no idle sections.

**Four Quadruple Sections**

can be produced on this press at one time or it can be operated as separate Octuples or two Sextuples and a single Quadruple and many other combination runs can be made on this "Multi Unit" Press that is impossible to produce on any other machine.

NO IDLE SECTIONS WITH A SCOTT "MULTI UNIT"

**WALTER SCOTT & CO.**

Plainfield, New Jersey

NEW YORK  
157 Broadway

CHICAGO  
1441 Monadnock Block

**Market Possibilities of IOWA**

**Greatly Enhanced by Intensified Communication**

IT is necessary that the National Advertiser also consider, in addition to the wealth and prosperity of a community—the distribution and communication facilities of the territory he wishes to cover.

A glance at the map of Iowa will show the gigantic network of railroads which ranks Iowa fourth in the United States. It will also reveal the extent of possible telegraphic communication. It does not, however, reveal the fact that Iowa has more telephones per capita than any other state.

In addition to having the largest percentage of total automobiles, Iowa leads all states in the number of automobiles owned on farms.

Aside from being an indication of the prosperity and buying power of the state, it further confirms the statement that the wealth of Iowa is probably more evenly distributed than that of any other state in the Union. It also serves as an indication of the tremendous market possibilities.

The people of the Hawkeye State, almost without exception, are readers of a daily newspaper. How to reach them and their use for your product will be gladly explained to you by these newspapers.

	Circulation	Rate for 5,000 lines
***Burlington Gazette . . . . . (E)	10,535	.04
***Cedar Rapids Gazette . . . . . (E)	22,671	.07
***Council Bluffs Nonpareil . . . . . (E&S)	16,132	.05
**Davenport Democrat & Leader . . . . . (E)	14,801	.06
**Davenport Democrat & Leader . . . . . (S)	17,660	.06
***Davenport Times . . . . . (E)	24,946	.07
***Des Moines Capital . . . . . (E)	61,683	.14
***Des Moines Sunday Capital . . . . . (S)	27,895	.14
***Iowa City Press-Citizen . . . . . (E)	6,230	.035
***Keokuk Gate City . . . . . (E)	5,899	.03
+++Mason City Globe Gazette . . . . . (E)	13,405	.04
***Muscatine Journal . . . . . (E)	7,980	.035
***Ottumwa Courier . . . . . (E)	13,375	.05
***Waterloo Evening Courier . . . . . (E)	16,775	.06

\*\*A. B. C. Statement, Oct. 1, 1923.

\*\*\*A. B. C. Statement, April 1, 1924.

+++Government Statement, April 1, 1924.

# CLASSIFIED ADVERTISING

The New Public Service

## XVII—PERSONAL SERVICE IN CLASSIFIED ADVERTISING—NOT SO LONG AGO AND TODAY

By BASIL L. SMITH

IT hasn't been very long—not more than 15 or 20 years—since most newspapers regarded classified advertising as something between a hindrance and a help. And there are still many newspapers that take much this same attitude. An understanding of this old-fashioned point of view may be interesting in more ways than simply as a past phase of classified development. It can be exceedingly valuable in a consideration of the points

clined to give service to the people who come to leave their ads. In short, the whole handling of classified advertising is looked on as a convenience to the advertisers instead of a great asset and potential source of good will for the newspaper. It is regarded more as an annoyance than as a means toward increased revenue. Let's look, in the light of these facts, at the progressive newspaper's modern

### HOW TO SELL—AND HOW NOT TO SELL—MODERN CLASSIFIED ADVERTISING

CLASSIFIED advertising isn't to be sold as though it were a cake of soap, or a limousine, or an insurance policy. Every different selling field has its own technique of salesmanship. And classified advertising is thoroughly "different." Mr. Smith has seen "want ads" and then "classified ads" sold with 57 varieties of salesmanship—and he knows the right one when he sees it. He tells all about the result-producing attitude for the classified solicitor in his article for next week: "Classified Advertising As It Should Be Sold."

of service that distinguish such a classified medium as the progressive newspaper presents. It will be valuable, of course, chiefly as a matter of contrast and as a guide to "what not to do" in promoting classified advertising.

It used to be the case that newspapers "took" classified ads, printed them and made some little income from them. But practically no thought was ever given to the convenience of the readers of these little ads or to the service in results obtained by the advertisers. When the readers of the newspaper found some opportunity or bargain among the classified ads, it was in spite of the newspaper's neglect of their interests. And when advertisers succeeded in getting results through their ads, the results came in the face of the great odds against them.

It is hard, perhaps, to conceive of such a state of affairs in the handling of classified advertising. There are many newspapers to-day where some, if not all, of the personnel assigned to classified advertising do this work only as a sideline to other supposedly more important duties. They handle what classified advertising comes to their newspaper in the odd times when they are not soliciting display, keeping books or doing other office work connected with other departments of the paper. Naturally they are not going to pay very much or very helpful attention to the needs of classified advertisers.

Further than this, these same newspapers neither offer conveniences nor extend courtesies that would make it easier for classified advertisers to insert their ads in the medium. They look askance at "charge" ads. They have no trained ad takers to help advertisers in phoning their copy. The ad takers at the classified counter in the newspaper office are unequipped and often unin-

method of caring for its classified advertising. Let's see what the application of scientific principles of development places in the hands of classified workers as means to serve both readers and advertisers to the full.

In the first place, the classified man or woman in the employ of a newspaper with the right classified vision is working with a definite classified advertising organization. His job is to promote classified—first, last and all the time. He knows what he has to do, and what is even more important, he knows how to do it. He is able to do constructive work because his medium is being built on constructive plans.

And then, he has something to sell advertisers that no other newspaper in his city can offer. He can sell a perfectly catalogued medium—plus genuine, widespread reader-interest in that medium. He is selling the new, the coming classified advertising, while his competitors must do their best with the old-fashioned "want ad" type of advertising.

His relations with the advertisers are of the best in other ways, too. His newspaper stands back of him in his selling efforts with its offer of credit to his prospects.

The fact of the whole matter is that he is in a position to be exactly what everyone should be specialist in his particular line of work.

The opportunity that every member of

### BUY ON THE RISING MARKET

The Average Daily Net Paid Circulation of The Baltimore News in July, 1923, was..... 96,670

Week Ending April 13, 1924, Net Paid Daily Circulation was.....117,353

**GAIN . . . 20,683**

No Premiums! No Contests!

Such rapid growth in any business which employs no stimulants other than the quality of the product sold can spring from only one thing—

**CONSUMER DEMAND**

## 4,500,000 MEN

live within 50 miles of 5th Ave. This paper carries more men's wear advertising than any two evening papers in the City.

**NEW YORK EVENING JOURNAL**

a modern classified organization has of creating good will and revenue for his newspaper is self-evident. He or she comes in more direct contact with and gives more direct service to the newspaper's public than anyone in any other of its departments. Equipped as he is to give helpful, necessary service, he has it in his power to build the sure prestige of his medium. He becomes his newspaper's representative in the eyes of all types of advertisers, business people and private individuals. As he gives them courteous service, he wins them as friends for his medium. And as friends, they become one of the invaluable assets of the newspaper—an asset created and maintained by earnest co-operation and efforts in their behalf.

### Rothermere Returns Home

Lord Rothermere, brother of the late Viscount Northcliffe and controlling factor in the Harmsworth publishing concern of England, returned to London on the S. S. *Majestic*, April 26. He had spent a month in this country, largely in the Province of Quebec, Canada. There his interests plans to erect a \$16,000,000 pulp and news print manufacturing plant, using timber land recently acquired by them in the Manicouagan River basin.

### Widow Continues Independent

Mrs. Frank Walker, widow of the late Frank Walker, editor and publisher of the Hamburg (N. Y.) Erie County Independent, is continuing publication of her husband's newspaper, with Edward Heath Van Duzee as managing editor.

### N. Y. MAILERS WIN RAISE

Publishers Grant Members of Union No. 6 \$3 Increase

Members of Mailers' Union, No. 6, New York, were granted an immediate wage increase of \$3 a week under terms of a new contract signed with the Publishers' Association of New York, April 16. No changes were made in hours either day or night work.

