

EDITOR & PUBLISHER

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FREE STATE NEWS DARKENED BY PROPAGANDA

McDonnell, Managing Director, Freeman's Journal, Believes American Press Paints Black Pictures of Conditions With Constructive News Absent—Plans News Service

AMERICAN newspapers, with their great resources, are entirely ignorant of the true state of affairs in Ireland.

This charge was made this week by Dr. James McDonnell, managing director of the Freeman's Journal, who, after a month's visit in New York, plans to return abroad next week, intending to establish a news agency in the Irish Free State, which will combat what he terms "propagandist matter" being sent to the American press, and supply the United States with truthful Irish news. Using newspapers in Cork, Belfast and Dublin as a nucleus, the Irish news service Dr. McDonnell has in mind would be patterned after the Associated Press of this country.

News of Ireland would be syndicated to all Irish Free State newspapers, and arrangements made for exchange with agencies in the United States and elsewhere.

If Dr. McDonnell's present ideas meet with success abroad, he states he will return shortly to this country, in an effort to establish news connections here. "At present the reading public of the United States is being supplied with a distorted view of the Irish Free State," the Dublin newspaper director told IRISH PUBLISHER in an interview, during which he offered constructive criticism of the American press, painted actual conditions in his native land, urged American advertisers to enter the Irish market, and described difficulties his newspaper faced in recent years, first attacked by the Black and Tans, then the Irregulars, but now at peace at last, with encouraging prospects.

Dr. McDonnell, after winning the Military Cross for distinguished services with the Allies on the fields of France, where he served in the Medical Corps, took over the managing directorship of the Freeman's Journal in 1919. That daily newspaper is 160 years old—older than the American Republic. The present director, however, is very young. He is only 31. He is tall, black-haired, smooth-shaven, and very much a patriot. Ireland seems his "first love" and it hurts him to have his country misrepresented. "Very little evidence exists of good reporting of Irish affairs by American newspapers," he insisted. "The most ordinary affairs are distorted.

"The Irish Free State is a flourishing concern. Law, order, stability and confidence in the government is the rule."

As evidence of prosperity the Irishman pointed out recent over-subscription of a \$50,000,000 loan, circulated in Ireland alone, by the Free State government. Subscriptions for this loan, he said, were closed 3 days before the announced closing day and then between \$60,000,000 and \$75,000,000 was raised.

"But no constructive news from Ireland reaches this country at all," he continued.

"You get nothing but a series of horrors from Ireland and are led to believe Ireland is in an impossible state.

"Nothing but murders and hold-ups are noted in American journals as coming from Ireland—nothing but loot and riot; whereas there are actually more

hold-ups and shootings in New York City than in the whole of the Irish Free State."

Dr. McDonnell was informed by the interviewer of certain American editors' point of view regarding foreign affairs expressed a short time ago in a symposium printed in EDITOR & PUBLISHER. He was told many editors believed American readers were not interested in news from abroad; that constructive news had to be "sugar-coated" to get any space at all.

This state of affairs the Irishman deplored.

"But why is it," he questioned, "that most of what you do get is propaganda of the worst sort? Few people here realize the actual state of Ireland, and it is damaging. They might be interested in the true news."

As evidence of alleged "propagandist matter" with which American newspapers are being supplied, Dr. McDonnell cited stories printed in an American newspaper recently to the effect that a fusion between Northern Ireland and the Free State was absolutely impossible, whereas, he said, the reverse is the fact. The wrong perspective, too, he mentioned was presented here in connection with the execution of Rory O'Connor.

"It was thought here, because of propagandist stories, that the Irish government did wrong to execute O'Connor, but the government, it is known, was in the right.

"A proper news service, such as I hope to form, would correct such propaganda," he declared.

"Tremendous good would result to Ireland if correct news were published. People should be relieved from their present fear of visiting our country, their present fear of investing money there. Both of these current fears are absolutely groundless.

"Everyone ought to know that the Irish Free State is being normally run and that the Irish are normally constituted people."

Several constructive news stories neglected in America were pointed out by Dr. McDonnell, including an important educational program about to be adopted and a land scheme, enabling tenants to purchase property for themselves.

"Ireland is a virgin land," he explained. "There are practically no industries there now. Everything awaits development.

"Several American commodities advertised in Ireland are meeting with splendid success," he said, giving as examples American automobiles, "Shredded Wheat" and "Sun Maid" raisins.

Turning now to the condition of his own newspaper, Dr. McDonnell declared it was today "in a pretty fair way."

Maintaining a policy of "independent and commonsense nationalism," the Freeman's Journal never bowed to intimidation during the troublesome days of Ireland, the past few years, and the young Irishman adds with fervor, "it never will."

Always taking the side of the Irish people, the Freeman's Journal was first attacked by the Black and Tans, then by the Irregulars. For speaking out against the Black and Tan outrage, the newspaper, just after McDonnell took charge, was suppressed for a period of 6 weeks by British authorities in Ireland.

"Starting up again, January, 1920, it was prohibited for 3 months from all circulation in the south of Ireland. Individuals seen carrying copies of the Freeman's Journal were assaulted by Black and Tan troops, McDonnell said.

What did the Freeman's Journal do in face of such terrific odds?

"We carried on our policy and told

all who didn't care for it to go to the devil," replied Dr. McDonnell, young Irish nationalist.

The words were spoken quietly. No assumption of bravado was manifest. One liked the spirit of the dark-haired soldier-doctor-publisher. He gave special praise to Patrick Joseph Hooper, his editor.

"The Freeman's Journal was bought in liquidation by my uncle, Senator Martin Fitzgerald, who assumed the debts of the paper and put me in as managing director to see if we could not make a go of it," he went on by way of explanation.

"It has been a hard struggle. Patrick Hooper has been our unflinching editor through it all."

Part of the "hard struggle" was described by McDonnell. He told of repeated attacks made on the printing plant of the Freeman's Journal by Black and Tans from June to December, 1920, when members of the staff were assaulted. In December the business offices were bombed and the premises set on fire. Records were completely destroyed.

On December 6, Senator Fitzgerald, proprietor, and Hooper, the editor, were sentenced to jail for 18 months and the newspaper fined \$17,500. The Liberal press of England made such an uproar, however, that, after two months behind bars, the prisoners were released. The fine has never been paid.

Later Fitzgerald and Hooper ranged themselves behind Michael Collins and the Dail. In March, 1922, 400 irregulars of the De Valera faction attacked the Freeman's Journal printing plant with sledges carrying cans of oil. After smashing 16 linotype machines and seriously damaging 2 presses, the mob poured oil on the building and set it on fire.

"But we came out the next day just the same," Dr. McDonnell said. "Not our usual seven-column newspaper of 10 pages, but a makeshift issued from hand presses."

With De Valera now in jail and his party scattered, the Irish newspaper director is hopeful of the future of his country and the Dublin Freeman's Journal. It was because he entertained these hopes that McDonnell took time to come to this country, primarily for a vacation, and secondly to study American newspaper methods.

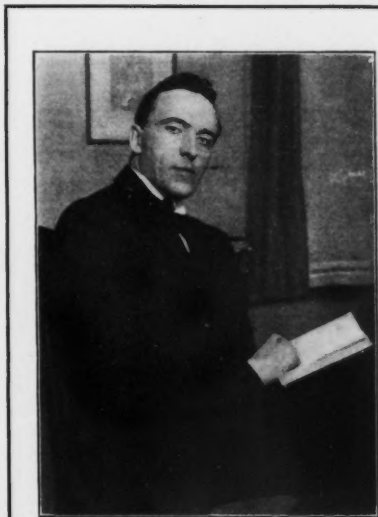
William Griffin, vice-president, American Press Association, has been showing the Irish visitor around New York newspaper offices. McDonnell has been especially interested in American ideas of news syndication. Several months ago the Freeman's Journal adopted one American newspaper feature, the comic strip.

Dr. McDonnell does not expect to return to Dublin and revolutionize his newspaper, but he does plan to utilize some American ideas. On the whole, he seems inclined to withhold comment on newspapers of the United States.

"I would be too critical, perhaps," he said.

"American newspaper readers get an extraordinary amount of paper for their money," he added.

And let it go at that.



"We carried on our policy and told all who didn't care for it to go to the devil."—Dr. James McDonnell.

U. S. PRESS STANDARDS RISING, SAYS BEAZELL

Dailies' Hold on Public Growing Stronger, N. Y. World Man Believes—Stand for Realities and Public Service

Newspapers were upheld as "the one common denominator of American life" by W. P. Beazell, assistant managing editor, New York World, who spoke on "The Newspaper and Public Opinion" in Pittsburgh, Pa., Jan. 16.



WILLIAM P. BEAZELL

Answering critics of the press, Beazell told how the hold of the daily newspaper on the people was growing stronger, and, taking his own newspaper as example, pointed out how standards are changing for the better.

Newspapers of today, he said, present a picture of the entire world.

"More and more the newspapers are coming to regard their field as that of public service," he declared, and told of the Florida "whipping boss" expose conducted by the World.

"I believe devoutly in the service the newspaper may and does render in adding understanding to knowledge," he said.

"It is literally true that when printing took its place among the arts the Dark Ages ended, and from no other event in history is it possible to trace so long a line of great effects as came from this single cause."

Turning to present-day journalism, he pointed out that partisanship no longer holds important place in the press.

"The truth is," he said, "newspaper standards are changing. Less and less are they dealing with abstractions, which is what most partisanship boils down to. More and more they are dealing with realities, the realities of the everyday life of everyday people. The complaints that are heard come mostly from those who either are not changing at all, or are not changing rapidly enough to keep pace."

"Doubted and assailed as the daily newspaper may be, its hold upon the people grows constantly stronger. In the past 10 years the circulation of the daily newspapers of the United States has grown two and one-half times as fast as population as a whole. It has grown almost an even one-third more rapidly than even the prodigious growth of 29 per cent in our urban population.

"Circulation of the 20,000 newspapers of all classes in this country exceeds 220,000,000 a year. The number of the daily newspapers among these is 2,500, one-third of them being morning papers. Their total circulation of 40,000,000 is almost evenly divided between the morning and the evening papers. This circulation is, roughly, one paper for every 3 persons. It is about one for every adult."

To explain the content of a modern newspaper, Beazell took the World as an example.

"A typical weekday issue of the World contains 90 columns of news space and 10 of pictures and cartoons. Eight columns will be devoted to comment upon events, whether by the editorial writers themselves or by that great and valuable company who write letters to the editor. Another 6 or 8 columns will be devoted to semi-editorial features, such as 'columns' that are now so popular, and the dramatic and musical and book reviews. Fifteen or 16 columns will be devoted to financial and business news, and another 15 or 16 to the news of sports. For general news there will remain between 40 and 45 columns.

"More and more is it true of news-

papers that they seek to make themselves the product of the collective intelligence of their staffs. In no other way would it be possible for them to satisfy either their own or their readers' desires.

"When the night's work has been done the typical edition of the World will be made up of some 195 distinct items, some long, some short, but each complete in itself. Of these, 120 will be of events in the city and its suburbs. Fifteen will be from Washington. Twenty-four will be from abroad and come from 10 countries. Thirty-six will be from various cities and towns in 16 states other than New York. Is that not literally a picture of the entire world?"

FRANKLIN'S WORK BOOK FOUND

Ancient Ledger Dated 1759 Discovered in Mount Holly, N. J.

Discovery of Benjamin Franklin's "work book" was announced Jan. 16, eve of the celebration of the great printer's 218th birthday, by Dr. A. S. W. Rosenbach, New York, dealer in rare books. It was found in an attic in Mount Holly, N. J., where it had lain for nearly a century.

The book, containing the accounts of Franklin's printshop when he was in partnership with David Hall, Scotch printer, is described on the flyleaf as "Work Book No. 2, Franklin & Hall, Aug. 2, 1759." It is valued at \$12,000. The volume, excellently preserved in an old trunk, has 180 pages. Entries in it were continued over a period of nearly 8 years. The Franklin & Hall partnership was dissolved in 1766. No trace has been found of "Work Book No. 1."

Daily Raising Griffis Fund

Chicago Tribune has announced it will receive contributions for the relief of Lieut. Corliss Hooven Griffis, the American, who was sent to a German prison recently for attempting to capture Grover Cleveland Bergdoll, most notorious of war-time slackers. A total of \$127 was received by the Tribune before its announcement was made. The Tribune announces that \$5,000 is needed for Lieut. Griffis to pay attorney fees he already owes and to continue the fight for his release.

Pulp Embargo Hearings Resume

Opposition to the proposed embargo on pulpwood from Canada to the United States was renewed when the Royal Commission resumed hearings at Port Arthur, Ont., Jan. 15. Testimony taken favored retention of the United States market. Improvement in settlers' holdings during the last 3 years and probable over-production were given as reasons. An export tax was suggested for forest conservation.

IT'S SUMMER NOW IN SOUTH AMERICA—



So Frederick Roy Martin, general manager of the A. P., Mrs. Martin and Miss Nancy will soon find their New York clothes a trifle out of season on the Grace liner Santa Elisa—South America bound.

AD VETERAN FETED

Dinner Given Adams, N. Y. World, Celebrating 70th Birthday

Friends gave a dinner to Richard B. Adams, member advertising staff, New York World, celebrating his 70th birthday, Jan. 12. Adams has been connected with the World for about a quarter of a century.

Those present included: Hal M. Fink, advertising manager, New York World;



"Dick" Adams and an Off-Hour Pal.

Sam W. DuBois, S. C. Beckwith Agency; Fred Bonthron, Street & Finney; Frank M. Lawrence, George Batten Company; Joseph Sullivan, Brown Agency; G. Knox, George Batten Company; Herman Laue, World; Neil V. Kearney, New York American; John Curran, Elks Magazine; W. C. Babcock, Ruthrauff & Ryan, and Neil McGinn, World.

Citizens Honor German Editor

Fifty representative St. Louis citizens attended a testimonial dinner given recently to Hans Hackel, editor and president of the Westliche Post, St. Louis German language daily. It was Mr. Hackel's twenty-fifth anniversary of his connection with the Westliche Post. He began as a reporter, rose to city editor, then to managing editor, and in 1919 to editor-in-chief, to which was recently added the presidency of the publishing company. His work as correspondent for the paper while with Battery A, a St. Louis organization, in Porto Rico during the Spanish-American War, attracted the attention of the late Emil Pretorius, and resulted in his permanent connection with the paper at the close of the war.

110 EDITORS SIGN UP FOR NAVY JAUNT

Will Leave Charleston, S. C., February 10, to Review Fleets in Caribbean Waters—To Return Aboard Battleships

By SAM BELL

(Washington Editor, EDITOR & PUBLISHER)

WASHINGTON, D. C., Jan. 17.—More than 100 editors, publishers and reporters will leave Charleston, S. C., on Feb. 10, aboard the Navy transport Chaumont to review the combined Atlantic and Pacific fleet in Caribbean waters upon the conclusion of winter maneuvers. After touching several ports in the West Indies, including a 5-day stay at the Island of Culebra, off the coast of Porto Rico, where the United States is to establish a naval base, the party will return to New York about March 2, distributed aboard the battleships of the Pacific fleet which will spend 10 days in New York harbor before the return to the Pacific stations.

