



EDITOR & PUBLISHER



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The Way to Kill Evil Is to Report It" Fighting Texas Editor's Creed

Marcellus Foster's Own Story of Houston Chronicle's Many Successful Battles for Right—Ignored Threats, Intimidations and Boycotts in Relentless Campaigns Against Saloons, Gambling, Political Graft and Klan

By PHILIP SCHUYLER

PUBLICITY is the greatest deterrent to evil in the world. Criminals who frequently don't dread officers of the law or the courts shrink from publicity.

Denunciatory editorials have no effect those who are in the wrong.

The way to kill evil is to report it, report it without censor."

In these four sentences Marcellus E. Foster, publisher of the *Houston (Tex.) Chronicle* summed up for me this week the story of his newspaper fights, which he gained for him the sobriquet of "fighting editor of Texas."

Foster was in New York this week fresh from a victory over the Ku Klux Klan in Texas. For three years he has fought this secret society. It has been for him just one of a series of struggles since he started his newspaper in October 1921.

He has won all his fights. How? By publicity; by ordering his reporters to write nothing but facts about existing evils; and by printing the facts unexpurgated.

"A newspaper owner must always stand for something militantly," was the way Foster put it.

"It is far too easy to turn your back when you see trouble coming.

"I'm the most peaceably inclined man in the world. Yet strange enough, it's me, I've been constantly fighting."

I paused to look carefully at the man who had made this last remark. Dressed in unobtrusive dark brown suit, brown shoes showing from white stiff collar and above a vest unspangled by glittering chains or charms, he sat, one leg doubled under him, on a chintz-covered easy chair, while breezes from an open window in his room at the Vanderbilt Hotel, played with his curly graying hair.

He was plainly editor. Mild greenish gray eyes that looked out through round spectacles clamped to his ears by black bands, had in them that thoughtful gaze of the constant observer of life. And he was plainly Texan. One knew this from the soft accent that padded his sentences. But, "fighting Texas editor."

"I preferred to believe his own description of himself as "a most peaceable man," to be paradoxical—a peaceable fighting man.

"I never wore a gun in my life," he told me to contradict tales I had heard about him.

But then he admitted that back in his Texas home was a bushel-basket full of anonymous threatening letters. For two years Houston police placed a guard around that home, and furnished Foster with a personal bodyguard wherever he went.

"It wasn't through fear," explained Foster. "It was because I wanted to sleep soundly at night.

"And the bodyguard—that's rot. The only danger was that at every Klan meeting such hatred of me was preached that



A Peaceable Fighting Man—M. E. FOSTER

there always was a possibility that some poor fanatic might take it upon himself to put me suddenly out of business."

Foster's story is romance, well worth recording, and, because this latest Klan fight is not the only peak, but one of many peaks in his career, it is best, I think, to go back 23 years for the opening chapter. Much of the story will be in the fighting editor's own words as he told it to me, seated in a chintz easy chair before an open window of a New York hotel.

"Twenty-three years ago this coming October," he began, "we started the *Chronicle* and began our first fight. We opposed the existing city administration and won."

This victory put the *Chronicle's* op-

cellus Foster, try to reform a world-old evil, when you should be spending your time working for the best business interests of the town.

"To put it briefly, it was one hell of a fight. There were threats and intimidations, but we put gambling out of business, and the community prospered.

"Next we fought Senator Joe Bailey. This is a story all newspaper men know. The Senator is now our friend fighting with us against the Klan. We were the first newspaper in the country to wage war against him. Many took up the fight after us. When we first started, he was very popular, he was worshipped and loved by the people of Texas. That made the fight harder. But we won.

"The fight for state prohibition followed. This lasted for years. Drinking in our frontier State was considered a personal liberty not to be violated.

"By the majority, our stand was considered a crime. Business men came to me with sorry tales.

"Why, Mr. Foster?, they ejaculated! 'Do you want to see a lot of vacant stores along Houston's streets? What will take the place of the saloon? You will have our best buildings inhabited only by bats and owls. Do you realize what you are doing?'

"They were perfectly sincere in their beliefs. They fought me for years. All I did was to give publicity to drunkenness. Print facts about the saloons. It took a long time to educate Texans to state prohibition. But we finally won.

"With all the fights we have ever had, against individuals or for principles, we have never had anything to equal our fight against the Klan", Foster continued.

"From the beginning, I instinctively felt the Klan was in the wrong. A society preaching race hatred and religious intolerance should not be allowed to exist, I believed.

"When I began fighting, I didn't realize the Klan was as strong as it was in Texas. This was 3 years ago.

"I never thought of the cost, whether the fight I had entered would result in financial gain or loss. I can't think in dollars and cents when I start fighting.

"The Klan began plans to boycott me, using intimidation, threats, and character assassination. They used all the weapons of a man who works in secret. They cowered in the dark. They never fought in the open.

"They couldn't do much harm in a big city. The Klan, for instance, could never make much headway in a city like New York.

"What did they do, then? They went out into the country places. The Klan has special appeal to people in small towns. There they have few means of entertainment. They have their churches Sunday; their town meetings; baseball on the vacant lot.

"A Klan agent, therefore, would go

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PUBLISHERS REFUSE AGENCY PROPOSAL TO CHARGE FOR ELECTROTYPES

Armstrong's Plan to Supply Victor Copy in Layout or Plates to Be Paid for by Papers Viewed as Attempted Rate Cut and Unbusinesslike

By ARTHUR ROBB

DISAPPROVAL is the general attitude of publishers who have expressed opinions to EDITOR & PUBLISHER on the proposal of the F. Wallace Armstrong Agency of Philadelphia to charge newspapers for electrotypes of the Victor Talking Machine advertising, as the alternative to having the copy set in each newspaper's office. For many years past the Victor copy has been distributed in mat form, and the agency's decision to change the custom was announced last week in a circular letter.

Only one of the score of newspaper executives whose comments were sought by EDITOR & PUBLISHER agreed to the agency's payment proposition. A small city publisher agreed to pay the \$1.25 per plate that the agency named as its price. This publisher, whose facilities are no more than adequate to get out his average issue with the usual run of plate copy, feared the possibility of error and consequent loss of income if his small force had to set in a rush the 800-line Victor advertising.

Others, possibly better equipped mechanically and more mindful of the effect that the Armstrong idea would have as a precedent, refused the offer of plates. Some of them pointed out that an increase in national advertising rates was certain if other advertisers followed the Victor Company's example and passed along to the newspapers the expense of setting their copy. Rates for national advertising are based by small city newspapers on the assumption that this copy is generally supplied in mat or plate form, the majority of their rate cards quoting an additional charge for composition.

Whether the Victor Company or its agency would pay this charge is questioned by some publishers. They point out that this account, which has run 800 lines weekly with occasional full pages, as a general thing has obtained preferred position without payment of any premium. This has been especially true in the smaller cities where competition is keen and the advertiser plays one publisher against another.

Another question that has been raised by the small publishers is whether the agency will insist on faithful reproduction of typography and 100 per cent accuracy in spelling and punctuation, refusing payment if type style is not followed or if trifling errors occur. These publishers also wonder whether they can collect payment for full space used if it is found impossible to set the advertising in the space ordered. All of the questions in this category touch vital spots of small papers and arise from the idea that copy may arrive on the day of publication or corrected proofs reach the office near press-time when available men and machines may not be able to give it needed attention.

Realization appears general among newspaper men that acceptance of the agency's idea of selling plates looks like a rate-cutting plan and might involve reorganization of the entire scheme of national advertising in newspapers.

One publisher, whose rate of 3 cents a line on Victor copy is common enough to make his calculation of general interest, tells EDITOR & PUBLISHER he could not afford to carry national advertising at present rates if compelled to pay for plates, or if the bulk of national advertising comes into his composing room in layout form. At his card rate of 3 cents, the gross revenue from Victor advertising approximates \$1,600 a year. Over \$400 of this never reaches his cash drawer, being deducted as commissions by the agency and special representative. If the copy comes in plates, the agency, according to its 1923 schedule in this paper, would deduct almost \$70 additional—

pretty close to 6 per cent of the net from the advertising—and he is also one of the unfortunate legion of publishers compelled by the typographical union laws to reset plat or mat advertising. He can see no profit at all at his present rate if the Armstrong idea prevails.

This conclusion is echoed by another publisher who says that his national rate is based on the fact that 90 to 95 per cent of this advertising arrives in mats or plate and that acceptance of the idea by many national advertisers would materially increase composition costs and eventually force higher advertising rates.

"This newspaper will not pay F. Wallace Armstrong nor any other agency for electrotypes or mats used in connection with accounts placed by agencies," says a Western advertising manager. "To do so would establish a dangerous precedent and involve newspapers treating advertising agencies impartially in agreements to handle all national accounts on this basis, adding several hundred dollars per month to the cost of handling national advertising on large newspapers. This would result in increased national rates and involve newspapers in endless controversy. If insisted upon, we will give any agency office service in setting copy, following layout as nearly as possible, but we will not make cuts without regular engraver's charge, nor be responsible for correctness of copy unless protected by O. K. proof from the agency prior to insertion of the advertisement."

"We will set Victor copy, giving them best possible service, naturally using only type faces that we have in the shop," says a Southern publisher. "If Victor furnishes copy in time, we will follow instructions, render proofs, and make corrections. If

Victor gives us last-minute rush, they must accept that type of service, and assume responsibility for varying typographical effects. We will not buy mats or plates, just as we do not make free cuts for any advertiser. In our opinion, this request threatens reorganization of the entire national advertising rate situation."

"We have declined the Victor proposition to pay for electrotypes, advising that we would set copy if desired," states another Western publisher. "We would rather set the matter at our own expense than submit to an attempt to unload an unjust charge of this nature on us."

DENOUNCED IN OHIO

Select List Members Won't Pay for Electros, Meeting Decides

The Ohio Select List, meeting August 18 at Columbus, decided that its members would not pay advertisers for copy in plate form. Members were instructed by the meeting to notify advertisers and agencies that copy would be accepted in layout form, even at greater cost to the publishers than the price asked for plates. The proposal of this nature by F. Wallace Armstrong on the Victor Phonograph advertising was considered decidedly unfair and unbusinesslike.

PENNSYLVANIA DAILY SOLD

Monongahela Republican Passes from Hazzard Family to Local Men

The *Monongahela* (Pa.) *Republican*, for many years owned and controlled by the Hazzard family, has been sold to Claude E. Towner and R. H. Robinson, both of Monongahela, who will assume management Oct. 1.

The *Republican* was established in 1846, and in 1850 the paper was taken over by T. R. Hazzard. Since that time it has been directed by a member of the Hazzard family, the last owner being Miss Harriet Hazzard, inheriting the publication when her mother passed away 2 years ago.

LOUISVILLE PUBLISHER MARRIES

Judge Bingham, Owner *Courier-Journal* and *Times*, Takes Third Wife

Judge Robert W. Bingham, publisher of the *Louisville* (Ky.) *Courier-Journal* and *Louisville Times*, was married to Mrs. Byron Hilliard, also of Louisville, in London, England, Aug. 20.

The Canon of St. Margaret's and the Rt. Rev. Charles E. Woodcock of Kentucky performed the ceremony under a special license from the Archbishop of Canterbury.

Judge Bingham purchased the *Courier-Journal* and the *Times* in 1918 for a consideration said to approximate \$1,000,000.

This is Judge Bingham's third marriage. His first wife was Miss Mills of Louisville. She was killed in an automobile accident. His second wife was the widow of Henry M. Flagler. She died almost a year after the marriage and left the Judge \$5,000,000, with which he acquired the newspaper and other properties.

Daily Planning Fair Exhibit

The first extensive newspaper exhibit ever arranged by an Iowa daily will be on display by the *Des Moines Register* and *Tribune* at the Iowa State Fair at Des Moines the latter part of August. The exhibit includes a linotype as well as other machinery, which will show laymen the making of a metropolitan newspaper. One portion of the booth will resemble the city desk and news room of a large daily and will give the visitors an opportunity to see how news is gathered and prepared for publication. Several originals of cartoons by J. N. Darling, Register cartoonist, will be on display, including the cartoon which won the Pulitzer prize.

Reading (Pa.) Tribune Joins A.N.P.A.

The *Reading* (Pa.) *Tribune* has been elected to active membership in the American Newspaper Publishers Association, it was announced this week.

THE WAY TO KILL EVIL IS TO REPORT IT—FOSTER

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into a small Texas town. 'I am going to organize you,' he would say, 'for the good of your town. We must protect our race and our religions. We must see that the law is upheld.

"We must see that the law is upheld and crime prevented. I will appoint you Kleagle, you Grand Cyclops, and so forth. And you will all have lots of fun."

"It was nothing but a Ponzi scheme, but the people fell for it. They loved to act as censors. This censorship grew from tar and feathering to crimes of flogging, and actual mutilation of bodies, and murder.

"We reported all these outrages fully, and last year such lawlessness as this ended in Texas.

"The *Chronicle* started the fight, stuck to it, and never has stopped.

"When we began the fight on the Klan we found that denunciatory editorials had little effect. We tried editorial sarcasm and ridicule with little more success.

"What killed the Klan was our reporting of every meeting they held verbatim, without censor. If a prominent citizen attended we printed his name, whether or not he was an advertiser. If a well known minister delivered a talk to Klansmen we told it. We used no condemnation.

"A Klansman would address a meeting saying there was a certain Jew's store which was being patronized by a Protestant family and they ought to go to a Klan store, and we would print just what he said.

"They did everything to keep us from reporting their meetings. Of course only Klansmen could attend. We had to employ a Klan reporter. The way I got hold of my Klan reporter was a matter of luck.

"A young man came to me one day, told me a hard luck story, about how he was out of work and his wife was about to have a baby. He wanted to borrow \$200.

"'Why did you come to me?', I asked. 'He told me he didn't know, except that he had heard that I was sometimes generous.

"I didn't know whether he was a crook or not, but I took a chance and lent him the money. A few days later he came to me, told me he was a member of the Klan, and said he had asked them for help, that they had refused, and now he was willing to tell me all the secrets of the society.

"I don't care about the secrets,' I told him. 'But I will give you a job on the *Chronicle* as a reporter at a regular weekly salary to report all Klan meetings! He agreed.

"The Klan early determined to find out who was responsible for the columns of Klan stories, which began appearing regularly in the *Chronicle*. Thirty members were under suspicion. One evening they singled out these 30 one by one and gave them special work to do at a separate meeting of their own.

"If the *Chronicle* hasn't its regular story, they reasoned, we will get our man.

"The *Chronicle* reporter was one of the 30. He wrote the story of the special meeting of the thirty suspects and told us how to get the story of the regular meeting, and we appeared with our Klan publicity as usual.

"And so the Klan has been defeated in Texas. Just as sure as I am sitting here now, Mrs. James Ferguson, the anti-Klan candidate will be nominated for governor on Saturday, and the nomination in Texas is the equivalent of election.

"We have won our latest and biggest fight."

Foster, a modest man, found he was in a hurry and must rush away to keep an appointment, when he was asked for the story of his own personal newspaper fight.

But in that story is as much romance as in his public career. Starting newspaper work as a reporter on the *Houston Post* at \$10 a week, in 4 years he advanced to the position of managing editor.

When he was about 30 years old he bought some oil land "for a song" and made \$5,000. With this amount, he began talking to his business friends, looking towards raising enough capital to start an evening newspaper in Houston. Finally he gathered together \$25,000 and on Oct. 14, 1901, started the *Houston Chronicle* in the midst of the Houston oil boom.

In the beginning, this newspaper had only 2 typesetting machines and one old Cox duplex printing press. It was housed in a ramshackle wooden building.

But, as Foster says, he was "surrounded by a bunch of loyal fellows" and the *Chronicle* had grown and prospered until today it has one of the finest newspaper plants in the South and assets of more than \$2,000,000.

Although still in a hurry to keep his appointment he paused a moment to conclude the interview.

"There is one point I want to make," he said. "I think things that hide in the dark, that shrink from the light, should be brought out into the open by the newspapers.

"If the newspapers cannot educate the people to follow the right, what on God's earth can?"

E. W. SCRIPPS, RETIRING, COUNSELS HIS SON

His Letter, Conferring Complete Control of Policies on Robert P. Scripps, Published By Latter After Editorial Endorsing La Follette, Approves Scripps-Howard Conduct of Properties

A REMARKABLE letter written by Edward W. Scripps, millionaire American newspaper builder to his son Robert P. Scripps was made public in all Scripps-Howard newspapers late last week.



ROBERT P. SCRIPPS

The letter, dated June 14, 1924, details the father's desires regarding the future editorial conduct of his newspapers, and news-gathering and news-disseminating agencies, which he turned over to his son and Roy W. Howard, 4 years ago.

It was made public by the son last week, following publication of an editorial written by him in all Scripps-Howard newspapers, endorsing the independent presidential candidacy of Robert M. La Follette.

Robert Scripps prefaced the letter by saying:

"The writing of that editorial was the most important work I have undertaken since the receipt from E. W. Scripps, the founder of this newspaper organization, of the following letter:

'Mr. Robert P. Scripps,

Present.

'Dear Son: A little over four years ago I turned over to you and Mr. Roy W. Howard the control of all my newspapers and news-gathering and news-disseminating agencies, directing you to act as editor-in-chief.

'I executed a power-of-attorney, appointing you to take full charge of my estate.

'I advised you to "go slow" in the matter of exercising control over the editorial direction of the institution until you should have become thoroughly acquainted with the personnel and until you should have had time to mature your own convictions with regard to public policies.

'Under yours and Howards' direction of the institution, its property value has greatly increased.

'I am now past seventy, and have decided it will be better not only that I should cease active control, but to have any sort of influence over your activities.

'It is my opinion that the value of the properties over which you exercise control might well increase many fold if your chief aim were merely to cause increase in wealth.

'However, I repeat now what I told you when I first launched you in your career: That I would prefer that you should succeed in being in all things a gentleman, according to the real meaning of that word, than that you should vastly increase the money value of my estate. Being a gentleman, you cannot fail to devote your whole mind and energy to the service of the plain people who constitute the vast majority of the people of the United States.

'I have so arranged my affairs that beyond all doubt you will control my estate after my death, and hence control all of those newspapers which I had previously controlled—and perhaps many more—besides those news-gathering and news-disseminating associations which I built up.



"I belong to two past generations"—E. W. SCRIPPS

'I have turned over to you a property so large and so well organized that not only can you afford to do your full duty as a public servant, but you are and can be, continually, entirely free from any temptation to cater to any class of your fellow citizens for profit.

'You have not had nor should you at any time ever have any ambition to secure political or social emence.

'I belong to two past generations. You belong to the present, and your duty is, I consider, toward the present and future generations. I cannot consider that you have any inclination or that you are going to be subject to any temptation to do anything other than your full duty toward the public of this and future generations.

'Affectionately,
EDWARD W. SCRIPPS."

Iowa Dailies Taking Straw Vote

A dozen daily newspapers in the population centers of Iowa this week launched a straw-vote campaign to determine Iowa sentiment in the presidential campaign. Ballots will be obtained from all over the state and local and state-wide results published at intervals throughout the voting. The Iowa vote is conceded an important factor in the race and the newspapers poll will indicate to a large degree the attitude of the voters on the third party issue.

English Advertising Woman Visits U. S.

Mrs. Ethel M. Wood, C. B. E., director of the advertising agency of Samson-Clark Company, London, England, is visiting the United States on business. She was one of the speakers at the women's luncheon and reception at the Savoy Hotel, London, during the recent international A. A. C. W. convention.

Kanitz Joins Fresno B. B. B.

E. C. Kanitz, previously assistant manager of the Dallas (Texas.) Better Business Bureau, has been appointed manager of the Fresno (Cal.) Better Business Bureau, succeeding Ross Cox, who has been manager for the last two years.

EDGAR M. FOSTER BUYS TENNESSEE DAILY

Business Manager of Nashville Banner Assumes Ownership of Clarksville Leaf-Chronicle—Puts Son in Charge

Edgar M. Foster, business manager of the Nashville (Tenn.) Banner, has purchased the Clarksville (Tenn.) Leaf-Chronicle from Mrs. W. W. Barksdale who has managed the property since the death of her husband, March 8, 1922. M. Stratton Foster, Mr. Foster's son, has assumed active charge of the newspaper as publisher.

Mr. Foster has been business manager of the Banner for 30 years, and is considered one of the outstanding figures in Tennessee journalism. Stratton Foster has been an engineer connected with the construction firm of Foster & Creighton. He is a graduate from the Vanderbilt University in the School of Engineering and the College of Arts.

Mrs. Barksdale made the following announcement in regard to the deal:

"It is impossible to express my feeling at this important step. The Leaf-Chronicle represents the life work of my late husband. I would no more think of putting it into unworthy hands than I would think of entrusting our son to unworthy teachers or advisors. The very fact that I decided to relinquish this paper into Mr. Foster's hands is evidence of my confidence in his ability to serve the people of Clarksville as they deserve to be served.



E. M. FOSTER

RECEIVER NAMED FOR INDIANAPOLIS PAPER

Affairs Placed in Hands of Ralph W. Douglass—Action Instituted by Printing Company Alleging \$80,067 Indebtedness

Ralph W. Douglass, former business manager of the Indianapolis School Board, has been appointed receiver for the Indianapolis Commercial and Daily American.

The appointment was asked in a suit filed by the Enquirer Printing Company, which is printing the paper under contract. It was alleged that the newspaper was indebted to the Enquirer Company in the amount of \$80,067.39, for which amount notes were given, and that three notes of \$2,000 each are now due and unpaid. It was further charged that the defendant newspaper was indebted to the plaintiff in the sum of \$9,353.70 for current printing, of which amount more than \$7,000 is due and unpaid, and that the defendant was indebted to others, not named, in the sum of \$11,000.

The complaint asserted that the paper is now being published at a loss each month and that the appointment of a receiver was necessary to conserve the assets of the company and to insure payment to the creditors.

Robert A. Butler, president of the Commercial, said that some indebtedness to the Enquirer company is now in dispute, but that the suit was a "surprise," as the dispute had been of an amicable nature. He said that he did not know that the suit had been filed.

The newspaper is published on the machinery of the Enquirer company at a rental which is estimated on the volume of work done, on the machinery, Butler said, and there has been a dispute for some time in regard to the amount to be charged. Other indebtedness of the Commercial is covered, Butler said.

FORESEES CHEAPER PAPER

Lord Beaverbrook Says Canadian Mills Are Charging Too Much

Reduction in the price of newsprint was predicted by Lord Beaverbrook, proprietor of the London Daily Express, when he was interviewed by Montreal newspaper men last week.

"Canadian firms are getting too high a price for newsprint at present and the price is sure to come down," the Canadian-British publisher is quoted as saying.

"By this time next year it will not be so high as it is today.

"I have just visited at Bathurst, N. B., a most compact newsprint plant owned by Mr. Angus McLean, and I was delighted to see that Canada's premier industry is being developed so well in my native province.

"Newsprint is of very great importance to Canada. Lord Rothermere is one of the largest newsprint consumers in the world, and uses more than 100,000 tons a year. If he bought all of it in Canada he would be one of the biggest customers Canada has. I am told that Lord Rothermere is about to build a new newsprint mill on the St. Lawrence above Quebec.

"Sir William Price is transforming the Saguenay and I am told that before long he will have an output of 1,000 tons of newsprint a day. This is enough to supply Lord Rothermere and two others like him."

NEW ARBITRATION PACT SOUGHT BY LYNCH

President-Elect Asks I. T. U. Not to Hamper Him in Negotiations With A.N.P.A. and Gets a Free Hand

Renewed efforts will be made by the International Typographical Union, after James M. Lynch takes office as president, to obtain a new arbitration contract with the American Newspaper Publishers Association. This is indicated by an address made by President-elect Lynch before the annual I. T. U. convention in Toronto last week, opposing adoption of an amendment to the union laws providing that such an agreement must be approved by a referendum of the union membership, that it must, in effect, exempt I. T. U. law from arbitration, and that local unions need not be bound to compulsory arbitration.

The amendment was withdrawn following Mr. Lynch's address, in which he stated that "it would hamstring any effort to negotiate an arbitration agreement." He declared that he was willing to undertake new negotiations for an agreement satisfactory to the union to take the place of the one which expired three years ago. Since then committees of the A. N. P. A. and I. T. U. have deadlocked on the demand, reiterated by several A. N. P. A. conventions, that no agreement be made unless the union waived its claim that its laws were not subject to arbitration.

Mr. Lynch declared that the union had given hostile employers a new weapon by the resolution adopted Aug. 15 providing that the Executive Council should not mandate a subordinate union to accept a reduction in wages.

Concern was evident in the minds of many delegates because the union has failed to regain ground it lost incidental to the fight for the 44-hour week, notably in the South and more lately in the Pacific Northwest.

Nashville delegates prayed the convention for international union assistance in reorganizing its territory, in which most of the large commercial shops are now non-union. The Southeastern Typothetae, by adopting Nashville as headquarters, have a strategic advantage which threatens to take the entire territory from control of the I. T. U., the convention was told. Approval was given to a resolution that Nashville be accorded special consideration in a general reorganization that the union plans during the coming year.

Another region where I. T. U. fences need mending is in the neighborhood of Seattle. It was charged that the recent strike of newspaper printers on the *Post-Intelligencer* is being used by employing printers as a wedge to place the Pacific Northwest printing industry on a non-union basis. The P.-I. office had been union for 50 years, and the strike was called in May after failure of negotiations over a five-month period. The convention approved a report recommending assistance to the strikers.

Disapproval was the fate of proposals that the union establish a bank like that of the locomotive engineers' brotherhood, and that it give its sanction to the formation of a labor party.

LINEAGE CURVE RISING

Gains by Papers Without Sunday Editions Show July Loss Is Only Apparent

Newspaper advertising in the country's large cities is not on the downward trend, despite the apparent loss shown in the July statistics compiled by the *New York Evening Post* Statistical Department. The figures, which cover 138 newspapers in 30 cities, show a total of 91,578,618 lines for July, 1924, against 98,288,433 lines in July, 1923, the decrease of 6,709,815 lines being practically all in the Sunday issues, of which July, 1923, had five against four this year.

Of the 39 papers listed as showing gains for the month, 29 are evening papers which have no Sunday edition and were therefore unaffected by the quarterly vagary of the calendar.