The first increase of \$3, under contract, continues until Jan. 1, 1925. From Jan. 1, 1925, to Oct. 1, 1925, increase will be \$3.50 and from Oct. 1, 1925 to July 1, 1926, will be \$4. The old scale was \$42 a week for stampers and delivery clerks, and \$39 for mailers. For night work, the stampers received \$44, and the mailers \$41.

One article of the contract provides settlement of disputes and requires appointment of committees of 3 from each party, and selection of an arbiter if necessary. The former contract referred differences to the two scale committees with no remedy for a deadlock.

### Would Throw Out "Yours Truly"

Believing "Yours truly" signed in a letter "means nothing," the Long Beach (Cal.) Telegram is urging its readers to substitute in its place a "perfect phrase from the Bible which does mean something." The Telegram in a recent issue suggested as a slogan for 1924 "Bible on Every Desk," and invites all subscribers to "resurrect that dusty volume."

# Whipping the Devil in the Summer Time

Ministers of the gospel must have vacations like other people. But churches are under no necessity of closing their doors because the regular preacher is renewing his vitality.

But fewer people go to church in summer time than in winter, and then a majority of people in any town are found outside the church.

The daily newspaper reaches the masses both summer and winter. Why not sell to the Christian people of your town the idea that they can do excellent home missionary work this summer by putting the essence of the gospel in pungent paragraphs in display space?

The copy can be written by the pastors before they leave town, or advertisements which have found acceptance in scores of towns are available through this department. Proofs on request to Herbert H. Smith, 518 Witherspoon Bldg., Philadelphia, Pa.

## CHURCH ADVERTISING DEPARTMENT

A. A. C. W.

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

Associated Advertising  
383 Madison Ave.



Clubs of the World  
New York City



**TIPS FOR AD MANAGERS**

**Bear Advertising Agency, Inc.**, 350 Madison avenue, New York. Again placing schedules with newspapers in various sections for Consolidated Cigar Company (Dutch Master).

**Barritt & Company**, 220 South State street, Chicago. Issuing schedules on John Lucas & Co. (paints).

**Barton, Durstine & Osborn**, 383 Madison avenue, Chicago. Making 1,000-line contracts for the Lightolier Company. Placing tryout campaigns with some Ohio newspapers for Sanitas Company "Stem Shampoo," 33 Keap street, Brooklyn, N. Y.

**George Batten Company**, 383 Madison avenue, New York. Placing account for the Evernu Rubber Heel Corporation. Again placing orders with newspapers generally for Cluquot Club Company "Cluquot Club" ginger ale. Millis, Mass.

**Behel & Harvey**, 326 West Madison street, Chicago. Sending out contracts to additional eastern towns on Gage Brothers Hat Company.

**Brandt Advertising Company**, 5 South Dearborn street, Chicago. Reported to be placing account for the Ono Trading Company, "Blue Flag" crab meats, San Francisco. Also placing accounts for Curtis Candy Company "Baby Ruth" candy bars, Chicago, and Jean Valle, etc., Tansforan Cosmetics, La Porte, Ind.

**Brandt Advertising Agency**, 7 South Dearborn street, Chicago. Preparing small list of papers on Bonicilla Laboratories.

**Burnet-Kuhn Advertising Company**, 605 North Michigan avenue, Chicago. Making 3,000-line contracts for New York News-Corridor Weekly.

**Calkins & Holden**, 247 Park avenue, New York. Making 5,000-line contracts for the Southern Trading Company.

**Campbell-Ewald Company**, General Motors Bldg., Detroit. Making 5,000-line contracts for Oakland Motor Car Company.

**Central Advertising Agency**, Orpheum Bldg., Wichita, Kan. Will handle all advertising for Leon Lambert, radio supplies, Wichita.

**Nelson Chesman & Company**, First National Bank Bldg., Chattanooga. Making yearly contracts for Chattanooga Medicine Company.

**Nelson Chesman & Co.**, 500 North Dearborn street, Chicago. Placing advertising with newspapers generally on Lowe Products Company (cosmetics).

**E. H. Clarke Advertising Agency**, 28 East Jackson Blvd., Chicago. Making contracts with newspapers in selected sections for Enterprise Paint Mfg. Company, 854 Van Buren street, Chicago.

**Dake-Johanet Advertising Agency**, 251 Kearney street, San Francisco. Making 1,000-line contracts for Smith Brothers.

**Elliott Advertising Service**, Chronicle Bldg., San Francisco. Making 3,000-line yearly contracts for Shinola Company.

**Lawrence Fertig Company**, 171 Madison avenue, New York City. Placing account for Reuter-Barry, Inc., "Barry's Tricopherous" for the hair, and soap, 26 Beaver street, New York. Reported will later use newspapers for this account.

**Charles H. Fuller Company**, 623 South Wabash avenue, Chicago. Making 5,000-line contracts for the North American Pharmaceutical Company (Lewis Laboratories). Sending out orders on North American Pharmaceutical Company and Fred W. Scarff Company.

**Gardner Advertising Company, Inc.**, 110 East 42nd street, New York. Placing account for O'Keefe's Beverage, Ltd., ginger ale, Toronto, Can., and 105 West 40th street, New York.

**Greenleaf Company**, 41 Mt. Vernon street, Boston, Mass. Will make up list in May for W. S. Quinby company, 291 Atlantic avenue, Boston, manufacturers of "La Touraine" coffee and tea.

**Green, Fulton, Cunningham Company**, 28 East Jackson boulevard, Chicago. Sending out renewals on Nash Motor Car Company. Now has account of Kalamazoo Stove Company.

**Griffin, Johnson & Mann**, 350 Madison avenue, New York. Reported to have secured the following accounts: Arlington Refrigerator Company, Arlington, Vt., and J. T. Baker Chemical Company, Phillipsburg, Pa.

**Guenther-Bradford & Co.**, 7 South Dearborn street, Chicago. Making 3,000-line contracts for George H. Mayr.

**Gundlach Advertising Company**, 400 North Michigan avenue, Chicago. Making yearly contracts for Diesel-Wemmer Company (San Felice Cigars).

**Hanff-Metzger, Inc.**, 95 Madison avenue, New York. Making yearly contracts for the Cameo Record Corporation.

**Albert P. Hill Company**, 233 Oliver street, Pittsburgh. Placing account for Pratt & Lambert, Inc., Buffalo, N. Y., paint manufacturers.

**Charles H. Hoyt Company**, 116 West 32nd street, New York. Making 1,000-line contracts for the Russell Manufacturing Company.

**H. W. Kastor & Sons Company**, 14 East Jackson Blvd., Chicago. Usually make up lists in May for the Joseph & Feiss Company, Cleveland, Ohio. Again placing orders with newspapers in selected sections for Hygienic Laboratories Hair Preparations, 68 West Washington street, Chicago.

**Thomas F. Logan, Inc.**, 680 5th avenue, New York. Placing account for the Electric Vacuum Cleaner Company, Cleveland, Ohio, manufacturers of "Premier Duplex" cleaners.

**Thomas F. Logan, Inc.**, 332 South Michigan avenue, Chicago. Reported to be planning use of limited list of papers on Big Four and Michigan Central railways.

**Lord & Thomas, Wrigley Bldg.**, Chicago. Will make up lists in May for the California Walnut Growers Association, Los Angeles (Diamond Walnuts). Making 5,000-line contracts for Quaker Oats. Preparing list on Holeproof Hoisery. Sending out schedules on Pure Oil Company.

**Lydden & Hanford**, 110 East 42nd street, New York. Again placing orders with newspapers in various sections for Douglas-Pectin Corporation, "Certo Sure Jell," Granite Bldg., Rochester, N. Y.

**MacManus, Inc.**, 82 Hancock avenue, East, Detroit. Making 1,000-line contracts for Champion Spark Plug Company.

**Bertram May Advertising Agency**, 1520 Chestnut street, Philadelphia. Placing account for Schlorer Delicatessen Company, "Mrs. Schlorer's Mayonnaise," "Olive Naise," "Pic-O-Naise," "Scarlet Relish," "Tip Top," Indian Relish and Marmalade, 1909 South Front street, Philadelphia.

**H. K. McCann Company**, 61 Broadway, New York. Making contracts for Canadian National Railways-Kansas City Territory and Pittsburgh Territory. Again renewing some newspaper contracts for Zonite Products Company, 342 Madison avenue, New York.