According to information at the Navy Department 110 acceptances have been received from editors from all sections of the country, eager to take the trip and gain first hand information of the workings of the Navy. Fully 100, virtually taxing the first class capacity of the transport are looked for when the vessels leave Charleston. The navy trip designed this year for newspapermen differs from one aboard the transport Henderson last year in that the party will not touch the Panama Canal. The maneuvers at the Canal, now being conducted jointly by the army and navy, will have been finished and the ship's battle practice in the Caribbean concluded when the Chaumont's party arrives in Southern waters.

A party of newspaper, magazine, camera and movie men left New York, Jan. 8, aboard the Army Transport Somme for the Panama maneuvers, and now is in the Canal Zone watching the mimic warfare attempt of army and navy to bring the Pacific fleet through the Canal in the face of an attack from the Caribbean side by the enemy, simulated by the Atlantic fleet. Aboard the Somme are: James O'Donnell Bennett, Chicago Tribune; Henry M. Hyde, Baltimore Sun; Henry Klauber, New York Times; Jack Stewart, New York Herald; J. L. Kilgallen, International News Service; James Connolly, Frederick Simpich, George Cushing, and Henry Beston.

The first stop of transport Chaumont with its cargo of editors probably will be Port au Prince, Haiti, and a visit also will be made to San Domingo and one of the Leeward Islands. Five days will be spent at Culebra watching the fleet, and trips will be made to Porto Rico and St. Thomas, Virgin Islands.

St. Regis Plans New Mill

St. Regis Paper Company of New York and Watertown, N. Y., has made plans for a new paper mill in the parish of St. Augustin, a suburb of Quebec. Work, it is expected, will start within the next year and a mill with 100 ton capacity will be built. The mill will be enlarged gradually until eventually it will have a 1,000 ton output daily, according to present plans.

Claim New Color Process

Claiming to have sole American rights to a process for printing by a mechanical process, genuine oil paintings, the Kelley Publishing Company of Topeka, Kan., has applied for a charter from the state. B. V. Kelley, of Topeka, for many years head of a typesetting business, is president, and W. L. Hinson, Kansas City, Mo., vice-president.

Office Boy Fights Flames

Fire, which threatened to destroy the building housing the Pine Bluff (Ark.) Graphic, was fought and mastered by Archer Bantley, office boy, and valuable records were saved. The editorial room was gutted by the blaze.

JAPAN DAILIES STAGE SPECTACULAR "COME-BACK" FOLLOWING QUAKE

Furnish Inspiration for Stricken Industry by Swift Rehabilitation—New Plants in Operation—Tremendous Difficulties Overcome

By JOSEPH P. BARRY
General Manager, Japan Advertiser

DATING from the hour when John Gutenberg gave the world the profession of journalism people have fallen back on the newspapers in the time of national crisis for succor, inspiration and leadership. Never has this enormous responsibility weighed so heavily on the shoulders of newspaper men as it did, and still does, following the earthquake that wiped out 1,000 square miles of property in Japan on last Sept. 1. The story of how the Japanese newspapers arose to the occasion, despite the fact that most of the printing plants in the stricken area were destroyed either by the earthquake or by the great fire that followed, is a romance that will go down in history as one of the greatest since the birth of the profession. The rapid recovery of these newspapers becomes the more amazing when it is remembered that newspaper work in Japan is a new profession judged by modern Western standards. The quake temporarily destroyed an industry while still a fledgling.

Consider the effect on the morale of the American public if in one swift stroke of nature all the newspapers in New York, Boston and Philadelphia were wiped out and 10,000,000 people in a thousand square miles were isolated from the rest of the world. At such a time news and newspapers become the more precious in the minds of the terror-stricken populace.

In Japan the newspapers play the same part that they do everywhere else. The newspaper is a gyroscope that holds the public mind steady by giving it something

there were but 4 pages instead of 8. Three hundred thousand copies were circulated in Tokyo. The hour of Japan's recovery, the beginning of her reconstruction, may be dated from that time. In two weeks 7 of the 8 metropolitan newspapers had reappeared, and huge batteries of rotary presses in these 7 printing plants were grinding out papers that acted

means of communication was by sea, but boats were difficult to obtain. The government had taken over all available ships, which were pressed into service to carry food and water, and to provide escape and shelter for the suffering people.

The quake came at a time when a bitter battle was raging among the leading Tokyo newspapers for circulation supremacy. Every publisher knew that the paper which recovered the first would reap a harvest in public favor at the cost of its competitors. Thus the race for new equipment became a breathless one. Not only must the public be served, but also each publisher knew he had better do the first serving. Though the race was keen, it was clean and sportsmanlike. There was one exception. Two rival newspaper offices faced each other in a modernized section of Tokyo which was not burned. Neither office was badly hit, with the exception that there was no

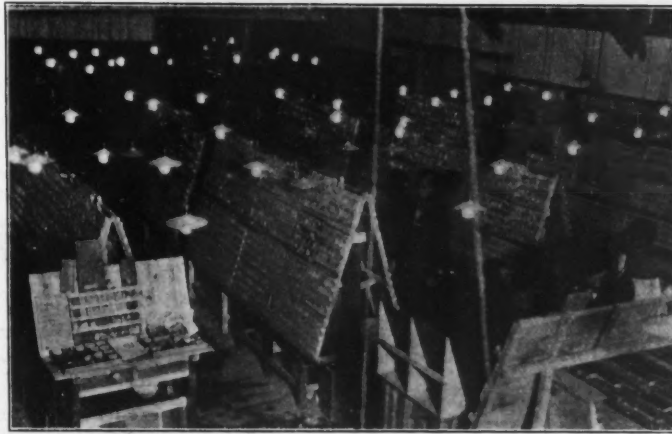
in stock. Three more were contracted for at a heavy cost. Incidentally, it might be said that every newspaper in the city went to this supply company the next morning in an effort to buy presses, but the Jiji man had beaten his competitors by 12 hours, purchasing everything the supply company had in stock.

Contracts were also signed that evening for clearing away the debris and the erection of a new temporary plant on the old site. In 20 days the debris had been cleaned off and the foundation of the new plant laid. Engineers salvaged 4 of the 12 presses, and these, with the new one, were installed. Type was purchased in Osaka and brought to Tokyo by ship and motorcar. Complete installation of all equipment was finished on Nov. 20, and on that day the Jiji Shimpo was published in normal size in its new plant—200,000 8-page papers.

In addition to expenses incurred in re-establishing a new plant and keeping the paper going, the Jiji gave aid to members of its staff who were injured or who lost their homes. Out of a total payroll of 530, 160 lost their homes. None were killed, but more than a score were injured. The homeless employees were provided shelter, and salaries were increased instead of cut. Seventy employees were temporarily dismissed, but on Dec. 1 they were taken back, and today the workers live under conditions which are far from uncomfortable. Out of the Editor & Publisher fund of 9,000 yen for the benefit of destitute newspaper workers, the Jiji employees received about 1,000 yen.

Now turn to the story of the Tokyo Asahi, a subsidiary of the Osaka Asahi and a powerful and popular organ. The building caught fire and was burned to the ground. When the quake upset the shop Mr. T. Ogata, one of the directors, went to a job printing shop in the outskirts of the city and made arrangements for printing on a hand press a single page paper twice daily. The first issue appeared at 3 o'clock on the day of the disaster. From Sept. 4, two dodgers were struck off daily and circulated at random, free of charge. Although the paid circulation of the Asahi before the quake was upwards of 200,000 the maximum production of these two job presses was 10,000 copies daily.

Following the first shock, when the building was ruined, four parties were dispatched to Osaka by various routes to inform the head office of what had happened. Photographers accompanied each party of 10 men. The 300 miles were covered partly on foot and partly by water. The first group reached Osaka on Sept. 3, three days after the quake. The



Composing room in the Jiji's temporary home. This picture gives an idea of how metropolitan papers are set, and, incidentally, what a severe earthquake would do to the rows of type cases. All type is set by hand in Japan.

as a soothing balm and an inspiration to a broken country. Today, every newspaper of any importance in the affected area is functioning as it did on the day preceding the earthquake, while some are enjoying even greater circulation and greater power.

It is difficult to draw a comprehensive word picture of the problems that the Japanese publishers had to solve, but let me sketch the situation roughly. With the first shock every printing plant in Tokyo was put out of commission. The offices and plants of the Jiji Shimpo, the Asahi, the Yorodzu and the Kokumin—four of the eight metropolitan dailies—went up in flames. Other newspaper offices which escaped the fire that swept the city almost clean, were rendered helpless. There was no electric power, no gas. Type cases were scattered in a hopeless mess. As yet there has been no invention in Japan which corresponds to the linotype, as there are about 2,000 DIFFERENT characters used in an ordinary issue of a Japanese newspaper. A keyboard with that number of characters would be impossible to operate. As a result everything is set by hand and the printers in a big plant total into the hundreds. The metal characters are kept in type cases similar to those found in America. The average printing shop in Japan has from a half million to a million pieces of type. Think what the quake did to those type cases.

To go further, most newspaper plants kept their newsprint supply in warehouses in Yokohama, and an hour after the quake there wasn't enough paper in Tokyo or Yokohama to print a single edition of any one newspaper, had any one of them been in condition to print one. There was no ink, no new stocks of metal type. The industry, as far as the affected district was concerned, was obliterated.

The Tokyo Nichi Nichi and the Asahi have their head offices in Osaka, 300 miles south of Tokyo, where plenty of equipment could be obtained. But there were no communications. Osaka didn't know for two days just what had happened, and couldn't send the equipment had conditions been known, for there were no trains into Tokyo. The only

power to turn their presses over, and composing rooms had been straightened out. One newspaper beat the other by 48 hours in getting its presses rolling, in addition to scooping the whole city on the day of the quake with the first extra, issued by mimeograph 13 minutes after the first shock. The nearest competing extra appeared on the streets an hour later.

The spectacular come-back of the Tokyo Jiji Shimpo is a fair example of the manner in which all newspapers recovered. The Jiji Shimpo, with a pre-earthquake circulation of 237,000, enjoys the reputation of being one of the 3 leading newspapers in Japan.



Kokumin Shimbun is housed in temporary barracks, pending erection of a permanent home. The paper, printed in its old form, was issued from this shop 29 days after the September 1 earthquake.

Until 7 o'clock on the evening of the quake the Jiji plant was safe from the raging fires. The building, though 30 years old, stood the shocks well, and the plant was not severely damaged. But shortly after 7 o'clock the gale, which was howling 70 miles an hour, suddenly shifted and the Jiji building went up in smoke. The battery of 12 rotary presses was burned and a million metal characters in type cases were melted by the roaring furnace. An hour after the fire had destroyed the building Mr. Onishi, business manager, went to the Tokyo Newspaper Machine and Supply Company, the only shop of its kind in Tokyo which escaped the fire, and bought the only rotary press

Osaka Asahi appeared the next morning with the first eye-witness story and the first pictures of the disaster to be printed anywhere in the world. More than a million copies of this edition were sold.

The Yorodzu was another paper which suffered terribly. The building almost collapsed in the quake, and one printer was very badly injured. Fire destroyed the structure at 11 o'clock the first evening, and the equipment, valued at 1,000,000 yen, was ruined. All records were lost—in fact, the Yorodzu was non-existent. But the staff was not discouraged. A tent was erected near the ruins, where a small dodger, written and printed by hand, was distributed the next morning.



The Asahi home in Tokyo has been partially restored. Only the shell remained after the fire, but before the ruins had cooled, reconstruction had started. Twelve days after the disaster, Asahi appeared from its old building in its old form.

to think about. On the day of the quake when Tokyo's streets were teeming with 3,000,000 half-crazed people, the newsboys rushed through the crowds with armloads of mimeographed extra editions struck off by the various newspapers. Posters, written by hand, bulletining the news of the minute regarding the stupendous disaster, were pasted on telephone poles and on the ruins of shattered buildings. One newspaper editor sent out a fleet of delivery trucks, each full of reporters, who shouted through megaphones the news which could not be transformed to paper, since every press in the city was either destroyed or crippled. The effect on the people was remarkable. Wild-eyed people gathered in groups to read the small hand bills and posters, to listen to the megaphoned words of the reporters and thereby became calmer. There was but little uproar or frenzy. The stoicism of the people was one of the remarkable things that followed the disaster.

Five days after the catastrophe the Hochi Shimbun, one of the largest and most influential newspapers in Tokyo, appeared again in its old form, except that

Meanwhile, new equipment had been ordered from a supply company in Mita, five miles from Tokyo. Type, ink, and newsprint were ordered from Kobe and Osaka. Ground was leased. On Oct. 1, the new equipment was installed and two presses, one from Mita and one from Kyoto (both had been carted to Tokyo by truck) turned out 100,000 copies of a 4-page paper. On Oct. 30, the 4-page evening edition was added, and the Yodenzu was back to normal, having recovered most of its 250,000 subscribers.

The Yomiuri Shimbun was equally unfortunate. Fire destroyed the building late on the night of Sept. 1, and two members of its staff were killed—the only Tokyo casualties among newspaper men. Temporary editorial offices were at once set up, and from Sept. 1 to 6, mimeographed sheets were issued three and four times a day.

The battery of eight presses was not badly damaged, and the work of salvaging it began immediately. New type had to be purchased, and 800,000 metal characters were collected from various supply companies and printing shops outside the affected zone. On Sept. 14 one of the presses was restored, and under temporary shelter the staff got out a 4-page morning edition.

The Kokumin was the other metropolitan newspaper which lost its plant, which was gutted by fire. Important papers were saved, but out of the printing equipment of nine presses, an enormous quantity of type, stereotyping and photo-engraving machinery, only two rotary presses were salvaged. A press and 500,000 metal characters were bought from a publisher in the town of Fukushima, a suburb of Tokyo, and other equipment was purchased in Kobe and Nagasaki.

One of the more fortunate newspapers was the Hochi, which scooped the Tokyo competitors on the day of the quake with its first extra, printed on a mimeograph, which appeared 13 minutes after the quake. An hour later another dodger was struck off and carried by auto truck to outlying districts. The plant was practically unimpaired, being located in the Marunouchi district, which was untouched by fire. The Hochi's only problem was to publish a newspaper in some manner until its own plant could operate. A big printing house in Maebashi, 100 miles from Tokyo, contracted to issue a one-page paper, which was carried by train to within 20 miles of Tokyo and from there carried to the city by motor trucks.

As a result of its speedy recovery the Hochi's circulation leaped from a quarter of a million to more than 1,000,000 subscribers in less than two weeks! No wonder its was the object of bitter attacks from its rivals. Though the building was not damaged the staff did work under difficulties. Families of 200 employees rendered homeless sought shelter in the Hochi building. The management distributed food and clothing for two weeks.

The Nichi Nichi Shimbun, a subsidiary of the Osaka Mainichi, the largest and wealthiest newspaper in Japan, was also fortunate in that its building was saved. Two hours after the quake a one-page extra was printed on a hand press and at the same time 6 parties were sent by various routes to Osaka to inform the head office what had taken place, and to furnish news and pictures for the Osaka paper.

On Sept. 7, power was obtained and the Nichi Nichi's 10 presses turned out 300,000 4-page papers. Circulation jumped skyward until 800,000 copies were turned out daily. The Osaka Mainichi also reaped a harvest, the press run jumping from 800,000 copies before the quake to more than 1,000,000 on Sept. 15.