Another factor in the decrease is the large number of consolidations and the several new papers for which 1924-1923 comparisons cannot now be made. The lineage of the combined papers in every instance is considerably less than was that of the individual journals a year ago, and the new papers have not yet attained volume enough to overcome that loss, most of which arises from duplicate schedules.

The July figures follow:

	1924	1923	Loss
New York	9,919,374	10,751,018	831,644
Chicago	5,166,507	5,223,255	56,748
Philadelphia	5,445,409	5,593,212	147,803
Detroit	3,737,230	4,051,978	314,748
Cleveland	2,946,075	3,448,425	502,350
St. Louis	2,961,620	3,093,440	131,820
Boston	4,304,125	4,324,772	20,647
Baltimore	3,260,980	3,683,556	422,576
Los Angeles	6,418,824	7,344,305	925,481
Buffalo	2,523,691	2,684,687	160,996
San Francisco	3,731,441	4,269,051	537,610
Milwaukee	2,103,059	2,203,580	100,521
Washington	3,403,021	3,627,457	224,436
Cincinnati	2,697,600	3,061,200	363,600
New Orleans	2,443,195	2,783,365	340,260
Minneapolis	2,123,871	2,290,861	166,990
Seattle	2,368,310	2,274,720	93,590
Indianapolis	2,321,061	2,478,372	157,311
Denver	1,732,612	1,899,464	166,852
Providence	2,167,365	2,309,932	142,567
Columbus	2,703,414	2,954,878	251,464
Louisville	2,329,588	2,383,071	53,483
St. Paul	1,766,912	1,940,764	173,852
Oakland	1,752,660	1,833,160	80,500
Omaha	1,489,390	1,750,581	261,191
Birmingham	1,805,314	1,798,622	6,692
Richmond	1,734,096	1,799,723	65,627
Dayton	2,167,284	2,302,734	135,450
Houston	2,295,356	2,194,836	100,520
Des Moines	1,759,324	1,933,414	174,090
Totals.....	91,578,618	98,288,433	6,709,815

*Gain.

A. A. C. W. AT HOUSTON MAY 17-21, 1925

Executive Committee Will Fix Definite Dates Next Month, and Spring Meeting Is Favored—East May Go by Ship

Convention sessions of the Associated Advertising Clubs of the World at Houston next year will probably begin May 17 and continue to May 21, it was learned at A. A. C. W. headquarters this week. The dates will be definitely fixed at the September meeting of the executive committee, and approval of these mentioned is likely, as Houston wants the meeting held during its most pleasant seasons of late Spring or early Fall, and the A. A. C. W. chiefs prefer a Spring meeting.

Headquarters is also considering transportation of Eastern delegates to Houston by water. Preliminary investigations are being made as to the possibility of chartering a ship to touch at several ports en route to the convention city and approval of the idea is general among the people who enjoyed the voyage to London.

Election of the National Advertising Commission chairman has not yet been held, the London meeting adjourning for lack of a quorum until the regular October session in Chicago. Upon election, the commission chairman automatically becomes a member of the executive committee. Members of this committee now serving are:

President Lou E. Holland, Kansas City.

Secretary-Treasurer Jesse H. Neal, New York.

Charles Henry Mackintosh, Chicago, past president.

Carl F. G. Meyer, St. Louis, president of the St. Louis Advertising Club.

Ethel B. Scully, Milwaukee, elected by the women at London.

E. T. Meredith, Des Moines, elected by sustaining members.

W. Frank McClure, Chicago, chairman of the National Advertising Commission.

PROMOTED



James H. Furay gets a title to decorate the job which he has built since the war made foreign news a big element in the daily newspaper menu. This picture shows him starting on one of his occasional visits to other lands.

GRIFFITH NOW PUBLISHER

Succeeds C. C. Rosewater on Seattle Post-Intelligencer

E. C. Griffith, general manager of the *Seattle* (Wash.) *Post-Intelligencer* since last February, has been appointed publisher to succeed C. C. Rosewater.

Before coming to Seattle he was director of advertising for the *Washington* (D. C.) *Evening Times and Morning Herald*, Hearst publications.

Griffith began his newspaper work on the *Faroo* (N. D.) *Argus* as a reporter. About 15 years ago he entered the advertising department of the *Minneapolis Tribune*. Later he served on the *Grand Forks* (N. D.) *Times-Herald*, and *Chicago Daily News*. After leaving the *News* he was appointed Western manager of O'Mera & Ormsbee, Inc., publishers' representatives. From this position he advanced to vice-president and Western manager of the Dorrance Sullivan Company, which he left to join the Washington Hearst papers.

U. P. PROMOTES FURAY TO VICE-PRESIDENCY

Advancement of Foreign Editor Follows Wide Expansion of Associations Service Abroad—Six Years With Organization

James H. Furay has been elected vice president in charge of foreign service of the United Press Associations, it was formally announced this week.

For the past 6 years he has been United Press foreign editor, with headquarters in New York.

His advancement marks the latest chapter in a story of foreign expansion on the part of the United Press, which has progressed coincident with Furay's service.

During the last 6 years many new foreign bureaus have been established and the personnel of all U. P. foreign bureaus has been more than tripled. The United Press now serves approximately 90 newspapers in foreign countries, including the South American republics, China, Japan, Hawaii, Spain and Germany.

When Furay came to New York in 1918 the United Press foreign department numbered only 2 men, where it now numbers 8. Where there were only 2 in Brazil in 1918 there are now 14, and in London 5, now 15.

Mr. Furay was born in Omaha in 1879, and in 1899 started his newspaper work on the *Omaha Daily News*, joining that newspaper for its first issue. He became telegraph editor, in which position he remained for 8 months.

From Omaha Furay went to St. Paul, joining the *St. Paul News* with its first issue. Later he worked on the *Des Moines News* as telegraph and make-up editor, before going to the *Chicago American* as librarian.

Leaving the American for the *Inter-Ocean* copy desk Furay spent some further time in Chicago before he moved to Indianapolis, where, as copy-reader, state editor, telegraph editor, night editor and Sunday editor successively of the *Indianapolis Star*, he remained 12 years.

In 1905, he joined the staff of the *Cleveland Press*, and became managing editor after one year. He remained in this position 18 months, then joined the United Press as manager of its central division at Chicago in 1908.

From 1908 until 1910 Furay remained in Chicago. He was in charge of the United Press bureau at Denver for the next 4 years, and from 1915 to 1918 was manager of the Pacific Coast Division, with headquarters at San Francisco.

In 1918 he came to New York to become foreign editor, taking over a department which supplied services to newspapers in South America, and had exchange arrangements with one or two outside agencies.

Furay is one of the three oldest "Unipressers" in point of continuous service, his record being exceeded by Ed L. Keen, general European manager, and E. T. Conkle, superintendent of bureaus.

Keen remains as vice-president and general European manager, and J. L. Miller continues as vice-president in charge of South American news.

MRS. PINDELL HEADS PAPERS

Carl and Merle Slane Remain in Charge of Peoria Journal Co.

PEORIA, Ill., Aug. 19.—Mrs. Henry M. Pindell succeeds the late Henry M. Pindell as president of the Peoria Daily Journal Company, publishers of the *Peoria Journal*, the *Daily Transcript* and the *Sunday Journal-Transcript*, with Carl and Merle Slane continuing as active publishers and the rest of the organization remaining intact.

The papers will be independent as in the past. Frederick A. Stowe will continue as editor-in-chief.

MORE FUN ON SMALL DAILIES SAYS PHILLIPS

New York Sun Columnist Advises Young Writers to Take 6 Years' Experience Before Attempting Metropolitan Journalist. - He Broke Into Gotham Field

By PHILIP SCHUYLER

SATISFACTION, enjoyment, real pleasures of life—where are these found in the newspaper profession? In the small city newspaper office, according to H. I. Phillips, sparkling humorist, conductor of the "Sun Dial," for the *New York Sun*, a column widely syndicated by Associated Newspapers as "The Once-Over."

Phillips this week, upon orders from the writer, wandered back to his cub reporter days on the *New Haven* (Conn.) *Register*, where, he says, he had "most fun," long before he broke into the metropolitan field and won for himself more than a "Park Row reputation" by his witty pen.

Only 36 now, Phillips, talking of yesterday, is no worn-out work horse, full of rosy dreams of a colt's clover pasture. He has a brilliant future still ahead of him. He went to the top in a small city; he is "sitting pretty" in New York today. What he has to say, therefore, about the two distinct journalistic fields is packed with interest.

The writer called on him at his low ceilinged office in the Sun building with a definite thought in mind. New York managing editors and city editors report they are being besieged daily by young men willing "to do anything" to get a start as newspaper men. It has been estimated that the number of news writers out of work mounts to high hundreds in Manhattan. They would learn much from the Phillips' book.

"Well," he qualified at the start, "I have only my own experience as basis for opinion."

That was quite sufficient. "I would advise young men starting out to stick to a small city for 6 years at least, before leaving the kindly place for a metropolitan career," he continued.

"He will obtain far more experience, and will have decidedly much more fun to the bargain."

"Small city experience is the best in the world. But too many fellows are content there too long. It is a comfortable life. Leaving it one feels he is kicking over a basket of glass."

"Six years is enough. To stay much longer usually means becoming the long-bearded 'oldest member of the staff.' With ambition, a man should have learned enough in this time to find success in New York, Chicago, Philadelphia, San Francisco, or any of the larger fields."

"But once in the larger field, I think he will find his gain is not without its loss."

"There is far more real fun on a newspaper in a city the size of New Haven. There is more Bohemian spirit in the life. All on the paper are friends, working for one another, and the newspaper. There are poker games to play after the paper goes to press, free tickets to shows, dances, clam bakes. It is like school, when students, after studying together, go out and play together."

"Hours, of course, are long. They are long in New York, too. But you get to know all the 'big bugs' in the small web. You are respected, looked up to, which is no small satisfaction to any man."

"To be sure, salaries seem like jokes to the big boy in the city. But the small roll goes farther, much farther."

"Why, 12 years ago, when automobiles were none too common I, as reporter on the *Register*, owned my second-hand car. And a lot of fun and trouble it gave me, too. After coming to New York, it was 4 long years before I could afford an automobile, even with much more pay."

"In New Haven, I owned a 30-foot sloop, too. I belonged to the yacht club. That cost me about \$2 a year."

Phillips tilted back his chair. He was not in New York now. He was back really reliving yesterdays.

"And breaking into New York—was that hard?" he was prompted.

"Not as hard as it is painted, as far



He joined the N. H. Y. C.—did H. I. PHILLIPS

as I was concerned," he replied, suddenly recalled a step or two in advance of his story. "I had always thought of New York managing editors and city editors as hardboiled roughnecks. But I never got anything but a helping hand from them—except—"

But the Phillips' story reads so like a romance, it is better told in sequence. Very much like Percy B. S. Ray in the now old-fashioned novel "The World of Chance" by W. D. Howells, Phillips built up a home town reputation and offered it to New York.

Nineteen years ago, Harry Irving Phillips, then 17, was at high school in New Haven. He was already one of the wage earners in his family. After school he climbed up into the driver's seat of a delivery wagon, and peddled the wares of Charley Atwood, wholesale candy dealer.

This sort of business didn't suit Harry Irving one little bit. He would graduate that year and he was already building phantasies of later life as a distinguished artist. He could write too. Someday he would be an author and illustrate his own books.

At school he drew cartoons of the most popular girl, of the football star, of his teacher, and wrote funny captions under them.

"You oughter draw for the newspapers," advised admiring school friends.

Phillips thought them right. Consequently, the *New Haven Register* building fascinated him a great deal. He drove

his delivery wagon out of his way, making rounds through the elm shaded streets of the university city, to pass it by.

Like Theodore Dreiser a few years before him in Chicago, Phillips was wondering how he could become a newspaper man, a position which seemed quite impossibly glorified.

Then came opportunity and its knock resembled closely the one heard by Dreiser. An advertisement in the *Register* read:

"Wanted: a young man to learn the newspaper business. Apply to managing editor, New Haven *Register*."

Phillips applied immediately. Clarence Sneyely Thompson, managing editor, told him to report the next day. He was to be paid \$7 a week.

For a year Phillips learned newspapering and more in the stench of streets near the docks, covering the "water front beat." It all began very tamely. As his first assignment, he was sent to cover the bean supper given in Dr. Watson Phillips' church, in the fashionable west end. But afterward came labor troubles, gun fights, knife play and thrills along the water front.

At the end of this year, Phillips received his first raise in pay. He was being earned by him "unsolicited." Now he was a real newspaper man. He was assigned to the police beat.

Assigned \$2 a week more, with a letter from his boss saying that the increase had "Our salaries," joked staff members among themselves, "are from \$4 to \$8

and we work from 8 o'clock to 4, seven days a week."

A few years later, Phillips started his first column, and the first ever run by the *Register*. It was given the name of the "Elm City Clarion," and parodied news events in the manner of the "Bingville Bugle."

He drew weekly cartoons, too, of Yale athletic activities. These cartoons, drawn when Phillips was only about 19, now hang in the Yale University Athletic Association Building in New Haven.

About this time the New Haven jail caught fire. It was such a blaze and the *Register* staff was so small, that even the managing editor and city editor left their desks to cover it. Phillips, who had done nothing but the police beat, the waterfront beat and his column, was told how to make a paragraph mark, and assigned to sit in and edit copy.

Phillips had been 5 years with the *Register*, when his managing editor resigned. Periodically he had been discontented and had written New York editors unsuccessfully for work.

"Humpt," grunted Hugh Kennedy, the *Register's* business manager, "You talk of going to New York. You're no good. You know nothing about the business yet. You wouldn't have the nerve to knock at the door of a New York newspaper. We are going to make you managing editor of the *Register*. You go back upstairs now and take that desk."

Phillips did. Editing copy was one of the big jobs of the managing editor on the *Register* of that day. He knew little about it. But, although he was scared stiff for a while, he kept the job for 6 years. As managing editor he was making \$40 a week. And he handled some big stories, too—the Titanic disaster, and the start of the World War.

By July 1917, however, Phillips had had enough of the satisfaction and fun of the small city job. He sent out a round of letters to New York editors, and got one reply from the managing editor of the *New York Tribune*. This *Tribune* reply offered him work on the copy desk at \$60 a week. Phillips gave two weeks' notice and accepted.

With his wife, he moved to New York and took rooms in a house opposite a cemetery in Jersey City. He was such a greenhorn at the time that, wishing to give his wife a treat, he took her one week-end to the Brighton Beach Hotel. The name sounded grand. But they had a terrible time.

He was frankly a "bust" on the *Tribune*. After 3 months, he received that courteous note telling him kindly that his work was not all that was desired, and found himself pounding New York pavements.

Finally, he got another job on the copy desk of the *New York Globe*. It was at the end of the war. He drew a cartoon around the idea "How to Punish the Kaiser," and sent it to the *New York World*. The next day it appeared on 5 columns of the second page of that newspaper.

That was something like. He got to work in earnest now, at home, after long hours on the *Globe* copy desk. He drew 9 cartoons and rushed them to the *World*. All came back.

Well, there was still writing left. Not much chance on a copy desk, one might think. Phillips thought differently. He read the department "To-night's Events" and made a point of attending the one that sounded most unusual or funny. Going home afterwards, he would draw a cartoon and write a parody account of what took place. The *Globe* began using these regularly paying him space rates, with \$5 for each cartoon.

In the spring of 1919, Phillips got the column bug again. He wrote a sample between heads one day on the copy desk,

(Continued on page 8)

INACCURACIES CUT DOWN BY GIVING BOTH SIDES OF EVERY STORY

Investigate Every Charge of Error and Do Not Hesitate to Print Corrections Says White of World's Accuracy Bureau

HOW can newspaper inaccuracies be avoided?

With this thought in mind, I called this week on Isaac DeForest White, director of the New York World's Bureau of Accuracy and Fair Play.



ISAAC D. WHITE

Mr. White is confident newspapers of today, despite the increased speed of their production, are more accurate than ever before. But errors persist where they might be avoided.

For more than 10 years Mr. White has conducted the Accuracy and Fair Play Bureau, which, now an old story to men in journalism, has proved its worth, has been copied extensively, and everyday continues its work of maintaining the position of the World as a newspaper whose "real influence must be measured by the number of readers who believe in it."

Previous to taking over the bureau, Mr. White had among other activities successfully conducted the Elmira Reformatory investigation for the World, and as head of the same newspaper's legal department, had made a special study of the laws on libel.

After we had gone over the carefully indexed bureau files, listing complaints, the written explanation by the reporter at fault, required by the bureau, the published correction and the letter of thanks from the injured victim, which usually follows, Mr. White, after deliberation, offered these rules for avoiding error:

"I—Accuracy and fair play, synonymous with truth and justice, sum up the law of libel, just as the Golden Rule embodies the Ten Commandments. Be accurate and fair.

"II—Get both sides of every story. Failure to do this is the commonest cause of inaccuracies in newspapers.

"III—Avoid 'trial-by-newspaper.'

"IV—Rapid-fire evening newspapers are responsible to a large degree for the reputation for inaccuracy. Evening newspaper workers, particularly telephone reporters and re-write men, must be alert to the exceptional hazard involved in their work and the consequent necessity of exercising exceptional care.

"V—To publish an article affecting the reputation of a person without giving him an opportunity to deny or explain is to convict him without a hearing. It is like shooting from ambush.

"VI—Mistakes in pictures cause many libels. A picture should not be published unless fully identified. The name on a picture by itself proves nothing. Many names are common to different persons. In identifying pictures to avoid mistakes supplement the name with information as to occupation, social or official position or any other details that will prevent error.

"VII—Investigate all complaints of unfairness and inaccuracy, and if the investigation justifies it, print a correction.

"VIII—Exercise care and judgment in using biographical department clippings. They may contain errors and libels. Persons accused may have been later vindicated. When in doubt investigate before rewriting. If a reputable person has lived down a bad past don't dig it up without just and reasonable grounds.

"IX—A reporter responsible for an error should furnish his editor with a written explanation.

"X—The penalty for chronic carelessness and deliberate 'faking' should be dismissal."

Study of the files had disclosed a material decrease in the past ten years in the number of inaccuracies complained of, and seemed to prove that a frank admission of guilt on the part of a newspaper and a printed correction tended rather to increase friendship towards and faith in a newspaper rather than detracting from it.

"This distaste for printing corrections is absolutely without foundation," Mr. White declared.

For an example, he turned back in the files to 1921, when a World reporter's interview with Hamilton Holt, then editor of the *Independent*, in regard to a phase of the conference on the Limitation of Armaments. It was a case where a story had been made out of informal conversation, which Holt had not supposed would be used for publication. The complaint was put up to the reporter, and it developed there had been a misunderstanding. Then Holt's letter was published.

"The whole affair was apparently a misunderstanding pure and simple," Mr. Holt later wrote Mr. White. "Permit me especially to congratulate the World on its fair play in the matter."

Another case seemed to reflect the present day reporter's aversion to using pencil and paper extensively in reporting an interview.

Sent to Oklahoma City to cover the Klan disturbance there last November, a reporter quoted Aldrich Blake as saying:

"I will say this frankly, if I had my choice of religions, the Roman Catholic is the very last religion I ever would embrace."

Blake immediately protested by letter, claiming that what he said was: "I prefer any Protestant denomination to the Catholic denomination within the Christian religion."

Investigation and the reporter's written explanation justified the printing of the letter, which, sent to Blake,

following letter: "The World is to be congratulated for this Bureau of Accuracy and Fair Play which it maintains, as it gives me a much more cordial feeling towards the press."

Reporters are not always the only ones in error. An editorial writer recently passed a slighting comment on the Investment Bankers Association. The association claimed the editorial writer must not be possessed of full facts regarding their organization. The World immediately sent a reporter down, who reported that such was the case. Thereupon the newspaper made arrangements with John W. Prentiss, the association president, to publish a series of two articles written by him, explaining the association's aims and ideals.

"That the World printed the two articles to correct an error in a previous editorial comment is all the more creditable," Mr. Prentiss declared in a speech to association members at a subsequent convention.

"The World not only performed a valuable public service, but it showed a highly laudable spirit in its quick willingness to correct an inadvertent and unintentional error."

Stories bought by a newspaper from outside sources sometimes contain errors which the newspaper cannot possibly avoid. The World, for instance, a short time ago was informed by *Success Magazine* of infringement of copyright in a regular daily feature article furnished by a prominent woman writer and syndicated to many other newspapers. In her explanation of the complaint, the woman writer declared that against her better judgment she had written her feature for one day by merely using a press clipping of an article which had previously appeared in *Success Magazine*, written by another and copyrighted.

The prompt action of the World in printing an apology prevented what might have developed into a suit for damages.

Texas Daily Plans New Home

A \$12,000 home will be built immediately for the *Palestine* (Tex.) *Daily Herald* and the *Anderson County Herald*; it is announced by the owners and editor, W. M. and H. V. Hamilton of Palestine. New linotype machinery will be purchased.

Accepted As A.B.C. Applicant

Marysville (Cal.) *Democrat* has been accepted as an applicant for membership in the Audit Bureau of Circulations, the Bureau has announced. The *Democrat* recently installed United Press leased wire service.

MORE FUN ON SMALL DAILIES—PHILLIPS

(Continued from page 7)

and at night laid it on the desk of George T. Hughes, the city editor, without comment. Hughes said nothing. Two days later the column appeared as "The Globe Trotter," and Phillips was told that the publisher liked it, and he was to do it regularly, being paid space rates, and keeping up his copy desk job.

After a year, Bruce Bliven, managing editor of the *Globe*, brought the column to the attention of Associated Newspapers, and it was sent out to newspapers on trial. It made a hit, and quite suddenly Phillips found himself a columnist with growing reputation.

When the *Globe* was sold and combined with the *Sun*, Phillips had become so popular, that the World and the Associated Newspapers went to court to obtain his services. The latter won.

Now Phillips is not tied down by any regular hours. He can work at home, or at the Associated Newspapers office, or at the *Sun*.

"But I have been a newspaper man so long that I can't keep away from a newspaper office," Phillips told me.

"The printers think I'm 'old-womanly,' but I can't resist coming down early every morning to watch my column made up on the stones in the New York *Sun* composing room."

At the *Sun* office, therefore, you will find him almost any day, from 8 until 2 or 3 o'clock in the afternoon, his hat on the back of his head, a cigar in his mouth, and the floor around his desk strewn with the day's newspapers—H. L. Phillips, newspaper man.

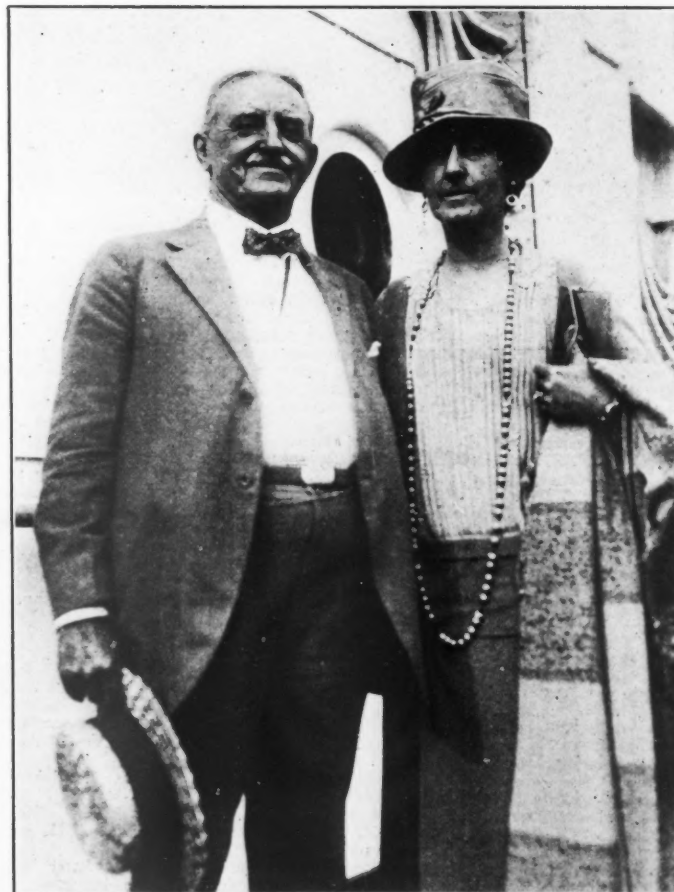
Radio Company Launches Campaign

The Federal Telephone & Telegraph Company, Buffalo, has started an advertising campaign which will be conducted throughout the fall and winter on Federal Standard radio products. Although full pages are being used in national magazines at this time, newspaper advertising will be placed in metropolitan centers later in the season, according to Milo Gurney, advertising manager of the company.

New President for Blanchard Press

Ansel J. Brower has retired as president of the Blanchard Press, Inc., New York. He has been elected vice-president. He is succeeded as president by J. Cliff Blanchard.

FAR FROM THE PRESSROOM DIN



Irving I. Stone, mechanical superintendent of the Chicago Daily News, and Mrs. Stone, on their way to Europe last week.

PROFESSIONAL STATUS URGED FOR ADVERTISING

British Divine, After Watching Americans at Wembley, Calls It a Noble Career—Promise of Mutual Trade Insight Between Nations Was Fulfilled by Convention

By HERBERT C. RIDOUT
London Editor, EDITOR & PUBLISHER

THE International Advertising Convention at Wembley, England, differed from all the 19 great conventions that had preceded it in one vital matter. The advertising conventions up to 1923 left in their wake merely the problem of what the individual delegates, and, maybe, the cities of rendezvous, were going to get out of them.

The 1924 convention has left its own larger problems by its internationalism—what will America, Great Britain, France and each of the other countries having responsible delegates, what will they get out of it? America and other visiting countries will decide for themselves what benefit to their store of advertising knowledge they will derive from the Wembley convention.

What will Great Britain secure from the convention is the question that is already exciting interest on this side and in its answer, I think, will be found to justify completely the wisdom of the A. A. C. W. in accepting London's invitation.

It will take a few months, perhaps, to witness the materialization of some of the benefits from the applied knowledge and experiences gained by British delegates, but from the mass of aftermath pouring in upon me it is easy to see that Great Britain's business men have already learned some valuable lessons.