**Eugene McGuckin Company**, 1211 Chestnut street, Philadelphia. Making 2,800-line contracts for Congress Cigar Company.

**Homer McKee Company**, Kahn Bldg., Indianapolis, Ind. Placing account for Willis Sainte Claire, Inc., motor cars, Marysville, Mich.

**Mitchell-Faust Advertising Company**, 7 South Dearborn street, Chicago. Making contracts with some Mid-Western newspapers for Paul F. Reich Company, Chicago.

**B. G. Moon Company**, Proctor Bldg., Troy, N. Y. Placing orders with newspapers in various sections for National Glove Advertising Committee, glove manufacturers, Troy, N. Y.

**William T. Mullally, Inc.**, 198 Broadway, New York. Will use selected list of newspapers for the Majestic Hotel and restaurants, West 72nd street, New York; placing account for "X" Laboratories, 25 West 45th street, New York.

**O'Connell-Ingalls Advertising Agency**, 100 Boylston street, Boston, Mass. Reported to be placing account for Wickman Pattern Company, shoe patterns, Cincinnati, O.

**Porter-Eastman-Byrne Company**, 22 West Monroe street, Chicago. Reported to be placing account for D. T. Bohon Company buggies, Harrodsburg, Ky.

**William H. Rankin Company**, 180 North Wabash avenue, Chicago. Making yearly contracts for Haynes Auto Company. Reported to be placing account for Chicago, Indianapolis & Louisville Railroad Company, Chicago.

**Frank Seaman, Inc.**, 40 4th avenue, New York. Again placing orders with newspapers in selected sections for R. B. Davis Company, baking powder, Hoboken, N. J.

**F. P. Shumway Company**, 453 Washington street, Boston. Reported to be planning campaign in New England newspapers for Otis Mig. Company, underwear, Ware, Mass.

**Smith, Sturgis & Moore, Inc.**, 1463 Broadway, New York. Making 1,000-line contracts with newspapers in various sections for United Fruit Company, "Great White Fleet," 17 Battery Place, New York.

**J. Walter Thompson Company**, 14 East Jackson boulevard, Chicago. Issuing 18,000-line schedules to southwestern newspapers on Fort Worth and Denver Cities Railway. Sending out additional schedules of 7,000-lines on Sun Maid Raisin Growers to former list of papers.

**Charles H. Touzalin Agency**, Union Trust Bldg., Chicago. Placing orders with newspapers in various sections for Chicago, Duluth and Georgia Bay Transit Company, 112 Adams street, Chicago.

**United States Advertising Corporation**, Second Nat. Bank Bldg., Toledo, Ohio. Making 5,000-line yearly contracts for Willys Overland.

**Vanderhoof & Co.**, 167 East Ontario street, Chicago. Placing orders with some Mid-Western newspapers for Canada Steamship Lines, Montreal, Can.

**Wade Advertising Agency**, 130 North Wells street, Chicago. Sending schedules to eastern papers on Quaker Oats Company (Chicken feed).

**Whitman Advertising Service**, 1182 Broadway, New York. Will make up lists in May for National Importing & Mig. Company, 573 Broadway, New York.

**C. C. Winningham**, 10 Peterboro, West, Detroit. Making 10,000-line contracts for Hudson-Exsex Motors.

**Promises Aid to N. Y. Cameramen**

Commissioner Grover Whalen of New York promised to support cameramen in their fight against prolific issuance of police cards, when he spoke, April 26, at the annual dinner of the Newspaper Photographers' Association of New York. The photographers some time ago complained that a great many outsiders possessing police cards blocked legitimate newspaper representatives on important picture stories.

**Printing Saturday Night Edition**

Springfield (Mass.) Republican, now in its 100th year, this week inaugurated a Saturday night edition of its Sunday paper. Comics were increased from 4 to 8 pages.

**Pettinger Named Agency Vice-Pres.**

Charles J. Pettinger, for the past 5 years manager and stockholder of the Metal Glass Company of Indianapolis and formerly of the advertising staff of the Indianapolis Star, has been elected a vice-president and marketing counsel of the Millis Advertising Company, Indianapolis, Fred Millis, president of the company has announced.

**Scudder Gives \$50,000 to Museum**

Wallace M. Scudder, publisher of the Newark (N. J.) Evening News, has subscribed \$50,000 to trustees of the Newark Museum, who are seeking to raise an endowment fund of \$1,000,000.

**Coast Has New Jewish Weekly**

California Jewish Voice, a Yiddish-English weekly, published in Los Angeles, Cal., was to make its first appearance May 2. Dr. Charles Wortsman is editor of the new publication.

**Frank S. Baker**, President  
**Charles B. Welch**, Editor and Gen. Mgr.  
**ADVERTISING REPRESENTATIVES**  
**David J. Randall**, Ford, Parsons Co.  
 341 Fifth Ave. 366 No. Michigan Ave.  
 New York City Chicago, Illinois  
**R. J. Bidwell & Co.**  
 San Francisco and Los Angeles, Cal.

**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

**Detroit**

Fourth Largest City

Complete coverage with one paper.

**The Detroit News**

Offers advertisers unusual opportunities

**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.

**In the Circulation Department**

The Multi-Mailer System is considered indispensable by users.

It puts the mail list under the control of the Circulation Manager.

It lessens errors and eliminates subscriber complaints.

May we tell you more about it?



Company MANUFACTURERS  
**THE MULTI-MAILER SYSTEM**  
 917-925 WASHINGTON BLVD.  
 CHICAGO

In New Orleans it's THE ITEM

**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

### HUBBARD RAPS AGENCY INDIFFERENCE TO HARD-WORKING "SPECIALS"

By ROSALIE ARMISTEAD HIGGINS

"SPECIAL representatives are truly 'Ambassadors of Good Will.' Cultivate them, treat them fairly and they will give you a return on your investment."

These are the words of Frank G. Hubbard, assistant secretary and office manager of Barton, Durstine & Osborn, New York advertising agency.

If experience really counts, Mr. Hubbard ought to know, for this month he celebrated his 15th year in the advertising business. Today in his office at 383 Madison avenue, he sees every week many representatives, but his memory goes back to the time when he walked many weary miles and wore out a lot of shoe leather.

"If you are the head of an agency and have not the proper appreciation of the good-will you can build through courteous treatment of publication representatives, you are overlooking one of your greatest opportunities," Mr. Hubbard said.

"This does not mean that you personally should arrange your day so that you can see each of these men and hear his story. As a matter of fact, there is no reason you should see any of them except as a matter of choice, on your part."

"However, any agency can easily build its space buying department behind a man who is analytical, tactful and courteous. And don't load him down with bookkeeping or forwarding or some other detail job which distracts his mind from his job of studying media and learning all he can about as many of them as he can."

"When I was on the street calling on agencies I frequently went into an office and found a sign that the space buyer could only be seen by appointment, and then only on certain days at certain hours."

"There may seem to be good reasons for this, and of course it is up to each agency to form its own policy. But if you, as the head of an agency, could go out on the street and mix with the 'reps' as they are called, you would find that they sometimes have a real grievance because of the treatment they have received at some agencies at the hands of an employe."

"I know of no representatives who are poor sports because they have lost business, or failed to sell their publications. As a matter of fact, they blame themselves only for their failures. But if they are not given a hearing, if consideration is not given their claims, or a personal opinion is expressed that shows a lack of knowledge on the part of the person they are trying to sell, can you blame them for the impression you have allowed them to get—a poor impression of your organization?"



F. G. HUBBARD

"Your space buyer probably cannot see them all at a time most convenient for them. But if possible, they will make every effort to suit his convenience."

Mr. Hubbard is probably one of the best known space buyers in the country. He made the most of his acquaintance when he was on the outside, and there is today probably not a space buyer in New York, who sees more solicitors than Frank Hubbard.

He was born in Duluth, Minn., but came to Connecticut when a small lad and spent his boyhood there. He started his career on a country newspaper at South Norwalk, Conn., where his duties consisted of setting type, reporting, soliciting advertising, and doing everything that nobody else wanted to do.

On coming to New York, he took a general commercial course at New York University, and then took a place with the New York Central Railroad.

When he was 22 he obtained an advertising job as checker with the H. E. Lesan Agency, where he remained for several years. He then went to Detroit as manager for the Cheltenham Agency and remained there six years.