The Nichi Nichi treated its staff with the highest consideration, especially those who had remained on the job following the first shock and helped fight the constant shower of sparks that threatened to set the building on fire. There were no firemen, no adequate fire fighting equipment, and any saving to be done had to be executed by those interested. The Nichi Nichi staff worked and fought against that high wind and the terrific heat all afternoon and all night. Every man of the 1,300 on the payroll received

an extra month's salary, while bonuses totaling 10,000 yen were distributed to about 20 men whose loyalty and bravery deserved special recognition.

Though the disaster cost the Nichi Nichi 100,000 yen, the circulation has been more than doubled as a result of the quake, and advertising revenue is almost back to normal.

The Miyako was also spared in the disaster, though the composing room was thrown into almost inextricable disorder. The Miyako is a morning paper only, and since its columns are devoted chiefly to gossip of a lighter vein its circulation is considerably smaller than that of its rivals.

There are about a dozen other publications in Tokyo in addition to those mentioned above, all of which have resumed publication. Their circulation was and still is very small, however, so that the only fact worth noting is that they have been resumed.

Several benefits have resulted from the disaster. In addition to enjoying a greater prestige, the newspaper publishers and men in the profession have themselves learned more about newspapers in the 3 months since the quake than they would have in 3 years under normal circumstances. Competition is keener, which will result in better edited and more enterprising newspapers. Due to confused commercial conditions advertising has slumped and most of the newspapers are operating at a loss at present. How soon conditions will return to normal depends entirely on how swiftly general reconstruction progresses. If other businesses will but use initiative and call up the bulldog spirit of optimism displayed by newspaper publishers, recovery of the nation will be a matter of only months instead of years.

KANSAS EDITORS MEET

O'Shaughnessy, Lowden, Crawford, Are Speakers at Wichita Convention

Kansas Editorial Association is holding its annual mid-winter meeting at Wichita, Kan., Friday and Saturday of this week. Election of officers was scheduled for this afternoon.

On the program of speakers were Frank C. Lowden, former Governor, Illinois; James O'Shaughnessy, executive secretary, American Association of Advertising Agencies, New York; and Prof. Nelson A. Crawford, director industrial journalism department, Kansas State Agricultural College.

Earl C. Elliott, city manager, Wichita, opened the convention with an address of welcome, to which R. A. Clymer, El Dorado Times, association president, responded. Other speakers for Friday were Angelo C. Scott, Iola Register; C. H. Churchill, Clathe Register; Paul A. Jones, Lyons News; Roy F. Bailey, Salina Journal; Jess Napier, Newton Kansan; Calvin Lamber, Emporia Gazette; H. J. Powell, Coffeyville Journal, and J. T. Moore, Pittsburg Headlight.

For Saturday speakers were to be: J. M. Satterwaite, Douglas Tribune; F. W. Boyd, Phillipsburg Review; and Miss Ruth J. Garver, Emporia Gazette.

HARRISBURG CHANGES

E. J. Stackpole, Jr., Becomes Vice-President, Telegraph Company

Changes in the executive personnel of the Telegraph Printing Company, publishers of the Harrisburg (Pa.) Telegraph have been announced.

E. J. Stackpole, Sr., is president and editor in chief, E. J. Stackpole, Jr., becomes vice-president and treasurer, and F. R. Oyster, secretary.

James P. McCullough, formerly general superintendent of the commercial printing plant, becomes general manager of the company in charge of both the newspaper and printing plants.

Albert R. Michener, circulation manager, has been made assistant general manager, and is succeeded as circulation manager by Robert C. Gohl. Gus M. Steinmetz, managing editor, becomes editor and is succeeded by Bion C. Welker as managing editor.

SERVICE FOR EDITORIAL WRITERS LAUNCHED

Washington Men Will Furnish Facts Regarding Questions of National Importance—Reports Not for Publication

An organization to perform research work for editors and publishers, under the name of Editorial Research Reports,



RICHARD BOECKEL

has been formed at Washington by Richard Boeckel, Homer Joseph Dodge, Burt P. Garnett and Cleveland Perkins. The new service furnishes editorial writers with material concerning the history and background of national subjects upon which they are expected to write editorial comment. The work of obtaining such information for study and reference is undertaken by the new group and supplied to clients. Special investigations also are made on assignment.

The reports deal with the major subjects in the news such as the Mellon proposal for reducing taxes, the world court controversy, the soldier-bonus, etc., in each case briefly reviewing the history of the matter and showing its relation to present conditions or proposed legislation. The reports are supplied to editors and publishers, and to Washington correspondents of newspapers and magazines of general circulation. The new enterprise does not attempt to supply a news service and its reports are not intended for publication, according to its founders.



BURT P. GARNETT

Messrs. Boeckel, Dodge and Perkins are engaged in the work of research, while Mr. Garnett is devoting his time to the business conduct of the service. Mr. Boeckel

is a Washington correspondent and author of "Labor's Money," a recent book dealing with the establishment of banks with trade union funds. Mr. Dodge is editor of the Federal Trade Information Service. Mr. Garnett was formerly managing editor, Washington Herald. Mr. Perkins was secretary to Ambassador Child at Rome until a few months ago.

To Honor Postal Veteran

Howard W. Connelly, assistant superintendent of mails in charge of second class matter in the City Hall post office, New York, will be honored by a banquet tendered by a number of periodical publishers, Jan. 24, on the occasion of his 72nd birthday. R. C. Beadle is chairman

and H. Stuart Acheson is secretary-treasurer of the committee in charge. Frederick W. Hume is chairman of the committee on arrangements.

HULTON GROUP HELD INTACT

To Be Housed in Europe's Largest Newspaper Plant

James Heddle, managing editor for the Hulton Group of British newspapers since the retirement from active management of Sir Edward Hulton, Bart., has sent through Sir Charles Higham, who arrived on the S.S. Majestic last week from London, representing the Indian Tea Growers, a message of special import to the advertising men of America.

Mr. Heddle takes occasion to correct the impression that the recent sale of the Hulton group to a company headed by Lord Rothermere of the London Mail indicates any reduction in their number, or any diminution of their enterprise. Under Mr. Heddle's management the Hulton Group remains an independent entity comprising the Daily Sketch, the Evening Standard, Illustrated Sunday Herald, Daily Dispatch, Evening Chronicle, Sunday Chronicle, Empire News, World Pictorial News, Sporting Chronicle, Athletic News, Ideas, Week End News, Betty's Paper, Boy's Magazine and Pal.

The Hulton Group, through Sir Edward Hulton, Bart., was among the first to subscribe \$25,000 for the entertainment fund for the Advertising Convention.

BLAKE NAMES COMMITTEES

Midwest Circulation Managers' Club Announces 1924 Groups

H. S. Blake, director of circulation, Capper Publications, Topeka, Kan., president, Midwest Circulation Managers' Association, has appointed the following directors and committees:

DIRECTORS: C. B. McCauley, Wichita (Kan.) Beacon; Roy Bailey, Salina (Kan.) Journal; Walt B. Reynolds, Fremont (Neb.) Tribune; M. W. Halbach, Oklahoma City, (Okla.) Oklahoman-Times; Sidney D. Long, Wichita (Kan.) Eagle; John Levand, Denver (Colo.) Post; Ralph Seeman, St. Louis (Mo.) Globe Democrat.

MEMBERSHIP: Will A. Butler, Colorado Springs (Colo.) Telegraph; Sallie Lea Dan Sterling (Colo.) Advocate; Fred Seaman, Lincoln (Neb.) State Journal; G. V. Allen Hutchinson (Kan.) News; M. W. Halbach, Oklahoma City (Okla.) Oklahoman.

PROGRAM: Lloyd Smith, Kansas City (Kan.) Kansan; R. J. Seeman, St. Louis (Mo.) Globe Democrat; V. A. Bridge, Omaha (Neb.) Bee; E. H. Kehoe, Pueblo (Colo.) Star-Journal; Frank Hamilton, Tulsa (Okla.) Tribune.

BY-LAWS: Roy Bailey, Salina (Kan.) Journal; John Levand, Denver (Colo.) Post; Walt B. Reynolds, Fremont (Neb.) Tribune.

GENERAL WELFARE: W. Boshans, St. Joseph (Mo.) Gazette; H. O. Sondergard, Hutchinson (Kan.) Gazette; Sidney D. Long, Wichita (Kan.) Eagle.

CONVENTION: George Cobbe, Topeka (Kan.) Capital; Grail R. Fuller, Pueblo (Colo.) Captain; N. C. Peterson, Dodge City (Kan.) Globe; A. S. Wolverson, Topeka (Kan.) Capital; E. S. Blake, Topeka (Kan.) Capital.

PUBLICITY: Sidney D. Long, Wichita (Kan.) Eagle; Hugh B. Brown, Kearney (Neb.) Herald; Wm. Badger, St. Joseph (Mo.) News-Press.

NEWSBOY WELFARE: Arthur LeComte, Kansas City (Mo.) Journal-Post; John Levand, Denver, Colo.) Post; C. B. McCauley, Wichita (Kan.) Beacon.

AUDITING: E. T. Francis Hastings (Neb.) Tribune; J. C. Dennis, Dodge City (Kan.) Globe; George I. Williams, Iola Register.

New York News Announces Ad Changes

Following the death of Martin W. Gurnea, who up until his death was the Western advertising representative, New York News, the following changes in the News organization have been made: Harold B. Sherwood, formerly Eastern advertising representative, becomes national advertising manager, in charge of both Eastern and Western offices. Leo J. Mohr, formerly on the local staff of the New York office, becomes Western advertising representative with offices in the Tribune Building, Chicago. Ben L. Moyer of the national advertising staff becomes Eastern advertising representative.

Goodwin Leaves Atlanta Georgian

T. Buford Goodwin, for 4 years publisher, Atlanta Georgian, has joined the Birmingham Age-Herald as assistant publisher.

NEWSPAPER SPACE INCREASED CREDIT INSURANCE SALES 300 PER CENT

It Paid from the Start and Solved a "Peculiar Selling Problem," Company Head Declares—Began Five Years Ago—Stopped Decreasing Sales

By HAMMOND EDWARD FRANKLIN

ACT I.

SCENE: the well-furnished office of a large company.
Time: 1905.
Enter a salesman.
He presents his card, marked "The American Credit-Indemnity Company—credit insurance." A private secretary takes it into the "holy of holies"—the office of the president.

ACT II.

President (looking up from mass of papers)—"Credit insurance! What the blankety blank do we want of any more fool insurance? Haven't we all the 57 varieties of insurance there are now, without taking on more expense?"
Secretary (meekly)—"But our bad debts last year—"
President—"Don't want to hear anything about them. I tell you this credit insurance stuff must be some queer flim-flam game and I don't want to waste my time talking to their salesmen. Tell him I'm in conference and will be tied up all day."

The sequel of this little true-life drama is to show the same salesman today. He is treated with the greatest respect. The value of what he has to offer is known and appreciated by business concerns everywhere. He has the opportunity of getting close to the most influential executives. And he might walk out of the same office shown in the above little play, with the premium of an indemnity bond totaling three or four thousand dollars without looking upon it as anything out of the ordinary.

Newspaper advertising, coupled with intelligent personal salesmanship, has brought this great change. Other forms of publicity have been helpful, but it is newspaper space, used consistently now for 6 years, which has educated business men to accept and use credit insurance, as written by the American Credit-Indemnity Company of New York, with branches in most leading cities and its home office in St. Louis.

It's easy enough to see why newspaper advertising is invaluable to the man who sells beans, fountain pens, socks, and the thousand and one articles of well nigh universal consumption. But the head of the company which appeals to a somewhat restricted audience logically wonders whether newspapers as a medium will pay him.

The head of a filing equipment company, for instance, may claim that "Direct-mail advertising is the only kind that pays me." If he means he judges advertising by direct inquiries alone, he may be right. If, however, he realizes that the building up of a reputation and the selling of an educational idea may be more valuable fruits of advertising, he may be wrong in limiting himself to one medium, when others, such as newspaper space, should be used.

Manufacturers, jobbers and wholesalers are the principal people who are prospects for credit insurance; certainly, a fairly specialized group. Unlike some other companies in other branches of insurance, unwilling to face the fact that advertising can be of tremendous value to their growth, the American Credit-Indemnity Company favored the use of advertising.

J. F. McFadden, president of the company, a keen analyst and student of advertising and sales methods, is a firm believer in the aggressive use of intensive advertising best adapted to the requirements of the situation.

In 1913, when the Chappelow Advertising Company of St. Louis, member of the American Association of Advertising Agencies, began to function as the company's agency, there were 3 companies writing credit insurance in the field, 2

being British. The American Credit-Indemnity Company was the only American company in the field and the only company writing credit insurance exclusively. While the volume of the American company was larger than either of its two competitors, its sales had been fluctuating around a declining level for a con-

April, 1917, we started to use daily newspapers instead of periodicals. There were two basic reasons for this:

"First, we needed more concentrated, intensified circulation in each industrial center of the United States than any periodical could give us.

"Second, while the general agents were for national advertising, it did not come home to them as being for their special benefit in their individual territory. Using newspapers in Chicago, and Boston, and Baltimore, and San Francisco, brought the agents to immediate realization that they individually were getting advertising help and made it vastly easier for them to continue to believe in the broad, basic principle that the advertising was trying to establish.

"The newspaper advertising policy was

tising has made clear that with the service of the American company, credit granting is raised to a higher and more substantial plane. Selling is put on a better basis and unwarranted risks do not have to be taken.

The newspaper copy originally was kept dignified and rather technical. During the past year, the copy appeal has been of a more popular appeal, with illustrations which drive home the credit insurance points. The copy originally was next to the regular news columns. It now appears exclusively on the financial page once or twice a week (omitting Sunday, Monday, Saturday and holidays). Since the company has branch offices in leading cities, between 25 and 30 newspapers are being used continuously.

That the newspapers have played their part magnificently is indicated clearly. For instance, a veteran general agent points out that where his salesmen years ago met skepticism and lack of understanding, today they receive interest and attention from even the biggest executives. Bankers in numerous cases now include in their application blanks for loans the question, "Do you carry credit insurance?" The Federal Reserve Board in its monthly bulletin some time ago devoted space to a complete treatise on credit insurance.

"When it comes to proven results, the newspapers, coupled with high-power selling, have demonstrated unquestionably," EDITOR & PUBLISHER is informed. "At the end of the third newspaper advertising year, the American's business had doubled. At the end of the fifth newspaper year, the business had tripled. In other words, in five years its business was 300 per cent. greater.

"In 1921, the year of deflation, when commercial failures were the greatest this country has ever known and when the liabilities of such failures in the United States totaled over \$755,777,685, their loss ratio was lower than that of any other company writing credit insurance.

"The average premium has increased from a few hundred dollars per policy to thousands of dollars per policy. Where formerly the agent brought in a premium of \$300 per policy, no one gets excited when he brings in a premium of three or four thousand dollars per policy.

"The company's volume goes steadily upwards. The company grows more rapidly and stronger every day. During 1923, more bonds were written than in any previous year of the company's history. More firms are now applying for bonds than ever before."

With the newspapers as a backbone, the company has also made intelligent use of auxiliary media, including trade journals, direct-mail work, a house organ, letters, printed matter, and a monthly bulletin to all agents over the signature of the president.

It may be seen from the experience of this company that even for "peculiar" sales problems, "it can be done" through proper study and use of newspaper space, and that direct inquiries alone are by no means a complete criterion of the value of any advertising, except mail order.