Perhaps one of the most striking features of the week of advertising was the treatment by the press of the country. Disappointment was certainly felt that some of the London dailies did not pay more attention to it; they treated it merely as a news story of the day, instead of a great reawakening of trade opportunities. The one splendid exception was the *London Daily Telegraph*, whose treatment of it was a revelation. The six issues of the paper from July 12 to July 19 comprise an unofficial record of the proceedings given in a fashion that I believe no American paper has ever attempted. This was the press surprise of the convention, and but for that treatment there would have been no connected or coherent account available in our London newspapers. So far as the provinces were concerned, the newspapers may be said to have done their part, particularly those in Sheffield, Bradford, Liverpool and even Manchester.

The latter city, by the way, had a complaint against itself. Given a lead over a year ago by the munificent gift of \$25,000 by Sir Edward Hulton, Manchester failed to support it. When during the ensuing twelve months it was subjected to examination by EDITOR & PUBLISHER'S special commissioner, the apathy of the city and its publishing and advertising interests was fully apparent. At the last moment the city awoke and made a frantic bid for representation in the convention; it is curious that the most diligent workers at the end were those who had turned down the convention idea hardest from the start. But it was too late. Glasgow, Edinburgh, Dublin and Belfast were visited by parties of 200 each to the Scottish and 100 each to

the Irish cities. Manchester received a party of 60; the city had failed to capitalize its own importance.

But Lancashire, with Manchester as its great centre, has learned its lesson. J. Murray Allison, in the *Manchester Daily Dispatch*, said: "It is notorious that Lancashire lags in advertising." The city was even eclipsed at Wembley by a smaller Lancashire town, Salford, which held a Civic Fortnight at the British Empire Exhibition to boost itself to the world. The *Manchester Evening Chronicle* declares that the "shocking unemployment in Lancashire is attributable not only to general bad trade, but partly to the lack of enterprise shown by leaders who prefer to muddle along in splendid, if wasteful, isolation instead of combining to achieve united prosperity."

The advertising convention has taught Manchester its lesson. Some of the smaller towns whose authorities sought to entertain parties of American delegates got missed for the same reason—they didn't get into the movement early enough.

But these were only the negative lessons learned. There are many evidences of positive lessons.

This is plain from some of the thoughtful comments by writers reviewing the convention and its work. A leading article in the *London Evening Standard* showed how the new appreciation of advertising is materializing in its comments: "When the advertising conference takes 'Truth in Advertising' for its slogan, it is not only indicating an aim; it is also summarizing a situation."

S. Murray Allison, quoted above, also showed this in another place. He said: "The first thought that leaps to the mind is this: Barnumism is dead. It has been dying for years. It has been reserved for Wembley to administer the coup de grace. . . . The first result of the convention is that Barnumism has been killed for good and all."

It is evident, too, that the convention has thrust home upon the slower-grasping British minds many facts that were either only dimly seen or not realized at all. Points made during the proceedings by various speakers have made definite impressions.

THIS WAS A. A. C. W.'S MOST PROSPEROUS YEAR

WHEN the new Executive Committee of the A. A. C. W. elected at the recent convention in London, convenes in New York in September, Lou E. Holland, Kansas City, re-elected president of the organization, will report that the Association, during the last fiscal year, enjoyed the greatest prosperity and growth in its history.

Comparisons based upon the annual audit of the Association's affairs show the following conditions for the fiscal years ending with the annual convention in Atlantic City in 1923 and the convention in London in 1924:

	1924	1923
Cash	\$37,427	\$9,730
Accounts Receivable	\$56,082	\$33,458
Total Assets	\$143,941	\$85,144
Surplus	\$83,261	\$41,742
Total Members	30,144	28,038
Affiliated Chbs.	313	267
Affiliated Departments	25	22

One that is being widely quoted has a special interest for Americans. It was the references by W. J. Boardman, of New York, in his paper on the "Markets of the U. S. A." (in the advertising agents' departmental) to the preference among Americans for well-known brands, and their ability and willingness to buy British goods if the goods were right and put forward in the right way.

Side by side with that is quoted another statement by C. F. Tomkinson, advertising manager of the Harrods store, in addressing the retail advertising session. Referring to the exploitation of the British market by American manufacturers he insisted upon "the unconscious

British dislike of novelty" and said that this characteristic had a direct and powerful influence on the methods and presentation of advertising. That, he believed, was in contrast to the attitude of the Americans, for whom the fascination of a novelty was well-nigh irresistible. Experience, moreover, had shown British advertisers that it was unwise to introduce that note of familiarity, that heart-to-heart aspect, which was said to be acceptable to the American, but which our people instinctively resented.

Those two fundamental truths—the one concerning the American market and the other relating to the British market—have found wide quotation here, together with similar comments upon the specific characteristics of the two peoples.

Another point of view which the convention has served to illuminate is stressed by the Dean of Windsor, who attended several of the convention business and social functions. He was struck by the type of man represented in the American delegation and, in the *London Times*, claims "that the time has come when for the welfare of society we ought to study and understand the part this [advertising] profession is beginning to take in public life, and we ought to recognize it as an honorable profession, in which the ablest and best of our young men, who have suitable gifts, may find a noble career." If we do this, he adds, the new force may be harnessed to noble ends and may resist all the forces which are inevitably at work to drag it down.

It will be clear from these considered opinions and deliberate quotations that Great Britain has gained substantially in its general appreciation of the true principles of advertising.

Perhaps the most cogent summary of the convention is that of J. St. Loe Strachey, editor of the *Spectator*, who declares that as a result of the Wembley meetings, "advertising can no longer be treated as the chatter of the cheap jack, or the babble of the salesman. It is a world-force. . . . The first great quality of advertisement is that it is dynamic. It is a form of movement, or at any rate is designed to put us in motion and to keep us moving. Why is such movement beneficial? Because movements, i. e., activity, is as necessary to the health of the body politic as to that of the body natural. . . . There are entirely new worlds for advertisement to conquer. Some day it may be the essential instrument of rule, the method of reward, and the method of punishment. Advertisement has been a belated; is now a prosperous bourgeois. Some day it may be king."

That is the uplift in Great Britain administered by the great 1924 advertising convention; finer tribute to its success there could not be. And of those who, in the early days of the convention movement in Great Britain, came to scoff, all but a nameless and unimportant few have remained to praise. For the 1924 convention of the A. A. C. W., held in London, will in the near years prove its true internationalism far above personal or parochial interests.



As the Sheffield Independent Artist Saw the A. A. C. W.

WORLD'S BEST PRINTING AT MILWAUKEE SHOW

Graphic Arts Exposition Has Wider Scope Than Ever—All Printers Asked to Meet in Chicago

MILWAUKEE, Aug. 20.—Brilliant, representative and larger than anything of the kind ever before attempted, the Graphic Arts Exposition given in Milwaukee by the International Association of Printing House Craftsmen during their annual convention attracted more than 12,000 visitors who were delighted with the exhibits showing the remarkable advance that has been made in the "art preservative of all arts." Many nations contributed to the display, which included steel, copper and zinc etchings, multi-colored copper and wood prints. From a new process developed in Europe were shown reproductions of the old masters executed from hand-colored copper plates, including the choicest work of Rembrandt, Titian, Rubens and other painters, reproduced with such skill that they looked like originals.

K. Schmidt-Wolfrathshausen, of the art staff of *Simplicissimus*, German comic publication, contributed a collection of linoleum prints that attracted widespread attention. The Bischoff Company exhibited drypoint etchings of beauty made possible through a recent German invention.

The American Institute of Graphic Arts displayed 50 books, selected as the outstanding works of the year, in a competition based on excellence of type from an artistic and technical standpoint, binding, illustrations and general execution.

Harry Hillman, of the *Inland Printer*, lent 23 original drawings of early master printers. Aldus Manutius, who invented Italian type in the 15th century, was represented. One of the star attractions was a Ramage printing press used by Benjamin Franklin, loaned by the Norwood Press.

The latest and best devices for printing, especially color work, were examined with interest by the throng of visitors.

Dr. F. G. Yanes, First Secretary of the Venezuelan Legation, and Carlos Mantillo, of Quito, Ecuador, told members of the Association that South Americans are more difficult to please with printing than the people of the north, attributing this to the fact that the Latin-Americans have a better taste in art. Drawings must be perfect and the tints in color work must be true representations of the original, they said.

"One for all and all for one." This should be the motto of the printing trades, declared George K. Horn, president of the United Typothetae of America, in an address. "The good of the trade is the common object of all printers' organizations and they ought to combine to work for it," he said. "All printers' organizations will be invited to a conference in Chicago next October. It will be held at the same time that the annual convention of the Typothetae takes place. We want representatives of craftsmen's clubs, electrotypers, machine makers and all other departments of the industry to get together and form a central organization for the advancement of printing. The Typothetae will lead the way."

AULT RECONSIDERS

Cancels Resignation As Editor Seattle Union-Record When Voted Funds

E. B. Ault has reconsidered his resignation as editor, *Seattle* (Wash.) *Union Record*, tendered several weeks ago, and is now acting as editor-in-chief.

Mr. Ault resigned on account of the failure of the Seattle Labor Council to appropriate sufficient funds to carry on the work of the *Record* properly. Following his resignation, the Council set aside the required amount of money and requested Mr. Ault to resume his former position.

SONGS OF THE CRAFT

(Copyright 1924, by Editor & Publisher)

By Henry Edward Warner

THE COPY BOY

I do not know just where we got the kid
But there he is! . . . Just fill your eye with him!
Fatty of head as skinny he of limb,
No talents underneath his brush are hid!
It must have been Pandora tipped the lid
And let him out for us; or it might be
We plucked him luckless from some Christmas Tree—
But anyhow, he came to us, he did.

Our Copy Boy! . . . He fills the room for us
With freckles, and a sort of languorous air
That seems to trail his Presence everywhere!
We yell for him . . . we wait a while, then cuss
And wait again; our story runs a muss
And we go temperamental, and we say
Things that are rude, until he takes away
The output of some other Gloomy Gus.

Some stars fortuitous guard that youngster's course;
Some special gods protect him as he gropes
Jarring the timing of our horoscopes
And plunging us in moments of remorse!
Yet he may be a Captain of the Bourse,
Develop into some gigantic pace
Belying all the freckles on his face,
This Boy at whom we yell till we are hoarse!

I do not know just where we got the elf,
But there he is! . . . And there that kid will cling
While we yell "Copy!" till the welkins ring
And each man totes his copy for himself.

SET SPEECHES TABOO AT WASHINGTON MEET

Informal Round Table Discussions Occupy Entire Program at Seattle This Week—Entertainment Features Eliminated

Informal round-table discussions are entirely supplanting the usual program of set speeches at the semi-annual meeting of the Washington Press Association, Davenport Hotel, Spokane, Wash., which began Friday, this week, and will terminate Saturday night. The Washington publishers' request that everyone attending the meeting be allowed to ask questions and take part in the discussions was heeded by the executive committee in arranging the program. But one speech—and that following the closed banquet—is scheduled.

All entertainment which might interfere with work has been eliminated, owing to the limited time at the disposal of the newspaper men. Luncheons and dinners will be short and there will be no theater parties nor automobile junkets.

Topics on which round-table discussions are being held and discussion leaders follow:

Free Circulation Papers—Robert A. LeRoux, *Hoquiam American*; Eugene Larin, *Enumclaw Herald*; Frank M. Dallam, Jr., *Kelso Tribune*; Douglas Mullarky, *Centralia Tribune*; W. W. Simpson, *Hillyard Inland Empire News*; John H. Reid, *University District Herald*, Seattle.

Small-town Merchants and Advertising—F. A. DeVos, *Omak Chronicle*; H. E. Van Ommeren, *Cashmere Valley Record*, Cashmere; Hugh O'Neill, *Dayton Chronicle*; Howard Bramwell, *Colfax Gazette*; C. A. Lynch, *Rosalia Citizen-Journal*; E. F. Hultgren, *Sprague Advocate*.

Country Publishers' Most Serious Problems—Kay L. Thompson, *Asotin Sentinel*; A. M. Murfin, *Sunnyside Times*; E. T. Hazeltine, *South Bend Journal*; J. M. Stoddard, *Waterloo Empire-Press*; Leslie Kuehl, *Clarkston Republic*; F. S. Evans, *Sedro-Woolley Courier-Reporter*; L. C. Weik, *Odessa Record*.

Legal Difficulties—Known and Unknown (for the dailies)—J. C. Kaynor, *Ellensburg Evening Record*; H. J. Campbell, *Vancouver Evening Columbian*; Ray Edinger, *Centralia Chronicle*; I. M. McClelland, *Lanark Daily News*. (For the weeklies)—William Goodyear,

Pullman Herald; George M. Allen, *Tappan Tribune and Review*; Harry V. Averill, *Cle Elum Miner-Echo*; Ray V. Cloud, *Edmonds Tribune*; Harry M. Leslie, *Auburn Globe-Republican*.

PREPARING A.B.C. PROGRAM

Nationally Prominent Speakers Promised for Chicago Meet

Speakers of national reputations will be a special feature of the eleventh annual convention of the members of the Audit Bureau of Circulations, planned for Oct. 16 and 17 at the LaSalle Hotel, Chicago.

On Oct. 16, the A. B. C. will have a get-together luncheon with the A.A.A. A., holding its annual meeting in Chicago at the same time. On the following night, the annual banquet of Audit Bureau members will be held at the Drake Hotel.

Chicago Writers Play Golf

A. T. Packard of the *Chicago Evening Post* turned in the low card of 88 in the Chicago Press Club Tournament held recently at the Edgewater Golf Club course in Chicago. Mr. Packard finished at the top of the golfing scribes just one stroke to the good of E. T. Heitkamp of the *Evening American*, who scored an 89. Low net winners were: L. Taylor W. Taylor, H. Ross, P. Lianuza, J. G. Davis, E. S. Sheridan, R. R. Atkinson and H. T. Woodruff, *Tribune*.

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

PALMER QUILTS POST-DISPATCH

Plans Uncertain, He Will Remain in Houston for Present

G. J. Palmer has resigned as vice-president and director of the Houston Printing Company, publisher of the *Post-Dispatch*, it was announced following a meeting of the directors last week.



G. J. PALMER

R. L. Dudley has been elected first vice-president and George M. Bailey second vice-president, filling the resultant vacancy. Mr. Palmer's plans are uncertain, he tells Editor & Publisher. He will continue his work as special commissioner of the Texas Newspaper Publishers Association, which he took up 5 years ago, leaving the *Post* to do so and remaining out of active newspaper work until Jan. 1, 1924, when he resumed his connection with the *Post*.

He is one of the veterans of the *Post* organization, with more than 30 years' service. For a quarter century he served with Col. R. M. Johnston and H. F. MacGregor as trustees of the J. L. Watson estate, conducting the *Post* during the minority of Roy G. Watson, principal owner of the *Post* until its recent sale and merger with the *Dispatch*. During that time Mr. Palmer was in active charge of its business management.

Newsprint Production Cut

Newsprint in this country amounted to 113,952 tons, compared with 120,723 tons in June, it was announced this week. Shipments dropped from 122,229 to 117,916 tons. Canadian output increased from 107,667 tons to 113,479 in July, while shipments for the month were 109,831 against 113,212 tons in June.

The most successful of all newspaper consolidations.

THE NEW YORK HERALD New York Tribune

"FIRST IN PUBLIC SERVICE"



The World and the Evening World have a combined circulation daily, of 750,000 for \$1.20 per page line gross, subject to contract discounts. These two papers are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated dealer influence more localized than any other morning and evening combination.



Pulitzer Building, New York
Mallers Bldg. Chicago
General Motors Bldg. Detroit



IN the first six months of 1924, the Sweeneys in the New York market paid to newsdealers the sum of \$3,497,504.52* for 138,035,641 pieces of our merchandise—a newspaper. Five years ago we were unknown in this market! There is just as much opportunity today for any kind of business, and a big help we didn't have to start with—The News!

Tell it to Sweeney has been issued in folder form. Write for it on your business letterhead.



NEW YORK
America's Greatest Market

and

The Largest Daily Circulation in America—now in excess of

800,000

THE NEWS
New York's Picture Newspaper

25 Park Place, New York
7 S. Dearborn St., Chicago

*Daily News 2c. in city, 3c. elsewhere. Sunday News 5c. everywhere.

NEWSPAPER MAKERS AT WORK

By LUCILE BRIAN GILMORE



Thrives on Responsibility.—S. E. THOMASON

THE man who is the business manager of the "World's Greatest Newspaper" must, of logical necessity, be the "World's Greatest Business Manager." To hear his fellow-workers speak of him, one can easily believe that of Emory Thomason, business manager of the *Chicago Tribune*. "He's a hard worker always," they say. "He has a continual smile and always carries on calmly, no matter what happens. He is extremely considerate of everybody in the organization—kind, democratic, pleasant, but firm. Undoubtedly his greatest ability, however, is to 'size up' a condition quickly and to make a decision instantly."

"Ever since Mr. Thomason assumed his present duties," declares one of his associates, "he has exhibited genius in gaining the co-operation of everybody about him. Every member of the Tribune organization knows that the heads of Colonel McCormick and Captain Patterson are chock full of ideas. They pass these along every day to Mr. Thomason, and he executes them. No added responsibility seems to burden him. When *Liberty*, the new weekly magazine of the Tribune and the *New York Daily News*, was launched, the business executive re-

sponsibility fell upon the shoulders of Mr. Thomason quite as a matter of course.

Mr. Thomason became business manager of the Tribune in 1918. Previous to his appointment he was a member of the law firm which represented the Tribune.

Successful in no small degree as a member of the bar, Mr. Thomason says that he had no thought of leaving the profession until William H. Field, then business manager of the Tribune, visited him one day in 1918 during the absence of Col. McCormick and Capt. Patterson in the army. Mr. Field made known his intention to retire from the position, and asked Mr. Thomason how he would like to succeed to it. Within a week the change had been effected, and Mr. Thomason found himself sitting behind a strange desk in a strange office with a

strange title under his name on the door. Despite the abruptness of the transition, a change that necessitated gaining quickly a thorough familiarity with a new set of imperative problems, Mr. Thomason progressed in his new task without apparent difficulty.

And then, strangely, one of the first things Mr. Thomason did, according to his own statement in an address sometime ago to students of the Medill school of journalism of Northwestern University, was to carry out a Tribune policy, which, had it been in effect previously, would have prevented him from making the change he did from lawyer to business manager.

"In talking with other publishers," he said, "I have told them that the Tribune always makes promotions from within the organization to fill executive vacancies."

"But frequently you could find a better man somewhere else," they say.

"True enough," Mr. Thomason replied. "In many cases it is possible to go outside of the organization and find a better man. But this policy would not give the Tribune the best newspaper organization in the world."

If the employees of the Tribune were to elect a business manager by Australian ballot, it is quite certain that the election of Emory Thomason would be unanimous.

Mr. Thomason was born in Chicago 41 years ago. He was graduated from the University of Michigan in 1904, and from the law school of Northwestern University in 1906. He is one of the active Michigan alumni in Chicago, continuing his interest in the affairs of his Alma Mater from undergraduate days.

Mr. Thomason is keenly interested in sports, not merely as a spectator but as a

participant. Each noon he plays "deck tennis" on the roof of the Tribune building. He is an agile handball player and he likes golf. In the recent field day of the Tribune advertising staff Mr. Thomason caught for one of the baseball teams, while E. W. Parsons, advertising manager, pitched, and Colonel McCormick played in the outfield.

Mr. Thomason's greatest delight and pleasure is, however, horseback riding with his daughter, Elizabeth, his only child. The Tribune business manager has a beautiful home in Beverly Hills, a Chicago suburb.

Mr. Thomason also finds time to occupy the position of president of the American Newspaper Publisher's Association.

Fisheries Plan Ad Campaign

A national "Eat More Fish" advertising campaign will be discussed at the national convention of the United States Fisheries Association which meets in Atlantic City, Sept. 4-8.

The
Pittsburgh Press
A Scripps-Howard Newspaper
Daily and Sunday
Has the Largest
CIRCULATION
IN PITTSBURGH
MEMBER A. B. C.
Foreign Advertising Representatives
ALLIED NEWSPAPERS, INC.
New York Office—52 Vanderbilt Ave.
Chicago Office—5 North Wabash Ave.
San Francisco—Cleveland—Cincinnati

Where do your Cincinnati Distributors get their business?

Cincinnati merchants do a big volume of business outside the "city circulation" limits of the Cincinnati newspapers. Some of it comes from the rich agricultural and industrial towns of Southern Ohio and Indiana whose natural trading center is Cincinnati. Some comes from the mines and lumber regions of Kentucky, West Virginia and Tennessee. But when you speak of your Cincinnati sales you are thinking of the volume that comes out of the metropolitan district of the city itself. So long as your sales are good there you need not worry about the outlying territory.

How to reach this key market, either to secure new distribution or to stimulate turnover for established dealers? That is the question. The answer is furnished by the successful Cincinnati merchants themselves: Advertise in the daily newspaper that has the most complete coverage of this market and the greatest influence on its buying habits.

There are 141,000 families in the city circulation area of the Cincinnati newspapers. Of these 19,740 families are foreign born and 10,575 negroes. Net 110,685 native white families. According to A. B. C. figures the daily city circulation of the Times-Star is 112,062 copies. That's pretty complete coverage, and that's what you are getting when you buy space in the Times-Star. The 39,685 out-of-town circulation is velvet.

For sixteen consecutive years local and national advertisers have placed more display lineage in the Times-Star than in any other paper in this territory. Last year this excess amounted to 4,481,358 lines over the evening paper having the second largest Cincinnati circulation and 2,192,708 lines more than the largest morning paper, including its Sunday magazine sections.

If you are primarily concerned about increasing your Cincinnati sales it may be well to begin with a study of the market in which your Cincinnati distributors must look for the bulk of their business.

CINCINNATI TIMES-STAR

CHARLES P. TAFT, Publisher C. H. REMBOLD, Manager

Member of Audit Bureau of Circulations

WIRE NEWS
For Evening and Sunday Newspapers
International News Service
21 Spruce St., New York

247,496
was the average net paid daily circulation of The Baltimore Sun (morning and evening) for
July, 1924
The average net paid circulation of THE SUNDAY SUN for the four Sundays in July was 176,129.
Everything in Baltimore Revolves Around
THE SUN
Morning Evening Sunday

—maybe a long haired psychologist

can emerge from his trance to prove that a campaign in mediums of national circulation is profitable for a manufacturer with meagre, spotty distribution.

That's all right—
—for the psychologist.

It's not *his* money.

But a common, ordinary business man *knows* that most advertising profits come from selecting Newspapers reaching the most prospects in territories where the advertiser has distribution.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

Chicago

Kansas City

New York

Atlanta

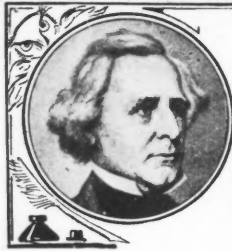
San Francisco

This is Number 77.

The Katz representatives do more than sell space merely. They travel our cities, make independent investigations, exchange ideas with men of varied experiences.

In other words, our men in selling space grasp the broad view of marketing.

*E. Katz Special Advertising Agency
58 West 40th Street, New York City*



NEW AND AUTHENTIC HISTORY OF THE HERALD OF THE BENNETTS

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

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(Continued from last issue)

The Graham Brothers Assault Mr. Bennett

During the election campaign of 1850, local issues were uppermost, and the Herald vigorously attacked John Graham, the Tammany candidate for District Attorney. Though a member of Tammany Hall himself, Mr. Bennett never hesitated to denounce its corrupt practices or the nomination of unfit men for office, and the defeat of Mr. Graham was generally attributed to the Herald's opposition. Graham and his brothers evidently thought so, and proceeded to revenge themselves, by assaulting the famous editor. His signed statement as to the attack follows:

"TO THE PUBLIC OF NEW YORK.—Little did the undersigned imagine, when he opposed the recent nomination of John Graham as District Attorney, made at Tammany Hall, and, also, when he opposed his election before the people of this city, on the ground of his utter unfitness both in temper and capacity for the office—little did the undersigned suppose that what he said would so soon be justified and verified by events and acts of a character equally in keeping with the candidate, his capacity and his subsequent defeat.

"On Saturday morning about ten o'clock, the 9th inst., as I was walking down Broadway in company with my wife, on reaching the corner of White street I was assailed by a gang of rowdies and ruffians, headed by the same John Graham, and his brother, DeWitt Graham, and also Charles K. Graham, another brother, with a ferocity and a violence that seemed to justify the belief that murder or manslaughter had been premeditated. Two police officers of the Sixth Ward—whose names I do not know—witnessed the assault, but made no effort to preserve the peace of the city from such a gang of ruffians.

"The avowed object of this gross violation of the law was stated by DeWitt Graham on the spot to be the opposition by the Herald to the nomination and election of John Graham as District Attorney. I replied to him on the spot: 'I have done nothing but my duty in opposing John Graham's election. Neither you, nor all the ruffians you can assemble shall intimidate me from pursuing a course which I believe to be right! In opposing John Graham I was right, and so the people of New York have decided.'

"The assault and the assailants will soon occupy the attention of the criminal authorities. * * *

"All the assassins and ruffians that may skulk from the Battery to Kingsbridge shall never intimidate me from the daily performance of those duties, or the vindication of every legal right that belongs to me.

"JAMES GORDON BENNETT.

"November 11, 1850."

The Tribune's version of the assault was as follows:

"On Saturday morning, about 9 o'clock, James Gordon Bennett and John Graham, late opposition candidate for District Attorney, met in Broadway near the corner of White street. Bennett was accompanied by his wife, who, however, had stepped into a shoe store on the opposite side of the street, just previous to the encounter. Mr. Graham was accompanied by his brothers, Charles and DeWitt Graham. He struck at Bennett with his fist as he approached, but the latter partially dodged the blow, which took effect on his hat and knocked it out of all shape. The second took effect just below Bennett's ear and prostrated him on the pavement. Graham then seized him with one hand, and with the other belabored him vigorously with a rawhide cowskin. Bennett suffered most in the face, his nose appearing very much swollen and bloody. Bennett made an attempt to defend himself with his cane, and cried out most lustily during his 'punishment.'