When the United States entered the war, Mr. Hubbard became a military instructor at Stevens Institute, Hoboken, N. J., and in 1918, just after the signing of the Armistice, he joined Barton, Durstine & Osborn. On January 2, 1919, he became assistant secretary and office manager of that concern.

Mr. Hubbard takes an active part in all advertising interests, and is national chairman of the Outdoor Advertising Committee of the Associated Advertising Clubs of the World. He is also a member of the newspaper committee of the New York Council of the A. A. A. A.

#### Roy Clark Returns

Roy Clark, business manager of the London Advertisers' Weekly, returned to England April 26, on the S. S. *Baltic*, after spending about two months in this country interesting American advertisers in the coming convention of the A. A. C. W. in London, July 13-18.

#### Newspaper Artist Wins Praise

Maurice Fromkes, former newspaper artist, connected with the New York World and the New York Herald, won praise from Spanish critics this week, when a collection of his paintings was exhibited at the Modern Art Gallery of Madrid, Spain.

#### Missouri Association Chief Resigns

Alonzo Johnson has resigned as president of the Northeast Missouri Press Association to accept a position on the executive staff of the Dallas (Tex.) News. He was connected with the School of Journalism, Columbia, Mo.

Col. George Harvey, former Ambassador to the Court of St. James's, has resumed editorship of his North American Review.

# INTERTYPE

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

## INTERTYPE CORPORATION

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

# LEARN MORE ABOUT INDIANA

Indiana, as a state, presents many attractive points worthy of consideration on the part of National Advertisers

- Although Indiana ranks 11th in population, with over three million people
- The state is divided in half between rural and urban population
- It has over 92 per cent native born, the highest in the United States
- It ranks ninth in point of value of manufactured products

National Advertisers, after all is said and done, are local advertisers—for they have local dealers in communities representing them.

Many National Advertisers are relying more and more upon daily newspapers to tell their story, tell about their goods, how good they are and where they may be had.

In Indiana these daily newspapers are the ones to consult for more facts. They are leaders in their communities and result-getters for their users. Start in Indiana with these dailies.

	Circulation	Rate for 5,000 lines
†††Decatur Democrat .....	(E) 3,276	.025
***Evansville Courier and Journal..	(M) 27,040 } (E) 10,868 }	37,908 .08
***Evansville Courier and Journal.....	(S) 32,502	.08
***Fort Wayne Journal-Gazette .....	(M) 31,274	.07
***Fort Wayne Journal-Gazette .....	(S) 34,657	.07
***Fort Wayne News-Sentinel .....	(E) 41,412	.09
***Gary Evening Post-Tribune .....	(E) 11,410	.05
Hammond Times .....	(E) 15,436	.05
Huntington Press .....	(M&S) 3,576	.025
***Indianapolis News .....	(E) 131,818	.23
***Lafayette Journal & Courier...	(M) 7,372 } (E) 12,875 }	20,247 .06
†††La Porte Herald .....	(E) 4,091	.025
***Newcastle Courier .....	(E) 4,603	.025
***South Bend News-Times.....	(M) 10,155 } (E) 12,884 }	23,039 .06
***South Bend News-Times .....	(S) 21,440	.06
***South Bend Tribune .....	(S) 19,718.....(E) 20,588	.06
***Terre Haute Tribune .....	(E&S) 23,608	.06

\*\*\*A. B. C. Statement, April 1, 1924.

†††Government Statement, April 1, 1924.



# DOLLAR PULLERS

Advertising and circulation managers are always on the lookout for new ideas that will increase advertising receipts and win new circulation. Your idea for increasing advertising or circulation may not appeal to your manager, but it may be just the thing that some other manager wants. Editor & Publisher will pay \$1 for each idea printed under this head. The fact that the idea is now being used in your city does not bar it from the department. Address your communication to the DOLLAR PULLER EDITOR. When they appear clip them and mail them in and receive payment. Unavailable ideas will not be returned.



**BUSINESS** is pretty good, they say, so people must be buying what they need, and among the seasonable articles are:

**Umbrellas**

- Traveling bags
- Hat boxes
- Camp tents
- Portable phonographs
- Steel folding cots
- Graduation dresses
- Gifts for the graduate
- Photographs of brides and graduates
- Wheel-barrrows
- Poultry wire
- Rose bushes
- Summer home china
- Iced tea set
- Refrigerators
- Porch rugs
- Window shades
- Awnings
- Stationery
- Keep hammering away on:
- Ice-cream freezers
- Lemons
- Grape-juice
- Poison Ivy cures
- Mosquito catchers
- Fly-paper
- Wayside Inns
- Spring tonics
- Light Fiction
- Summer furniture
- National Garment Retailers' Association sets May 19, as opening date to public of new Summer and sports season in feminine fashions. Look out for:
- Sport sweaters,
- Skirts,
- Suits,
- Scarfs,
- Blouses,
- Summer frocks,
- Hats,
- Sport shoes.
- Soon time for tennis. Get after:
- Tennis balls, racquets, nets, tape, markers, contractors for building courts, tennis shoes.
- Straw hat season opens May 15.

local stories about the bank from its organization, cuts of the new home, the officers, etc. An astonishing number of additional inches of advertising space were sold; each merchant buying space to extend "congratulations" because the other fellow was doing it. The plan need not be confined to a bank opening but can be adjusted to the circumstances.—D. E. Daigh, Parsons, Kan.

The utilities offices, gas, electricity, telephone and city water, are covered once each day by a reporter, who sends a duplicate list of the city's newcomers to the circulation manager each evening. These are visited or telephoned and told about the newspaper, with the result that they start on the newspaper at about the same time they start cooking and using telephone service. Sometimes sales letters are used if the first call does not do the work. A southern Indiana newspaper which uses this plan finds it effective.—Yandell C. Cline, Columbus (Ind.) Republican.

Our advertising solicitor recently approached a prospect with the idea in mind of selling him a 3-column 10-inch space. An idea was suggested to the advertising manager of the concern that the names of customers be used in an ad to show how many people had purchased a certain appliance. As a result, a list of several hundred people was supplied and nearly a double truck used instead of a 30-inch ad. Such an idea appeals to automobile and insurance agencies.—Donald Ross, Washington, Iowa.

The Nashville Tennessean recently ran a double truck under the caption, "When Were These Firms Established." Fifty dollars in prizes were offered to those who entered the contest. A line was inserted in each ad upon which the date of establishment of the advertisers was to be inserted. The ads were sold to banks, clothiers, coal companies, mattress factories, etc., and contained 24 ads in all.—J. E. Withers, Fort Worth (Tex.) Star-Telegram.

Every department store is constantly putting in new departments or changing the locations of old departments. And, of course, anniversaries of the establishment of these new departments or of their change to new positions, are constantly occurring. It would, therefore be a good idea for the paper to keep track of the dates when various new departments were established in local stores and on the anniversaries of the establishment of these departments the paper could then get the stores to run special advertising commenting on the event and urging people to patronize the departments.—Frank H. Williams, Santa Ana, Cal.

Something new in advertising tried out by a Washington, D. C. clothier hit the nail on the head. Similar advertising schemes find ready sales in any newspaper field. The company simply ran one space blank, with the notation at the bottom, "Hold this up to the light." When the page was held to the light, the reader saw a picture of a shirt with the text matter, "Quality—coming—10,000 spring shirts at a price. The Hecht Co., Seventh and F." The effect was achieved by making a cut of the ad backward, thus when the sheet was held up to the light, the cut was visible in its correct perspective. The ad caused a great deal of interest, many customers commenting on it.—L. J. Jellison, Dubuque (Ia.) Times-Journal.

Lodges in almost every section of the country announce their meeting dates and the location of their club rooms through paid lodge announcements in the classified pages. This is done because it is more economical and also more effective. In almost every notice you will note the invitation "visiting members welcome," for the benefit of out-of-town members of the lodge. Here is a good idea that can be sold to the churches. A small card for each church every Saturday under a classification "Church Notices" would enable the members of each church to learn what the subject of the Sunday sermon would be. It would also extend a glad hand to the stranger within the city gates who belonged to any denomination to locate a branch of the church to which he belonged. When a stranger arrives in

town, one of the first features he reads in a newspaper is the classified ads. An invitation to him to attend some church would certainly make him feel as though it was a real friendly church. Church display advertising has made it easier to sell churches advertising. This idea should appeal to the real live minister in your town and the others will follow if you sell him.—J. E. Withers, Fort Worth (Tex.) Star Telegram.