To Advertise Minnesota's Lakes

Twenty thousand dollars will be called for from Twin City business men to help the work of the Ten Thousand Lakes of Minnesota Association in broadcast advertising. So H. C. Hotaling, secretary of the association, also secretary of the N. E. A., informed the St. Paul Town Criers' Club at its mid-day luncheon Jan. 11. The advertising campaign to be mapped out in February, Mr. Hotaling said, would serve to advertise the state as a summer resort in a way not previously attempted.

Evans Heads Advertising Staff

Albert O. Evans has been appointed advertising manager, Indianapolis Times, according to announcement made by William A. Mayorn, recently appointed business manager. Mr. Evans has been on the staffs of the News-Star and Times about 10 years. He has been with the Times for 5 years. A complete reorganization of the Times advertising department has been made following the taking over of the paper by the Scripps-Howard group.

FAILURE LOSSES BY MONTHS

What Month Do Most of Your Customers Fail?

In this interesting chart, which shows the failure losses of the United States for a typical year, January is highest, and September lowest. But the following year just the reverse might be true. And the year after that still a different result. In fact, such is the actual history of commercial failures.

It proves that the only certain thing about failures and bad debt losses is their uncertainty! Change chance to certainty—protect your resources absolutely against the unknown and unexpected (any month, any year), by American Credit Insurance!

The AMERICAN CREDIT-INDemnITY Co.
OF NEW YORK J. F. McFADDEN, President
Credit Insurance Exclusively for Over 30 Years

FIRE

is NOT Your Greatest Risk!

You insure your stock of goods against fire. Your banker, your creditors, your stockholders insist upon it, because it is the only sound way to run a business.

But are you insuring yourself against the far more appalling risk of bad debts? Think! Last year the credit losses were about two hundred and fifty million dollars greater than the fire losses!

Yet in spite of this, the cost of American Credit Insurance is less than fire insurance. How in the world can a Manufacturer or Wholesaler hesitate a moment over buying such a wonderful protective service?

"Americanize Your Credits"
Full details free upon request

The AMERICAN CREDIT-INDemnITY Co.
OF NEW YORK J. F. McFADDEN, President

TAKING THE PUZZLE OUT OF INSURANCE COPY

considerable time. In four years, its volume had decreased 14 per cent.

The first step taken was to inaugurate direct-mail advertising to special lists compiled by the company's general agents in all parts of the country. Letters, folders, broadsides, booklets, etc., were sent to these 25,000 prospects to tell the story of credit insurance and to produce inquiries.

Every mailing was judged by whether or not it pulled inquiries. Landing the lead was the big aim. After pounding at these names for a year or a year and a half, the natural law of diminishing returns began to assert itself, as is true of most all direct-mail advertising. More intense and strenuous pieces of matter were prepared, but the returns fell off.

"Working with the general agents and studying the business from the inside, we came to the conclusion that the basic purpose of the advertising should not be to produce inquiries, but instead to implant firmly in the minds of the business men of America that 'credit insurance is as vital to business as fire insurance,'" B. E. Chappelow, head of the Chappelow Advertising Company and an outstanding figure in the advertising agency field, explained.

"We believe that through the right kind of advertising we could educate manufacturers, jobbers and bankers, and all who in any way influenced the purchase of credit insurance so that they would accept credit insurance as a fundamental factor in the business life of America. The company accepted this as a policy. National publications were used for a year or so.

"Naturally, all the agents had to be sold the idea of this change in policy. Even yet, agents from time to time yearn for inquiries, but also realize that getting inquiries is not the real big job.

"Since 1915, when this policy of advertising went into effect in full swing, the business has increased year by year. In

to take the morning newspapers in the various cities, because, as a rule, in each city there is one morning newspaper which may be termed a business man's newspaper. In other words, every man who is in any way connected with any company that ought to buy credit insurance reads a morning newspaper, and he reads it not only for the immediate current or trifling news of the day, but he also reads it for the business news of the day.

"We all felt that by getting the message of credit insurance before the business man when he is reading his favorite business newspaper, we could get our fundamental idea over. Since 1917 this practice of using the outstanding morning newspaper in each community has been followed.

"It has varied somewhat in different cities because some morning newspapers also have evening editions. In some cities we use both morning and evening editions, and in some cities just morning editions, depending on circulation and rate combinations. In some cities we have used evening papers of bulk circulation and large spread in addition to or in connection with the morning paper, with the thought of covering the field as thoroughly as possible."

Most of the advertising has measured about 7½ inches by 2 columns. It has been educational consistently—continually showing that "credit insurance is as vital to business as fire insurance." It had to be, for people simply didn't know what credit insurance was, how it was used, or its real worth to a business.

Various functions and values of credit insurance have been talked. Endorsements of bond holders have been featured. The copy has kept away from trying to "sell the losses." It has led the public to be interested on other grounds than that if a firm had a bond of credit insurance it could be loose and careless in granting its credits. On the contrary, the adver-

BULLEN HAS "COVERED" U. S. 21 YEARS FOR LONDON TELEGRAPH

Dean of English Press Correspondents Has Seen "Freak" Story Demand Displaced by Desire for Real News from America

By HAROLD BUTCHER

PERCY SUTHERLAND BULLEN, senior member of the group of English press correspondents in New York and one of the founders of the Association of Foreign Press Correspondents in the United States, of which he was the first secretary-treasurer, and its president in 1922, is this month celebrating his 21st anniversary as special correspondent for the London Daily Telegraph in America.



PERCY S. BULLEN

Percy Bullen looks out on the world from a downtown skyscraper at No. 66 Broadway, and it was there he told me of his 20 years in New York cabling the news for Lord Burnham's great daily. With 40 years newspaper work behind him—20 years on each side of the Atlantic—Mr. Bullen is as enthusiastic as a cub-reporter about a profession which he regards as capable of valuable service to mankind in general and to Anglo-American friendship in particular.

"Twenty years ago America, from the news standpoint, was almost unknown to the average reader in Europe," he stated. "Many people in those days still regarded the United States as a rather primitive country where men occasionally struck a gold mine and became colossally rich. Then, as now, there were news agency cables, but they were, for the most part, very scrappy and rather unreliable. George Smalley was at Washington writing articles for the London Times, and Maurice Low represented the Morning Post. Now and then some alert news writer would descend upon New York from the other side of the pond, remain here a few weeks, and return to his own country to describe his discovery of the United States. "Of cabled correspondence as we understand it to-day there was the greatest dearth—a veritable famine would more adequately describe the situation. Within the last 20 years has been a complete change in the sense that the leading newspapers of London now maintain an office in New York with daily cable service supplementing and interpreting, but not supplanting, the regular cable despatches of three news agencies—Reuters, Central News and the Exchange Telegraph Company. Even some of the big provincial papers are now represented here, including the Manchester Guardian and the Liverpool Echo."

English history surrounded Percy Bullen at the time of his birth; and from the time he could use the English language and wield a pen he has been making and recording history. On March 21, 1868, he was born at Hastings, the place where William the Conqueror landed and fought Harold at the Battle of Hastings in 1066—the decisive victory that cost Harold his life and gave William the crown of England. Percy Bullen is also linked with British history in another sense for he was son of the late Captain Edward Bullen and grandson of Admiral Sir Charles Bullen who was in command of His Majesty's Ship Britannia at the Battle of Trafalgar. And as a newspaper man he has travelled in Europe, Morocco, South Africa and the United States describing world events for leading newspapers.

After school days at St. Anne's, Streatham Hill, London, he began his life as a reporter, going through the ordinary apprenticeship of an English

youth who tackles the job of life through the columns of a newspaper. In the morning he "did" the police court with its everlasting round of petty larcenies, "drunks" and neighbors' quarrels, with an occasional murder thrown in as a tragic variation. In the afternoon he attended a meeting of the Board of Guardians or scurried around for some piece of news that would make a few good local pars. In the evening of his 10-hour day (or thereabouts) he caught a glimpse of local and national politics by reporting a meeting setting forth the aims and plans of politicians who then, as now, had all the nostrums ready for putting the world right in no time. He found all this hard work very entertaining, but he branched out into greater and wider activity by becoming an editor at an early age and doing most of the work of the paper himself!

This is the kind of training he believes in for the novice in newspaper work. And he insists that among the young man's accomplishments he should include shorthand, both from the point of view of accuracy in interviewing and attending public meetings, and as a record to produce if reported statements are challenged.

"I believe that the reporting of British newspapermen is as accurate as it is, because they know shorthand," he declared. He is no believer in the bright young man who trusts to his memory.

A year after his marriage—which occurred at the age of 30 on August 4, 1898—the Boer War broke out, and he went as special correspondent for the Daily Telegraph (which he had joined in 1895) to South Africa, and was there with Lord Roberts during the war. That war caused tremendous political controversy in England. It unmade the fortunes of some military men; but to Mr. Bullen it brought strange excitements which seem to dazzle and fascinate so many newspapermen who look upon the work of a war correspondent as the peak of their profession. It was not, however, the peak of Mr. Bullen's career, for there were greater things in store for him.

Another war broke out—this time between the Russians and the Japanese. In 1904 Mr. Bullen left London and crossed the Atlantic, intending to "cover" the Russo-Japanese war. But it was not

the conflict in the Far East that was to engage his attention. Before long he found himself doing pioneering work in New York as correspondent in the United States for the Daily Telegraph, a constructive work tending to the up-building of friendly relations between two great peoples.

"From New York I began cabling news to London," he said. "This went on for some time, and I wondered when I was to get home again. I did not expect to stay indefinitely, but London kept taking the news, and my correspondence work has continued ever since. It was the Daily Telegraph which started the first London office in New York 20 years ago, and within two or three years most of the other London papers had emulated the example of Lord Burnham, chief proprietor of the Daily Telegraph. There has been a great change in the character of the news cabled from America to the other side in the last 10 years. Twenty years ago people in England had little understanding of American politics, and cared less. They had the impression that all the best men in America went into commercial life and achieved big fortunes, and that, for the most part, small men ran politics exclusively for such spoils of office as the party system afforded. In those days the demand was almost entirely for the 'human interest' yarn—stories about the escapades of young millionaires, gargantuan wedding feasts such as the famous hostesses of Newport alone could devise, lightning divorces, and freak happenings generally. These things—the peculiar, the grotesque, the sensational—were cabled daily to meet the insatiable appetite of the British reader for something new; whereas the more important happenings of life—in politics, business, society and finance—were entrusted to the mails, and seldom printed at any length.

"It was a source of legitimate complaint that my daily batch of cables about one column in length, and costing 10 cents per word to transmit, didn't convey any information important to British business men. In those days we sent what our readers demanded, and, unhappily, the demand from America was for the light and frivolous rather than the educational and the serious."

Perhaps Americans did not altogether admire this picturesque type of news being sent across the Atlantic as representative of the sort of events occurring in the United States! Anyhow, as late as 1910 the foreign correspondents were still regarded as irresponsible, judging by a sketch Mr. Bullen showed me made from a cartoon which appeared in a New York newspaper in the summer of that year. According to the sketch, a group of fierce looking animals des-

cribed as "irresponsible English correspondents" are seen in a lonely wood ready to pounce upon and devour innocent Uncle Sam who is walking by with a bag of dollars. If we may regard the sketch as a faithful copy of the original cartoon those wicked correspondents were led by the ferocious Daily Telegraph with a gun pointed at the head of Uncle Sam! Oh, sad, sad sight! What sinister influences were at work!

By and by this international reporting took on a new dignity. It became significant; it gave more of the real information. Mr. Bullen went on to relate what happened.

"The year before the war," he stated, "a reform had started; and while we could not afford to ignore the human interest yarn altogether—that will never be possible, apparently—increasing attention was given to the really great happenings about which in the relatively old times only a very small minority of the people concerned themselves. The day the Great War began human interest stories largely disappeared, and ever since it may be fairly claimed that the great London dailies at least have printed American news with a fitting sense of proportion, although it still remains true that the American press generally devotes far greater space to European cables than the European press devotes to American news. In the case of France and Germany, the papers have not been able to afford the expense of special correspondents in America, and they are still relying upon brief news agency reports, supplemented by such matter as can be lifted from the London newspapers."

During the war Mr. Bullen sent his longest despatch of his life—80,000 words! On behalf of the Daily Telegraph he secured from the American owners "My Four Years in Germany," by ex-Ambassador Gerard, and cabled it to London. He kept himself hard at it throughout the war and circulated various brochures bearing on the war and German propaganda; but one will not go far wrong in declaring that the finest work he did was that of organizing the Dollar Christmas Fund for Destitute Belgian Children, a fund which realized the sum of \$300,000.

Mr. Bullen writes an average of 25,000 words a month, or 300,000 words a year. He has several interests outside his office on Broadway, and has organized various committees and contributions for benevolent works, including \$15,000 for the Dickens' Centennial Memorial (pensions for necessitous grandnieces of the author), an American contribution of \$5,000 to the Scott (Arctic Explorer) Fund, and \$4,000 to buy from the William T. Stead Committee in London a replica of the memorial bronze by Sir George Frampton, R.A., and to defray the cost of its installation in mural setting at 91a Street and Fifth Avenue, New York City, where it now is. Also, with Mr. Cunliffe-Owen, C. B. E., as chairman of committee, he took a leading part in raising a fund of \$36,000 as an American donation to the Kitchener Memorial (homes for hopelessly disabled sailors and soldiers). His decorations include those of Officer of Public Instruction (France), Chevalier of the Order of Leopold (Belgium), Knight of the Order of the Redeemer (Greece), Cavaliere of the Order of the Crown of Italy, and the South African War Medal.

As for the future, he thinks it lies with radio. Its possibilities include direct communication between London newspaper offices and their corresponding offices in New York. And, as far as the foreign correspondent is concerned, he will, in Mr. Bullen's opinion, find his true work more and more in the interpretation of news which has a world-wide significance, so that the reader may see his own affairs and the world's affairs from the standpoint of an enlightened perspective. If only newspapers can be persuaded to foster the arts of peace and civilization, editors and writers will see a wonderful new field of great human achievements in science and art, literature, music and business opening out before them.

NEW YORK HERALD, JULY 25, 1910



AN AMBUSH

In the Savage Days Before the War.

CLASSIFIED ADVERTISING

The New Public Service

III—A NEW PUBLIC UTILITY

By BASIL L. SMITH

THERE are several things that can be done with a river. It can be made to supply a city with water. It can be made to carry ferries from one of its banks to the other. And, of course, it can be fished in.

Until the past few decades, this was about all the economic use to which a river could be put. But today rivers are made to light cities, run street cars and furnish the electric power for great factories. Science and human resourcefulness have found a way to use the natural power of the rivers of the country to serve the needs of millions of people.

Concrete dams thrown across the current of the stream, huge water turbines, power plants and all the equipment of supplying a city with its electric current have harnessed the river to the service of men. And modern life becomes more convenient, more comfortable and more advanced.

But, to turn away from rivers, let us consider the great human stream of supply and demand, of wants and offers, flowing through every community on every day of the year. The needs of a cityful of people, their desires to fill the different needs of their neighbors—these unceasing natural sources of opportunity and satisfaction have been in existence ever since men have been living what we think of as "modern life," with its complex business and household interests, its newspapers and its increasing demands for service.

For many years the voice of these everyday needs has been "the want ad." Its name tells a story and defines its limitations. It brought the wants of people to the attention of the newspaper-reading public. The early growth of "want ads" was mainly along the lines of "Help Wanted" and "Roomers and Boarders Wanted," and to the present day a large part of the public looks on the classified section of a newspaper as scarcely more than such a limited collection of small ads.