"A policeman attempted to seize Graham, but was prevented by one Mike Murray, known as a 'fighting man,' who gave the officer a violent blow. Graham later issued a card, in which he stated that every blow struck was by his own hand, and that he ceased 'as soon as Mrs. Bennett had reached the scene of action.'

Mr. Bennett had John Graham and his brothers arrested for assault and battery. The defendants immediately began a policy of delay.

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

getting the case postponed in the police court, until they could secure writ of certiorari from Judge Daly, removing the preliminary hearing and investigation to the Court of Common Pleas. In the meanwhile Mr. Bennett and his wife had gone to Havana, and John Graham demanded that the case be dismissed, as the editor was not there to prosecute. Judge Daly refused this application, however, but held the defendants in very light bail, John for \$500 and his brothers for \$25 each.

As usual the majority of the Herald's contemporaries showed sympathy for Mr. Bennett, declaring that his bitter attacks on Mr. Graham led naturally to reprisals, and the former in a pungent editorial published before he left New York, declared that he "expected all the obscure, old clo', or second hand journals of the city would seize upon this outrage as a windfall. The secret of their malignity, their paltry and miserable misrepresentations, their shocking bad state and bad temper is easily explained. From the old hack of a Jew, who would not hesitate to eat bacon if it would give James Gordon Bennett a pain in the stomach; through most of the Sunday and daily obscurities, it is the most fruitful motive that actuates them. With a few honorable exceptions, it is a low, grovelling feeling of envy at the success of a journal which not being able to understand, they cannot tolerate."

(To Be Continued Next Week)

Who's Who in the CONSOLIDATED PRESS



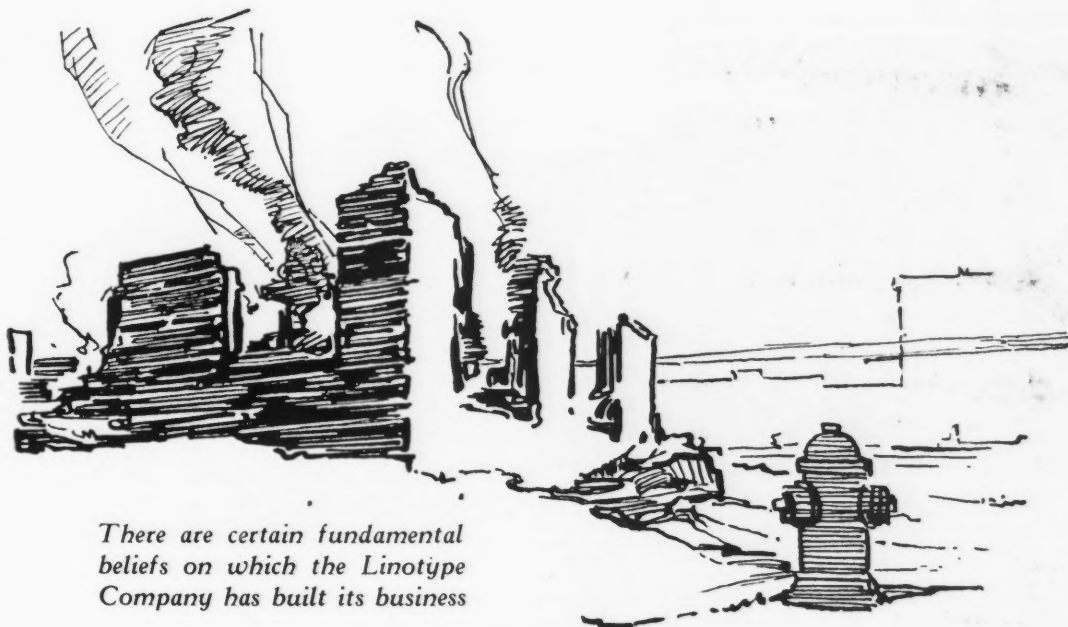
T. J. McBREEN

THOMAS J. McBREEN, Chief of the Traffic Department of the Consolidated Press Association, has been identified with press association work since 1909. He is an expert in the administration of wire systems and has had experience as telegraph operator, correspondent, field representative and traffic manager with various associations. When he joined the C. P. A. he was night traffic chief of the Associated Press.

Mr. McBreen was one of the pioneers in the distribution of news by telephone and by automatic telegraph. Some of the first "PNT" telephone circuits were established and operated under his supervision. He assisted in the installation and successful operation of the first long line press automatic printer circuit ever established in the United States.

During the last four years he has been in charge of the extensive distribution system of the Consolidated Press Association.

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



There are certain fundamental beliefs on which the Linotype Company has built its business

ANTICIPATING THE UNEXPECTED

Interruption of business is the great intangible hazard which every publisher faces daily. We protect him against that danger by maintaining at strategic locations emergency stocks of machines and essential equipment, ready for shipment on a few hours' notice. In every great disaster within its history, the Linotype Company has met the emergency.



MERGENTHALER LINOTYPE COMPANY

Brooklyn, New York

SAN FRANCISCO

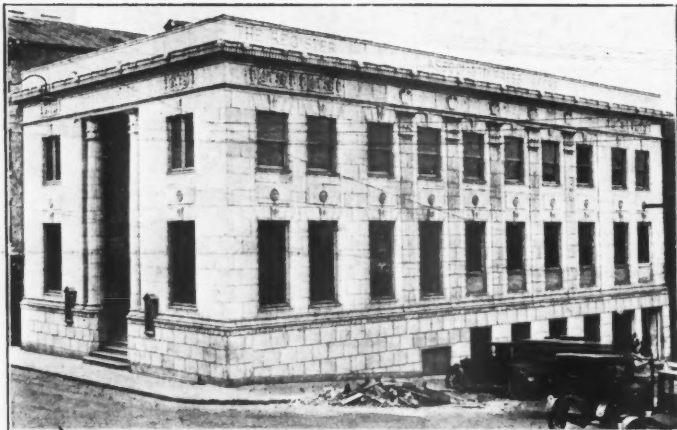
CHICAGO

NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World

DANVILLE (VA.) REGISTER'S NEW \$200,000 HOME COMPLETED



WITH its issue of Sunday Aug. 10, the *Danville (Va.) Register* announced the formal opening of the Rorer A. James Building, a memorial to Rorer A. James, late owner of the *Register and Bee*, former State Senator and former president of the Virginia Press Association.

The new plant cost approximately \$200,000 and has been in course of construction for 2 years. The structure, classic in design, is two stories high and finished in granite-hued terra-cotta.

Before his death Colonel Rorer A. James spent many months visiting the modern newspaper plants throughout the United States. The architects made every effort to meet the requirements of a newspaper office from which both morning and evening editions are daily issued.

The new plant has a frontage on South Union street of 52 feet and a depth of 110 feet down to Patton street. Although the building is but two stories, there are four distinct floor levels, the 3 lowest being devoted to the making of the newspaper, while the topmost floor includes 13 offices.

The business office, advertising and circulation departments are on the main floor. Across the lobby is the news department and editorial offices. The Associated Press occupies a balcony constructed above the telegraph editor's desk.

The composing room and stereotype foundry are located in the rear of the main floor, separated by clear glass partitions, elevated two feet above front level; the ad-alley immediately adjoins the advertising department of the office.

The press room is located in the basement on the street side. Storage for five cars of paper is provided in the basement.

In the rear of the sub-basement is a large room for use of the carriers and newsboys.

Rorer A. James, Jr., owner of the *Register and Bee*, was a partner with his

father, Colonel Rorer A. James, and after Colonel James' death in 1921, became sole owner of the property, originally acquired by Colonel James in 1900. Colonel James at the time of his death was a member of Congress from the Fifth Virginia District.

Rorer A. James, Jr. is 27 years old and is one of the youngest publishers in the country.

H. B. Trundle, business manager, has been with the papers for 24 years; Arthur H. Taylor, editorial writer, has been on the staff twenty years; Gerard Tetley, city editor, has held the position 15 years; Walter Christianson, telegraph editor, 8 years; Andrew A. Farley, circulation manager, 7 years; Laurence Furgurson, foreman of the composing room, has held his position 12 years, and Walter S. Covey, foreman of the press room, has

been in the employ of the company for 28 years. The advertising manager, C. A. Eury, has been in charge of that department for 3 years.

DEAN OF HUMORISTS DIES

Charles B. Lewis, "M Quad," 82, Wrote for Newspapers 62 Years

Charles Bertrand Lewis, 82, "M. Quad," dean of American humorists and a writer for the McClure Newspapers Syndicate, was found dead in bed Thursday at his home in Brooklyn. Despite his age he was active in writing for the syndicate up to the time of his death.

He was born in Liverpool, O., in 1842, and began newspaper work on the *Detroit Free Press*, after being graduated from the Michigan Agricultural College. He soon became prominent as a humorist and his writings were widely printed under the nom de plume, "M. Quad."

Two of his most famous character creations were Mr. and Mrs. Bowser. He also wrote numerous plays. He had been writing for newspapers 62 years.

Three Scottish Editors Return

The party of five Scottish editors, who have been touring Canada as guests of the colonization and immigration department of the Canadian National Railways, arrived back in Montreal last week. Three of them sailed for home Aug. 9. James Reid, *Dominion* and *Galloway Standard*, and Edward W. Watt, *Aberdeen Press and Journal*, are remaining another fortnight in order to visit the Maritime Provinces.

INDUSTRIAL AD MEET OCT. 13

A.A.C.W. Prize Winning Panels to be Shown in Chicago

The program for the annual convention of the National Industrial Advertisers' Association, to be held at the Edgewater Beach Hotel, Chicago, Oct. 13 and 14 will soon be completed, according to Mr. Keith J. Evans, advertising manager of Joseph T. Ryerson & Son, Chicago, chairman of the committee, and Mr. Ernie W. Clark, of the Clark Tractor Company, Buchanan, Mich., in charge of exhibits.

According to Mr. Clark, exhibits will be in five major classifications, first, manufacturers in the industrial field, technical service agencies, second, trade and business papers, third, direct mail, fourth, catalogues and literature, and finally posters, bulletins and displays.

The prize winning panels of the London convention of the A. A. C. W. will also be included in the exhibits.

The jury of award will be announced previous to the opening of the Chicago convention and will make its report on the second day, at the same time the prizes awarded for the best industrial advertisement of the London meeting are presented.

Daily Celebrates 45th Birthday

The *Amsterdam (N. Y.) Evening Recorder* and *Daily Democrat* celebrated its 45th birthday Aug. 20. William J. Kline, now senior proprietor, has been at the head of the paper during its entire lifetime, while Gardiner Kline, junior member of the firm, has been with the paper 23 years.

What Happened---

---When the Press Herald increased its price to 3c?

The answer is Nothing—except that for the first two or three weeks the circulation sagged from 2% to 5%. But within a month and a half after the new price went into effect, the circulation was not only back, but gaining.

All this happened without premiums; without contests; without any special inducements and without any increase in our circulation force.

A quality product will attract quality people. A 50% increase in circulation price is the strongest possible test of the Press Herald's popularity and a telling testimonial to its worth.

Mr. Edward W. Bok said over his own signature, "The Press Herald is Maine's Outstanding Newspaper."

Here are seven reasons for its greater growth

- (1) Dominant Circulation
- (2) Equitable Advertising Rates
- (3) Reader Responsiveness
- (4) Clean News and Advertising
- (5) Conservative editorial Policy
- (6) No Commission Direct
- (7) "Maine's Outstanding Newspaper"

Portland Press Herald

'Maine's Outstanding Newspaper'

National Representatives
POWERS & STONE, INC.

NEW YORK BOSTON CHICAGO
1636 Aeolian Hall 402 Little Building Suite 838 First
33 West 42 Street 86 Boylston Street National Bank Bldg.
Phone Longacre 9057 Phone 656 Beach Phone 8683 Dearborn



94,150

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

Advertising Leadership

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

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

204 exclusive national advertisers first 6 mo. 1924

215 exclusive local display advertisers first 6 mo. 1924

MAKE CENTRAL OHIO YOUR TEST MARKET

The Columbus Dispatch
OHIO'S GREATEST HOME DAILY

By Assignment

In addition to our regular business, commercial, industrial and financial news services we are at all times prepared to serve you with expert coverage by capable news men for local angle in all cities of the country on all news and feature stories written by your local staff.

Put us on your list to cover for you

BY ASSIGNMENT

any news or feature story specially desired. We maintain bureaus and paid correspondents in all of the large important trade and industrial centres of the country and can give you excellent service on all kinds of queries.

INTERSTATE
COMMERCIAL NEWS SERVICE
38 Park Row, New York

The Erie Daily Times Record for 36 Years

Average Net Paid Circulation of the Erie, Pa., Times, 36 years under one ownership and management, 1888-1924.

Established April 12, 1888

1888	2,626
1889	2,852
1890	2,967
1891	2,736
1892	2,963
1893	3,126
1894	3,247
1895	3,493
1896	4,164
1897	4,297
1898	4,951
1899	5,399
1900	6,534
1901	8,807
1902	10,645
1903	11,208
1904	14,257
1905	15,248
1906	17,110
1907	18,523
1908	18,487
1909	19,407
1910	21,269
1911	22,121
1912	21,748
1913	22,480
1914	22,106 ABC
1915	24,331 ABC
1916	26,598 ABC
1917	25,190 ABC
1918	28,836 ABC
1919	27,598 ABC
1920	28,060 ABC
1921	25,607 ABC
1922	26,463 ABC
1923	28,195 ABC
1924, First six months	26,146 ABC
1924, July	26,685 ABC

Explanation: Circulation from 1888 through 1913 from office records of The Times. The Audit Bureau of Circulations was established in 1914. The Erie Daily Times is a charter member. The record from 1914 through July, 1924, is taken from The Times' A. B. C. records. Our auditor's reports do not cover calendar years, tho each report for the fiscal year is divided into quarters making it possible to give verified figures for the daily average of each calendar year. An audit for year ending June 30, 1924, is expected soon. The figures published for the last half of 1923 and the first half of 1924 are taken from The Times' A. B. C. records.

The average in circulation, as in any business, is what counts most. A merchant or a manufacturer is not so much interested in his normal monthly reports as he is in the average for the year. You cannot get away from the circulation predominance of The Erie Daily Times in Erie, Pa. It is a circulation record to which we point with frank pride and to which advertisers look with absolute confidence.

The Erie Daily Times is the only English daily that has ever been financially successful in Erie, Pa.

A vital factor in successful advertising.

Erie Daily Times

A. B. C. Member Evenings except Sunday

Erie, Pa.

Representatives:

E. Katz Special Advertising Agency

New York

Chicago

Kansas City

Atlanta

San Francisco

THEODORE WRIGHT DIES ON COAST NEAR HIS 94TH BIRTHDAY

Editor of Philadelphia Record from 1877 to 1912 and President of the Company—Enjoyed Friendship of Presidents Cleveland and Wilson

THEODORE WRIGHT, president of the Record Publishing Company, and editor-in-chief of the *Philadelphia Record*, from 1877 until he retired in 1912, died Aug. 16 at his home in Hollywood, Cal., where he had lived since retirement. He would have been 94 years old Aug. 30.

Born at Columbia Flats, Bradford county, Pa., he showed mental precocity by having read the Bible from cover to cover when he was four years old. His father having died, Theodore went to live with his mother's father, who had been editor of a Boston newspaper. He became a printer's apprentice at Lock Haven. When only 15 he was a journeyman printer. His general knowledge of history and politics then led him into reportorial and editorial work, first on the *Williamsport Gazette*.

It was while he was editor of the *Harrisburg Patriot* that his editorials attracted the attention of William M. Singerly, who had recently purchased the *Philadelphia Record*. Mr. Singerly brought him to Philadelphia to control the editorial policy of the paper.

In that capacity Mr. Wright, always a Democrat, wrote tariff editorials that were used as campaign material in the presidential contests of the eighties and nineties.

Mr. Wright was an early supporter of Woodrow Wilson and thus formed a friendship with him that continued until Mr. Wilson's death. The result of the election of 1912 was a source of great satisfaction to Mr. Wright, who had said he did not want to get out of harness until another Democratic President had been elected. He consented at the age of 82 to retire and spend the remainder of his days in California.

Tribute to Mr. Wright from one who knew him best appeared in the *Duluth-Herald* editorial page Aug. 18 from the pen of M. F. Hanson, for 30 years associated with him on the *Philadelphia Record*:

"A GREAT EDITOR"

"Theodore Wright, editor of the *Philadelphia Record* since 1877, passed away Saturday in Long Beach, Cal., closing thus, past 90 years of age, a long, a beautiful and a rarely useful life.

"Not all the great editors of this nation have been famous. Here is one who might have been, but by his own choice was not. He preferred to write anonymously; to submerge his own personality in the newspaper he directed and in the principles he advocated. Had he chosen to live in the public eye, as his great abilities and great force of character would have enabled him to do, he would have ranked with Dana, Bennett and

Grealey, for he was a great editor in their time.

"But he chose otherwise. He preferred to live in the retirement of his extreme modesty, because his thought was upon the principles that moved his mind and the causes he supported, and never upon exploiting himself.

"He recognized to the full depth of a sensitive conscience the duties and responsibilities of the editor of a newspaper. He combined with the courage of a lion the heart of a woman. He never dodged an issue, he never failed to meet one squarely. Yet he always preferred a kind word to a word of criticism.

"Loved as few men are loved by all those who came into personal contact with him, he remained comparatively unknown to the wider public; yet he was the friend, confidant and adviser of several presidents, notably of President Cleveland and President Wilson, both of whom often leaned upon his sound, sure, shrewd and penetrating judgment.

"And now he sleeps, and yet he lives in the hearts of those who were proud to call him friend, and in the achievements of a long life devoted, with never a thought of self, to the public good."

ALVIN O. ROYCE DEAD

Telegraph Editor, Indianapolis Star, Was Formerly M. E., Milwaukee News

Alvin O. Royce, 57, telegraph editor of the *Indianapolis Star*, died in Indianapolis Aug. 17. He was formerly managing editor of the *Milwaukee (Wis.) Evening News*. Death came unexpectedly.

Mr. Royce was born in Bellefontaine, O., Aug. 30, 1867, and had been in the newspaper business for more than 30 years. He was widely known throughout the country as a newspaper executive and patron of young men starting in the business.

He began his career on the old *Indianapolis Sentinel* and later became editor of a daily newspaper at Logansport, Ind. He was a member of the staff of the *Indianapolis Press* during its brief career and moved to Milwaukee about 20 years ago.

In the course of his work, Mr. Royce served as managing editor of the *Milwaukee Free Press* and later of the *Wisconsin Evening News*, when the *Free Press* and two other Milwaukee newspapers were merged into that property. He was also a member of the staff of the *Chicago American*, *Chicago Herald and Examiner* and *St. Paul (Minn.) Dispatch* at different times.

Three years ago Mr. Royce returned to Indianapolis because of his wife's ill health and accepted a position as telegraph editor of the *Star*.

He had been a member of the Elks' lodge for many years, and for 10 years president of the Milwaukee Press Club.

Obituary

FRANK A. BESSE, a director of the *Warcham (Mass.) Courier*, died Aug. 11.

WALTER AXTELL, for many years connected with the mechanical department of the *Boston (Mass.) Transcript*, died recently at Lawrence, Mass.

FRED J. PARLE, 40, assistant foreman of the *San Francisco Examiner*, died Aug. 8.

HARRY GREENSTEIN, *Los Angeles Examiner* agent at San Pedro, Cal., died recently. Greenstein was formerly employed on the circulation departments of the *New York American and Evening Journal*.

MRS. VIRGINIA A. BETTERS WORTH, wife of Thomas L. Betterworth, editor of the *Booneville (Miss.) Banner*, died last week at Booneville.

MRS. DUDLEY D. BRODIE, wife of the president of the Brodie Company, advertising agents, died recently at the Wesley Hospital, Chicago.

RICHARD STEVENSON, a member of the mechanical staff of the *Chicago Evening American* for 24 years, died recently at the West Side Hospital, Chicago.

GEORGE LOUZZIER, 66, a member of the composing room staff of the *New York American* for many years, died Aug. 19, at Old Forge, N. Y.

D. HIRAM MORGAN, 44, editor of the *Mahanoy City (Pa.) Press* since its establishment died in Hazelton, Pa., hospital on Aug. 14, following an operation.

C. A. MEAD, 73, a veteran newspaper and advertising writer, died in Allentown, Pa., recently. One son, Walter L. Mead, is advertising manager of the *Allentown Morning Call*.

ALBERT EDMONDSEN, 73, formerly employed on the *Omaha (Neb.) World-Herald*, died last week at Lincoln, Neb.

WILLIAM N. EMERSON, 76, for 44 years an employe of the *Sioux City (Ia.) Journal*, died recently at Sioux City.

Washington Political News Scanty

Washington correspondents who have been complaining that Washington is dead politically found part confirmation of their contention in the following sent to newspaper offices by the Republican National Committee on Aug. 18: "Schedule of press matter today for immediate or future release: From Washington headquarters, Republican National Committee: Nothing. From the White House: Nothing."

Louis Baury Is Dead

Louis Baury, 33, assistant telegraph editor of the *New York Herald-Tribune*, died suddenly in New York Aug. 19, following an attack of ptomaine poisoning. He entered newspaper work 12 years ago as a member of the staff of the old *New York Sun*. He later served as city editor of the *New York Call* and was an executive of Good Housekeeping and publicity representative of Doubleday, Page & Co. He was on the staff of the *Tribune* twice, joining for the second time in 1922.

Editor Architectural Forum Drowns

Albert James MacDonald, editor and president of the *Architectural Forum*, was drowned Aug. 17, near Waltham, Mass. He became associated with the late Arthur D. Rogers as associate editor of the *Brickbuilder* in 1913. The *Brickbuilder* was later changed to the *Architectural Forum*. On the death of Mr. Rogers, Mr. MacDonald became editor and president.

Mrs John Talman Dead

Mrs. John Talman, who died suddenly in St. Paul last week in her 72d year, was the wife of John Talman, veteran newspaper man of the Northwest, and the oldest correspondent of *Editor & Publisher*, both in years and point of service. His associates on this publication express to Mr. Talman their wholehearted sympathy in his loss.

Canadian Publisher Dies

T. H. Race, 78, founder and for many years editor of the *Mitchell (Ont.) Recorder*, died Aug. 12. Though a Canadian he served in the American Civil War. He established the *Recorder* in 1875 and conducted it until 1905, when he was appointed Canadian Exhibition Commissioner, a position he occupied for several years.

EDITOR & PUBLISHER Keeps You in Touch With Old Friends—\$4 a Year

The Desert News

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IN 1923 the "News" increased 71,708 lines in national advertising over 1922, while all other Salt Lake papers showed a loss for the same period.

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

30,000 FAMILIES READ
THE "NEWS" DAILY

Norwegian Newsprint

Prompt shipments

Inquiries solicited

NORWEGIAN PAPER MILLS AGENCY, INC.

33 West 42nd Street

New York City

Telephone Penn. 7443

Fargo Forum Installs Second Ludlow

"We pride ourselves on a very clean, neat looking paper each day" says Norman D. Black, Business Manager.

WE purchased our first Ludlow in 1918, and immediately began the elimination of foundry type until at present all our foundry type is contained in one cabinet. We now pride ourselves on a very clean, neat looking paper each day.

"For five years we relied practically entirely on the one Ludlow, and kept it in constant operation every publication day, and never once were we held up by it. Last summer, due to increased volume of business, we added a second Ludlow to our equipment.

"With the consolidation of the Morning Tribune and the Forum we shall continue to use our Ludlows on both papers. To say the least, our experience with the Ludlow has been very satisfactory."



Ludlow Typograph Co.

2032 Clybourn Avenue

Hearst Bldg.
San Francisco

CHICAGO

New York
World Bldg.

LUDLOW QUALITY COMPOSITION

The Corner Stone of America —

New England

HERE, in this group of states, you will find that 7,400,909 people live, approximately seven per cent of the total population of the United States.

These people have forty per cent of the savings deposits of the entire country, produce eleven and a half per cent of the country's manufactured products, leading in many lines. Nearly forty per cent of the families in these New England States own their own homes.

New England is a twelve months' market of gigantic magnitude throughout the whole year. The compact population—centered for the most part in large cities, is busy the year around.

These Daily New England Newspapers extend an invitation to those national advertisers who are willing to profit by the success of others, to concentrate their advertising efforts in this cornerstone of America.

These papers are the leaders in circulation, in advertising, in influence and completely cover New England.

MASSACHUSETTS—Population, 3,852,356

	Circulation	2,500	10,000
	lines	lines	lines
***Attleboro Sun (E)	5,414	.0275	.0175
***Boston Globe (M&E)	278,616	.50	.50
***Boston Globe (S)	332,083	.55	.55
***Boston Post (M)	362,520	.60	.60
***Boston Post (S)	367,600	.55	.55
***Fall River Herald (E)	15,271	.05	.05
***Fitchburg Sentinel (E)	11,410	.055	.045
***Haverhill Gazette (E)	13,003	.055	.04
***Lynn Item (E)	16,517	.06	.045
†††Lowell Courier-Citizen and Evening Leader (M&E)	21,270	.06	.06
***New Bedford Standard-Mercury (M&E)	32,565	.10	.10
***New Bedford Sunday Standard (S)	27,334	.10	.10
***North Adams Transcript (E)	9,604	.04	.035
†††Pittsfield Eagle (E)	17,073	.04	.035
***Salem News (E)	21,154	.09	.07
***Taunton Gazette (E)	3,551	.04	.08
***Worcester Telegram-Gazette (M&E)	33,086	.24	.21
***Worcester Sunday Telegram (S)	48,127	.18	.15

MAINE—Population, 768,014

***Bangor Daily Commercial (E)	14,525	.05	.04
***Portland Press Herald (M&S)	31,115 (A)	.08	.08
***Portland Express (E)	23,400	.10	.07
***Portland Telegram (S)	23,734	.10	.07
(Sunday Edition Express)			
†††Waterville Sentinel (M)	5,999	.035	.025

NEW HAMPSHIRE—Population, 443,683

***Concord Monitor-Patriot (E)	5,323	.0375	.025
†††Keene Sentinel (E)	3,518	.03	.034
***Manchester Union Leader (M&E)	28,346	.10	.07

RHODE ISLAND—Population, 604,397

†††Newport Daily News (E)	6,134	.0336	.0296
†††Pawtucket Times (E)	25,711	.07	.07
†††Providence Bulletin (E)	64,075	.17 (B)	.23 (B)
***Providence Journal (M)	33,534	.10 (B)	.23 (B)
***Providence Journal (S)	61,142	.15	.15
***Providence News (E)	26,505	.07	.07
†††Providence Tribune (E)	23,031	.10	.09
***Westerly Sun (E&S)	4,499	.025	.025
***Woonsocket Call (E)	13,852	.05	.05
(B) Combination rate Daily Journal and Eve. Bulletin.			