Finding that some of the garages, repair shops and vulcanizing establishments refrained consistently from buying advertising space in the local dailies, an advertising manager made special calls on the owners of these establishments. He agreed to discount the ad bill 15 per cent for the first month, if the business of the new advertisers did not increase in each instance. In only one case was the discount effective.—W. McNulty, St. John, Canada.

A merchant in Washington, Ia., is now employing an idea which is proving very successful in bringing results (and incidentally, he is using more space). Under the heading, "Editorials," he carries a line in bold face type reading, "It may interest you to know that—." Then follows a list of store news, brief local news and paragraphs about the store's merchandise. This merchant has been using the plan for years, sometimes as a part of a large ad or in a single column as a regular ad.—Donald O. Ross, Washington, Iowa.

A special page for either Saturday or Sunday, 100 inches advertising, 60 news, on stock sales, auctions and similar rural features, is not difficult to work up. Many of the advertisers will sign up for 12 weeks or more. The feature is valuable from a news standpoint. Ads cover stock, chickens, eggs, bees, and all associated lines—most of them from the rural districts. One newspaper has had such a page for nearly a year.—Louis G. DeArmand, Davenport, Ia.

A LIVE ad man recently read of a millinery school to be held by a farm bureau. He put two and two together, arranged an ad of a millinery goods sale and sold the ad to a merchant. It was velvet and an idea that paid.—L. J. Jellison, Dubuque (Ia.) Times-Journal.

Upon the event of an opening of a new home for one of the banks in a Kansas town, the evening paper put out a special edition, filled with advertising sold to the various merchants congratulating the firm in their new home, and

## CIRCULATION BUILDING SUPREMACY

Proven time and time again by the many thousands of NEW, paid-in-advance subscribers we gain for newspapers in all parts of the country.

Wire or Write Care of Rochester Herald

**HOLLISTER'S**  
CIRCULATION ORGANIZATION  
300 Merritt Building - Los Angeles, Cal.

## America's Best Magazine Pages

Daily and Sunday

## Newspaper Feature Service

241 WEST 58TH STREET  
New York City

# WIRE NEWS

For Evening and Sunday Newspapers  
International News Service  
21 Spruce St., New York

## 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—48 Vanderbilt Ave.  
Chicago Office—4 North Wabash Ave.  
San Francisco—Cleveland—Cincinnati

## 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

## BEDTIME BIBLE STORIES

BY FLORENCE VINCENT  
FULL COLOR ILLUSTRATIONS  
FROM WORLD FAMED PAINTINGS  
By  
TISSOT

An elaborate book that will attract an unusual number of solicitors who will double past earnings and records in securing six month subscriptions for your newspaper. The cost is only fifty cents including book and solicitor's commission. Old subscribers can be supplied without expense to you. Wire for sample copy, option and plan.

KEANE BROTHERS  
Brokaw Bldg., Times Square, N. Y.

## Few Papers—(if any)—surpass the TRENTON, NEW JERSEY TIMES AS A FOOD MEDIUM

A recent reader survey indicates that among the housewives of the city our Thursday Food Feature Department—upward of four pages devoted to food recipes and news and food advertising—is the best feature carried by the Times.

Circulation 36,796 Member A. B. C.

KELLY-SMITH CO.  
Marlborough Bldg. Lytton Bldg.  
New York Chicago

**MRS. Z. H. DEMING BUYS WARREN CHRONICLE**

**President of Tribune Negotiates Consolidation With Old Ohio Daily—Both Newspapers Have Long Histories**

Warren (O.) Tribune has purchased the Warren Chronicle and now appears under the masthead Warren (O.) Chronicle-Tribune. Mrs. Zell Hart Deming is owner of the Tribune. The Chronicle was owned by the William A. Ritzel & Co., consisting of F. M. Ritzel and his son, W. A. Ritzel.

paper was its purchase by the present Tribune Company. It has been continuously operated since by that company for more than a quarter of a century, the only change being the elimination of all stockholders except the 3 present owners, Mrs. Zell Hart Deming, Thomas H. Deming and William C. Deming. Mrs. Deming has country-wide fame as one of the cleverest and most successful women in the history of journalism.

There are ninety-seven daily newspapers in Canada.

**Rogers Denies Newspaper Rumors**

Jason Rogers, former publisher of the New York Globe, now editor of the Advertisers' Weekly, emphatically denied he was "concerned in any effort to start a new daily newspaper" in New York. Denial was in the form of a signed statement, appearing on the editorial page of the Advertisers' Weekly.

U. S. Sunday newspapers have an aggregate yearly circulation of 1,116,091,028 copies.

**Intertype Profits Show Gain**

Net profits of the Intertype Corporation for the first quarter of the year 1924, ended March 31, were \$207,058.74. For the same period in 1923 they were \$203,389.23, and in 1922, \$183,257.09, according to a statement issued this week.

**New Norwegian Weekly**

Norden Publishing Company, Inc., of Brooklyn, is launching a new Norwegian weekly newspaper on May 8, the Norgesposten.

**SUPPLIES and EQUIPMENT For Newspaper Making**

**For Sale.** Five Intertypes, steel furniture, Goss Press 34 pages. Also job department netting five thousand without pushing. Inquire Zell Hart Deming, President Tribune Company, Warren, Ohio.

**Printers' Outfitters** Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Corner, Fendler & Co., 96 Beekman St., New York City.

**For Sale.** One factory overhauled Duplex Angle Bar Press. Prints 4, 6 or 8 pages. Price and terms reasonable. The Goss Printing Press Co., 1535 South Paulina St., Chicago, Illinois.



MRS. ZELL HART DEMING

1812, when it was known as the "Trump of Fame." In about 1815 it became the Western Reserve Chronicle, when Ohio was considered a part of the State of Connecticut.

For the combined newspaper, Mrs. Deming will continue as president and manager; Thomas H. Deming as editor; and William C. Deming, as a director of the company.

Announcement of the deal was made by Mrs. Deming in a signed article appearing on the front page of the Tribune, April 26.

"This is one of the most important newspaper transactions of the many consummated in Ohio, because the Chronicle was born in 1812 and because the Tribune dates back to 1876, the one hundredth anniversary of American Independence," Mrs. Deming wrote.

"This consolidation is in line with what is taking place all over Ohio and in other states, as costs of labor, paper, features, machinery, and all incidentals have rapidly climbed to altitudes never dreamed of by publishers of days gone by.

"In all one-newspaper cities the advertisers are absolutely satisfied with the new order. By using one medium they have the sure knowledge that they are covering the field with the greatest economy.

"It is all simplified to economy and efficiency; one paper, one advertisement, one bill, one quick result.

"This is the situation prevailing in Warren from this day forth."

The late William Ritzel, a practical printer, acquired ownership of the Chronicle in 1861, and later took into partnership George Haggood and C. A. Adams. He became sole owner again in 1865. His only son, Col. Frank M. Ritzel, later went into the business and the William Ritzel & Co., was established. Col. Ritzel's two sons, when they grew up, became associated with their father in publishing the Chronicle.

Thus three generations of the Ritzel family have owned and operated the Chronicle over a period of 65 years.

Established as a weekly, Aug. 6, 1876, by W. S. Peterson, the Tribune entered the daily field in 1891. The next important event in the history of this news-

**N. Y. DAILY NEWS**

HALF-TONES

Best in the World

Made by

**POWERS**

NEW PROCESS

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business builder for you.

**BURRELLE**

145 Lafayette St., N. Y. City  
Established a Quarter of a Century

**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

**Billboards Plus!**

Billboards along a railroad track don't look as big to the people who read them as your little ad in Editor & Publisher's "Supplies and Equipment" will to the newspaper executives you want to reach.

When you have used equipment or surplus supplies to dispose of, here's the surest way to get a selling message to the rest of the newspaper world.

And when you're in the market for these same things, yourself—don't forget that it pays to watch the opportunities among these Editor & Publisher ads!