This was and—in too many cases—is the practical extent of the economic use to which this stream of community supply and demand has been put. Most newspapers have, of course, broadened their classified matter a little, but in the main, classified sections are extremely limited in their general usefulness. It is not the fault of the newspaper public that this all-around, unprofitable situation exists—it is the fault of the newspapers, themselves. It took skilled engineers to convert natural water power into the great public utility of electric power, and it takes an expert understanding of classified advertising to develop this important service for all the members of a community.

Speaking in terms of scientific advances, classified advertising is just at the threshold of the period of the development of natural resources. Community needs and interests exist in great numbers—and it remains only for scientific and intelligent methods to give expression and satisfaction to them through classified advertising.

The hydro-electric engineer goes to work and draws hitherto undreamed of possibilities of usefulness from the swiftly moving river. He works on tested principles. And the end of his efforts is to give new and better service to the people of the city on the banks of the river.

The working methods of the intelligent classified promoter are of the same type. By expanding the field of classified from a handful of "wanted" classifications to four-score and more varied and interesting headings, new and seemingly limitless usefulness is added to the medium. And he, too, works on tested principles—the basic principles of the most perfect possible service to the readers of classified. And again like the engineer, the ultimate success of his work depends on

the degree of service he has been able to give to the people of the community.

The more recent and the most important development of classified rests on two points—the conception of this type of advertising as made up of "classified ads" instead of "want ads," and the pioneer vision of making it a public utility based on the fundamentals of the greatest possible service to readers and advertisers.

THE TEST OF AN ADVERTISEMENT IS ITS AUDIENCE!

And a classified ad is no exception to this rule. Who, then, reads classified ads? And when? And why? Billboards, ear-cards, display and classified ads—each type of advertising reaches a distinct audience. And the audience of each one largely determines its technique and angles of appeal. Next week, Mr. Smith will take up, in the fourth of his series of a year's weekly articles, the all-important question of "The Classified Advertising Audience."

When anyone says "classified," he is talking the modern language of this sort of promotion. "Want ads" is a term of yesterday, with all the stigma of worn-out methods attached to it. And the difference between the two is just this: Classified advertising is exactly what its name says it is—classified, catalogued, convenient advertising of offers and wants. And it is not only classified—but as nearly perfectly catalogued as it is possible to have it.

This development of classified, expressed in the carefully grouped and "1-2-3" classifications and the "A-B-C" ads of a standard system, is of prime importance to the reader. The whole service is built to conform immediately to the particular interests of any reader who may turn to it. Full description, multiple ads and careful indexing are all means to this same end. And this very service to the reader is that other most important thing from the newspaper point of view—service to the advertiser. True classified advertising has taken service to advertisers away from the unprofitable and unintelligent practices of letting them have the sizes of type and positions they wanted, at the expense of the catalogue effectiveness of the whole medium, and put it on its true basis of results, which can come only through satisfying the needs of an increasing number of readers.

And this matter of "classified ads" leads up to the other fundamental point in the new era in classified advertising—the conception of it as a public utility. The distinguishing mark of a public utility, whether it is an electric or a transit or a telephone company, should be that it gives genuine service to the people of a city. And that is exactly what the perfect cataloguing of offers and wants does for every member of the community that a newspaper serves.

From another point of view, a public utility is one that serves not only a few people well, but many. And the broadening of the field of interest of the classified medium from a few headings to all the varied classifications of the Merchandise, Financial, Automotive, Real Estate and Business Service Groups, and so on, means that the interests of a great many people can be satisfied through the functioning of the classified medium as a catalogued unit.

This then, is the beginning of a new age in classified development. It is the age of scientific principles, of intelligent activity and—more than anything else—the age of whole-hearted service to all the newspaper readers of every community.

McLEAN NOW N. E. A. EXECUTIVE

Former Editor Cleveland Press Made General Manager, Jan. 15

(By Telegraph to EDITOR & PUBLISHER)

CLEVELAND, O., Jan. 15.—Eugene McLean, former editor Cleveland Press, has been made general manager of the N. E. A. in some changes announced in Cleveland, Jan. 15. Mr. McLean, after leaving Cleveland became publisher of the Scripps-Howard papers on the Pacific Coast. He resigned that position a year ago.

Earl E. Martin, president of the N. E. A., retains his post. C. N. Landon has become general art director, and F. M. McKeachie, who has been with the

ROTO PAGE FORECASTS STYLES IN ST. PAUL

Daily News Feature Draws Woman Reader Interest and Creates Store Good Will—Merchants Furnish Pictures

Forecasting styles for its women readers through co-operation with the local stores has been a regular feature of the Sunday rotogravure section of the St. Paul News. A page has been devoted each week to show the latest style creations.

When the plan was inaugurated the leading department stores and the higher class specialty shops were asked to submit photographs of their merchandise for use on the fashion page. Stores and shops were taken in rotation so that no favoritism could be implied in the selection of the pictures. However, it was found advisable in order to avoid duplication to specify the merchandise wanted from each advertiser.

Models are furnished by the Camera Art Studio. The only cost to the store is for the photograph which is used. In specifying the kind of article wanted the rotogravure editor, who has reserved the right to make his own selection of pictures to be used, finds that he has a much more attractive and well balanced fashion page than when the choice was left to the discretion of the advertisers.

Unless the article desired was specified by the rotogravure editor, it was found that the tendency of the merchant was to send an article he wished to sell, instead of one that had good news value because it was an authentic new style. For instance, in the late autumn, before this ruling was made, the rotogravure editor found himself swamped with photographs of fur coats. The advertisers disregarded the fact that there was no news value in these pictures, for fashions of fur coats had already been shown. And girls from the store were sometimes used as models. These had had no experience in modeling and the results were far from satisfactory until the rotogravure editor hit upon the plan of having one photographer and professional models to pose the styles.

St. Paul merchants are greatly interested in the fashion page and report numerous sales as a result of the display. Outside of the good will created for the paper with its advertisers there is also an increased interest of the women readers who are informed through the fashion page just what is on display in the shops and where it may be purchased. It also gets away from the stereotyped fashion pictures sent out by syndicates and of only casual interest to anyone.

Pictures for the page must always meet the editorial standard of artistic merit and news value. There should be variety and since the advertisers have now sensed what is of use to the "roto" fashion page and what is worthless, there is no end of suggestions from them for pictures that might be used in this section.

The paper feels amply repaid for the trouble it has gone to in order to work up the fashion page to its present standard, not only in good will of its advertisers but in added interest this feature holds for women readers. It is the only paper in the Twin Cities to use a local fashion page. And it costs each advertiser but \$5, the cost of the photograph.

Scripps-Howard organization in San Francisco, has been appointed assistant to the new general manager, Mr. McLean. Some other minor editorial changes are under consideration in the general offices of the N. E. A.

McLean was state political correspondent, Cleveland News, when it was owned by Charles A. Otis. Later he served the Cleveland Press as city hall reporter and later was made editor. After leaving San Francisco a year ago he came east and was Hearst's Rochester, N. Y., publisher until recently.

Chicago, Racine, Agencies Merge

Smith, McCrory & Co., Racine, Wis., advertising agency, recently affiliated with Porter, Eastman, Byrne Company in the Majestic Building, Chicago. Space on all advertising accounts will be handled through the latter company. The Racine office will be maintained. A substantial list of accounts has been turned over with this transaction, some of which are: Belle City Manufacturing Company, Racine; Harvey Spring and Forging Company; Hilker-Wiechers Manufacturing Company, Modine Manufacturing Company, Racine; Racine Boat Company; Stover Signal Engineering Company.

Huge Paper Machines Installed

Four paper machines, said to be the largest in the world, three of them of 234 inch width, went into operation this month in Canada. These machines are capable of finishing a sheet of news print 18 feet wide. Companies installing the new machines are the Belgo Canadian Paper Company, Ltd., Shawinigan Falls, Quebec; Donnacona Paper Company, Ltd., Donnacona, Quebec; Price Brothers & Co., Ltd., Quebec; and Backus-Brooks Company, Kenora, Ont. All but the last named machines are additions to existing plants.

Derby Brown Company Sold

Albert Frank & Co., advertising agency, has purchased the Derby Brown Company, Boston. Personnel of the Derby Brown Company continues with Albert Frank & Co. J. Bartlett Hydon has been elected vice-president in charge of the Boston office.

Howard Buys County Paper

Raymond B. Howard, for three years city editor Wilmington (O) News, has bought the entire stock of the London (O) Madison County Press and assumed control Jan 1.

Northern New York Press Meets

Editors and publishers from 6 northern New York counties are meeting at Watertown, N. Y., Friday and Saturday of this week for the annual convention of the Northern New York Press Association. It is the 11th annual gathering. The program is in charge of F. Dudley Corse, president of the association.

\$25,000 for Color Weekly Name

Twenty-five thousand dollars in cash will be paid for a name for the proposed weekly picture magazine to be started in May by the Chicago Tribune.

AUDIT BUREAU BANS FREE CIRCULATION MEMBERS AS STEP IN PROGRESS

More Than 30 Publications of This Class Dropped—1923 Report Shows Most Successful Year—Hawaiian and Japan Dailies Ask Membership

By STANLEY CLAGUE

Managing Director, Audit Bureau of Circulation

CLOSE of the year 1923 found the Audit Bureau of Circulations midway in the tenth year of its existence.



STANLEY CLAGUE

Just about a decade ago at this time a preliminary committee was formed for the purpose of considering the organization of an Audit Bureau. The work of this committee culminated in a convention held in Chicago in June, 1914, at which the Bureau was formally and officially launched.

Each year has been a year of progress and prosperity, culminating in the year 1923, during which it can be rightly said that greater progress than ever was made. December 31, marked the last day of the campaign against free circulation publications continuing in membership in the Bureau. On that day all memberships of free circulation publications were automatically cancelled on time limit.

In spite of the fact that there were more than 30 publications of this class in the Bureau, which were lost to membership, the Bureau now has 1,832 advertiser, advertising agent and publisher memberships, scattered over the North American Continent. Had free circulation publications been retained in membership the Bureau would have had the largest total number of members in its history.

During the year the office of the Bureau has been visited by representatives from Japan and the Hawaiian Islands, asking for the spread of the organization to these territories. It is hoped that a plan can be worked out to bring into the Bureau the Hawaiian papers at no far distant date. The Japanese representatives were informed that while it would be impossible for the Bureau to actively participate in the work in Japan, nevertheless the Bureau would co-operate to the fullest possible extent to assist in the establishment of a Bureau in that country.

Newspapers in the Philippine Islands have also urged the Bureau to extend its activities to that country. That is impracticable.

In Holland the Audit Bureau of Circulations, established at Amsterdam, is continuing in operation, exactly along the same lines as the Audit Bureau of Circulations in the United States and Canada. The by-laws and rules and regulations of the Holland A. B. C. are almost word for word the same as the by-laws and rules and regulations of the American A. B. C.

In England, advertisers and advertising agents and publishers feel that the year 1924 should mark the culmination of the verification idea in the British Isles. Attempts have been made to form an organization—in fact there is in existence at present an organization established for that purpose, but all agree that important changes will be necessary to accomplish the results desired. A number of important publishers and advertisers and advertising agents met with the officials of the Bureau during the 1923 convention of the Associated Advertising Clubs of the World, and later met with the entire board of directors of the A. B. C. at a luncheon given at the Hotel Traymore. The hope was expressed then, and has been reiterated a number of times in correspondence since, that the Bureau would be of assistance to the British advertisers, advertising agents and publishers during the 1924 convention of the A.

A. C. of W., in bringing the plans for an A. B. C., on lines similar to the American A. B. C., to a head. W. S. Crawford, chairman of the program committee, has notified the Bureau that an Audit Bureau committee is being formed to take charge of the Audit Bureau program during the London-1924 convention. It is the hope of several of the directors to attend the London convention and participate in the discussions on this subject.

The Bureau's own convention held in Chicago in October was short and successful.

The departmental meetings developed discussions looking toward the advancement of the interests of the various departments along circulation and other lines.

As evidence of the desire on the part

the Bureau. A reading of the rule will show that this is not the case.

The rule is aimed at the practice of clipping contest coupons by the wholesale for the purpose of securing votes. After the coupons are clipped the balance of the paper becomes waste and is of no use to either the publisher or the advertiser.

This same rule applies to coupons used in advertisements, offering merchandise either free or at greatly reduced prices. An illustration of the evil of this method of securing circulation is found in the recent advertising of a cigarette, in which there is an offer of a package of cigarettes at a greatly reduced price. One newspaper alone found that over 70,000 papers had been purchased by merchants for the purpose of securing these cigarettes at the reduced price. The publisher, however, voluntarily eliminated these copies from paid circulation and in an announcement in his paper shortly after the advertisement appeared, stated the facts in the case and made the announcement that no claim for circulation would be made for these copies.

Contests involving the element of chance (circulation lottery schemes) have been greatly minimized during the past year. Only two cases have been brought to the attention of the Bureau. The Audit Bureau of Circulations is

A JOURNALISTIC TRIUMPH

"The fluctuations in newspaper advertising since 1919 have been less than in magazine advertising," according to the Federal Reserve Bank of New York. The bank bases its statement largely on the annual edition of Editor & Publisher of New York, which is, by the way, a triumph of accuracy and complete analysis of the publication industry of the United States.

James Wright Brown, editor, and his staff of specialists, have established as an unquestioned authority their compilation of American publication facts and comparisons. No better evidence of this than that the New York Federal Reserve Bank selects Editor & Publisher's figures as the basis of its conclusions, and so accredits the "newspaper man's newspaper."

—The Los Angeles Evening Express.

of publishers to advance the standards of practice in their own departments, it may be mentioned that the Business Publication division voluntarily recommended to the board of directors that the answer to Paragraph 24, which concerns renewals, be made mandatory and not answered as heretofore at the option of the publisher. This was adopted by the board of directors and will go into effect for the period beginning July 1, 1924.

Aside from this, no drastic changes were suggested and the general convention, after formally adopting the reports of the departmental meetings and re-electing the retiring members of the board of directors, adjourned before noon.

Heretofore no set program has been arranged for the general session of the convention, because usually there is no lack of topics brought up for discussion, of interest to all concerned. It was felt that this was a loss of a great opportunity and the decision has been reached that at the next convention a set program will be arranged with topics to be selected by referendum before the convention meets.

One important ruling was adopted by the board of directors early in the year. This concerns contest coupons, the use of which has been revived to a marked extent within the last 18 months.

This rule reads as follows:

"Where contests are held offering prizes for the greatest number of votes, based on coupons clipped from the paper, and it is impossible to definitely determine from publisher's record the number of copies purchased to secure coupons only, the number of copies sold during the period of the contest in excess of normal (normal being based on the average of a like period preceding and succeeding the contest) shall be deducted from the respective paid classification and set up as 'Samples' with full explanation."

There has been a misunderstanding as to the application of this rule. Some have interpreted it to mean that all contests would be barred under the rules of

the one institution on the North American Continent in which there is not even an imaginary boundary line between the United States and Canada.

The growing importance of the Bureau was excellently exemplified at a meeting of the board of directors held in Montreal in February last. The board and the Canadian Advisory Committee met during the day for the consideration of not only Canadian problems but also the general problems of the Bureau and in the evening a dinner was given in honor of the A. B. C. at the Mount Royal Hotel. At this gathering there were assembled Cabinet Ministers of the Dominion and the Province of Quebec, officials of the city of Montreal, famous Canadian editors and publishers, who came from points of Canada as far scattered as St. John, N. B., Toronto, Ont., and Winnipeg, Man. A number of representative members of the Bureau, publishers and advertisers, attended from the United States.