VERMONT—Population, 352,428

***Barre Times (E)	6,835	.03	.025
†††Bennington Banner (E)	3,059	.0125	.0125
***Burlington Free Press (M)	12,892	.05	.05
***Rutland Herald (M)	10,548	.04	.04
***St. Johnsbury Caledonian-Record (E)	4,024	.0214	.016

CONNECTICUT—Population, 1,390,631

***Bridgeport Post-Telegram (E&M)	46,117	.15	.15
***Bridgeport Post (S)	20,565	.10	.10
***Hartford Courant (M)	31,940	.08	.08
***Hartford Courant (S)	50,247	.11	.11
†††Hartford Times (E)	46,997	.12	.12
***Meriden Record (M)	7,212	.045	.03
†††Middletown Press (E)	7,988	.0325	.025
†††New Haven Register (E&S)	40,106	.12	.11
***New London Day (E)	11,341	.06	.045
†††Norwich Bulletin (M)	12,494	.07	.05
***Norwalk Hour (E)	5,624	.03	.03
***Stamford Advocate (E)	8,994	.0375	.03
***Waterbury Republican American (M&E)	21,951	.08	.07
***Waterbury Republican (S)	15,181	.06	.05

*** A. B. C. Statement, April 1, 1924.
 ††† Government Statement, April 1, 1924.
 (A) Circulation daily edition only.

EDITORIAL



MAIL ORDER ADVERTISING

IN some localities there is a revival of mail-order advertising in newspapers. Particularly is it noticed in large-circulating Sunday newspapers, with heavy country editions. In recent months several large newspapers have campaigned for this business, with excellent returns. When it is made up with appropriate matter in "country sections," it is said to be particularly easy for newspapers to get, and when the medium is right, it pulls better for the advertiser than many other classes of business.

Publishers accept unusual responsibilities when they seek mail-order advertising. While there are numerous mail-order concerns which are as honorable in their dealings as other merchants, it is also true that the woods are full of impudent schemers who find it easier to prey upon the public through the mails than when they come face to face across the counter. Mail-order advertising must be closely inspected before publication, if the interests of readers are to be guarded by the newspaper publisher.

Nearly all of the advertising in the agricultural weeklies is typical mail-order display, with a liberal sprinkling of obvious frauds and such deceitful copy as the old "free" in 36-point bold caps, with qualifications in agate which wholly discount the glaring promise of something for nothing.

The publisher of the solid old farm paper of the East, the *Rural New Yorker*, takes his mission seriously. He not only carefully censors mail-order advertising before publishing, but regularly runs a column in his paper where readers may air their experiences with fraudulent or irresponsible advertisers. Indeed, the publisher goes further, and himself attempts to adjust cases of misrepresentation, or fraud, whether the imposition has been effected through his columns or otherwise. He invites his readers to complain to him when they have reason to believe that any advertiser or roaming schemer has imposed upon them.

The "Publisher's Desk" column in the *Rural New Yorker*, where advertising and buying experience is regularly recorded, is highly suggestive of the number of fakers who are at large preying upon the rural public through the mails. Despite the obvious care of the publisher to discriminate against fraudulent or misleading advertisements, a dozen or more readers are found bitterly complaining in every issue of the paper.

Fake securities, particularly in motion picture, oil and land schemes, are commonly reported. Another frequent complaint is that against the manufacturers of farm or home equipment, selling on a partial-payment plan, offering much but delivering little and tying up the purchaser with tricky contracts. One incubator manufacturer, for instance, in his advertisement said of his contract, "It means safe buying, with no chance of loss," and promised money back if the purchaser was not satisfied. However, when one of the machines failed to keep even temperature, spoiling three egg hatches, the manufacturer refused to refund the price of the machine and called attention to catch phrases in the contract plainly intended to deceive and defraud the buyer.

Mail order advertising is good business for newspapers when it is honest advertising; there is nothing worse when it is mere sticky paper on which to catch human flies.

If the newspaper men of the country should cut loose and publish in a single week, what they know— * * * **

EGGS IN MANY BASKETS

THERE is "safety in numbers" in newspaper advertising. Better ten small accounts to fill a page of advertising than one account. Many a publisher has lived to regret having given the bulk of his effort toward satisfying a few big accounts, while neglecting many small ones. The value of the policy of having eggs in many baskets is obvious, yet EDITOR & PUBLISHER is constantly hearing of experiences in the field which justify unending reiteration of the advice: Cultivate and promote the accounts of small, reliable, ambitious business enterprises.

ECCLESIASTES

CHAPTER I. 9

The thing that hath been, it is that which shall be; and that which is done is that which shall be done; and there is no new thing under the sun.

FEATURE NEWSPAPERS

THE newspaper which attracts the eyes of the multitude by publishing many entertaining features as spice for a few facts worth reading and remembering, is worthy of respect and serves better, in instances, than sober papers which do not penetrate the consciousness of the rank and file of society. But a newspaper which lacks all purpose other than entertainment, with the most primitive appeals through text and pictures to the emotions of readers, is a burlesque show. We notice that the successful papers in this class, while seemingly frivolous in character, are very carefully edited by men who are expert in sugar-coating publicity pills. A man worldly wise and with fine discrimination is needed to edit a highly spiced, feature newspaper.

Who can measure the power for good or evil of the 35,000,000 copies of newspapers which are printed every day in our country? It is a sobering thought for those who write them.

BUSINESS AS USUAL

FOREIGN nations learn something of the spirit of the American press through the activities of American press associations conducting an international exchange of news reports. Recently one of the nations of South America indulged in a nasty little war, over tax disputes. Matters were being "adjusted" by rifle bullets. United Press Associations and Associated Press sell news to many newspapers in that country. The war censors did not approve of these American services receiving and disseminating reports about the nasty little war and caused the government to cut off incoming news services. United Press Associations and Associated Press could stand the pressure if the government concerned so willed and matters were permitted to take their course. Both services published such authentic news concerning the war as they could obtain for their clients. Evidently the government has now seen the error of its way for normal conditions have been restored.

August 23, 1924

Volume 57, No. 13

EDITOR & PUBLISHER

Published Weekly by

THE EDITOR & PUBLISHER CO.,

1115 World Building, 63 Park Row, New York

Marlen E. Pew, Editor

Arthur T. Robb, Jr., Managing Editor

Associate Editors,

Warren L. Bassett Philip N. Schwylar

James Wright Brown, Publisher,

J. B. Keeney, Business and Advertising Manager.

Fenton Dowling, Promotion Manager.

George Strate, Circulation Manager.

Washington: Sam Bell, 26 Jackson Place.

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

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

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

Paris: G. Langelan, 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

MOST RESPONSIVE FIELD

THOSE newspapers that have put publicity behind their selling campaigns, advertising intelligently and persistently, have had rewards equal to those of advertisers of good merchandise. The records show that great newspapers which were standing still while refusing to take their own medicine went ahead when they advertised their markets and the selling power of their papers.

"I have developed many advertising and publicity campaigns for newspapers in this country," writes a well-known advertising man to EDITOR & PUBLISHER "and there is no such responsive field in the whole realm of business. A dollar spent to advertise a good newspaper in a good town buys more than almost any advertising dollar I know about. I have given nearly 20 years of my life to this special subject and looking backward I am struck by the fact that only a few men have had the vision to build their publishing businesses as the average manufacturers or retailer build his, but those who have been able to see advertising for themselves have raised the towering structures of today's newspaper world."

One of the most devastating conventions in newspaper work is the notion that a subject is not news if it did not occur on the day of publication. Another is the reverse idea that any old event occurring today is worthy of print.

FUTURE PRESS ACTIVITIES

SIR ROBERT DONALD, well-known London editor, in a recent address envisaged the future newspaper as follows: It will be smaller, sometimes printed in colors. Photographs will be telegraphed. Pictures will more and more squeeze out the news. Before an earthquake in Japan or an eruption of Vesuvius has subsided, pictures of the event will be in print, in London and New York. The reporter will carry no notebook, but rather a microphone into which he will speak, conveying his intelligence to the newspaper office by radio.

He said that such methods would stimulate newspaper work because if people heard scraps of speeches over the radio and did not find them reported adequately in the printed pages, they would complain. He thought that newspapers might more and more have to go into the broadcasting business.

These prophesies do not seem to us as remarkable. Everything is being done here, at least experimentally.

The great problem that must be solved is how to make radio broadcasting by newspapers and such inventions as moving pictures by wire, profitable newspaper auxiliaries.

The grocer's sugar in the barrel, the butcher's leg of lamb on the hook, the dry goods merchant's cotton prints on the shelf, the advertising man's ideas in his head, are stocks in trade.

BARNYARD MUTUALITY

IN the pasture a sensible Jersey cow is quietly grazing. Three enterprising hens hover about her all day. It is fly-time and the average milk-cow's yield is greatly reduced, due to frenzied and constant hoof-stamping and tail-switching to free her body of the insect pests.

But this sensible bossy gives her mistress the usual brimming pail of creamy milk, thanks to a mutual-benefit arrangement with the three intelligent hens. Bossy permits them to pick the flies from her legs and belly, and when the insects are swarming on her neck and back, she will lie down and gently snore while the feathered co-operators hop about at will over her broad frame, filling their crops with meaty delicacies. Through this enterprise the enemies of the cow become the easy prey of the chickens and the farmerette profits magnificently, both in milk and fat hens for the pot. Cracked corn is worth \$3.25 the bag, but flies are heaven-sent.

Why can't men accept the advantages of co-operation, which benefits them and enriches the state?

News selection, to meet the varying tastes and mind habits of many people, while serving the best interests of the majority, requires the keenest minds in journalism.

PERSONALS

LIEUT. COL. J. OCHS ADLER of the *New York Times*, and Mrs. Adler, returned to New York this week from a trip to England and the Continent.

Herbert Bayard Swope, executive editor of the *New York World*, who is spending this month on vacation, is in Saratoga attending the races. Ralph Pulitzer, president and editor of the *World* and Swope have both taken boxes for the international polo matches at Meadowbrook.

E. C. Hopwood, editor of the *Cleveland Plain Dealer*, with Mrs. Hopwood, have returned from a trip to Alaska.

Maj. Frank Knox, editor and proprietor of the *Manchester (N. H.) Union-Leader*, is candidate for the Republican nomination for Governor of New Hampshire.

H. R. Swartz, president of the Inter-type Corporation, Brooklyn, N. Y., has returned from an extended trip through Europe.

A. R. Kessinger, vice-president of the *Rome (N. Y.) Sentinel*, has been nominated for Congress on the Democratic ticket.

IN THE EDITORIAL ROOMS

JOHN MAYNARD, managing editor of the *Newark Evening News*, is on vacation.

James E. Duffy, ship news editor of the *New York Telegram and Mail*, with Mrs. Duffy is honeymooning in Europe. Mrs. Duffy was formerly Miss Eleanore F. A. Hines of Pelham.

Lee Stow has resigned from the editorial staff of the *New York Herald-Tribune* to become assistant news editor of *Pathe News*.

R. S. Hulbert, managing editor of the *Winsted (Conn.) Daily Citizen*, is recuperating from an operation and recent illness.

Fred A. Owen, chief editorial writer of the *Portland (Me.) Express*, has been appointed one of the directors of the port of Portland by Governor Baxter.

Harold S. Corbin, formerly of the *Worcester (Mass.) Telegram*, has been appointed an editor on the *Moose* magazine, a fraternal publication of the *Loyal Order of Moose*.

Earle T. Crocker is now a member of the *Elizabeth (N. J.) Times* reportorial staff.

Neal O'Hara, columnist for the *Boston (Mass.) Traveler* and the *New York Evening World*, made his stage debut at Keith's in Boston recently in a monologue.

Douglas E. Cooper, formerly city editor of the *Elizabeth (N. J.) Daily and Sunday Times*, has been renamed to that post to succeed Raymond F. Erhard and also to the post of managing editor which was held by John A. Mitchell. Erhard is now a member of the reportorial staff of the *Elizabeth (N. J.) Daily Journal*.

C. E. McManus, assistant news editor, *Cleveland Times*, is spending his vacation with his parents in Conneaut, O.

"Ted" Robinson, column writer for the *Cleveland Plain Dealer*, is summing on the Pacific Coast, editing daily his "Philosopher of Folly" from an Oregon vacation resort.

Walker S. Buell, in charge of the *Cleveland Plain Dealer* Washington bureau, is spending his vacation at Cedar Point, O.

Samuel Porter Burril, associate editor of the *Cleveland Times*, has returned from Williamstown, Mass., where he attended the Institute of International Politics.

Mr. Fred A. Smith has returned to the radio page of the *Chicago Herald-Examiner* after an absence of two months in Europe.

Guy E. Campbell, who recently sold the *Pierson (Ia.) Progress*, is now back at his desk as city editor of the *Cedar Falls (Ia.) Record*.

MARRIED

DICK HENDERSON, editor and publisher of the *Blythe (Cal.) Herald*, to Miss Pearl U. Moss of San Diego, Cal., in the latter city July 24.

Clifford Rosequist, of the *Rockford (Ill.) Republic* staff, to Miss Ruby Melford of Rockford, Ill., Aug. 11.

George H. Likins, son of W. M. Likins, publisher of the *Uniontown (Pa.) Watchman*, to Miss Anna Blair of Griffin, Ind., at Patoka, Ind., Aug. 8.

J. Frazier Vance of the *Worcester Telegram* staff to Miss Marjorie Donaldson of the same paper, recently at the bride's home in Dorchester, Mass.

Clarence L. Simmons and Miss Neva Howell, of the *Canton (Ill.) Register*, staff, July 26.

Albert H. Foret, secretary and managing editor of the *Coronado (Cal.) Publishing Company*, publishers of the *Coronado Journal* and *La Jolla Journal*, to Miss Ella L. Dort, daughter of Mr. and Mrs. F. O. Dort of San Diego, in the latter city, Aug. 2.

Charles H. Moore, manager of the classified advertising department of the *Sioux City (Ia.) Journal* to Miss Carmen H. Ochampaugh, staff artist on the *Journal*.

Harris I. Griffin, assistant service manager of King Features Syndicate, New York, to Marion F. Goodwin in Redding, Mass., Aug. 16. The bride was Mr. Griffin's secretary for about 2 years when he was in charge of the manufacturing and shipping departments in the Boston office of Newspaper Feature Service. Mr. and Mrs. Griffin are taking a honeymoon motor trip through New England. At its conclusion they will be at home in Mount Vernon, N. Y.

Ivan Annenberg, son of Max Annenberg, circulation manager of the *Chicago Tribune*, to Miss Violet Pacyna of Chicago at Mackinac Island, Mich., on Aug. 2.

IN THE BUSINESS OFFICE

A. T. ROBERTS, for the past four years advertising manager of the *Columbus (Ga.) Enquirer-Sun*, has resigned to become vice-president and sales director for the Southland Pecan Company.

W. F. Wiley, general manager *Cincinnati Enquirer* is spending a six weeks' vacation at Bar Harbor, Me.

Byron Blanchard, Donald Smith and Ralph Walsh of the *Cleveland Plain Dealer*, classified ad department are touring Europe. They attended the A.A.C.W. convention in London.

M. L. Crowther is business manager and E. A. Tapscott advertising manager of the *Oklahoma City News*, succeeding A. O. Fuller and John Bradley.

HOLDING NEW POSTS

F. NORMAN FORSYTHE, from re-write *New York Telegram and Evening Mail* to make-up, *Boston American*.

Harry C. Tilden, from reportorial staff, *Milford (Mass.) Gazette*, to staff, *Milford (Mass.) Daily News*.

Maurice E. Van Metre, from managing editor, *Iowa City (Ia.) Press-Citizen*, to night telegraph editor, *Omaha (Neb.) World-Herald*.

Capt. M. J. Deviney, from *Boston (Mass.) American*, to *Boston Telegram*.

PRESS ASSOCIATION NOTES

CHRISTOPHER BOHNSACK for many years with the New York City News Association has left the newspaper business to direct the broadcasting arrangements from New York's municipal radio plant.

L. C. Owen, news manager of the Pacific Coast Division of the Consolidated Press Association, has returned from the Yosemite where he spent a two weeks' vacation.

Lincoln Quarberg will relieve Frank Beaman, manager of the United Press Atlanta (Ga.) bureau, effective Aug. 26. Beaman becomes southern business representative for the U. P.

Rodney Dutcher, of the New York

FOLKS WORTH KNOWING

SPEAK about advertising on the Pacific Coast, and you cannot afford to overlook Lloyd Spencer, president of the Pacific Coast Advertising Clubs, and one of the best known advertising men in the West. He has just returned to the advertising staff of the *Seattle Post-Intelligencer*.



LOYD SPENCER

Spencer, a Californian by birth and education, has been prominent in advertising and civic organizations ever since his advent in Seattle, many years ago. He had previously seen service in the Philippines with the First California volunteers, had worked with the customs service at San Francisco and after touring as a vaudeville monologist had become a theater manager.

In 1917 he became a member of the Post-Intelligencer advertising staff. During the war years his services as a four-minute speaker were constantly in demand. He was elected president of the Seattle Advertising Club in 1922, for the 1922-23 term. This year, he was president of the Pacific Coast advertising men's association. In addition he is a member of the publicity committee of the Seattle chamber of commerce, a member of the executive committee of the Pacific Northwest Merchants Exposition, a member of the executive committee for fleet entertainment and a member of the general publicity committee to prepare for the conclave of the Knights Templar in Seattle in 1925.

staff of United News, and Mrs. Dutcher are spending their vacation touring New England.

Thomas L. Stokes, manager of the United News Washington bureau, is at Atlanta, Ga., on vacation.

IN THE AGENCY FIELD

KLING-GIBSON advertising agency, Chicago, has recently moved from 222 S. State street to the new Strauss Building on Michigan avenue.

Curtis H. Remy, who resigned from the staff of A. J. Denne & Co., Limited, advertising agents, Toronto, in 1922, to become secretary of the Toronto Phar-

macal Co., Limited, has rejoined the Denne Agency.

Arvid E. Gilmont, formerly of the *Manila (P. I.) Daily Bulletin* and more recently with the *Long Beach (Cal.) Daily Telegram*, has joined the Martin-Davidson Advertising Agency, San Diego, Cal.

E. L. Kennitz, formerly with the Howard G. Carnahan Company, Chicago, advertising agency, has joined the sales staff of the American Colortype Company, Chicago.

J. R. Connacher has joined the Alfred N. Williams Company, New York, advertising agency, as art director. He formerly was with the Street Railways Advertising Company.

Clement E. Horton, formerly with the Berbecker & Rowland Manufacturing Company, Waterville, Conn., has joined the New York office of the Chambers Agency, Inc.

WITH THE ADVERTISERS

HARRY BOTSFORD has been named to direct the advertising account of the Jacobson Engine Works, Titusville, Pa., manufacturers of gas and gasoline engines, and winches for Fordson tractors.

Harold P. Smith has joined the advertising department of the Heywood-Wakefield Company, Boston, manufacturers of reed and fibre furniture. He was formerly with the *Milwaukee Journal*.

Frank McGill of the Dominion Oilcloth & Linoleum Company, Ltd., Montreal, has been appointed advertising manager.

SCHOOLS

J. W. FRENCH, who for several years has been a member of the faculty of the Department of Journalism, University of Indiana, has been appointed to succeed Murray Sheehan, associate professor of journalism and editor of university publications, University of Arkansas, Fayetteville. Professor French was at one time connected with the *Cleveland Press* and the *Miami (Fla.) Herald*.

Holy Cross College at Worcester, Mass., which is run under the supervision of the Jesuit fathers, has announced that a journalism course will be offered this year. Worcester newspapers will co-operate with the Holy Cross faculty. John A. O'Brien has been appointed journalism teacher.

SPECIAL EDITIONS

AURORA (Ill.) Beacon-News, 72-page edition Aug. 12 heralding the Central States Fair & Exposition.

Sioux City, (Ia.) Tribune first annual Morningside edition, Aug. 5.

Station H-A-S-K-I-N, Washington, D. C., is the national broadcaster of free information for newspaper readers. Time—all the time.

WHAT'S WHAT IN THE FEATURE FIELD

WHEN Frank O. King, creator of "Walt and Skeezi" for the Chicago Tribune Newspapers Syndicate, was in high school at Tomah, Wis., he wrote an essay, entitled, "Newspaper Art." After that it could not be otherwise. King was destined to be a newspaper cartoonist.



F. O. King.

"That essay," says King, "embraced everything I have learned since and much more." Being graduated, there was nothing left to do but to put his essay theories into practice, and King started work for the *Tomah Journal*. He left there to become the "art department" of the *Minneapolis Times*, and such he was for 4 years, until he left to attend art school in Chicago.

In Chicago, King first worked for Hearst 3 years. Following that he went to the *Chicago Tribune*, where he has now been for 14 years.

In addition to Walt and Skeezi, King has created "Motorcycle Mike," "Bobby Makebelieve" and his "Rectangle" in the *Chicago Tribune* is credited with being originator of that familiar expression:

"It isn't the original cost, but the upkeep."

J. N. Pendlington, *London Daily Mail* correspondent in Japan, and also publisher of the *Far East Magazine*, which was forced to suspend following the earthquake of last September, is writing six Sunday articles on Japanese-American relations for the Readers' Syndicate, Inc. Famous Bible Poems by Rev. Kenneth Owens, and a special article on "American Women and the 1924 Election" are also being prepared for this syndicate.

Lloyd George, who contributes a special article fortnightly for the United Feature Syndicate, New York, cabled a special 2,000 word story this week on the London conference on the Dawes plan.

Frank Godwin, magazine illustrator, is drawing a series of Sunday magazine cover pages in 4 colors for the Ledger Syndicate, Philadelphia. Godwin also draws the *Ledger* feature "Vignettes of Life," a black and white weekly page.

Verne Burnett, an authority on motors and motoring, is writing a series of weekly editorials on his specialty for the Premier Syndicate, New York.

Dr. Emmett Angel, called "America's foremost play exponent," who conducts the "Real Games for Real Kids" feature for the United Feature Syndicate, New York, has accepted a position on the *S. S. Leviathan*, teaching passengers shipboard games.

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.

Frank J. Nicht, sales manager of King Features Syndicate, New York, and Mrs. Nicht have been touring upper New York State with Mr. and Mrs. Paul Karnes of the same organization.

Reed Heustis, poet of the *Los Angeles Herald*, is now writing a complete human interest poem each day for the Premier Syndicate, New York.

Dr. Frank E. A. Thone and Dr. James P. Kelly have joined the staff of Science Service, Washington, D. C.

Dr. Thone, formerly assistant at the University of Chicago and Johns Hopkins University, as well as assistant professor of botany at the University of Florida, is well known as a writer. His "Trees and Flowers of Yellowstone National Park" is a popular botanical book. He will direct the Daily Science News Bulletin which the Service furnishes.

Dr. Kelly, who holds degrees from Princeton and Columbia, comes to Science Service from the professional staff of the Pennsylvania State College. A member of the leading scientific organizations, he was for a time assistant editor of *Botanical Abstracts*. He will devote particular attention to the Half-Page Science Features.

W. S. Farnsworth is now "batting" for Damon Runyon, who is covering the flight of the "Round-the-World Flyers" in Iceland.

Lymon Anson is drawing "Sillyettes," a silhouette comic with verse for the Ledger Syndicate, Philadelphia.

Walter B. Gibson is preparing a new feature for the Ledger Syndicate, Philadelphia, which, dealing with psychic phenomena, will run under the title, "Human Enigma."

Lester Lear, who has done considerable editorial work in Columbus, Ohio, Philadelphia and New York City has been added to the staff of the Bell Syndicate. Mr. Lear is a graduate of the University of Ohio.

The Bell Syndicate has acquired the rights to "The Red Gods" by D'Esme, the famous French author. This story has a scene laid in tropical Asia and involves the search for a lost race.

John Held, Jr., creator of "Oh, Margy," resident of Weston, Conn., for several years, has purchased a 150-acre farm in Weston for his home.

George M. Cohan has agreed to write a series of features for the Tribune Syndicate. The worry is said to be caused by Mr. Cohan's declaration that he is going to be the greatest tattle-tale in the country. Mr. Cohan will write from New York.

ATTENTION
NEWSPAPER PUBLISHERS

To the newspaper publisher in a city of from 100,000 to 250,000 who is casting about for a new advertising manager; or to the publisher of a metropolitan newspaper who needs a well equipped assistant in his advertising department, we strongly recommend thorough inquiry into the record and qualifications of a man we know. The man has had fifteen years of valuable experience as a newspaper advertising manager, and is seeking a new connection on the basis of substantial accomplishment. To get in touch with him, address

The H. K. McCann Company
61 Broadway or New York City
McCann Building, San Francisco

PRESS FLASHES

Probably if the truth were told the so-called go-getter comes back empty-handed about as often as anybody.—*Toledo Blade*.

One popular method of Americanizing the aliens is to get their money away from them with worthless stocks.—*Marysville (Kan.) News*.

Enforcement officers announce there are only 1,000 bootleggers left in Omaha. Well, we may pull through on that many.—*Omaha Bee*.

If Lady Godiva, who had such beautiful hair and so few clothes, were to ride through Nebraska City these days a lot of folk probably would remark that it was a darned good horse she was riding.—*Nebraska City Press*.

The Treasury is seeking a way to make silver dollars popular. Might try giving them away.—*New York World*.

A scientist has gone to the trouble to invent a rain coat that you can roll up and put in your pocket when what is sorely needed is an umbrella that will stick to its owner.—*J. R. W. in Milwaukee Journal*.

And yet the backbone of our civilization is made up of men who eat with their coats off, except when there's company.—*Newcastle Courier*.

"Have you any new ideas for your speeches?"