**Goss' Sextuple Presses for Sale.**

We are about to install in the Christian Science Publishing Society plant, Boston, Mass., three High Speed Super-Imposed Unit Type Octuple Presses. By reason of this installation we can offer to publishers two exceptionally good Goss Straightline Sextuple machines. As is generally known, the Christian Science Monitor is one of the very best printed papers in the United States, and printed exclusively on Goss presses. These are desirable machines and offered for early shipment. Motor equipment available with the presses if desired. Full particulars upon request. The Goss Printing Press Company, 1535 South Paulina St., Chicago, Ill.

Clint-Westinghouse Double Motor-Drive with full automatic push button control.

USED BY THE

**Columbus Ledger,**  
Columbus, Ohio

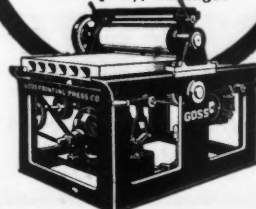
We refer you to them for their opinion.



MAIN OFFICE: 343 S. Dearborn St. CHICAGO  
EASTERN OFFICE: Marbridge Building Broadway at 34th St. NEW YORK

**GOSS STEREOTYPING MACHINERY**

The Goss Mat Roller rolls wet mats in 11 1/4 seconds; dry mats in 22 1/2 seconds. Also supplied for wet mats only. Impressions accurate—both ends of cylinder are set at same time. Bed can be furnished long enough to roll a double page form. Write for complete catalog. The Goss Printing Press Company, Chicago.



**AS USUAL**

Our exhibit will be held in the **Gold Room (110)**

**Waldorf Astoria Hotel**

during

**A. N. P. A. Convention**

**POLLARD-ALLING MFG. CO.**

Addressing, Mailing, Listing Machines  
220-230 W. 19th St.  
New York City

**QUICK STICK**

PASTE POWDER for mailing rooms

**STICKS QUICK**

A pure vegetable gum which only needs the addition of water to make the finest mailing room paste obtainable.

QUICK STICK sticks quickly and tightly—no waste of time or labor to get your mail out promptly. If your supply house cannot furnish QUICK STICK, write today to

**The Commercial Paste Co. COLUMBUS OHIO**

Manufacturers of the largest line of adhesives in the United States.



# The Market Place of the Newspaper

per word per insertion, cash with order, for advertisements under the classification "Situations Wanted." For those using one insertion free (adv. not to exceed 10 words.)

per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

per word per insertion, cash with order, for advertisements under any other classification.

per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

## SITUATIONS WANTED

**Advertising Man.** Ground advertising man, five years classification of metropolitan daily, three agency experience as detail man and buyer, also class publication as salesman. Editor & Publisher.

**Printing Manager.** Connection with trade or class paper, on commission, or salary and commission basis. Box A-885, Editor & Publisher.

**Printing Manager.** Married, 9 years' experience, town and country, both display and classified. References. C. E. Peck, Sharon, Pa.

**Printing Manager.** Wire, energetic and clean cut; age thirty, fifteen years' experience in newspaper. Capable executive, copywriter and composing salesman. Know how to make paper, ink and paper and hold them. Will sell the goods; \$50 a week in beginning will earn it. Job must offer permanency, good surroundings and good future. Excellent references and record. A-875, Editor & Publisher.

**Printing Manager-Salesman.** Salary-bonus proposition. High-grade copy writer. Address Box A-895, Editor & Publisher.

**Printing Solicitor.** Use your classified. Why not have a full of classified Daily and two pages Sundays or maybe more. Advertiser who has years of experience has been going into paper offices for 6 to 8 weeks suggesting ideas. Training help, old or new, reclassification and doubling the Business while it, building all classifications, leaving working organization when I leave. stated charge per week for stated term. references. Address Box A-909, Editor & Publisher.

**Printing Solicitor.** open for inspection. College education, navy war service, 2 years classified ad copy, increased classified despite falling market. Successfully sold display and features. Just finished free lance. Position in States or Canada where opportunity abundant. Age 28. Address A-907, Editor & Publisher.

**Printing Solicitor.** Immediate open for position on Daily News-Specialty, special edition, business and special pages or cooperative advertising. Salary and commission or commission guaranteed weekly drawing account for action. Address Box A-908, Editor & Publisher.

**Printing Solicitor.** 30 years' newspaper experience, 30 years married, capable and of good address, permanent connection with live newspaper. Preferable in the Middle West and under 100,000 population. Address A-872, Editor & Publisher.

**Printing Solicitor.** Largest Western daily wishes change. Work done in all leading reviews. Can produce copy with punch. Samples and qualifications furnished. Address Box A-897, Editor & Publisher.

**Printing Plus.** Interested in photo retouching and layouts, design art, and layout, desires change. Interested in opportunity offered than stated salary. A-873, Editor & Publisher.

## A Good Man

There used to be a song to the effect that "A Good Man Nowadays Is Hard to Find." And that's apt to be true right now—unless you keep an eye on Editor & Publisher's "Situations Wanted" columns until you find a likely candidate for that opening on your newspaper's staff. Good men are looking for the kind of a good position you have to offer. Meet them the Editor & Publisher way!

## Situations Wanted

**Circulation Manager.** seeks position with established daily. Has had 15 years' experience. Prefers town of 100,000 or more. A-905, Editor & Publisher.

**Classified Advertising Manager.** Young man 24 years of age; 6 years' classified experience. Now employed. Wishes change. Understands classified from top to bottom. Best of reference. Wants position in Central West or South. address Box A-886, Editor & Publisher.

**Circulation Executive.** Possessing tact and confidence combined with eminently successful record, solicits publisher's propositions immediately. Address Box A-888, Editor & Publisher.

**Circulation Manager.** Possessing tact and ability combined with eminently successful clean record, solicits immediate propositions. A-903, Editor & Publisher.

**Circulation Manager.** Possessing ability to increase circulation on some newspaper solicits publishers' propositions immediately. Best of references to publisher in need of my services. Address Box A-901, Editor & Publisher.

**Circulation Manager.** with national business paper three years and previously with daily newspaper in North Carolina desires to connect with either class of publication in New York or vicinity. Twenty-eight years old and single. A-904, Editor & Publisher.

**Classified Manager.** Capable of handling classified in city of 50,000 to 75,000; 3 1/2 years' experience. No objection to second or third paper under right conditions. Opportunity counts for more than salary. References. Address Box A-898, Editor & Publisher.

**Classified Manager.** One of the biggest men in classified today plans a change. Any first grade paper requiring heavier caliber classified direction (or any big undeveloped paper with a vision) can here secure the needed talent and leadership. There is "form" in classified, as in golf. You are paying for a professional, even though you have but an amateur. Salary \$5,000, or liberal commission. Age, over thirty. Perfect record. Better write today to Box A-867, Editor & Publisher.

**Composing Room Foreman.** good executive, getting maximum production without friction, expert makeup, ad man, and operator, with experience on large and small dailies. Union, locate anywhere. E. B. Landt, 594 Franklin Ave., Nutley, New Jersey. Telephone, Nutley 4129-R.

**Desk Man.** Experienced telegraph and makeup. Available June 1. Address Box A-890, Editor & Publisher.

**Editor, Feature Writer.** High-grade man, 38, university education, 18 years' experience as reporter, feature and editorial writer, editor of trade and class journals, open for offer anywhere. Minimum salary, \$3,500. Might accept share of profits as part pay. Address Box A-899, Editor & Publisher.

**Editor Wants Work.** He is a good re-write man, with a forceful, attractive style; understands make-up and all that; can clothe almost any subject with human interest; is well educated; is strong in popular science and the applied arts; reads half a dozen modern languages; is an experienced editor, abstractor, and translator; just the man for foreign newspaper exchange editor. Box A-906, Editor & Publisher.

**Feature Writer.** Capable, experienced and dependable, wants position with good newspaper. Address Box A-884, Editor & Publisher.

**Feature Writer.** Thoroughly experienced, can handle camera, seeks immediate position; best references. Address Box A-894, care Editor & Publisher.

**Financial and Markets Editor.** Position wanted as financial and markets editor on first-class daily, having good circulation in country as well as city. Have had plenty of experience and am employed, but desire to make a change. References. Address A-879, Editor & Publisher.