The growing importance of the Bureau's reports is bringing forward a number of problems to be solved. The solution of these, always keeping in mind the principles which have made possible the Bureau's great success in the past, will be the object of the board of directors of the Audit Bureau of Circulations, and it is hoped that the achievements of 1924 will mark another milestone of success in the Bureau's history.

Socialist Weekly Appears in N. Y.

First issue of the New Leader, new Socialist weekly of New York City, goes on sale today, Jan. 19. The following contributors have agreed to serve: Eugene V. Debs, Morris Hillquit, Victor L. Berger, Algernon Lee, Abraham Cahan, Norman Thomas, Dr. Isaac A. Hourwich, Joseph E. Cohen, Clement Wood, John M. Work and G. A. Hoehn.

IMBER QUILTS LONDON MAIL DIRECTORSHIP

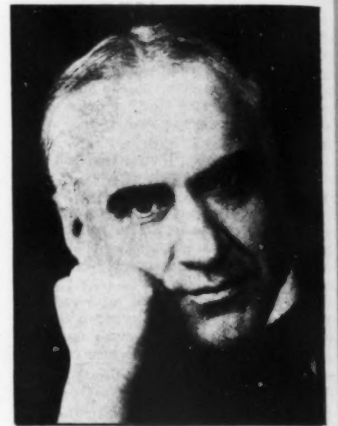
Resigns as Advertising Chief, Associated Newspapers, Ltd., to Take Similar Position on Daily Chronicle, Feb. 4

By Cable to EDITOR & PUBLISHER

LONDON, Jan. 15.—Horace S. Imber, advertisement director, Associated Newspapers, Ltd., London, has retired and will devote himself to the official publications of the British Empire Exhibition. Stephen Milliken has been named to succeed him.

Associated Newspapers, Ltd., comprise the London Daily Mail, Evening News, Weekly Dispatch, and Overseas Daily Mail.

Shortly after announcement of Im-



HORACE S. IMBER

ber's retirement from the Associated Newspapers, proprietors of the London Daily Chronicle announced he had been appointed advertisement director of the Daily Chronicle and Sunday News, effective Feb. 4. It was also announced that Arthur Richardson, for 14 years advertisement manager of those papers, will retain his position.

Imber was one of the dominant figures in the British delegation to the A. A. C. of W. convention, Atlantic City, last year. He is chairman of the Accommodation Committee for the London meet next July.

Knox Sells Brokerage Business

Newspaper brokerage and financing business inaugurated in Kansas City, Mo., a few months ago by Clyde H. Knox, former publisher, Leavenworth (Kan.) Post and Independence (Kan.) Reporter, will be taken over Jan. 15, by the Mid-West Newspaper Bureau, Mr. Knox announced this week.

Paul J. Brindel will be in charge of the new bureau, which is planning to give Missouri Valley publishers a combined brokerage, financial, expert appraisal and circulation campaign service. It is understood the Mid-West Bureau will be incorporated this month for \$50,000 to enable it to have a free hand in conducting its enterprises.

Lochner Leaves Clermont Press

John C. Lochner, senior publisher, Clermont (Fla.) Press, retired Dec. 15, from active connection with that newspaper. His son, Don M. Lochner, took over the business. Mr. Lochner will continue as editor and publisher of the Florida Publisher, monthly magazine for newspaper men and women. He is also vice-president, National Editorial Association.

\$150,000 for Tourist Ads

Harry N. Burhans, executive secretary, Denver Tourist Bureau, has announced a budget of \$150,000 will be expended this year in advertising Denver and Colorado scenic beauties.

INLAND PRESS FIGHT AGAINST FREE PUBLICITY BEARING FRUIT

After Two-Year Struggle Many Advertisers Have Quit Gratuitous Space Seeking—Metropolitan Dailies Still "Fall"

INDICATIONS of success in the fight being waged by the Inland Daily Press Association against free publicity were reported this week by Wil V. Tufford, Clinton, Ia., secretary - treasurer.



WIL V. TUFFORD

After two years of bitter, disagreeable contest, the Inland secretary now tells EDITOR & PUBLISHER in an exclusive statement that many advertisers of national moment have left the free publicity field entirely to become "national cash advertisers of real importance to the benefit of both the newspaper and the increased incomes of the advertisers."

Despite certain advances, the free publicity idea seems, however, to be firmly entrenched in the minds of many advertisers, Tufford says.

"Greedy minds, ever ready to get something for nothing and get as much of the other fellow's property as possible, are growing in numbers. More agencies are springing up continuously, scheming to get free advertising in dailies. The greater number of them seem to be in New York."

Reviewing the association's fight on free publicity, which will be waged even more bitterly during the coming year, Tufford points out many difficulties faced and obstacles overcome.

"Undoubtedly some progress has been made," Tufford whimsically states, "because one interest caught in the act tried to secure the discharge of the secretary."

To carry on the fight, Inland procured rubber stamps, which were sold to individual members, who were to stamp all free matter received and return it to the sender.

Another line of endeavor the secretary advocated in his letters of instruction was that returned free publicity be sent back to the original advertiser, or the one to be benefited, not to the agency sending it out.

"The rubber stamps were obtained, and if they had been sent out gratis, undoubtedly many more members would have used them than did. As it was, 140 signed orders for them, and all but a few paid the cost of the stamp," Tufford states.

Early in the endeavor Tufford found a difficulty which he tried to overcome:

"When the stamp was received the manager turned the duty of censorship in many cases over to his stenographer or some clerk in the business department, when in reality the editorial department was the place where the education must be conducted to prevent free matter from getting into the dailies, much of which yet finds space in them in some way," he said. "An effort was made to influence the business manager to let the editorial department wield the stamp."

"In another way the business manager made the effort weaker than it should have been by deliberately using free advertising, especially in getting up automobile special editions.

"Another difficulty encountered was government free advertising, sent out to make bureaus successful and make governmental efforts successful, practically demanding that the paper publish the stuff free from a patriotic viewpoint.

"The secretary had a clash with a number of superintendents of bureaus, who very arbitrarily and unpleasantly endeavored to show him that there was no appropriations to pay for government advertising, and it must be run. Eventually, through the Inland, Senator

Lenroot of Wisconsin, came out flat-footed against such practice by the government, making an address that was broadcast by the Associated Press over the United States on this subject at the October meeting of the Inland Press. It undoubtedly will bear great fruit.

"In that line of effort the Inland has been eminently successful.

"The Inland did not stop in its effort, after beginning the contest. The secretary was invited to meet with other associations and address them on the subject. The office has been burdened with correspondence with secretaries of other associations, national and regional, both in the United States and Canada, until numbers of them are now teaming with the

THE SAN FRANCISCO WAGE SCALE

THE San Francisco Newspaper Publishers' Association has called attention to an omission in a story published in these columns recently with reference to the result of an arbitration with the San Francisco Typographical Union. The story was based upon a report made by David Wiess, a special representative for the Department of Labor. The communication from the San Francisco Newspaper Publishers' Association is as follows:

"In a story recently appearing in EDITOR AND PUBLISHER with reference to a San Francisco typographical arbitration, we want to direct your attention to the fact that the date of the hearing was omitted. Ignoring the errors which appeared in the report, which an examination of the record will disclose, it is obvious, especially so in view of the increase in wages granted, that the story of the trial was not complete without the date. The proceedings referred to were held in October and November in 1920, more than three years ago, when retail prices were at the peak."

Inland on the rubber stamp system of firing the objectionable free matter back to the corporation or individual to be benefited, not back to the grafting promoter.

"Notable among these associations is the Southern Association, the National Editorial Association, the National Canadian Association, and the New England Association."

Metropolitan dailies, Tufford charges, violate rules against publishing press agent material more often than the small newspapers. He cites one case as example:

"An insurance agency in Chicago schemed to get free advertising for a railroad and for itself. The railroad runs from Chicago to New York. It succeeded very largely. It sent copy out all along the line. Most small papers fell for it. Two weeks after it had been sent out, some big New York daily had its Chicago representative telegraph the entire story, then two weeks old, and ran it on its first page as a leader, despite the fact it was dead news through Michigan and New York State and Pennsylvania, Ohio and Indiana, and had been dead news for two weeks.

"Promoters of this free graft effort are rather overbearing at times in their correspondence, and one of them published recently in its matter that, 'if the fool newspaper man wants to run it for nothing let him do so.'

"That it is detrimental to national advertising is shown in the case of one automobile manufacturing plant. It had liberal contracts with daily papers through one state. Somebody preached free publicity to it. It sent out peremptory orders to cut its advertising space down one-half, though there was no clause permitting it, and with that order went a generous supply of free advertising, saying that the advertising paid for had not paid and that they must have this free advertising given to them as well as the discounting of the contract 50 per cent. to make it go by. A lot of daily newspapers fell for it, when it was but a premeditated effort to get advertising for nothing. The only way to put the brake on every wheel is for the business manager to stiffen his back a little, and stick to the whole contract.

"Free publicity cannot be blamed entirely to commercial enterprises. The secretary has knowledge of one 6 weeks' campaign of a few churches in a city to run a great revival service, bringing a team from a village in an interior part of the state to conduct the service. The result of this was 426 claimed converts in the 6 weeks, who had been given cards introducing them to some church to finish the job. But the newspapers of that town under the pressure that it was a religious movement, gave columns of free advertising that no business man in the town could have bought at any price, much of the matter used not being news matter at all or having any trace of it, but being more in the nature of a Barnum circus ad.

"And the question is, was not more wrong done by the newspaper in publishing such extraordinary prepared matter free, than the good the newspaper did, particularly when it must be remembered that the expenses of the foreign team and their salary were duly paid regularly, while the newspaper got absolutely nothing?"

BABY "CONTEST" TIED

Five Boys, Five Girls, Arrive in Washington News Circles

By SAM BELL

(Washington Editor, EDITOR & PUBLISHER)

WASHINGTON, D. C., Jan. 17.—Population of Washington's newspaper colony has been increased by 10 within the past few months, but the increase cannot be attributed to the purpose of publishers to augment their Washington staffs now that there is general pick-up in capital news.

The increase came in the natural course of things and consists of 5 girls and 5 boys—arrivals in the families of 10 newspaper men in Washington.

The baby race started several months ago when boasts were heard that boy babies in Washington newspaper families would soon outnumber the girls. The arrival at the home of Alfred H. Kirchofer of the Buffalo Evening News was a girl, and J. Fred Essary of the Baltimore Sun soon announced a girl. But the Cleveland Plain Dealer bureau, elated doubtless at the selection of Cleveland as the Republican convention city, evened the score with a boy each for Walker S. Buel and James L. Wright. Carter Field of the New York Tribune heralded a boy, and Raymond Clapper of United News announced his first arrival, a girl.

Robert Smith of the Chicago Tribune, who tills the soil at Mount Vernon when not covering the Senate for the Tribune, added another boy to his growing family of young Virginia farmers, and J. Bart Campbell, of the Philadelphia Bulletin, also found himself presented with a lusty youngster of the male persuasion.

It remained for William Gavin of the Boston Traveler and Edward McKenna of the Washington Times, to square the match with two girls. The mother of the young McKenna miss was formerly Miss Grace Phelps of the Hearst papers.

Havana Boasts 22 Dailies

Havana has 22 daily newspapers serving its population of about 364,000. This number is probably greater than any other city of its size in the world. Every city in Cuba has one or more dailies.

McDOUGALL REPORTS U. S. KEEN FOR LONDON

English Ad Man and Convention Worker Back in England With Message of High American Enthusiasm

By HERBERT C. RIDOUT

(London Editor, EDITOR & PUBLISHER)

LONDON, Jan. 7.—I saw Thomas McDougall today, after his return from his business trip to New York. He landed in town the day before Christmas, but had experienced such a strenuous time at the hands of his American friends that he and Mrs. McDougall had to put in the holiday resting.

Mr. McDougall said he was much impressed by the excellent work being done by the On-to-London Committee in New York. He had a long interview with Lou Holland, and said he believed Mr. Holland was surprised to find that the British side had done so much and got so far with its arrangements for the July convention at Wembley.

"There is a great desire on the part of American advertising men to get things moving," said Mr. McDougall. "Everybody is keen and enthusiastic, and I was much interested in the volley and variety of questions fired at me concerning the July accommodation in London, what Wembley stood for, what were the sights to see and the nature of our program at the convention. Everybody appreciated what is being done in London and believes that it must make for a better understanding between the two countries."

"One thing struck me very forcibly—advertising men there are very emphatic that their delegation in July shall be thoroughly representative of advertising interests, with no outsiders.

"The influence of such men as H. H. Charles, the president of the New York Advertising Club; Mr. Halsted, chairman of the On-to-London Committee; W. H. Rankin, Jesse Neal, McKinnon and Buckley, of Chicago, was very marked. They are all working to secure a big delegation of the right sort. Mr. Charles said the interest among the New York club's more than 2,000 members was great and sincere; the club secretary, Clifton Jackson, adding that there would probably be 150 to 200 from that club alone.

"What did I do out there? Well, we know what American hospitality was last June. I think it has become intensified, if that be possible. I only had two evenings to myself. There was the Sphinx Club dinner, the Publicity Lodge, where Scots pipers played me in, and a number of other functions, including the dinner of the Transatlantic Shipping Lines to create better business relations between the railroads and shipping companies; I was a guest of the Cunard Company. This reminds me, I was able to arrange that representatives of the shipping companies handling the transportation next July should depute representatives to accompany the delegation to and fro to ensure their absolute comfort."

TULSA TYPOS VOTE STRIKE

Petition National Headquarters for Permit to Open Wage War

(By Telegraph to EDITOR & PUBLISHER)

TULSA, Okla., Jan. 15.—Tulsa Typographical Union No. 403 has voted in favor of a strike to obtain higher wages, and has made recommendations to national headquarters to that effect, according to Fred Meredith, president.

If national headquarters approve, both the Tulsa World, the Tribune and 3 trade journals will be without printers, it was said.

Daily Installs Radio Laboratory

Cleveland Plain Dealer has installed a radio laboratory in charge of the radio editor, Harry A. Mount. The laboratory is on the sixth floor of the newspaper office and is equipped to test material advertised so that the radio editor can advise amateurs and other radio fans of the quality of all material.

WANTED—PRESS AUTOMOBILE CRITICS TO TELL TRUTH ABOUT NEW CARS

**Ullman Asks for an Alan Dale of Gasoline Alley to Sift Merits
of Models—Public Now Hears Nothing
But Praise**

By WILLIAM ULLMAN

[EDITORIAL NOTE:—Is car criticism coming? Or must motorists of America be content to read nothing but praise about every new model on the market? Is the automotive business patting itself on the back too vigorously? And why does the American press draw a deadline between criticism of theatrical productions and automotive productions? The British press is frank in its discussion of cars. "Reviews" of new cars in England make good reading, stimulate manufacturers to higher ideals, and give credit where credit is due.

In Washington, D. C., Ullman has written very frankly about motoring for a number of years, and still has the respect, confidence and official indorsement of the Washington Automotive Trade Association.]