"Certainly not," answered Senator Sorghum. "I will, of course, change the language, but I do not propose to try any novel variations on the set of ideas on which I have been elected year after year."—*Washington Star*.

If the umpire enjoys being hated even in winter, he might get a job as speed cop.—*Baltimore Sun*.

What used to be called "sitting rooms" are now called "living rooms," doubtless because no one who expects to live nowadays has any chance to sit.—*Boston Transcript*.

The man who used to rock the boat is now trying to see how close to the heads of crowds on the beaches he can drive an airplane.—*Portland Oregonian*.

Many of us are never sure whether it is opportunity knocking or the wolf scratching at our door.—*Arkansas Gazette*.

Some moderns think roughing it consists in driving the car that hasn't a cigar lighter.—*Baltimore Sun*.

Whether justice will come out of that Chicago trial is yet to be shown, but anyhow the American people have got out of it a lot of education on pineal glands.—*Boston Transcript*.

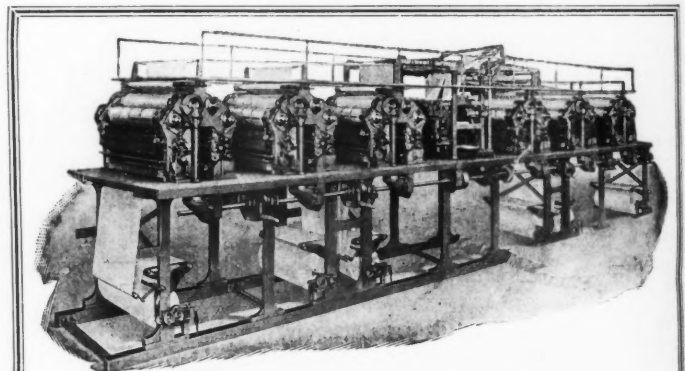
It beats a circus when the small town belle returns from a visit to the city wearing knickers.—*Florida Times Union*.

ASSOCIATIONS AND CLUBS

MIDWEST Circulation Managers Association will hold its annual convention at Lincoln, Neb., Sept. 9 and 10. The association is comprised of members in Colorado, Kansas, Missouri, Oklahoma, and Nebraska. H. S. Blake of the *Topeka (Kan.) Capital* is association president; and Will A. Butler, *Colorado Springs Telegraph-Gazette*, secretary-treasurer.

Colorado Pioneer Printers elected the following officers at their twelfth annual meeting: Frank A. Franklin, president; William Fornof, Thomas McCafferty, William W. Gee and Harry L. Serviss, vice-presidents; Grant Turner, treasurer and Joseph G. Brown, secretary.

Oakland County (Mich.) Weekly Press Association has just been established at a meeting held last week at Birmingham, Mich. Twelve weeklies are included in the organization. Floyd J. Miller, editor of the *Royal Oak Tribune*, was elected president; Joe Haas of the *Holly Herald*, vice-president; George R. Averill, of the *Birmingham Eccentric*, secretary-treasurer. At the next meeting, to be held in Royal Oak on August 28, members of the executive committee will be elected, and plans for the winter fully outlined.

SCOTT TRIPLE QUADRUPLE
DOUBLE SEXTUPLE

Straight-Unit and Multi-Unit Presses are running every day in the week in the plant of New Jersey's Leading Newspaper,

THE NEWARK NEWS

Go over some afternoon and see the Scott Double Sextuple "Multi-Unit" and "Straight-Unit" Presses in operation.

PASS YOUR PROBLEMS ON TO US

WALTER SCOTT & CO.

PLAINFIELD, NEW JERSEY, U. S. A.

CHICAGO

NEW YORK

1441 Monadnock Block

1457 Broadway, at 42d Street

NOSE FOR NEWS NEEDED IN SOUTH AMERICA

Newspapers Still in Personal Stage with Comments, Rather Than News Predominating—Even Political Hates Publicity

A real "nose for news" is needed in South America, according to Carlos Viale, editor of the editorial page of the

Buenos Aires Nation, who this week told EDITOR & PUBLISHER of some of the difficulties encountered by newspaper men of Argentine.

"Journalism is still in the personal stage," in Argentina," Viale explained. "It is now almost impossible to conduct a newspaper there in the New York spirit. It is an extremely difficult task to get news.

"Argentine people have a peculiar distaste for publicity. Society reporters are well received, and are even consulted about the 'best way of doing things' by the social elite; financial, political and sporting reporters are able to dig up some news, but in most cases people run the other way when they see a reporter coming.

"Even politicians pretend they hate to appear in print.

"It is most difficult to get pictures for our newspapers. We have no real news photographers.

"I can recall only one really interesting picture beat. Sr. Leopoldo Lugones, son of the famous Argentine writer, once succeeded in getting into the country estate of former President Irigoyen, a thing absolutely prohibited. Posing as a representative of a German cold storage plant which never existed, Lugones succeeded in taking photographs and gathering some very interesting data on the life at the estate. To fool detectives and uniformed police who watched the property, he had to resort to many clever ruses.

"Former President Irigoyen is a bitter enemy of publicity and is famous for having smashed several cameras before he became president."

Because of this general aversion to publicity, many Argentine newspapers are rather comment sheets than purveyors of news, Viale said.

"In this direction," he added, "we are in a period of evolution, which was begun with magnificent success by La Nacion under the direction of Jorge A. Mitre.

"Since the war, the progress of La Nacion has been stupendous and steady. It has increased its circulation without injuring it, so that it retains the great rich aristocratic public, within which it has an authority which it would be difficult to explain here in view of the difference in social customs."

Viale plans to spend about a month in New York before returning to South America. In addition to his position on La Nacion, he is also editor of the Argentine edition of *L'ogues*.



CARLOS VIALE

WITH THE SPECIALS

BENJAMIN & KENTNOR, newspaper representatives, have been appointed local agents for the *Milwaukee (Wis.) Sentinel* and the *Sunday Sentinel & Milwaukee Telegram* in Chicago. David J. Randall & Co. have been appointed to represent the *Pocatello (Idaho) Tribune*.

William G. Matthews, manager of the Chicago office of Wm. J. Morton Company, is making a trip to the Pacific Coast.

CHANGES OF OWNERSHIP

T. PAUL BARRON, mayor of Midland, Tex., has purchased the *Midland Reporter*.

Paul H. Powell of Ashland, O., has purchased the *Wellington (O.) Enterprise* a semi-weekly. It was formerly owned and edited by Walter Cole.

ASSOCIATION CHIEFS

JUDGE J. H. WESTOVER, editor and manager of the *Yuma (Ariz.) Morning Sun*, and president of the Sun Printing Company, has just been re-elected president of the Arizona Daily Newspaper Publishers' Association. This is his third year in office.

Before going to Yuma 15 years ago, Judge Westover practiced law in Kentucky 20 years. He was also editor and publisher of the *Williams-town (Ky.) Courier*, his

home paper, for almost as long a period of time.

The editor of the *Morning Sun* with his family arrived in Yuma on Jan. 5, 1909. This was Sunday morning. The next day, Monday, he went to work for A. M. Foster as editor of the *Morning Sun*. The first of the following April he incorporated the Sun Printing Company, which took over the plant and business of Mr. Foster, including the *Morning Sun*, and acquired a one-third interest in the business. The following November he and his wife bought all of the stock of Mr. Foster and from that time to this they have been the sole owners of the stock of the company.

Hahn Joins Gardner Corporation

Frederick H. Hahn, of the New York office, Curtis Publishing Company, has resigned to become secretary of the Perey Gardner Corporation, Newark, N. J.



"A Good Sign to Go By"
—in promoting classified advertising. Nearly one hundred and fifty newspapers think so.

THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising
Counsellors
Otis Building Philadelphia

CLIMBING

AT 20 years of age, managing editor of the *Iowa City (Ia.) Press-Citizen*, is the record of Francis J. Starzl, who assumed the duties of his new position, August 4.



F. J. STARZL

Mr. Starzl is the youngest managing editor of any daily newspaper in Iowa, and probably the youngest to hold that position on any daily newspaper of similar size in the United States.

The *Press-Citizen's* new managing editor, however, comes from a newspaper family. He is the son of John Starzl, publisher of the *Le Mars (Ia.) Globe-Post*. He started in the newspaper business at Le Mars on his father's paper 8 years ago.

In 1921 and 1922 he attended the University of Notre Dame and did correspondence work while there for several newspapers of prominence. He worked on the *Le Mars Globe-Post* during the following summer, and in 1922 went to the University of Iowa at Iowa City where he was connected with the *Daily Iowan*.

Dutch Editors Touring Canada

On invitation of the Canadian Pacific Railway a party of Dutch journalists has arrived in Canada and will tour the country with the view to making a study of possibilities of Dutch immigration. Party consists of H. C. J. Baron Van Lanswerde, editor of *De Tyde (Times)*; T. Cnossen, editor of *De Standard*; A. B. Brusse, editor of *Nieuwe Binnecor Rotterdamche Courant*, and H. J. Brusse, secretary.

1893 **SERVICE** 1924
as visualized by
BENJAMIN & KENTNOR CO.

SERVICE MEANS
Serving advertisers just as faithfully as serving newspapers.

For thirty-one years we have been teaching advertisers to rely on our word, and now have a reputation for reliability that is a great door opener.

Good business demands confidence, and when we put out established confidence behind a good newspaper we find general satisfaction to newspaper and advertiser.

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

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



The Newspapers of Syracuse

All Syracuse places confidence in the Herald, Journal and Post Standard. Some read one, others two and some all three, but collectively these three papers mould the public character and spirit that makes Syracuse a well known and well liked city.

That all three of these Syracuse papers chose the same source of type metal supply is not a coincidence. It's publisher's forethought.

When, like in Syracuse, every paper in a city lines up for the Imperial Plus Metal Plan, we can't help but feel a pardonable thrill of pride. That the Plan is serving a constantly growing list of papers having from 5,000 to 500,000 circulation adds responsibility to our pride.

Why Is This List Growing?

Why does one paper after another decide to use the Imperial Plan? Briefly because this dependable, economical and stable plan adds years of service to type metal. It answers a certain need. Write and let us give you the Plan in detail.

Imperial METAL

LNOTYPE-MONOTYPE-INTERTYPE-STEREOTYPE

"Best by Acid Test"

Imperial Type Metal Co.

Philadelphia — Cleveland — Detroit

Contact!

Reach in one paper 46 out of every 100 people who buy any New York evening paper.

NEW YORK EVENING JOURNAL

ALL IN THE DAY'S WORK

Drawn Exclusively for EDITOR & PUBLISHER

By JACK BECKWITH
He Prefers a Little Puddle



Joys of Being Versatile

JACK BECKWITH, for the past 22 years cartoonist and all-round artist for the Lynn (Mass.) *Daily Evening Item*, says that his greatest wish is that everyone liked his job as well as he does. "Jack" is known to practically every resident of Lynn, as he is one of the best "mixers" possible, being equally at ease with Presidents and poodle-dogs.



JACK BECKWITH

In the early days of his career he traveled around with the "big leaguers" and sent to his paper rattling good cartoons of the public idols at their practice. Jack is also a good photographer and is proud of the fact that the last known photograph taken of Homer Davenport was Jack's work and was taken at the home of the great artist. This picture was furnished to Boston papers upon Davenport's death. Beckwith has been offered places with larger papers in metropolitan communities, but, like many New Englanders, is

attached to his old home town, holding that friends are better than wealth and fame, and that he would rather be a big toad in a little puddle than the reverse. He has a charming wife and two interesting children, a son and a daughter, the latter of whom apparently has inherited a gift for the pencil.

Flynn Wins Golf Tournament

John M. Flynn of the *Pittsfield* (Mass.) *Eagle*, with a card of 90, won the annual golf tournament of the Eastern League Baseball Writers' Association held recently on the course of the Pittsfield Golf Club. A. W. Keane of the *Springfield Union* was one stroke behind Flynn.

Hotel Sues Vanderbilt Tabloid

The Los Angeles Biltmore Company has brought suit for \$6,300 damages against the *Los Angeles Illustrated Daily News* for alleged failure to pay the rent on a shop in the Biltmore Hotel building leased to the newspaper.

Peru (Ind.) Chronicle Sold

The *Peru* (Ind.) *Morning Chronicle* has been sold to a company of Peru business men. Arthur Kling is editor.

WHAT THEY ARE SAYING

COOPERATION DOESN'T MEAN FAULT FINDING

"QUESTIONS arising between various departments of a business should be thought out, not fought out. Cooperation is not always fully understood or at least practiced to its fullest extent. Some still think it consists entirely of finding fault. The most successful executives of today are not drivers, but leaders. In a well-chosen organization where friendly feeling between heads and all members of departments is fostered, the employees, through various associations become friends, resulting in a humanized industry, which spells success for the industry."—H. R. Swartz, President, Intertype Corporation.

THE "INTERRUPTING IDEA"

"INTERRUPTING idea," as we define it, is something which goes into the advertising and stops the reader, commands his attention and compels him to buy. If it does those three things, it will do two more things—it will impress itself upon the reader's mind and stay there forever. Also, it will demonstrate itself in the act of selling, the thing all advertisers have been trying to get—advertising of the sort that does not depend on a salesman's co-operation or interest or feeling that he must advertise it like this, that or the other advertising man, but advertising that automatically becomes a part of his selling job."—Robert J. Tinsman, President, Federal Advertising Agency.

A PAPER AGE

"A FEW figures show that in the United States at least we are now in what may be truly called a paper age. On the 1920 basis, the per capita consumption of paper in Russia was 6 pounds and in Japan 12 pounds; in Scandinavia, a region of general education, it was 33 pounds and in Germany, the most thoroughly schooled nation in the world, it was 45 pounds, but this was by no means the limit. At the same time the per capita consumption of paper in Great Britain was 76 pounds, while in the United States it was 150 pounds or, in other words, more than 3 times the consumption in Germany and practically twice that in Great Britain. This is convincing evidence of the wide diversity of the use of paper in this country."—R. S. Kellogg, Secretary, News Print Service Bureau.

Church Copy At Your Own Price

Many newspapers have run without charge to churches or to local citizens copy urging church attendance. Some papers have felt they ought not to pay for such copy, and last year a friend of the Department advanced enough money to supply copy for a year to those papers which did not care to pay.

The Department has no source of income except the sale of this copy and in order to make it available to the smallest paper, the low price has been fixed of 3 cents per week per thousand circulation—and if this works out to a figure larger than the paper cares to pay, the publisher may fix his own price for the copy.

This Department desires to serve the churches and the newspapers.

CHURCH ADVERTISING DEPARTMENT A. A. C. W.

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

Associated Advertising
383 Madison Ave.



Clubs of the World
New York City

INTERTYPE

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

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

AD-TIPS

Earle S. Barber Company, 410 N. Michigan Blvd., Chicago. Will place the account of the **Syrup Company**, Monticello, Ill.

Barton, Durstine & Osborn, 383 Madison Avenue, New York. Placing advertising for **Lewis & Conger**, New York, manufacturers of household equipment.

Benson, Gamble & Crowell, 7 S. Dearborn Street, Chicago. Have obtained the account of the **Parker Pen Company**, Janesville, Wis., for placing with newspapers in general. Also for advertising of the **Gulbransen Company**, 232 W. Chicago Avenue, Chicago, Ill., manufacturers of registering pianos. Lists will be made up during the month of September.

Chambers Agency, Inc., New Orleans, La. Handling advertising of the **American Cresset Works**, New Orleans, and the **Savannah Cresset Company**.

Erwin, Wasey & Co., 844 Rush Street, Chicago, Ill. Handling the advertising of the **Hoover Company**, 89 E. Jackson Boulevard, Chicago, Ill., manufacturers of "The Hoover" Suction Sweeper. Lists will be made up during the month of September. Contracts on the **Good-year Tire & Rubber Company**, Akron, O., are being placed with a general list of newspapers. Also placing account of **Aluminum Goods Mfg. Company**, Manitowoc, Wis., manufacturers of "Koro," the finest aluminum and "Viko," the popular aluminum. Lists will be made up during the month of September.

Charles Daniel Frey Company, 30 N. Michigan Avenue, Chicago. Contracts on the **Crane Company**, Chicago, are being issued to a number of California newspapers.

Charles H. Fuller Company, 639 S. Wabash Avenue, Chicago. Contracts on the **Brooks Appliance Company**, Marshall, Mich., are being issued to a general list of newspapers.

Arnold Joerns Company, 26 E. Huron Street, Chicago. Distributing copy on the **Hanley & Kinella Coffee & Spice Company**, St. Louis.

H. W. Kastor & Sons Company, 14 E. Jackson Boulevard, Chicago. Supplying copy to newspapers generally on **M. J. Breitenbach Company** (Gude's Pepto Mangan).

Ray D. Lillibridge, Inc., 111 Broadway, New York. Placing advertising of **O. K. Chick Hatchery**, Frenchtown, N. J., who will advertise baby chicks. Handling the accounts of the **Chase Metal Works**, Waterville, Conn.; **Case Mfg. Company**, Waterbury, Conn., and the **Noera Mfg. Company**, Waterbury, Conn.

McLarkin Advertising Company, 5 S. Wabash Avenue, Chicago. Several contracts to start in October have been issued on the **Pillsbury Flour Mills Company**, of Minneapolis, Minn.

Mitchell-Faust Advertising Company, 7 S. Dearborn Street, Chicago. Handling contracts being issued on the **Sheffield Pharmaceutical Company**, Chicago.

Morse International Agency, 449 Fourth Avenue, New York. Placing account of the **Lyon Manufacturing Company**, 41 South 5th Street, Brooklyn, N. Y., manufacturers of "Magnolia Balm" (Liquid Face Powder) and "Mustang" Lament. Lists will be made up during the months of September and April.

Nelson Chesman & Co., 1127 Pine Street, St. Louis, Mo. Making up lists and handling account of the **Marmola Company**, Detroit, Mich., manufacturers of "Marmola." Also handling contracts for the **National Laboratories**, Chicago, and the **Tonsiline Company**, Jackson, O., for distribution to newspapers generally.

Charles F. W. Nichols Company, 14 E. Jackson Boulevard. Making up heavy schedule for newspapers exclusively for the **Canadian Pacific Railway**.

Irvin F. Paschall, Inc., McCormick Bldg., Chicago. Handling account of the **Standard Pressed Steel Company**, Jenkintown, Pa., manufacturers of Pioneer hangers, Hallowell steel pillars, Standed set screws and other power transmission devices.

Street & Finney, Inc., 171 Madison Avenue, New York. Making up lists and placing advertising of **Rice & Hutchins, Inc.**, 10 High Street, Boston, Mass., manufacturers of boots and shoes.

David C. Thomas Company, 28 E. Jackson Boulevard, Chicago. Taken over accounts of the **Kearney & Trecker Corporation**, Milwaukee, manufacturers of milling machines; **R-U-V Company**, New York, manufacturers of water sterilizers; **Matthews Brothers Mfg. Company**, Milwaukee, Wis., manufacturers of woodwork.

Tuttle Advertising Agency, Greensboro, N. C. Placing the advertising of the **Kenilworth Inn**.

Williams & Cunningham Company, 6 N. Michigan Avenue, Chicago. Have secured the account of the **Ingersoll Redipoint Company**, St. Paul, Minn.

TO ENTERTAIN NEWS MEN

Syracuse and Rochester Dailies Hosts to Political Writers

Preparations are under way by newspaper men in Syracuse and Rochester to entertain New York political writers when they come to those cities next month to cover the Democratic and Republican State conventions, respectively. It is planned to repay in kind for the hospitality extended correspondents in New York during the Democratic National convention.



HORACE P. BULL

Horace P. Bull, managing editor of the *Syracuse Post-Standard*, has written to all New York newspapers that

special facilities will be provided in the office of his newspaper for the men who will cover the Democratic State convention. The men will also be put up at the various golf and country clubs of Syracuse.

From Rochester, A. C. Ross, managing editor of the *Democrat and Chronicle*, and Roy Kates, managing editor of the *Times-Union*, have extended the courtesies of their offices to the correspondents at the Republican State convention. They will fit up special rooms with typewriters and reference facilities, and the members of both staffs will be at the service of the visitors. Rochester will also provide golf.



ROY KATES

The Material Wealth of IOWA

IOWA'S material wealth has done much to make it a profitable, receptive market for national advertisers, as shown by the following items.

Number of Banks	1,763
Deposits in Banks	\$940,483,000
Capital Engaged in Manufacturing	403,206,000
Value of Real Estate Taxed	6,858,269,000
Value of Live Stock....	466,802,000
Value of Farm Implements	228,773,000
Value of Manufacturing Implements	143,628,000
Value of Motor Vehicles	183,655,000
Value of Mineral Products	18,473,000
Assets of Building & Loan Assns.	24,659,855
Value of Farm Crops... ..	890,391,000
Value of Live Stock Products	130,250,000
Total Wealth (1922)...	10,511,682,000
Per Capita Wealth.....	4,274

Of all the states, Iowa enjoys the highest per capita wealth and the lowest percentage of illiteracy. This condition is permanent, because her wealth is based on agriculture, which is the basic industry of the world.

Iowa farmers and suburbanites are very prosperous. They can buy anything that's good that you might advertise.

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Daily Features

GOOD, MOTOR, NEWS-MAPS, PORTRAITS, Puzzles, Tricks, Smiles, Noodles, The International Syndicate, BALTIMORE.

Fiction

CIRCULATION BRINGERS Famous fiction of all lengths Service for Authors, 33 W. 42d St., N. Y.

General Features

A SMALL-TOWN-PAPER SYNDICATE Unique-Inexpensive-Complete Columns—Home Features—Daily Columns—Comic Jingles—Other Specialties Features, 110 West 40th Street, New York City for Complete Catalog with Service Rates

Radio

RADIO NEWS AND FEATURES Two columns weekly by Carl H. Butman Washington Radio News Service, Room 201, 1422 F St., Washington, D. C.

Religious Features

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

Weekly Comic Story

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

Weekly Pages

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

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

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

THE SERVICE STATION

Questions Concerning the Newspaper and Allied Lines Will Be Answered Here.

- Q. Will you kindly advise me of the address of the Daily Mirror, New York?
A. This paper is published at 238 William street, New York City.
- Q. What is the address of Robert Quillen?
A. Mr. Quillen can be reached care of Associated Editors, 440 South Dearborn street, Chicago, Ill.
- Q. Will you please give me a list of the tabloid newspapers in the United States?
A. The following newspapers are published in tabloid form:
New York Daily News
New York Daily Mirror
Women's Wear, New York
Baltimore Post
Boston Advertiser
Washington News
Los Angeles Illustrated Daily News
San Francisco Illustrated Daily Herald
- Q. Please advise us what syndicate houses distribute the following features:
1. Hambone's Meditations.
2. Robert T. Small's Daily Political Articles.
3. Mark Sullivan's Daily Political Articles.
4. Pointed Paragraphs.
- A—1. Bell Syndicate, 154 Nassau Street, New York.
2. Consolidated Press Association, Washington, D. C.
3. New York Herald-Tribune Syndicate, New York.
4. Associated Newspapers, 270 Madison Avenue, New York.

N. Y. EVENING GRAPHIC DUE NEXT MONTH

Macfadden Evening Tabloid Scheduled to Appear Sept. 15, if Mechanical Equipment Ready

The *New York Evening Graphic* is the name selected for the new Bernarr Macfadden tabloid scheduled to appear in New York Sept. 15, EDITOR & PUBLISHER learned this week.

Workmen are now busy making ready the mechanical equipment for the first edition.

Date of this first issue depends upon when this work is completed, EDITOR & PUBLISHER was informed. The 4 octuple Hoe presses, part of the old *New York Evening Mail* plant, which Macfadden recently purchased from Frank Munsey, are rapidly being put in shape, however, and the new paper will probably keep to its opening schedule.

According to present plans, the new tabloid will run 32 pages daily. Pictures will be used plentifully and a weekly rotogravure section, appearing every Saturday, will probably be part of the regular schedule.

Macfadden had previously told EDITOR & PUBLISHER, that this venture marked an "entirely new and original phase in journalism."

His executives now reiterate this statement, but decline to make known the nature of the plans, other than saying that the *Graphic* will be alone in its field and will not be in competition with any other New York newspaper.

"It will contain the characteristics, which have made the Macfadden magazines so successful," are the words they use in describing it.

Martin H. Weyrauch, formerly of the

Brooklyn Eagle, will be city editor; Joseph Appelgate, former feature editor of the *Brooklyn Eagle* will be in charge of features; William Herschey, formerly assistant sports editor, *New York Evening Post*, will be sporting editor; and Thornton Fisher will contribute a daily sport cartoon and article.

William E. Severn, formerly advertising manager of the *Globe* and more recently with the *Herald*, has been appointed advertising manager; O. O. Scattergood, who was circulation manager of the *Globe* and later with the *Sun*, circulation manager; John C. Spence, formerly with the *Telegram and Evening Mail*, press foreman; and Harry Martin, formerly with the *Evening Post* and more recently with the *World*, composing room foreman.

Annenberg Buys L. I. Estate

M. L. Annenberg, director of circulation for Hearst Publications, New York, has purchased the Great Neck, L. I., estate of George M. Cohan. The broker in the transaction reports the price at \$350,000. It is one of the show places of the North Shore and has a frontage of 245 feet on Long Island Sound.

Fire Destroys Plant

Plant of the *Greenville* (Miss.) *Democrat-Times* was destroyed in a fire that wrecked 3 buildings and caused a damage of \$25,000.

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

PRESS ASSOCIATION FIELD MEN MEET

Ed Bemis, Secretary Colorado Group, Re-elected President at Salt Lake City Gathering—Handling of Advertising Discussed

Ed A. Bemis, of Littleton, Col., secretary of the Colorado Press Association, was re-elected president of the State Press Association Field Men at their annual convention held in Salt Lake City, Aug. 11-14. Ole Buck, of Harvard, Neb., secretary of the Nebraska Press Association, was re-elected secretary-treasurer. Next year's meeting will be held in St. Louis, Oct. 9-14.

The convention was given over exclusively to swapping experiences and the discussion of problems that have been met or must be met in the future. One of the chief subjects was the matter of handling advertising in a wholesale way by press associations. It was agreed that while this may be a proper function for a press association, it should not be allowed to occupy any large portion of a field manager's time. It was agreed that advertising should be handled by a special department in charge of a competent sales manager and that the field manager's duties should be supervisory only.