**General Manager.** This advertisement is addressed to a Publisher in a city of 30,000 to 60,000, who has been carrying his burden alone and desires to secure a man who can take the load off his shoulders—as general manager. He is willing to allow his general manager to acquire an interest in his newspaper and thus attain a share in earnings. The advertiser is 33 years of age, married, a university graduate and has had thorough experience in all branches of newspaper work. His present responsible position is in itself a guarantee of his capability. All replies treated in strict confidence. Address Box A-887, Editor & Publisher.

## Situations Wanted

**Mechanical Superintendent.** Young energetic mechanical superintendent or assistant to busy executive. Good organizer, all-around practical printer, operator, university journalistic training coupled with 14 years' practical experience in publishing and commercial printing plants. Go anywhere, however, possibilities must be assured. Address A-861, Editor & Publisher.

**Newspaper Man.** Experienced copy editor; makes accurate reports, condensed, verbatim; editorial. Dependable. A-883, Editor & Publisher.

**Newspaper Man.** Thirty, ten years Metropolitan news and feature writing; expert photographer; desires opportunity on daily or feature weekly. Available on two weeks' notice. Address Box A-900, Editor & Publisher.

**Newspaper Woman.** Capable young newspaper woman; experienced in advertising, reportorial, editorial departments. A. H., 1037 Scott, Covington, Ky.

**Printer.** An all around printer wants situation on small daily. Fast on ads, makeup; good linotype machinist. Prefer makeup with care of three or four machines; 15 years' experience, 12 years in one shop, foreman last 7 years. Prefer Mich. or near Mich. Married, age 31, union. Address E. E. Frechette, 33 Budlong St., Hillsdale, Mich.

**Publisher.** The newspaperman who started and developed the weekly that has been rated as one of the best six in the United States is now available. He is young, aggressive, a virile writer, with exceptional executive ability and thorough training in editorial, advertising, mechanical and business departments. He prefers a small town paper—daily, semi-weekly or weekly—where he can devote his training and ability to making it the best in the country. He will call on you for a personal interview within 100 miles of New York City. Write to him now. Address Box A-882, care Editor & Publisher.

**Reporter.** Wanted by experienced reporter and feature writer, immediate and permanent position in Southern state. References address Box A-896, Editor & Publisher.

**Reporter.** Young journalist, 23, seeks position on eastern newspaper; expert interviewer and stenographic reporter. One year general reportorial experience; graduate Missouri School of Journalism. Initial salary secondary. Available immediately. A-870, Editor & Publisher.

## HELP WANTED

**Advertising Manager Wanted** or general business manager of a daily New England paper of 5,000 circulation in a city of 20,000. A business man who can hold the place must not be too old to have lost initiative, and must be ready for hard work and show ability to develop new business. Address A-880, Editor & Publisher.

**Circulation Manager.** Who has ambitions to get ahead but has reached the limits of possible promotion in present location. Must have had experience in hiring and training canvassers and be willing to locate permanently in some large cities between Atlantic and Pacific. Further expansion of already large circulation organization creating several positions with earning possibilities ranging from \$2,600 to \$5,000 per year. Answer with full particulars regarding last ten years' experience and references as to personal habits and character. Ernest A. Scholz, circulation director, Butterick Publishing Company, Butterick Bldg., New York City.

**Proofreader Wanted** Place is open for a proofreader, perhaps a man or woman who has had good experience but does not wish to take active part in editorial business and must be willing to read all news and advertising proofs at nominal wage. Address A-881, Editor & Publisher.

**Publicity Representative Wanted.** For musical organization of highest type in midwestern city. Publicity experience and musical knowledge essential. Address A-874, care of Editor & Publisher.

**Reporter.** Afternoon and Sunday morning daily in western city of 16,000 wants reporter, \$30 a week. Address Box A-893, Editor & Publisher.

**Wanted** by established afternoon paper in city of 35,000, business executive who is an advertising manager and can produce results and relieve owners of worrying details. Apply giving references, experience and salary expected. A-868, Editor & Publisher.

## Sales Appraisals

NEWSPAPER PROPERTIES

### PALMER, DE WITT & PALMER

280 Madison Ave., New York  
Pacific Coast Representative  
M. C. MOORE 515 Canon Drive  
Beverly Hills, Calif.

## Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of

**PURCHASE, CONSOLIDATION, SALE AND APPRAISAL** of newspaper and magazine properties throughout the U. S.

### HARWELL & CANNON

Times Bldg. New York

## WE CONNECT THE WIRES

**DOUBLED ADVERTISING VOLUME** in one year for trailing daily in middle western city of over 500,000. Lowered department overhead at same time. That's only the latest achievement of our No. 5621-B. College graduate, 33, married. Eleven years advertising and business manager. "Progressive and hard working," says prominent publisher.

**FERNALD'S EXCHANGE, INC.**  
THIRD NAT'L B'LDG., SPRINGFIELD, MASS.

## Help Wanted

**Wanted.** Competent pressman and stercotyper to assume responsibility for handling 24-page Hoe Press. Must be not only good workman, but must have ability to manage work of department. State wages now earned, how long in present position, why change is sought, age, married or single, and wages expected. Daily Times, St. Petersburg, Fla.

## FEATURE ARTICLES

**Publishers—Attention!** We furnish MSS on all subjects by competent authors. Will take advertising in exchange for all or part of our service. Reasonable rates. Write us your wants. Literary Bureau Pub. Dept. MOJ4, Hannibal, Mo.

## BOOKS, ETC.

**Breaking Into the Magazines** is easy if you let The Writer's Digest, America's leading magazine for writers, tell you how. Filled with brass-tack articles on writing and selling photoplays, stories, poems, songs, feature articles, etc., by America's foremost writers. Write today for free sample copy. Writer's Digest, 820 Butler Building, Cincinnati, Ohio.

## "\$ O \$"

That may be a new way of writing "S O S"—but that's how it looks to capable workers who read your "Help Wanted" ad in Editor & Publisher.

These little ads are eagerly sought by newspapermen who are on the lookout for better positions than they are now filling. They'll see your ad—and answer it!

Use a "Help Wanted" ad where it will look the most attractive to the men you want to reach—put it in Editor & Publisher!

# HUNCHES

Managing editors and city editors are always on the lookout for news and feature ideas that can be used locally. Editor & Publisher will pay \$1 for each hunch published under this head. The fact that the hunch is now being worked successfully in your city does not bar it from this department. Address your contributions to the HUNCH EDITOR. When they appear, clip them and mail them in and receive payment. Unavailable hunches will not be returned.

**JEANETTE HAMILL** of the Ballard School, New York, Y. W. C. A., declares American girls have forgotten how to sew. She claims Mistress Modernity can't even hem her own kitchen towels and is really unprepared for marriage. Why not have a local series of interviews on how to have a beautiful home, perhaps even reproducing some of the best examples in your community? Outline what is being done locally to help girls get this information. Keep in mind the average family wants an attractive home, yet does not have an unlimited pocket-book.—James M. Mosely, 39 E. Concord St., Boston, Mass.

Country weekly editors, try collecting all of your news of bowling, basketball, gymnasium clubs, scholastic and otherwise, putting it on an exclusive sporting page in your community newspaper. You will realize that a thoroughly edited local sport sheet in a country weekly can be just as live a feature as in a large metropolitan newspaper. The Algoma Record-Herald, Algoma, Wisconsin, has been getting away big with a good sporting section now for nearly 2 years, catering not only to its own town but all of its rural field. If you haven't a sporting community, it should be up to you to campaign for one.—S. I. Harris, Madison, Wis.

What sort of things do the radio fans of your city most like to have come in over the radio—news, jazz, classical music, bedtime stories, or what? Run a coupon in your radio department on which the fans can state their preferences and get an interesting and unusual story in this way.—Frank H. Williams, Santa Anna, Cal.

"Babe Ruths of Industry" is the subject of an interesting series being run by one big city daily. The fastest cigar-maker, the best stair maker, the most skilled piano stringer, in fact anyone who excels in his trade, furnishes material for a yarn in this series. The broad appeal of these stories is obvious while yet they are suitable for any paper. In no wise are they likely to interfere "policy."—Max Hahn, Toledo Blade.

A box of the persons who have appointments with the President at the White House and the hour of the appointment, arranged in calendar form, is used by one of the Washington (D. C.) papers. Probably this form may be used to advantage for listing the names of those who have appointments with the Mayor in your city. A good "follow-up" on this, of course, is a telephone call or interview with the person having an audience, inquiring as to the nature of the call on the executive.—C. M. Littlejohn, Washington, D. C.