THERE is a rule for reformers which urges them to lead up to an important discussion with something calculated to get a laugh. The theory of it is just simple psychology, capitalizing the human weakness for having its medicine done up in pink sugar pills. Fortunately, in this instance, the joke exists before the story; and the reform can commence in the first paragraph. You've nearly split your sides laughing over the amount of ink and newspaper wasted in patting every American car on the back. Now is the time to get down to business and wonder what it all means.

In America every automobile is the salt of the earth—in print. Manufacturers expect the press to throw bouquets. The press expects to print "puff" about every car advertised. And the public expects to read it. It leads one to speculate as to what would happen if an automotive critic popped on the horizon and did for the automobile business what the dramatic critics has done for—or done to—the theatrical business.

In Britain they have writers who actually review cars impartially, who say what they believe to be true, whether it hurts or pleases. It makes bully good reading. It keeps manufacturers awake nights wondering what "they'll say" about the offerings when "released." It's an altogether different system than America's plan of writing unqualified praise about every make and every model—and it deserves to be considered by motorists, manufacturers, dealers and press people.

An Alan Dale in Gasoline Alley might easily revolutionize the whole American scheme of things. Constructive criticism of American cars would do away with the underhanded sort of "knocking" which at present runs so rampant among the trade folks and the car buying public as to boost unworthy cars to great popularity and at the same time drag down the ideals of great engineers to the level of failure.

Automotive America needs no knockers, no wisecracs with the "real inside dope," but expert critics who, knowing values, will be permitted to express themselves frankly for the benefit of those who make, sell, and buy motor cars.

What is written about the American automobiles in the average newspaper serves no good purpose. It is printed to satisfy those who believe the public enjoys reading about the wonders of the cars it buys. Candidly, the public would much prefer learning why its cars failed to give the advertised mileage, or why they still have the repair shop habit.

The self-praise of cars in the reading columns of the newspapers merely duplicates what is said in the paid advertising space—a rather poor duplicate at that. Viewed from a professional angle it is evidence that the copy writer didn't do the job quite well enough.

The people who get secret thrills reading "nice things" that are said about their cars are the very folk who ought to be constantly criticised. The quickest way

of bringing out the worst in a man is to constantly praise his work. This applies to the American automobile manufacturer, and explains why there is still vast room for improvement in automobile design.

Just because the American automobile is the best in the world is no reason why, with frank criticism, it couldn't be better. The evil effects of publicity methods in connection with the advertising of American automobiles has been submerged in the rush of competition. The marked advances in design, construction, lines and equipment have not been the result of public demand, but the result of the ambition of each manufacturer to outdo the other. Demands have been created. And the automobile has progressed in spite of flattery.

American business seems to be under the impression that if the writer told the truth about cars—told it openly, that is—the public would immediately cease buying.

Popular novels are raked over the coals. Likewise plays and concert artists. But the public buys more books than it ever did. Likewise does it go to more plays and support more artists.

Doubtless more automobiles would be sold if the public could clearly understand the shortcomings of the cars it drives. Nowadays a motorist does not switch over to a new model or make until he has been educated through advertising to want something else. Competition stimulates the demand for "different" cars.

Some idea of the great additional expansion of the automobile business through criticism can be had by picturing what would happen should the automotive critics publicly state that owners of a certain particular type of engine were not getting their money's worth. If there was truth in this—and the motoring public would soon find out once the question had been raised—there would be an immediate landslide toward some other type of power plant, with motorist and manufacturer each benefiting through

ducers keep right on advertising. The most effective copy they use is composed of quotations from the critics' reviews. The industry is so unfamiliar with honest criticism that it virtually turns a deaf ear to suggestions offered by its own customers. There are dozens of small things which could be improved upon, and at very little cost. But if you speak to your dealer about them, and suggest his advising the factory, he shrugs his shoulders and hands you a catalogue about the "greatest car in America!"

There is a real demand for the automotive critic. It may seem like a bitter pill for the motor industry, but in the long run it will sell more good automobiles and produce far better results for those who use them. It's just a question of raising standards, and of saving the automobile industry from the bad tumble it is certain to take if allowed to pat itself on the back just one pat too many.

HARRISON NAMED MANAGER

Heads New Autocaster Sales and Promotion System

Publishers Autocaster Service, through its president, John H. Perry, announces a new sales and promotion system under the direction of Alfred F. Harrison, former sales manager of the United Press.

In order to maintain closer relationship with Autocaster members and to take care of the increasing demand for service, the country has been split into divisions with a district manager in charge of each territory. Sales headquarters have been opened in New York, Chicago, San Francisco, Jacksonville, Fla., and Detroit.

Following is the list of division managers reporting to Harrison, whose headquarters are in New York: Edward Gledhill, Southern Division, Jacksonville, Fla.; Hugo Kelley, Coast Division, San Francisco; D. D. Leichtung, Great Lakes Division, Detroit; Pritchett Y. Rudd, Central division, Chicago; Walter J. Vincent, Eastern Division, New York.

MILL RECEIVER NAMED

Carthage, N. Y., Pulp Company's Liabilities May Reach \$1,000,000

Attorney Charles E. Norris of Carthage, N. Y., has been appointed by Federal Judge Frank Cooper of Albany, receiver in equity for the Carthage Sulphite Pulp & Paper Company.

Claims against the company are said to total about \$1,000,000. J. Victor Baron of Watertown, vice-president of the Sherman Paper Company, is president of the Carthage Sulphite Company, which is controlled by the estate of the late James A. Otterson. Financial troubles were precipitated by the decline in the sulphite pulp market and a fire which several months ago destroyed all departments except the paper mill.

Forestry Legislation Progressing

Prospects for constructive forestry legislation continue bright, Royal S. Kellogg, chairman, National Forestry Program Committee, reported on his return to New York from Washington, this week, where he had discussed the situation with Senator McNary. The McNary forestry bill is now before the Committee on Agriculture in the Senate and the Clark forestry bill, similar in content, is before the same committee in the House. Definite action, Kellogg said, is expected in the Senate soon.

Date Set for Skating Derby

Chicago Tribune's eighth annual silver skates derby will be held on Jan. 20. A bigger entry list than last year, when a record was set with more than 1,100 is expected. Races will be held for boys and girls, experts as well as novices.

Fire Cripples Illinois Plant

Rushville (Ill.) Schuyler County Citizen office and printing plant were damaged in a fire Jan. 12, which swept the business district of the city wiping out a dozen blocks, with a loss of more than \$200,000. Four men were killed.

OUR NEW TELEPHONE NUMBERS

EDITOR & PUBLISHER takes pleasure in announcing that its telephone facilities have been practically doubled this week. Pressure of business has been steadily increasing on its Private Branch Exchange for several months, and, not infrequently, incoming calls have been subject to the delay of "busy" wires. Relief has not been available until a few days ago, when the New York Telephone Company offered five new trunk lines, which have been placed in service. Prompt service is thus assured, and EDITOR & PUBLISHER is glad to share the benefit with its friends. Hereafter call

BEEKMAN 5814, 5815, 5816, 5817 or 5818

But times change. Motorists are getting painfully car-wise. They discuss design, values and performance intelligently. They are getting critical. Who knows but what they will demand an expression of this criticism in their press?

The right kind of criticism would bring about improvements which competition alone has never produced.

It is the public's criticism which eventually causes a manufacturer to change his entire line, but this is a slow form of progress in which many dollars are lost both by manufacturer and car buyers.

The truth, crystallized by newspaper criticism, would eliminate a tremendous waste of time, money and effort; and would spur the manufacturer on to higher ideals and the public to a better appreciation of merit.

When the actor, Frank Craven, concocted a musical comedy venture several years ago the dramatic critics agreed that he had made a rather bad job of it. But this criticism, instead of putting Craven out of business, made him. He sat down at his typewriter and pounded out "The First Year" which won him instant recognition.

The thing that saves the public from viewing a surplus of tawdry productions—and that saves the theatrical producers from wasting their capital in the foolish belief that the public will fall for anything all the while—is the dramatic critic's frankness in stating that shop-worn costumes and scenery are shop-worn. Why progress is presumed to be possible through a reversal of this principle in the "reviewing" of motor cars will doubtless remain one of the mysteries of the age.

About as far as the modern automotive writer dare go in speaking of the merits of a car nowadays is to state that the coachwork is remarkable for "a car of its class."

the change and the further stimulation of business.

It is feared that criticism aimed at the car after it has gone into production would react unfavorably upon the industry. The manufacturer's market would be seriously affected, and the suggested changes, if made, would not begin to reach the public until many months later—which might be too late.

This argument goes flat the moment one suggests inviting the criticism while the new car or new model is in the final experimental stage, and before it goes into production.

Times change! Just 2 years ago it was considered fatal to competition to divulge the details of a new line of cars before production and sales got under way, yet in this very year of the keenest competition known to the industry, General Motors Corporation are virtually offering for criticism the "copper-cooled Chevrolet" without losing sleep over the possibility of having a competitor run away with the idea!

The development of new models and new cars is no longer a secret process; and it is during the development stage when criticism could be very valuable.

The way matters stand now a manufacturer runs away with himself on his own publicity matter. Naturally he thinks the idea is good, and nobody tells him otherwise—that is, not until he has invested in thousands of cars which do not sell. The public is the best critic of all, but its criticism is fatal.

Criticism of automobiles would quickly separate the wheat from the chaff, and strengthen the public's confidence in the good. Criticism is often feared, resented, voted for discard, and wisecracs say it could never happen in automobile circles because of the advertising; but dramatic productions get "panned" and the pro-

IN 1923 THE DETROIT NEWS PRINTED

29,067,710

LINES OF PAID ADVERTISING

AFTER ranking consistently among the first three newspapers of America for eight successive years in paid advertising lineage, THE DETROIT NEWS in 1923 achieved the prestige of establishing its record of 29,067,710 lines. This has never before been equaled in the history of newspapers. This great national position is shared only with the Los Angeles Times which carried in 1923, 29,520,801 lines.

But there is a new significance attached to this outstanding accomplishment of THE DETROIT NEWS. IN DISPLAY advertising this ONE newspaper led every other newspaper in

America in 1923. (More than 1,000,000 lines were omitted because of the lack of space.)

Here are achievements that not only mark THE DETROIT NEWS as a great merchandising success but they conclusively prove the greatness of the Detroit Market as a rich and responsive sales area.

It is not enough to know that more than 75% of the automobiles produced in the United States in 1923 were made in Detroit; that nearly all other automobile manufacturers have many of their most important units manufactured here. Or that the area of the great Detroit Market of this ONE newspaper

is the high wage center of America.

It is important for every buyer of Detroit newspaper advertising to know that the circulation of this newspaper provides one copy every day for every 5.9 units of population, regardless of age or nationality in the entire Detroit and suburban area.

Such a blanketing coverage in a city of over 1,000,000 is not approached by any other single newspaper. This is why THE DETROIT NEWS and the Detroit Market are a wonderful opportunity for the national advertiser who is looking for a steadily increasing turnover during 1924.

275,000 Paid Circulation—Daily and Sunday

A book of highly interesting facts about the Detroit Market and its one newspaper is now being prepared for business executives. Write for it.

NEW YORK OFFICE—59 E. 42nd St.—I. A. Klein, Manager

CHICAGO OFFICE—Tower Building—J. E. Lutz, Manager.

IN DETROIT

DETROIT NEWS . . . 29,069,710 Lines
 2nd Detroit Paper . . . 14,497,924 Lines
 3rd Detroit Paper . . . 12,278,630 Lines

IN ALL AMERICA

For nine years The News has been among the three leaders in total advertising in the United States.

1915—Detroit News—Second	1919—Detroit News—First
1916—Detroit News—First	1920—Detroit News—First
1917—Detroit News—Second	1921—Detroit News—Second
1918—Detroit News—Second	1922—Detroit News—Third
	1923—Detroit News—Second

In 1923 The Detroit News was first in America in Display Advertising

The Detroit News

Daily and Sunday - Always in the Lead

AMERICA'S FIRST NEWSPAPER IN DISPLAY ADVERTISING

BRETT URGES NEWSPAPERS TO ESTABLISH COMMERCIAL RESEARCH BUREAU

By ROSALIE ARMISTEAD HIGGINS

AMONG the men well known and well liked in the business of special newspaper representation is George Warren Brett,



GEORGE W. BRETT

who for nearly 10 years has been associated with the E. Katz Special Advertising Agency of New York, and who for 6 years prior to that was with Frank Seaman, Inc., also of New York.

Mr. Brett was rather a difficult person to interview, insisting there was nothing of general interest about himself, but his heart and soul is so completely enveloped in the vocation which he has chosen, that he consented to give some views on that subject.

"To begin with, I think we should recognize the obligation to strive for the industry as a whole," said Mr. Brett, "and there are many temporary discouragements to correct. Circulation, willy, nilly, is the key to national advertising; if you haven't the circulation, you needn't come around. This starts an endless chain of competition, rising costs, and the advertiser foots the bill. Strangely enough, the advertiser, who holds the solution in the hollow of his hand, who can tell many when to go to bed and when to get up, seems uninterested. The failure to study editorial purpose and influence frequently costs the advertiser potential sales. The practice of giving unqualified moral support to one paper, but the nourishing contracts to the competitor is very disheartening.

"Ignoring the moral equation has forced worthy publishers to waver, to right-about-face, or to sell out. Who loses most—the city, which thereby may be placed at the complete mercy of grafting politicians—the people, who are subjected to false or colored news, or suppression of news—or the advertisers, who must feel the effect of lost confidence if there is any value in editorial influence at all?

"Who can tell who suffers most? Who will say that the moral equation has no bearing upon successful advertising?

"Still another discouragement is the practice of some publishers and other sellers to juggle figures to prove that black is white, to take matters of record, not opinion, but of public record, and distort them, assuming, I suppose, that enough buyers will buy to make the end justify the means. More than that, however, is the credence given to such misrepresentation by many substantial business men. How often we are likely to be penalized by acceptance of juggled figures, or called upon to quibble over tweedledum or tweedledee. Sometimes years of high purpose and sustained

leadership can be upset temporarily by the sharp bark of an astute competitor. Refuting such attacks usually takes more time of both buyer and seller than constructive work.

"I do not believe in setting up a mistaken idea of ethics like unto the law of the Medes and Persians, but I think too much is withheld from the advertiser in the holy name of ethics. The unhampered play of publicity, the full glare of fact, is its own justification, and will eventually cure all ills. That applies alike to the world of business and the business of the world.

"But those and other things are adjusting themselves. Circulation conditions as a whole are probably improved. And of course more and more advertisers are trying to gauge the quality of editorial merit and reader influence. Among the tests given all data received and issued from our offices are: Is it accurate? Is it complete? What is the authority? What is the date? Newspapers—as the primary and best mediums for national advertising—are receiving more recognition today than ever before.

"Do you think newspapers should cooperate more to advertise newspaper advertising?" Mr. Brett was asked. His reply came promptly.

"I think the thing for all newspaper interests to do is to strive in unison to be equal to our opportunity and trust. That is not such a platitude as it may first sound. We should have a fund for advertising the advantages of newspaper advertising—not to the blind elimination of other periodicals or forms of publicity—but in a complete, common-sense merchandising and selling plan. With all of the newspapers in the United States, we have unlimited funds to draw from. Then, there should be established a Commercial Research Bureau second to none—not even to the records of the United States Government. That is possible—not so easily perhaps—but surely it is possible. Consider our endless avenues of investigation. Through newspaper publishers, intelligently directed, we can honey-comb the continent. Then, when others will have to say 'We think,' we can say 'We know.'