In the matter of advertising agencies and special representatives, it was agreed that agencies are a necessity, at least under present conditions, and that field managers should co-operate with them in every way possible in the development of business. It was also agreed that the service of special representatives is important, the consensus of opinion being that any special representative who actually develops business for newspapers is worthy of his hire and that he should be helped in every possible way.

Manager Buck, of Nebraska, outlined a plan for auditing circulations that is meeting with favor in his state, although

it has not yet been adopted by his state association. It was agreed that this is a valuable work to do and that the managers should co-operate with each other and with their membership to produce honest circulation statements.

Meetings were held in the offices of the Porte Publishing Company. The field men were guests of the publishing company while in Salt Lake City.

Doctor Sues Springfield Republican

Dr. James Patrick Coll, of Philadelphia, has started suit against the Springfield Republican Publishing Company of Springfield, Mass., for \$50,000 in damages for libel, according to an attachment filed under the bulky personal property law by Deputy United States Marshal Joseph M. Winston. The attorney for the plaintiff, Arthur A. Tyler, Springfield, declares the action taken for alleged libels published in the *Republican*, July 18, 19, 21 and 27.

THE TACOMA NEWS TRIBUNE

Frank S. Baker, President
Charles B. Wain, Editor and Gen. Mgr.

ADVERTISING REPRESENTATIVES

David J. Randall, 341 Fifth Ave., New York City
Ford, Parsons & Co., 360 No. Michigan, Chicago, Ill.
R. J. Halwell & Co., San Francisco and Los Angeles, Cal.

first!

- in circulation
- in lineage
- in reader interest
- in proved results

The Indianapolis NEWS

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 Exclusive)
New York Chicago Philadelphia New

Over—

200,000

CIRCULATION

in less than 3 years.

—because Detroiters want it.

DETROIT TIMES

YOU can't list the representative newspapers of America without putting down The Dallas News for Texas.

The Dallas Morning News
Supreme in Texas

In New Orleans it's THE ITEM

NEW YORK DAILIES PRINTED 9,919,374 LINES DURING JULY

NEW YORK newspapers in July, 1924, carried 9,919,374 agate lines of advertising—the smallest total for the month since 1918, and 831,644 lines below the figure for July, 1923, which had five Sundays, against four this year. Losses are noted for five papers in the New York Evening Post tabulation, which includes for the first time the figures for the Daily Mirror and the Evening Bulletin.

Four of the papers which show losses publish Sunday editions, and their decrease for the month was due to the missing Sunday, the daily editions running ahead of last July. Of the evening papers which publish no Sunday editions, only one shows a loss. The disparity in grand totals is also accounted for by the several combinations of newspapers during the past year. Comparative totals follow:

Pages		Percentage of total space		Gain		Loss	
1924	1923	1924	1923	1924	1923	1924	1923
1,212	1,268	American	9.7	961,338	1,058,268	96,930
1,020	1,006	Brooklyn Eagle	11.3	1,119,056	1,150,116	31,060
492	542	Brooklyn Times	3.3	329,100	276,364	52,736
378	*Evening Bulletin	1.6	156,968
926	930	*Evening Journal	8.7	862,284	704,190	158,094
.....	466	*Evening Mail	374,824
692	482	*Evening Post	2.6	255,382	236,594	18,788
600	620	*Evening World	4.4	437,056	**483,776	46,720
.....	1,004	Herald	\$759,996
1,046	942	Herald Tribune	7.8	774,238	630,440	143,798
752	*Mirror (Tabloid)	2.5	249,292
968	928	News (Tabloid)	3.5	348,642	287,292	61,350
514	556	Standard Union	4.9	483,298	475,522	7,776
678	614	*Sun	7.3	744,158	665,332	78,826
598	554	*Telegram & Mail	5.7	566,270	507,068	59,202
1,338	1,436	Times	15.4	1,528,688	1,746,628	217,940
1,056	1,188	World	11.1	1,103,604	1,394,608	291,004
12,270	12,536	Totals	9,919,374	10,751,018	831,644
						Net Loss	

*No Sunday edition.
 †Telegram and Mail combined, January 28, 1924. Sunday issue discontinued March 16, 1924.
 ‡Evening Telegram, 4 Sundays, 1923 included.
 §Herald and Tribune combined March 19, 1924.
 ¶Evening Bulletin, first issue June 19, 1924.
 **Mirror (Tabloid) first issue June 24, 1924.
 ***Includes 67,672 lines Brooklyn section, suspended Sept. 20, 1923.

	1924	1923	1922	1921	1920	1919	1918
American	961,338	1,058,268	821,604	776,996	697,566	816,120	607,107
Brooklyn Eagle	1,119,056	1,150,116	1,119,746	1,018,548	965,154	840,934	619,533
Brooklyn Times	329,100	276,364	241,696	265,276	272,936
Evening Bulletin	156,968
Evening Journal	862,284	704,190	622,994	659,764	615,084	635,276	385,219
Evening Mail	374,824	334,276	368,618	414,760	347,440	236,818
Evening Post	255,382	236,594	246,014	388,370	360,557	349,980	248,501
Evening World	437,056	483,776	438,664	500,418	611,222	476,218	271,969
Herald	759,996	826,554	834,722	835,658	629,118	435,993
Herald Tribune	774,238	630,440	636,486	666,268	668,524	623,654	240,995
Mirror (Tabloid)	249,292
News (Tabloid)	348,642	287,292	222,840	173,546	126,962
Standard Union	483,298	475,522	514,620	481,494	625,626	537,150	386,675
Sun	744,158	665,332	557,662	466,860	579,730	591,034	345,931
Telegram & Mail	566,270	507,068	477,200	450,738	589,162	719,378	575,937
Times	1,528,688	1,746,628	1,667,264	1,499,584	1,547,170	1,464,833	938,755
World	1,103,604	1,394,608	1,342,544	1,087,524	1,236,398	1,394,074	1,116,896
Totals	9,919,374	10,751,018	10,497,264	10,081,886	10,667,425	10,024,255	6,745,560

†Figures not recorded.
 ‡Sun and Globe combined June 4, 1923. Name changed to Sun March 10, 1924.

U. S. BALKS ATTEMPTS TO "BOOTLEG" PAPER

Treasury Department Rules Railroad Manila Cannot Be Imported Duty Free in Guise of Newsprint—Collector Notified

Efforts to "bootleg" railroad manila paper into this country duty free under the guise of newsprint has been balked by the Assistant Secretary of the Treasury, who recently instructed the New York Collector that this class of paper will be dutiable at the rate of 3 cents per pound and 15 per cent *ad valorem* after Sept. 4.

The instructions point out that railroad manila when imported in sheets 22 inches by 34 inches is ordinarily used as writing and typewriter second sheets, and is therefore dutiable.

As the matter now stands, paper to be admitted free of duty into the United States under the classification of standard news print:

Must be composed of groundwood and chemical pulp, with not more than 30 per cent sulphite content, and vary not more than 10 per cent from 32-pound basis weight with no regard to color.

Rolls must be 16 inches and over in width, and over 9 inches in diameter, and of a kind, quality and width ordinarily used by representative newspapers in printing their regular editions.

Paper in rolls and identical in composition with standard newsprint but which, because of its size, is chiefly used as wrapping paper, is subject to a duty of 30 per cent *ad valorem*.

Paper in sheets under 24 in. x 36 in. and identical in composition with standard newsprint was held May 6, 1924, to be dutiable as printing paper at 1/4 cent per pound, and 10 per cent *ad valorem* under Paragraph 1301 of the Tariff Act.

"EMIR" ASKS \$250,000 Sues News Syndicate Company, Inc., for Libel

"His Royal Highness the Emir of Kurdistan" filed suit for \$250,000 damages in the Supreme Court of the District of Columbia in Washington, Aug. 19, against the News Syndicate Company, Inc., and Max Lief, a reporter of the New York Daily News.

The plaintiff avers he is in fact the Emir of Kurdistan and that his name, fame and reputation have been damaged to the extent of the sum named.

Through his attorney, Abner Siegal, he denies allegations that he is an ex-convict, a famous swindler and hotel beat; that he is not the Emir of Kurdistan, and that he "crashed Uncle Sam's gates and buncoed bank presidents and society leaders." Inferences that he has been guilty of improper conduct are absolutely and wholly false, he declares.

It was Max Lief, who working for the Daily News, exposed Prince Louis Henry de Bussigny de Bourbon as Harold Schwarm, New Britain, Conn., town duds, and Prince Zerdechono Mohamed Saide as Jay A. Bonsou, Chicago salesman. Both bogus princes had been idols of New York society.

Your Indiana Market

is more than a state 276 miles long and 140 miles wide. It is a live, progressive and producing territory.

The Indiana people—nearly three million of them—have homes of the American kind and each home is a market for American goods and daily newspaper advertising will reach each family.

The 201,203 farms produced a crop value of \$497,229,695. Corn leads in value of crops with \$229,975,713; oats, \$42,023,780; wheat, \$98,101,056; hay and forage, \$79,874,000 and vegetables \$21,254,000.

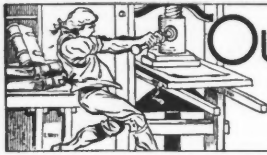
This is only part of the money Indiana people have to spend. Indiana industries are large, the value of their products is nearly two billion dollars.

Get Indiana people interested in your product and one market problem will be solved.

USE THIS LIST

	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) 3,563	.025
***Indianapolis News	(E) 131,818	.25
***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.



OUR OWN WORLD OF LETTERS

By JAMES MELVIN LEE

A HANDY desk manual for advertisers has just been published by Ben C. Pittsford through Robert O. Ballou. The volume is a revision of Pittsford's Manual first published in 1921. Its purpose is to help the executive, the advertising man, and the buyer of space to produce better advertisements in a more effective manner.

No one will question the stress which the volume puts upon simplicity as the first rule of good typography. In addition it gives the following "daily dozen" for the copy writer:

- 1—Tell the truth—frankly and directly. Remember that advertising is simply "Truth well told."
- 2—Stick to simple words, short sentences, and brief paragraphs—"easy eye-fuls of type."
- 3—Avoid words that are obsolete and ambiguous.
- 4—Don't be bombastic—make no exaggerated claims.
- 5—Don't try to be "clever." Cutting capers is a clown's job, not a copywriter's. Be sincere.
- 6—Don't argue or discuss. Tell your story briefly and to the point. Say as much as you can in as few words as possible. Keep your objective always clearly before you.
- 7—Be enthusiastic, but stick to the facts.
- 8—Humanize your copy. Give it a true-to-life touch. Give it movement and action.
- 9—Whenever possible, make your appeal to some fundamental instinct, motive or emotion, such as pride, pleasure, profit, self-preservation, comfort, affection, etc.
- 10—Be specific. Don't indulge in vague generalities.
- 11—Be conversational and friendly. Keep the other fellow in mind when preparing your message, or better yet, put yourself in his place.
- 12—Simplify as well as urge response. Make it easy for the reader to act on your suggestions. Don't leave him in doubt as to what he should do.

Especially helpful also are the practical suggestions on making a layout. The author will have the personal thanks of every printer if the following things are remembered in ordering typography:

- Always wrap and protect cuts (especially half-tones) very carefully.
- Give the typographer time in which to do a GOOD job and it will be a GOOD job.
- State number of proofs (enamel or print stock) wanted when sending O. K.
- To get your plates "the same day"—return your final O. K.'d proofs before noon of that day.
- "Rush orders" are usually the greatest troublemakers and seldom give real satisfaction to anybody.
- Figure on six to eight hours to get a good electrotype—one that has a shell thick enough to print properly.
- Don't give foundry orders to make plates before giving release and O. K. for plating. Also name of foundry you wish form to go, if you have a preference.
- If you use a purchase order, be sure and send along with job—or give the number of the order. This will help prevent any misunderstanding.
- Don't crowd too much copy into your advertisements or they will not be "easy eye-fuls of type." One idea at a time in each advertisement is a good rule.

The chapter on type faces does not contain so much that is new, but it does present material in an easy way for reference. The same comment would hold true for what is said about rules

and borders. Special sections answer annoying questions for those interested in direct advertising.

What makes the volume so valuable as a desk manual is the inclusion of related facts, such as paper stocks, information about copyrights, and the regulations of the postal department.

Y. P. WANG is distributing through the World Wide News Association, 303 Fifth Avenue, New York City, "The Rise of the Native Press in China." This booklet is a thesis which its author submitted as one of the requirements for the degree of Master of Science in Journalism at the Pulitzer School of Journalism, but it contains much material of historical value—material that can be found nowhere else. To those interested in the historical development of the press the book will furnish information about a country which was the first to give the world the invention of paper and plates.

Advertisers seeking a market in China will find the booklet of considerable help in the selection of media to be used. Chapter IV, for example, is devoted exclusively to advertising and circulation. Evidently advertising is passing through the same stage in China that it passed in America. At present, patent medicine manufacturers are the heaviest users of space; next come the manufacturers of cigarettes. Strange to say, next to cigarette advertising comes book advertising—but only a little way ahead of theatrical advertising. But the Chinese theater, however, gets an exceptionally low rate.

As an illustration of the practical material found in the booklet I may quote the following:

The newspaper advertising in the native press is largely illustrated. In the newspapers may be found some of the crudest and some of the most carefully constructed advertisements. Redundancy is the characteristic defect of copy prepared by the native advertisers. Mistakes are very common in copy that is prepared by foreign advertising writers in foreign countries. To the Chinese copy of this kind is ineffective

TRENTON N. E. W. JERSEY

A prosperous city of diversified industries served by one paper.

TRENTON (N. J.) TIMES

KELLY-SMITH CO.

National Representatives
Marbridge Bldg. New York Lytton Bldg. Chicago

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

and even ridiculous. It is maintained that the copy can be illustrated most effectively by Chinese artists who are able to give local, or native, touches to illustrations.

The column line measurement of advertising space as practiced in America is impossible in Chinese newspapers, because of their variation in both length and depth, and the further fact that there is no uniformity in the line measurements of the various dailies. So Chinese space sells by the square inch, instead of by agate lines or column inches. The space may be of almost any size in keeping with the size of the newspaper page, which when measured as an American newspaper is approximately 15 by 20 inches, and when calculated by the sheet measurement of the Chinese is 31 or 32 inches by 20.

The booklet is a fine piece of research work—a fact which I hope will not be overlooked because of the attention I have directed to its practical value. The foreword is contributed by Professor John W. Cunliffe, Director of the Pulitzer School of Journalism.

L. L. STEVENSON, New York correspondent of the *Detroit News*, has just published through Brentano his first novel, "Big Game". While this novel is not a bit of fiction about newspaper life it will interest members of the working press, not only because its author is an old newspaper man, but because it is a bully good yarn about American business.

SIMPLY as an item of news I want to mention "Forty Years in Newspaperdom" by Milton A. McRae (Brentano). Briefly, this volume tells the story of the beginnings and expansion of the Scripps-McRae chain of newspapers. It also records the origin and growth of The United Press and the other news-gathering associations affiliated with the parent organization. The readers of this department will find considerable new copy about the old conflict between the United Press and the Associated Press.

THE one hundredth anniversary of the founding of the *Springfield Republican* will occur on Sept. 8. It is especially

fitting, therefore, that an anniversary volume entitled "The History of an Independent Newspaper" will be published by the Macmillan Company at about that time. Its author is Richard Hooper, president of The Republican Publishing Company.

The *Republican* has had an interesting history ever since it first appeared on Sept. 8, 1824. Samuel Bowles and his immediate descendants made it one of the great papers of the country. The influence was by no means limited to the paper they published, for on the *Republican* started many newspaper men who later achieved distinction in the metropolitan field. From its editorial room have come several distinguished editors of great magazines. Though I began my newspaper career on the *Springfield Union* I have always had the most profound respect for the *Springfield Republican*.

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—

JOURNAL
FIRST—by Merit

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

The Plain Dealer
ONE Medium—ONE Cost **ALONE** Will sell it

J. B. Woodward 110 E. 42d St. NEW YORK	Woodward & Kelly 350 N. Mich. Blvd. CHICAGO
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The Greatest Force in British Advertising is
The Times
London, England

Leads in Advertisements of Newspapers

The New York Times in the first seven months of 1924 published 195,522 lines of advertisements of other newspapers. The second New York newspaper published 84,210 lines. Newspaper owners in the United States prefer The New York Times for announcements of their progress and accomplishments.

Space Buyers Sales Managers
Do not neglect the Fifth Market of Texas and the Third Market for Louisiana. It is covered only by
THE BEAUMONT ENTERPRISE
and
THE BEAUMONT JOURNAL
Ask Beckwith—He Knows.

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

DOLLAR PULLERS

One Dollar Will Be Paid for Each Idea Published

BUSINESS TICKLER



ARE you ready to go after the radio instrument and parts business that will come with the return of cool weather and D X reception?

Fall clothing and hats will soon be advertised heavily. Line

up your share now.

Automobile makers look forward to their biggest closed car season. Get on the list.

Are the carpenters and glaziers planning to advertise for jobs of enclosing porches for winter sun-parlors?

It's not too late to get a few hundred lines from nurserymen with fall planting of bulbs and shrubs a few weeks distant.

"HOW Much Worthless Stock Do you Own?"

would make a good caption for an educational page run cooperatively by the bankers of your city. A good ad writer could work up a number of interesting pages along this line, keeping in mind that the principal point to feature is the fact that your banker should be consulted before buying such stocks.—George C. Marcle, Ogdensburg (N. Y.) *Republican-Journal*.

This is a good season to urge fall planting of tulips and other flowers for next spring. Many kinds of shrubs and trees must be planted in the fall of the year. It's also the open season for potted plants to be grown indoors during the winter. A little article on sun rooms and flower corners and a suggestion to the flower and seed men in your town ought to result in some advertising space for you.—R. John Gibler, St. Louis.

Now that there is a most unusual interest taken in the coming Presidential campaign on account of the distinctive personalities of the three candidates in the field, and the anticipation of considerable action, why not feature the campaign under an appropriate heading, and obtain cooperative ads, or a group, from the radio installers, retail radio shops and electrical accessory shops in your district, urging the public not to miss "listening in" to these addresses by purchasing receiving sets.—C. M. Litteljohn, Washington, D. C.

For its classified business column the *San Salvador Diario Del* makes a price for inserting the business card of its client, which includes a subscription to the paper, thereby linking circulation with advertising.—C. M. Litteljohn, Washington, D. C.

America's Best Magazine Pages

Daily and Sunday

Newspaper Feature Service

241 WEST 58TH STREET
New York City

Snappy fall weather will soon be with us and along with it comes an unusually good appetite. The hotel, restaurant and lunch room proprietors ought to be good subjects for some additional advertising at this time. A suggestion about a "mid-meal" coffee and sandwich urging people to drop in and have a light lunch during the morning and afternoon would bring customers into the restaurants. An "after the movie" suggestion would also give the eating places more business during their poor hours. Try these ideas on your local lunch room proprietors. It will mean some extra space!—R. John Gibler, St. Louis.

"Rep and Pep" is the heading of a cooperative page recently appearing in a northern New York newspaper. The space was equally divided, each containing a photograph of a local orchestra. Music dealers could also be included in such a page, especially if they sold the orchestras their instruments.—George C. Marcle, Ogdensburg (N. Y.) *Republican-Journal*.

Under a caption such as "Planning Your Autumn Wardrobe," there may be grouped from several columns to a page of hints to milady from the leading fashion shops of your city. Now is the time to secure such copy.—C. M. Litteljohn, Washington, D. C.

EDITORS ON AUTO TOUR

100 Wisconsin Press Members Leave Milwaukee for Annual Jaunt

About 100 members of the Wisconsin Press Association left this Saturday on the annual motor tour of the association.

After visiting the Graphic Arts Exposition and the Wisconsin Theater in Milwaukee the editors leave for East Troy, Elkhorn, Fort Atkinson, and Janesville. The itinerary for Sunday includes the great Yerkes telescope at Williams Bay, Lake Geneva, Brown's Lake and Burlington. On Monday the party will return to Milwaukee, attend the state fair and participate in a house warming of the *Milwaukee Journal's* new \$2,000,000 home.

The association will publish a daily paper at the fair grounds in Milwaukee, Aug. 25 to 30. A complete printing plant has been set up and copies of the 360 newspapers of Wisconsin will be on file. This is the first time a newspaper exhibit of this character has been made at the fair. Each day the state fair daily will be in charge of a new set of editors.

FORESHADOWED EVENTS

- Aug. 25-27—Ninth District Convention, A. A. C. W., Washington, Ia.
- Sept. 9-10—Midwest Circulation Managers' Assn., annual convention, Lincoln, Neb.
- Sept. 18-20—Tri-State Editorial Assn., annual convention, Sioux City, Ia.
- Sept. 22-25—Advertising Specialty Assn., annual convention, Chicago, Ill.
- Sept. 27-30—Massachusetts Press Assn., annual outing to Mountain View Hotel, Whitefield, N. H.

Mr. Fuller's Transfer

To EDITOR & PUBLISHER:—You were very unfortunate in the selection of your heading for the article relating to the facts concerning Hector Fuller and his connection with the National Cash Register Company. You stated, "Hector Fuller Quits Wm. H. Rankin Company."

As a matter of fact, Mr. Fuller did not quit the Rankin Company, but his transfer to the National Cash Register Company was arranged through Mr. E. D. Gibbs, the Advertising Director. Mr. Gibbs, after making a thorough investigation of all men available for the position of Publicity Director of the National Cash Register Company, came into my office and told me that the man he would really like to have, and the man who could fill the position best was Mr. Hector Fuller. He very frankly and very fairly said to me, however, that he would not offer Mr. Fuller the position without my approval and sanction. My friendship for Mr. Fuller was such that I realized the opportunity offered him, and authorized Mr. Gibbs to make Mr. Fuller the offer which he accepted.

It was done in a very friendly way, and there is nothing but the best of feeling between Mr. Fuller and the writer. Mr. Fuller has certainly made a place for him-

self as an advertising writer, and a writer of news publicity, and I am sure his experience with the National Cash Register Company will be as successful as it was with us.

I would greatly appreciate it if you would make this correction because I do not want—and I am sure neither does Mr. Fuller—anyone to labor under a misunderstanding.

WM. H. RANKIN,
President Wm. H. Rankin Company.

Miners Advertise in Daily

The Iowa local of the United Mine Workers of America has started an advertising campaign to promote the sale of coal, having placed a full page advertisement in the rotogravure section of the *Des Moines (Ia.) Sunday Register*, Aug. 17. H. T. Watts, business manager of the newspaper, points out that to his knowledge this is the first time any miners' union has promoted and paid for an advertising campaign.

Our Features:

- Irvin S. Cobb
- Samuel G. Blythe
- R. L. Goldberg
- Roe Fulkerson
- Don Herold
- Ed Hughes
- O. O. McIntyre
- Penrod and Sam
- Nellie Revelle
- Will Rogers
- H. J. Tuthill
- Albert Payson Terhune
- and others

The McNaught Syndicate, Inc.
Times Building, New York

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.

Over

ONE-THIRD

added

to the circulation of The Rochester (N. Y.) Herald by a Hollister plan campaign, just completed,—the gain being all paid-in-advance subscriptions.

New Evidence of the Supremacy
of

HOLLISTER'S

CIRCULATION ORGANIZATION
717-718 Commercial Exchange Bldg.
LOS ANGELES, CAL.

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 126,786
Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. Lytton Bldg.
New York, N. Y. Chicago, Ill.

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




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




NEA SERVICE INC.
1200 W. 3RD STREET.
CLEVELAND, OHIO

PLAN TWO NEW HOMES IN CLEVELAND

Work on Times Building Scheduled to Start This Week—News and Sunday Leader Site Chosen

Announcement was made Monday, Aug. 18, of plans for new buildings for two more Cleveland daily newspapers. The Times, at present published at 307 West Superior avenue, has let the contract for a new building at Payne avenue, N. E., and East 22nd street. Work on the building was to have been started this week.

The News and Sunday Leader announced it would construct a new building at Superior avenue, N. E., and East 21st street, two blocks from the site of the new Times building.

The Times building will be two stories, with foundations designed for 6 stories, the other four to be added later. It will be of re-inforced concrete, with terra cotta exterior, 90 by 104 feet, providing 25,000 square feet of space for the newspaper plant. It is expected to be ready for occupancy the first of next year. The land and building cost \$250,000.

The business offices, circulation and advertising departments will occupy the ground floor. On the second floor will be the news room and composing room, with private offices for officials of the company. The press room, lockers and shower baths will be in the basement.

Frank M. Ball was the architect and the contract was awarded to the Crowell & Little Construction Company, the same concern that has the contract for the new plant of the Detroit Free Press.

AD COURSE TEACHERS NAMED

Cleveland Club Will Conduct Fall and Winter Classes

Eleven advertising specialists from New York and Chicago will supplement the staff of 16 Cleveland teachers and lecturers of the Cleveland Advertising School conducted under the auspices of the Cleveland Advertising Club. The session begins Sept. 15.

Charles W. Mears, founder and dean of the school, announces that out of town lecturers during the coming school session will include George Burton Hotchkiss, head of the department of advertising and marketing, New York University; Ben Nash, advertising counsellor, New York; Charles E. Courtney, professor of business English, New York University; Fred Farrar, typographical specialist, New York; John A. Dickson, general manager of the Chicago Herald Examiner; Dr. R. E. Rindfuss, manager, Periodical Publishers' Association of America, New York; Homer Buckley, of Dement & Co., direct mail specialists and producers, Chicago; S. Roland Hall, letter specialist, Easton, Pa.; Amos Parish, department store advertising specialist, New York.

Cleveland teachers the coming school session will include: L. E. Honeywell, ad manager of the National Acme Company; S. A. Weissenberger, publicity director for the Halle Brothers Company; Joseph M. Ramsey, advertising manager of the Expositor; Henry Turner Bailey, dean of the Cleveland School of Art; Frank M. Wulf, of the W. S. Tyler Company's advertising department; Donald C. Dougherty, publicity and organization counsellor; R. O. Eastman of R. O. Eastman Inc.; C. H. Handerson, publicity director for the Union Trust Company; Jay Iglauer, controller and treasurer of the Halle Brothers Company; Arthur Judson of Fuller and Smith; Charles E. Percy, advertising and sales counsellor; Arthur C. Rogers, advertising manager of the Guardian Savings and Trust Company.