Every paper has use for good, Simon-pure jokes from time to time as fillers, or as a regular daily feature. Give them

## FINING PRESS SYNDICATE

1161 Arcade Building, St. Louis  
Features \* Editorials \* Specials  
Unusual, Illustrated Features  
for Every Holiday  
Expansion Plans Now in  
Preparation.  
Standard in Every Respect.

a new twist by having every reporter who covers banquets, meetings, luncheons and the like bring in a couple of the best stories told, and run one a day under the caption "The Stories They Told," giving the name of the teller (the more prominent the better) and the organization before whom the story was told. Much better than the ordinary "favorite story" feature, because of genuineness and friend-making possibilities.—Willis Thornton, Washington News.

Many editors would like to brighten up their sport pages. This is especially true on small-town papers, where there are "dull" seasons in sports. The exchange table is the place to develop one feature. Brief paragraphs, clipped and credited to each sports writer and his paper, will give a sport page from half a column to a column of briefs under the following one column one inch box head:

### WHAT THEY SAY

By Sports Writers

On days when the sport page is "lean," a column of these could be run, with perhaps ten of a dozen sport writers being quoted on all sports. On "heavy" days, the column could be cut down. The fans are hungry for comments from other sports writers.—Abe Smith, Marietta, O.

A feature in the Madison (Wis.) State Journal which has been attracting comment recently is an article in the lower right hand corner of the front page headed "Do You Know," and contains some facts about Madison. For example, one edition's notice started like this: "Did You Know—That Henry Wilas Park has a collection of nearly 400 animals and birds of different kinds, besides a large collection of fish?"

Further details on the matter were also given.—Benita L. Spencer, Madison, Wis.

### Hoyt Agency Elects Officers

Stockholders of Charles W. Hoyt Company, Inc., New York City, have elected the following officers for the year: Charles W. Hoyt, president; Ralph L. Talley, vice-president; George W. Hopkins, vice-president; Samuel W. Meek, Jr., secretary; Arthur H. Gates, treasurer. The following constitute the board of directors: Charles W. Hoyt, Ralph L. Talley, A. Smith, Samuel W. Meek, Arthur E. Hobbs, Thomas Flanagan and George W. Hopkins.

## Your Paper Is No Better Than Its Automobile Section

The BIG THINGS IN MOTORING  
WRITTEN IN A BIG WAY

The Ullman Feature Service  
Home Life Bldg., Washington, D. C.

### ANOTHER BILLBOARD DRIVE

#### Chicago Art League Opens Drive Against Outdoor Signs

CHICAGO, April 28.—A campaign to rid Chicago of billboards has been opened by the Municipal Art League, of which Elbert Drew, of the Illinois Bell Telephone Company, is president. The league will not seek legislative action against billboards at first, Mr. Drew said, but will make an appeal to the artistic sense of buyers of billboard space.

"The assertion that billboard advertising costs only so many cents a thousand readers is absurd," Mr. Drew declared. "How can anyone tell how many people read a billboard? Florenz Ziegfeld is right. He says that from now on he is going to advertise in newspapers. He'll get something for his money.

"We want our streets to be places of beauty, not picture galleries. Why should visitors to the city be shouted at by billboards on every side? Another thing—billboards are bores. Same sort of stuff all over town. The Municipal Art League is going to see if it cannot rid the city of this evil."

#### Missing Newspaper Man Found

Archer W. Brant, former editor of the Iowa City (Ia.) Republican, and a brother of Irving Brant, who has been missing a year, has been found in Cleveland, O. It was learned that Brant was suffering from amnesia and that he had wandered about the country assuming the name of one of his former employers. Mrs. Brant and their 4-year-old son have gone to Cleveland.

#### Hearst Celebrates Birthday

William Randolph Hearst was 61 years old this month, and in honor of his birthday and the twenty-first anniversary of their wedding, Mrs. Hearst gave a large dinner April 28 in the small ball room of the Ritz-Carlton, New York.




WITH special writers  
and photographers  
covering all parts of the  
world, NEA furnishes  
Full Service clients the  
best of news pictures and  
news feature stories.

*Write for samples and rates.*





*Thomas W.*  
**Briggs**  
Company  
Memphis, - Tenn.  
Originators of the  
*Permanent*  
Weekly Business  
Review Page

Look us up in  
Dun or Bradstreet's

### Bon Voyage Banquet for Writers

A bon voyage dinner to Oliver Griffith and Sanford Griffith, who sailed Europe on Wednesday aboard the *Conia*, was tendered Tuesday night at the Beaux-Arts Restaurant by members of the Wall Street Journal editorial staff. Mr. Griffith will be European correspondent of The Street Journal with headquarters in London. Mr. Gingold is leaving about a month's trip abroad. The man of the dinner committee, William T. Devlin, who was aided by Cyril Kissane, Edward Hart, and Arthur Cotter.

### Harwood to Baltimore Sun

Charles M. Harwood, formerly of the Baltimore News and American has now become associated with Baltimore Sun. He is at present vacationing in Porto Rico.

## Million Dollar Hearst Features

The World's Greatest Circulation Builders

International  
Feature Service, Inc.  
New York

## BEST RADIO

N. Y. Telegram & Evening  
Mail Radio Tabloid Magazine—Simultaneous publication—6 tabloid pages weekly—proofs or mats.

## UNITED FEATURE SYNDICATE

A New York Corporation  
Norris A. Huse, Gen. Mgr.  
World Bldg. New York

## "HOT OFF the GRILL"

A  
One Column Radio Feature  
BY  
THOMAS ELWAY

Daily Radio Talks  
for  
The Listener-In

Write for Samples

The McClure Newspaper  
Syndicate

373 Fourth Avenue  
NEW YORK CITY



Writers  
er G  
sailed  
the P  
y night  
at by  
et J  
will be  
The  
quarters  
leaving  
The  
mittee  
is aided  
and An  
  
e Sun  
merly  
Amer  
with  
resent  
  
n  
r  
t  
es  
  
circulat  
  
l  
, Inc.  
  
IO  
Evening  
d Mag  
is publ  
pages  
r mats  
  
ATUR  
ATE  
oration  
n. Mgr.  
New Y  
  
e GR  
  
io Feat  
WAY  
Talks  
er-In  
ples  
Newsp  
te  
venue  
CITY



**ASABELL & CO**

**THE**



**SUN**

VOLUME - XCVI - NO. 40.

BALTIMORE.

TWELVE CENTS A WEEK.

**PUBLISHERS  
BALTIMORE**



The Baltimore Sun celebrates its eighty-seventh anniversary next Saturday—having published its first issue May 17, 1837—and in recognition of the event reproduces herewith an old engraving. At the top is set forth the idea that THE SUN was read everywhere, but chiefly in the homes—even as it is today.

At the bottom the artist has given an idea of the processes of publication in vogue many years ago—processes now obsolete and hardly remembered by the oldest printers. In strong contrast is the modern and extensive machinery operated daily and Sunday in supplying the newspaper needs of the prosperous Baltimore territory.

## *Selling House Furnishings in*

# Philadelphia

Just imagine what it would mean to you if the majority of the housekeepers in the half a million homes in Philadelphia and vicinity went to their favorite house-furnishing shop or department store and asked for your product by name.

You may make a fine washing machine, or a safe stepladder, or a good ironing board, or a fine preserving kettle, or a clever kitchen cabinet, or an efficient stove or range, but what will it avail you if you know it but Mrs. Housewife don't?

Competition wouldn't bother you if you educate the women of Philadelphia about your product.

## Dominate Philadelphia

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

# The Bulletin

PHILADELPHIA'S NEWSPAPER



Net paid circulation for six months ending March 31, 1924—

**512,445** copies  
a day

The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in the United States.

NEW YORK  
814 Park-Lexington Bldg.  
(46th St. and Park Ave.)

CHICAGO  
Verree & Conklin, Inc.  
28 East Jackson  
Boulevard

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

SAN FRANCISCO  
Harry J. Wittschen  
Verree & Conklin, Inc.  
681 Market St.

LONDON  
Mortimer Bryans  
125 Pall Mall, S. W. 1.

PARIS  
Ray A. Washburn  
5 rue Lamartine (9)