Secretary-Manager Ray H. Finger of the Cleveland Advertising Club, is registrar and manager of the school and assistant secretary George E. Mills of the club, is secretary. All sessions will be held in the quarters of the club in the basement of the Hotel Statler, the course running

on Monday and Wednesday evenings from the middle of September to the end of next May.

Women as well as men are admitted, but enrollment is limited.

SMALLPOX MENACES DAILY

Waukegan Sun Employe Contracts Disease But Paper Not Quarantined

Not even smallpox succeeded in preventing regular publication of the Waukegan (Ill.) Daily Sun, which erroneously was reported closed down this week as a result of an employe being stricken with the disease. Earl Corser, a printer, became ill and two days later it was diagnosed as smallpox. The case was reported to the Illinois Department of Public Health and Dr. S. S. Winner, a representative of that department, started an investigation.

As Corser was out two days before he actually contracted the disease, Dr. Winner declared the danger of exposure to others was very slight as compared with what would have been the case had he remained at work longer. Dr. Winner therefore did not insist upon closing the plant, but advised all employes to be vaccinated. This plan was followed.

OHIO "RE-DISCOVERED"

Two Cleveland Plain Dealer Men Take Trip Around State's Rim

Travelling in a flivver, Fred Charles, reporter, and Burton Emerson Williams, photographer of the Cleveland Plain Dealer, have just completed what they called a "rediscovery trip" around the rim of Ohio.

The aim of the expedition was to keep as near as roads permitted to the boundaries of the state. Stories written in a light vein were sent back to be published with pictures in the newspaper. The trip was considered a splendid opportunity to get names of people from many sections of the state into the newspaper, as well as to establish contacts at a great many out-of-the-way places.

Merchant Scores Newspaper Rates

Newspapers are making too strenuous efforts to obtain increased circulation and the advertiser pays in higher rates was the complaint made Aug. 15, by William J. Hayes of Minneapolis before the 12th annual convention of the National Association of Retail Secretaries in Des Moines, Ia. Discussing newspaper advertising and rates, Mr. Hayes declared a "bad situation" has developed. He suggested that newspapers handle their business with the same efficiency as applied by retail merchants, and urged the retail merchants and newspaper advertising managers to "get together and through co-operation solve this problem."

Brisbane Adds to Realty

Arthur Brisbane, who has been constantly acquiring real estate properties in the Fifty-seventh street section, New York, added to his holdings this week by leasing the 5-story dwelling, covering a lot 20 by 100.5 at 113 East Fifty-seventh street. The lease is for a term of 21 years at \$13,000 per annum. The tenant is to alter or erect a new building to cost at least \$50,000.

Critic Joins Diplomatic Service

Paul T. Mayo, dramatic critic of the Rocky Mountain News and Denver Times, has been appointed a foreign service officer and secretary in the diplomatic division of the state department. Mr. Mayo will leave at once for Washington, where he will take the training which is a necessary preliminary to the foreign service.

Southern Editors Speak

Six Mississippi editors and one from Tennessee were on the program for addresses at the Neshoba County Fair just held at Philadelphia, Miss. They were C. P. J. Mooney, of the Memphis (Tenn.) Commercial Appeal; C. T. Rand, Neshoba Democrat; J. B. Maman, of the G. M. & N. News; James H. Skewes,

Meridian Star; Walker Wood, Winona Times; Frederick Sullens, Jackson Daily News, and Theo. G. Bilbo, Mississippi Free Lance.

Oil Trade Journal Expands

The Shaw Publishing Company, which issues the Oil News at Galesburg, Ill.,

has purchased the Oil Trade Journal and Petroleum Register, New York, and will merge the publications with its own magazines. Arthur G. Winkler, associate editor of Oil News is in the East determining whether to bring the Oil Trade Journal properties to Galesburg. Leo D. Becker is president of the Shaw Publishing Company.

SUPPLIES & EQUIPMENT For Newspaper Making

For results use Editor & Publisher's Equipment Columns. Printers' Outfitters Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

For Sale. 12-Page Hoe Web Press. Carefully overhauled with new rollers and new blankets, equipped with complete stereotype outfit, everything necessary to produce a handsome newspaper 4, 6, 8, or 12 pages, at high speed—paper 22 3/4 inches long. For particulars and price write, mentioning our No. 533, Baker Sales Company, 200 Fifth Avenue, New York City.

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

Cline-Westinghouse Double Motor-Drive with full automatic push button control.

USED BY THE MIAMI HERALD Miami, Fla.

We refer you to them for their opinion



MAIN OFFICE: Fishier Building 343 S. Dearborn St. CHICAGO
EASTERN OFFICE: Marbridge Building Broadway at 34th St. NEW YORK

Used Presses at Attractive Prices

- GOSS 16-page Two-Plate-Wide Press, Page length 23-9/16".
- GOSS Straight-Line Sextuple Press, Page length 21.60".
- GOSS Straight-Line Sextuple Press, Page length 23-9/16".
- DUPLEX 8-page Angle-Bar Flat-Bed Press, Single Drive, Page length 22 1/2".
- WOOD Octuple Press, Page length 22 3/4".
- WOOD Sextuple Press, Page length 23-9/16".
- WOOD Sextuple Press, Page length 23-9/16".

R. HOE & CO.

564-520 Grand Street, New York City
7 South Dearborn Street, CHICAGO, ILL.
7 Water Street, BOSTON, MASS.

N. Y. DAILY NEWS
HALF-TONES
Best in the World
Made by
POWERS
NEW PROCESS

Don't "Pig" Metal It Wastes Money

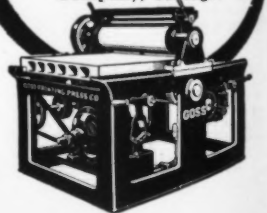
Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.

MONOMELT
SLUG FEEDER

Eliminates the Metal Furnace
Printers Manufacturing Co.
709-719 Palace Bldg., Minneapolis Minn.

GOSS STEREOTYPING MACHINERY

The Goss Mat Roller rolls wet mats in 1 1/4 seconds; dry mats in 2 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.



The Market Place of the Newspaper

3c per word per insertion, cash with order, for advertisements under the classification of "Situations Wanted."

18c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

6c per word per insertion, cash with order for advertisements under any other classification.

36c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

SITUATIONS WANTED

Advertising Manager.
A hard-hitting go-getter, city and country training; fifteen years in newspaper business. Not a barnstormer but a quiet, effective, tactful producer and executive. Clean in appearance and habits. Available soon. 31 years old, family. Good record and references. Address B-284, Editor & Publisher.

Advertising and Promotion Manager.
Am 45. Had 20 years' experience on New York Dailies, advertising and promotion field. Past seven years have travelled as Advertising and Circulation Efficiency Expert and Copy writer. Wish to connect permanently with good paper in live town where can buy home and be one of the folks. References regarding character and ability as Display-Foreign and Classified Manager and Sales Promotion Director. Can write. Would consider Advertising city paper in smaller town. \$2,500.00 and commission on gain. Tenant, No. 12 W. Fairview Ave., Dayton, Ohio.

Advertising Salesman.
Steady, conscientious worker, wide acquaintance among national advertisers, advertising agents, space buyers, covering period several years desk change. Highest references. Address Box B-757, Editor & Publisher.

Advertising Solicitor.
American Hebrew, 7 1/2 years' classified experience, desires a connection with metropolitan newspaper, city or traveling capacity. Live wire, available at once, for particulars write, Box B-701, Editor & Publisher.

Capable Young Newspaper Man
who has reached the top salary in his home office of 10,000 is looking for more opportunity. First class desk man and forceful writer. Thorough education. Age 25. Could arrange personal interview with paper in East or Middle West while on vacation trip last of August. Address Box B-751, Editor & Publisher.

Cartoonist Plus.
Also experienced in retouching, layouts, advertising art, desires change, where there's a future if he works for it. B-741, Editor & Publisher.

Circulation Manager.
Live wire, energetic, clean cut, original ideas, ability to handle any problems in that department. Age 34, married, twelve years' experience in every branch, best of references and record. Western City preferred. Box B-728, Editor & Publisher.

Circulation Manager.
Experienced on morning, evening, Sunday and combination papers. A builder of circulation on economical lines. Familiar with A.B.C. records and all the details of the department. Member of I. C. M. A.; references furnished on request. Box B-739, Editor & Publisher.

Circulation Manager.
Now employed, desires change; thoroughly experienced and has proven ability recently. Live wire, energetic, clean cut, original ideas, ability to handle any problems in that department; familiar with A. B. C. records and all the details of the department. Member of I. C. M. A.; references furnished; interview necessary; answers confidential. Box B-743, Editor & Publisher.

Circulation Manager.
Preferably an eastern newspaper under 20,000 circulation. Have worked on newspapers where hard work and initiative were essential. Thoroughly acquainted with promotion work. Can furnish best of references. B-745, Editor & Publisher.

Circulation Manager.
Wanted: A position as circulation manager. The best executives are those who have started from the bottom and learned every detail of the business. I can build circulation and get the money for it. Twelve years' experience. Prefer position in middle west. B-761, Editor & Publisher.

Copyreader
experienced in make-up, editing and writing sports, best of references. Covered league baseball three years. Box B-756, Editor & Publisher.

Situations Wanted

Classified Manager.
Desires connection with live paper, 25,000-50,000 circulation where he can prove that persistent effort will increase Classified revenue. Can furnish A-1 references. Successfully held Assistant Classified Manager's position on one of leading Classified mediums of the country. Available immediately. Would go anywhere, prefer middle west. Write Box B-749, care Editor & Publisher.

Classified Manager.
Young married man now employed on a good sized Mid-West daily of around 50,000 circulation desires to make a change. Excellent reasons for so doing. Five years' advertising experience, over three years in Classified under the Smith system, on paper where now employed. Can furnish A-1 recommendations. Not a floater. Address B-750, Editor & Publisher.

Editor.
Now employed in morning field seeks change to afternoon paper. Age 30, university graduate, linguist, wide experience with large and small dailies. Capable editorial, news and feature writer and copy reader. Would expect initial salary about \$3,500. Available on short notice. Box B-759, Editor & Publisher.

Editorial Writer.
executive, with record of satisfactory service, seeks desirable connection with sane, progressive newspaper. Now in good standing with large nationally known publisher. Box B-725, care Editor & Publisher.

General Manager
or manager-editor will go with daily, 5,000 to 20,000 circulation, anywhere south of Mason-Dixon line or west of Mississippi river. Will demand complete authority and responsibility, but will guarantee results. Will require contract. Address B-680, Editor & Publisher.

Mechanical Superintendent or Assistant to Publisher.

There is a large Metropolitan Newspaper, possibly a Newspaper Syndicate, which has a place on its staff for an aggressive, forceful, young, all-around practical man, well versed in all mechanical departments. Am going to make a change as soon as I can find the opportunity where there is an unlimited chance for advancement. Served as printer, operator, machinist, pressman, composing room foreman, reporter, and traveled on the road selling printing machinery. Want connection where ability, reliability, ambition, loyalty and honesty mean something. Union; ex-service man. Main object for seeking this change is to be where my past varied experience will be of value to my employers. Present connection with Chicago daily. Box B-757, Editor & Publisher.

News and Advertising Man.
Man experienced as reporter, telegraph editor, general desk man, advertising solicitor and writer, make-up, etc., desires position in South. Now employed. Address B-760, Editor & Publisher.

Newspaper Artist.
Married man, experienced in all forms of newspaper art work. Cartoons, ads, layouts, retouching and posters. Have been out of the game for three years in other business, but want to get back. Engraving house, commercial studio, and comic strip experience. Prefer West or South West, but will go elsewhere. Samples and references on request. Box B-758, Editor & Publisher.

Salesman.
Capable experienced in all lines of newspaper and newspaper production. Past experience has taken him to all parts of U. S. and Canada and associated him with most editors and publishers. Travel anywhere. Box B-734, Editor & Publisher.

Syndicate Salesman.
High powered go getter. Past sales never less than two thousand dollars a week. Enjoys confidence of editors and publishers all over. Travel U. S. and Canada; anywhere; state your proposition in first letter. Box B-733, Editor & Publisher.

Superintendent or Foreman.
Of composing room wishes position on morning or afternoon daily. Have had experience in charge of several composing rooms; superintendent in one place over 12 years. Am capable and efficient; can give reference. Now located in Middle West, but willing to go any place. B-746, Editor & Publisher.

Telephone Solicitor.
3 1/2 years' experience leading New York paper into position in Jersey or vicinity; energetic, ambitious and industrious; take charge or organize classified department; salary secondary. Box B-730, Editor & Publisher.

Western Advertising Representative.
Wanted to Find:
Owner of small daily needing a junior partner, who can qualify as publisher and may ultimately buy. Thirty-five years old, married and now located in the Middle West. Can furnish references. Address Box B-752, Editor & Publisher.

Situations Wanted

Young Woman,
ten years general newspaper experience, editor successful woman's department and music page, wishes connection with live newspaper. Best references. Address Box B-715, Editor & Publisher.

HELP WANTED

Advertising Manager
wanted for new illustrated society-sport weekly in one of the fastest growing cities in Florida. Must be an experienced advertising man, reliable, energetic, good mixer, and efficient. Give details regarding experience, etc. J. Clifford Macdonald, P. O. Box 2032, Tampa, Fla.

Experienced Salesman.
Experienced space salesman is wanted by National Fraternal Weekly Newspaper of large circulation. Applicant must be a Protestant and preferably a member of the Masonic Order. A man of the go-getter type will find an unusual opportunity for advancement. Address The Fellowship Forum, Washington, D. C.

Circulation Manager.
who has ambitions to go ahead but who has reached the limits of possible promotion in present location. Must have had experience in hiring and training canvassers and be willing to locate permanently in some of the larger cities between the 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 Building, New York City.

New England Advertising Representative
wanted by National Weekly Newspaper of large circulation. Liberal commission basis. Address The Fellowship Forum, Washington, D. C.

Pacific Coast Advertising Representative
wanted by National Weekly Newspaper of large circulation. Liberal commission basis. Address The Fellowship Forum, Washington, D. C.

BUSINESS OPPORTUNITIES

A Small Editorial Syndicate
supplying country weeklies can be bought for very little cash. One man, spare time hobby, with good, almost wholly clear returns and unlimited possibilities. Has registered dignified name and Broadway, New York, address. Can be operated from anywhere merely by forwarding mail. Bales of written inquiries on file. Owner, now in New York, has promised entire output. Quick response advised if really interested. Address Box B-754, care Editor & Publisher.

Daily Newspaper.
The only daily newspaper in a Massachusetts city of 18,000 population for sale. Other business connections which require owners personal attention and need of capital in these other properties make sale of this newspaper imperative. Splendid opportunity for a newspaper man with a moderate amount of money to invest. Address Box B-722, Editor & Publisher.

For Sale.
5 1/2 leading morning Daily with job plant, fine 10,000 city, within 300 miles Chicago. Manager's salary \$150.00 weekly. \$40,000 to \$45,000 cash, balance terms. Don't write unless you mean business and have cash. Address B-758, Editor & Publisher.

Printers and Publishers
of magazines and papers. Write us for price on handling your publication or on other printing requirements. Ledger Publishing Co., Columbiana, Ohio.

Wanted Intermountain Daily.
Practical newspaperman will pay cash for good daily or controlling interest in same. Mail details and copies paper. Confidential. Address B-748, care Editor & Publisher.

Will Invest Up to \$9,000
and many times that sum in brain-power, energy and character in midwest newspaper where half or majority control can be secured. Prefer paper that is not leading the field but latent possibilities for development must exist. Can guarantee results in management. Would consider leasing arrangement with option to purchase. Box B-762, Editor & Publisher.

Sales Appraisals

NEWSPAPER PROPERTIES

PALMER, DEWITT & PALMER
350 Madison Ave., New York

Pacific Coast Representative
M. C. MOORE 515 Canon Drive
Beverly Hills, Calif.

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of
PURCHASE, CONSOLIDATION, SALE AND APPRAISAL
of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

CAN YOU SELL display advertising space and create retail copy and lay-outs? If you have newspaper experience in this line and are ready for new connection at around \$40-50 we have openings that will interest you. Tell us your story. Ask for our free registration terms. You make money—or we make nothing.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L BLDG., SPRINGFIELD, MASS.

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.

MAILING LISTS

National Newspaper Reading Service compiles mailing lists of births, deaths, engagements or marriages from original press clippings. Terrace, Buffalo, N. Y.

Have You Got an Idea

that needs capital to back it up? Tell the men with capital all about it through an

EDITOR & PUBLISHER
Business Opportunities Ad

HUNCHES


One Dollar Will Be Paid for Each "Hunch" published.

ABOUT a year ago we began a series of weekly first page features which we called "Boyhood Days." A boyhood photograph of some prominent citizen, such as a well known merchant or holder of public office, was obtained as well as a recent photograph. Half-tones were made, and the first week the boyhood picture was printed with an invitation to our readers to guess the identity of the "boy." The next week the recent photograph was published alongside of the boyhood picture, and accompanying them an appropriate story, giving the names of those who had answered correctly. A good deal of interest, too, centered in publishing some of the incorrect answers, which generally proved very amusing to friends of all parties concerned. In addition to the splendid reader interest, there is the goodwill created with the merchant or prominent citizen by virtue of the publicity involved. Incidentally, the up-to-date half-tones are also valuable contributions to the morgue.—W. Webb McCall, *Mt. Pleasant (Mich.) Times*.

A local news reporter recently compiled a most interesting and profitable story by visiting all of the local dairies and making a tabulation of the recent improvements in the line of equipment and the best practices of handling milk from the standpoint of quality and sanitation. He also mentioned the different breeds of cattle and the physical condition they were in. The citizens are always vitally interested in the milk supply and the dairymen appreciate publicity along the lines of improvements that they have brought about.—P. L. Plyler, *Danville (Va.) Register*.

Before 350 orphan girls in Mooseheart, children's home maintained by the Loyal Order of Moose, were permitted to bob their hair "like other girls." Secretary of Labor James J. Davis, one of Mooseheart's "guiding hands," told them they would have to have the consent of their nearest relative—the parents, if living. They all ran for paper and pen. Are the orphans in institutions near you permitted to follow the bobbed hair craze, or do officials ban it on the grounds of impropriety or the high cost of "upkeep"? It's a new angle to the always interesting bobbed hair question that should make a good story.—Robert L. Beard, *Fort Wayne News-Sentinel*.

Hobos are always good for copy, provided one or two can be found who will talk. They have a sign language all their own. An "X" means a good place for a handout; an inverted dipper signifies a dry town and one standing up properly reveals that "hooch" is available. Five horizontal lines means that a woodpile is handy before a "handout" is given; 30 tells of a month in jail for vagrancy. These signs and a lot of others will prove to have a new meaning to newspaper readers if they are given a little publicity.—A. C. Regli, *Eau Claire, Wis.*

 Summer Static on its last legs
Radio Readers take new interest!

Give them a—
"Listening in on the United States"

by Robert D. Heinl
REG. U.S. PAT. OFFICE Washington, D. C.

A contest that is causing hundreds of persons to "lie like everything" is the *Denver Rocky Mountain News Liars' Contest*, which several hundred persons entered during the first few days of its duration. Folks must lie for the sheer love of it, for the prize to the day's best lie is the nominal one of two theater tickets, yet the Munchausen masterpieces pour in! The Chief Liar of the News decides the winner on the triple grounds of originality, brevity and humor. The contributions make fascinating reading.—F. J. McEniry, *Denver, Col.*

Ask the ticket agent at the railroad station if the older married couples are taking their vacations separately nowadays. If they are, what's the reason? Is modern literature responsible? Do young couples likewise take their vacations separately? Perhaps golf and mah jong will explain the separation during vacation time. When is the peak of vacation? Is September becoming more of a vacation month?—Max Hahn, *Toledo (O.) Blade*.

With the war a full decade behind us, turn to what was happening ten years ago in your city having a bearing on the commencement of the conflict. A slant backwards this August is particularly timely, and should be interesting to your community.—C. M. Littelljohn, *Washington, D. C.*

Visit a book store and get a story on the mistakes people make when they ask for books, such as the woman who wanted that story about an asylum written by a crazy woman. It turned out to be "Told by an Idiot."—L. G. D., *Davenport, Iowa*.

"Tales the Cops Tell," a series of stories of old-time police adventures, makes an interesting feature. A Memphis daily is running this series written by a police lieutenant, but a police reporter can handle them just as well.—E. N. Reese, *Cleveland, O.*

EVENING HERALD

Los Angeles, Calif.

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

IT COVERS THE FIELD COMPLETELY

REPRESENTATIVES:

H. W. Moloney, 804 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.

Million Dollar Hearst Features

The World's Greatest Circulation Builders

International Feature Service, Inc.
New York

What would the cost of lighting your city and your home have been a century ago if the same number of candle-hours of sperm oil and tallow candle lights had been used? Power companies can supply material for your city. One power company recently published figures showing the cost per 1,000 candle-hours a century ago at \$2.40 for sperm oil and \$5 for candles compared with 7 to 20 cents for electricity.—A. Nix.

To a great many persons the eternal shifting and traveling of railroad freight cars is a deep mystery since on the surface it would seem next to impossible to keep track of the thousands and thousands of carriers. How do the freight depots keep track of the vast array of rolling stock? What mass of records must be compiled for this information, and what does it tell when listed? Just how railroad officials know where every car of their line happens to be at any particular time is a basis for an interesting railroad story.—A. C. Regli, *Eau Claire, Wis.*

MISSOURI EDITORS ELECT ARTHUR

Southeast Group Holds Annual Meet at Dexter

W. E. Arthur, of Crystal City, Mo., was named president of the Southeast Missouri Press Association at the annual meeting held at Dexter, Mo., Aug. 16.

Other officers named included Dr. Brydon, of the *Bloomfield Vindicator*, vice-president; Harry Crowe, of the *De Soto Republican*, corresponding secretary, and Ed Wright, of the *Portageville Southeast Missouri*, secretary and treasurer.

Resolutions for rigid enforcement of

HERE ARE SOME OF THE NEW WRITERS FOR OUR

Pre-eminent Article Service

Booth Tarkington
Richard Washburn Child
Rafael Sabatini
E. Phillips Oppenheim
W. L. George
Arnold Bennett

A Commanding Feature

A Lustrous Name—An Arresting Idea Every Week

METROPOLITAN NEWSPAPER SERVICE
MAXIMILIAN ELSER, Jr., General Manager
150 Nassau Street, New York City

AUTOMOBILE FEATURES

Touring — Camping — Traffic — Gasoline — Upkeep — Roads — Legislation — Taxation — Insurance — Garaging — Used Car Buying and Selling and all the other

BIG SUBJECTS OF MOTORING COVERED IN A BIG WAY

The Ullman Feature Service
Home Life Bldg., Washington, D. C.

the dry law, rushing completion of state highway program and condemnation of the proposed workmen's compensation act were adopted.

The next convention will be held at De Sota, the date to be announced later.

Iowa Daily Sells Stock

Eight prominent Democrats and business men of Davenport, Ia., have been announced as stockholders of the *Davenport Democrat & Leader*. The introduction of these new stockholders, it is explained, is for purpose of properly financing the new building of the paper. There is no change of the official personnel of the company. The new stockholders are Louis E. Roddewig, mayor; Lee Daugherty, P. N. Jacobsen, Clarence Cochran, George Dempsey, M. F. Donegan, F. J. Carroll and A. E. Carroll. J. B. Richardson continues as president of the company; M. N. Richardson, vice-president and Frank D. Throop, publisher, secretary and treasurer.

A Feature Page

for the Price of a Single Feature

Comics — Fashions — Verses — Short Stories and Inspirational Talks.

Mat Form

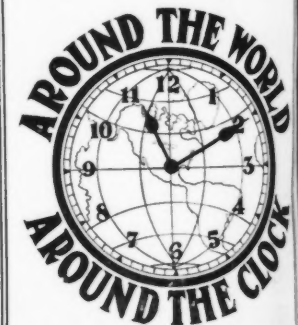
Features May Be Used Separately

One, Two or Three Times a Week

Write for Samples.

The McClure Newspaper Syndical.
373 Fourth Avenue, New York City

BY UNITED PRESS



UNITED PRESS ASSOCIATIONS
World Building New York

Thomas W. Briggs' Company
Memphis, - Tenn.

Originators of the Permanent-Weekly Business Review Page

Look us up in Dun or Bradstreet's

A Sun Route Is A Business—

- ☞ A little newsie earning his moving picture money might call it a day after he had made enough to buy a ticket to the latest Charlie Chaplin picture.
- ☞ But a Sunpaper carrier is a different kind of newsie.
- ☞ Sun Carrier Service is a man's job and the carriers responsible for its efficiency and growth are business men. The privilege of delivering the Sunpapers into the homes of Baltimore is a valuable franchise. Sunpaper "routes" therefore have a definite money value that the carrier "route owner" guards carefully.
- ☞ It is good business for the Sun carrier to see that he and his assistants give the kind of service that increases his customers. That's why Sun carrier delivery circulation continues to grow.
- ☞ This kind of home delivery service is also good business for Sunpaper advertisers.

July Average Net Paid Circulation

Daily (M. & E.) . . .	247,496
Sunday	176,129

Everything in Baltimore Revolves Around

JOHN B. WOODWARD
Bowery Bank Bldg., New York

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

THE
MORNING



EVENING

SUN
SUNDAY

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

Getting increased sales volume in Philadelphia

6583 diversified factories and 43,339 retail and 5007 wholesale business places create employment for the wage earners of the half-a-million families in the Philadelphia territory.

Depression, slumps and sales decreases rarely touch Philadelphia because of its varied industries. It is not dependent on any one line of manufacturing or product.

If your sales charts show declines in other sections turn your attention to Philadelphia, "the world's workshop," and concentrate your advertising there.

More than half the homes in Philadelphia are owned or being bought by their occupants. One savings bank alone has 268,000 depositors. Nearly 200,000 passenger autos are owned by its citizens.

Dominate Philadelphia

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

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

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

512,445 copies a day

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



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

CHICAGO—Verree & Conklin, Inc., 28 East Jackson Boulevard.

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

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