"Publishers will have to be prepared to see non-co-operators profit as much as, sometimes more than, the contributors. That is always in the break of the cards. A working skeleton of such a plan was written for EDITOR & PUBLISHER, April 24, 1919. Reprints were mailed to several hundred newspapers. It was submitted to the Bureau of Advertising, with an appeal for submission to the American Newspaper Publishers' Association. The answer was 'The idea is fine, but we could never get the money.' EDITOR & PUBLISHER, recognizing this need and opportunity, can render no more signal service than to keep the issue alive, until accepted. It is within the power of newspaper publishers to make the greatest contribution to the upbuilding of advertising. The reservoir is there waiting to be tapped. Are we really? Let's go!"

Mr. Brett is the author of the advanced type of trade paper advertising which the Katz Agency has backed for the past 5 or 6 years. Without mentioning the newspaper represented by Katz, the copy aims to develop business for all newspapers. It has been widely quoted and publishers the country over have reproduced the Katz copy in their newspapers. This copy emphasizes the belief so earnestly expressed by Mr. Brett that every newspaper representative should strive not only to build up his own business, but to build up the business of newspaper representation as a whole.

Floods Hamper Paper Mills

Operation of the paper mills along the Black River in Northern New York were hampered badly this week by the high water, which reached flood proportions. The flow was the highest ever recorded at this season. Racks of the No. 4 mill of the International Paper Company were carried out, causing a property damage of \$2,000 and compelling the mill to close down for 3 weeks while repairs are made. Three men narrowly escaped death as the racks were swept away.

Cook's Damage Suit Dismissed

Suit for \$1,000,000 damages which Dr. Frederick C. Cook, recently convicted in Federal Court for misuse of the mails, brought against the Ft. Worth (Tex.) Press, was dismissed in district court recently. Last February Cook brought the suit, alleging the paper in an article had dubbed him a "fakir," "flim-flammer," and "fraud artist."

N. W. MISSOURI PRESS ELECTS

B. J. Bless, Jr., Editor Weston Chronicle, Named President

ST. JOSEPH, Mo., Jan. 17.—B. J. Bless, Jr., owner and editor, Weston (Mo.) Chronicle, was elected president, Northwest Missouri Press Association at the final session of the thirty-third annual meeting.



B. J. BLESS, JR.

Other officers are: Clarence Watkins, Chillicothe, vice-president; Fred Mitchell, Excelsior Springs, Standard, second vice-president; Miss Beatrice Winn, Maryville, Green and White Courier, secretary; Pat Tucker, Parkville Gazette, treasurer. Mr. Tucker has held the office of treasurer for 20 years.

An unbiased press, free from partisan or commercial influence, was the plea made before the association by Dean Walter Williams of the University of Missouri school of journalism. He warned against the subtleties of the many forms of modern propaganda and declared for a standard among newspapers such that censorship would not even be suggested as a necessary form of restraint.



Opportunity Points to Washington

There's a field for promotion in the National Capital not paralleled anywhere else.

A city having as large a population as many States—a community that is not only local—but national—even international—in its importance—offering an inviting outlet for your product.

ONE NEWSPAPER is all that's necessary to completely and detailedly cover this territory. THE STAR is read by practically everybody who lives here and who visits here.

Our Statistical Department will compile any specific data you may require.

The Evening Star.

WASHINGTON, D. C.

New York Office
Dan A. Carroll
110 East 42d Street

Chicago Office
J. E. Lutz
Tower Building



CLARENCE

By CRAWFORD YOUNG

The Star Weekly, Toronto, Ont.,
is the new paper this week.

Furnished full page matrices, black alone, black and red, and black and three colors; or, as part of a printed comic section.

HERALD-SUN SYNDICATE, 280 B'way, New York City

A National, Non-Partisan Weekly Political Survey

The Washington Star, in order to satisfy many requests from other newspapers, has appointed Current News Features, Inc., its sales and distributing agent for The Star's Weekly Political Survey.

This Political Survey presents in 1,000 words, or less, the important developments in the pre-convention and pre-election campaigns throughout the country.

The Washington Star has won a reputation in the National Capital for non-partisan treatment of the news. With administrations changing, with members of Congress of all political parties, and with a population from all sections of the United States, a newspaper like the Washington Star faces a situation wholly unlike that in any other city in the country.

Yet the Washington Star has the largest circulation of any newspaper in Washington. When the Washington Star, therefore, sets out to make a Political Survey, week in and week out, of the progress of the pre-convention campaign and also of the presidential campaign itself, you can rest assured that the job will be done with scrupulous care and fairness.

Telegraph for exclusive rights and terms.

Current News Features

INCORPORATED

William E. Yelverton,
Managing Director

Evening Star Building
Washington, D. C.

NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



Exclusive Editor & Publisher Photograph
PHILIP A. PAYNE

"HANDLING a news story," says Philip A. Payne, managing editor, New York Daily News, "is more fun for me than anything else I know of."

And Payne knows how to find fun. Only 31, the youngest managing editor in at least the 10 leading cities of the United States, he is an enthusiastic athlete, follows sport with interest, plays good baseball, and every day takes exercise on a gym floor or basketball court.

He has been managing editor of the News since September, 1922, working up to the position within the organization from the assistant city editorship.

Meet Payne in his private office. A green eye-shade is tilted back on his forehead. Smiling eyes look straight at you through tortoiseshell rimmed glasses. A silk tie of conservative pattern is knotted slightly askew in a soft collar. He leans forward, shakes your hand with a firm grip. Conversation starts.

"I miss terribly the chance of going out after a big yarn myself," he tells you. "Just a short time ago, I was glad circumstances made it necessary for me to take a reporter and cameraman out on a story."

Payne, however, has by ability risen to bigger duties. Talk about him with members of his staff.

"Payne is a whale of a newspaper man," a reporter told me. "He smells a story ahead of the others."

It is the noted "nose for news," then, which accounts for Payne's success as a newspaper maker.

This man with the news sense, however, is very keen for the picture, the feature, the comic, and campaign in a newspaper.

"A newspaper's duty is more than just the printing of each day's news," he declares.

"A newspaper shouldn't be a crusader or a common scold, but, when an evil is known to exist, it should throw the light of publicity on it."

In line with this belief of Payne may be recalled numerous campaigns he originated and directed. Among them would be included that against sale of pistols to crooks in cities neighboring New York; urging the trial of Walter S. Ward; expose of fake moving picture schools; and the expose of bootleg conditions in the Bahamas.

"Professed highbrows in the newspaper world," Payne continues, "claim the comic isn't news and therefore refuse it space in their columns. Bring a laugh, however, and I believe a newspaper is performing an important service.

"Besides, if you offer entertainment along with constructive news you bring readers to your paper who otherwise wouldn't bother to buy it at all."

Payne was now launched on his favorite hobby, the picture tabloid newspaper, of which the News is representative. The picture tabloid is here to stay, he believes.

"The majority of newspapers today are horribly over-written," he explains. "In the general rush and hurry of America, such newspapers cannot be half-read."

"Pictures tell the story much quicker. They have come to be accepted as a most important part of present day life. Many persons are literally educated by the moving picture."

"In a newspaper, use of pictures interests the readers in the personalities and appearances of the men and women in the news. They get to know them and read about them with more interest than they would otherwise."

Here Payne was interrupted in his praise of the News, of which he is proud, and asked to tell how he happened to become so enthusiastic a newspaper man.

"Well," he said, "I started in young. When I was 12 years old I held my first newspaper job. I set type, watched the press, and delivered papers for the Gravenhurst (Ont.) Banner, and was paid \$1.25 a week."

But Payne has not had continuous newspaper experience since this first job. He went to St. Michael College, Toronto, where he studied to be a chemist. Graduated from there, he moved with his family to Perth Amboy, N. J., where he started in work as chemist.

Printer's ink, however, had stained his fingers, and he could not keep away from the newspaper office. He was interested in sports and commenced writing accounts of games for the Perth Amboy Chronicle. Finally he was taken on the staff of that newspaper and promised the large salary of \$8 a week.

Later he went to the Hoboken Observer, and, when he was 21, was offered and accepted the position of city editor on the Hoboken (N. J.) Dispatch. About this time, the war broke out, and Payne went abroad with the A. E. F.

After the war, he went to Chicago, where he worked on the Herald-Examiner until the early part of November, 1919. Then he came to New York, spending a short time on the New York American, and soon going over to the News as assistant city editor. In February, 1920, he became city editor, and in September, 1922, managing editor.

Payne is well liked by the News staff.

He is jovial, laughs easily and heartily, and makes many friends.

On the making of friends, however, he has his very definite ideas. His secretary keeps away many would-be callers and professed acquaintances. Every day he refuses many invitations to dinners and entertainments in New York. It's not crowds he dislikes, because it is his policy to be present often where large crowds have gathered. It is the best way, he thinks, to learn what people are talking about, what they want to read about, and to study mass psychology. He was asked why he preferred the life of a pseudo-hermit.

"Too many friends are a handicap," he said.

Payne, however, naturally believes in the necessity of making contacts and friends. He makes a practice of dining each evening with a different person. These persons are usually newspaper men. Consistently, however, he refuses to attend banquets or be the guest of men of prominence.

"The wining and dining of an editor is the most subtle sort of propaganda."

And so a secretary is kept busy refusing invitations sent Mr. Payne of the Daily News.

MURDOCK RESIGNS

Editor, Wichita Eagle, Quits Federal Trade Commission

(By Telegraph to EDITOR & PUBLISHER)

WICHITA, Kan., Jan. 15.—Victor Murdock, editor, Wichita Eagle, tendered his resignation as member of the Federal Trade Commission to President Coolidge, Monday, the resignation to take effect Feb. 1.

At that time Mr. Murdock will return to Wichita and resume active editorial management and editorial work on the Eagle. In 1903 he was elected to the 58th Congress and served until 1915. In 1917 he was appointed member of Federal Trade Commission and the appointment was renewed in 1919. He has held every position on the Eagle from devil to managing editor. He is the author of several books.

CALIFORNIA PAPER SOLD

Bakersfield Echo Acquired by G. M. Swindell and T. W. McManus

Bakersfield (Cal.) Echo, one of the oldest papers in Kern County, passed into the hands of George M. Swindell, of Los Angeles, and Thomas W. McManus, of Bakersfield, Jan. 8. The price paid for the transfer is said to be \$62,500. Swindell, who is at present business manager, Mining & Oil Bulletin of Los Angeles, has acquired a three-quarter interest in the stock, and McManus, prominent in real estate and a leading member of the American Legion Post of Bakersfield, has the remaining quarter interest. He will act as business manager.

There will be no change of the editorial staff at present. New machinery, however, will be installed as soon as possible.

TEXAS DAILY'S RADIO "COVERING" MEXICO

Ft. Worth Station Furnishing A. P. and Chicago Tribune With News from War Zones—Government Approves

Wireless is today keeping the world in touch with conditions in revolutionary Mexico.

The powerful station of the Fort Worth (Tex.) Star-Telegram, WBAP, has established communication with Chapultepec Castle, Mexican government station, XDA.

News of Mexican war zone is thereby given people of the United States and Europe by radio.

To handle the Mexican communications, the Fort Worth Star-Telegram applied to the government for and was granted experimental license 5XAP, and permission to use a wave length of 1,230 meters. On the other side of the international line, Col. Ramierez, chief of Mexican radio communication, approved use of the Chapultepec Castle station.

Chicago Tribune was first to make use of the Star-Telegram's radio station. Finding it virtually impossible to instruct Mexican news correspondents, or get their dispatches to the Tribune in time, Cable Editor Joseph Pierson sought co-operation of the Fort Worth newspaper. He asked if WBAP could get Mexico City. The Star-Telegram station was able to cover the distance.

On the night of Dec. 26, Correspondent Wright, of the Tribune, at Chapultepec Castle, and Operators Branch and Olds at WBAP, opened radio communication between the two republics. From the first call of XDA to WBAP there has not yet been a break in the line of communication.

Associated Press dispatches have been handled in like manner by Correspondent Seoville, chief of staff for the organization in Mexico, directing the service from Chapultepec Castle, and K. Lewis, of the Associated Press Texas Bureau, receiving the news in Fort Worth.

Associated Press dispatches which Mexico bear the words "via radio, via Fort Worth Star-Telegram."

At Fort Worth the Chicago Tribune dispatches go on a special leased wire, while Associated Press news is sent direct to its papers scattered all over the United States.

The service has proved satisfactory and is an achievement in which every newspaperman has a direct interest.

The Star-Telegram's station is one of the most powerful radio installations operated by a newspaper. Recently WBAP established a new world's record for ordinary concert broadcasting. On Nov. 12 a concert was broadcast and received at Apia, in the Samoan Islands, an air distance of 6,520 land miles. Only one station in the United States has been heard at greater distance, WBAP claims, and this was during especially arranged tests on special power.

FIRST IN OHIO

LEADS
ALL OHIO
NEWSPAPERS
IN PAID
ADVERTISING

21,242,341 LINES

The 1923 Paid Advertising Record of the Columbus Dispatch. The Dispatch exceeded the next Ohio newspaper (Cleveland) by 2,030,533 lines. The Dispatch exceeded all other Columbus newspapers combined by 3,434,859 lines.

Largest Circulation in Central Ohio

The Columbus Dispatch.

OHIO'S GREATEST HOME DAILY

The Greatest Advertising Medium in the Largest State in the Union

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Night Message	<input type="checkbox"/>
Night Letter	<input type="checkbox"/>

Patrons should mark an X opposite the class of service desired; OTHERWISE THE MESSAGE WILL BE TRANSMITTED AS A FULL-RATE TELEGRAM

WESTERN UNION TELEGRAM

Form 1206A-T
Receiver's No.
Check
Time Filed

NEWCOMB CARLTON, PRESIDENT
GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

Dallas Texas
Jan 4 1924

Send the following message, subject to the terms on back hereof, which are hereby agreed to

Editor and Publisher
World Bldg
New York N Y

Dallas Times Herald carried fourteen million two hundred fifty seven thousand eight hundred fifteen lines total advertising during nineteen twenty three which was largest volume ever carried by any Texas newspaper

This is fourth consecutive year that Times Herald has carried more advertising than any other paper in state of Texas Lead in local nearest Dallas newspaper Lead of more than two million lines over total advertising over nearest Dallas newspaper

Let's go for 1924!

Paid:Charge

Dallas Times Herald

The Newspaper That Has Won Its Place Through Editorial Excellence

THE DALLAS TIMES HERALD

FIRST IN DALLAS

EDWIN J. KIEST
Publisher

THE S. C. BECKWITH SPECIAL AGENCY
Sole Agent National Advertising

N. E. A. ENTERS 1924 WITH COMPLETE PROGRAM OF PROGRESS

Greets New Year at Peak of Activity—Washington Office Established—Anti-Publicity Campaign Functioning—Membership Drive On

By WALLACE ODELL

President National Editorial Association

COVER of the January Bulletin of the National Editorial Association shows a big engine dashing over the tracks and in the trail of smoke from the smokestack are the words, "Watch our steam in the membership campaign."



WALLACE ODELL

This well depicts the pace the association is setting as it enters 1924. Certainly the association has never been as active as it is at present. Much of the advancement in the N. E. A. is due to the good work started by former President John C. Brimblecom, of Newton, Mass. He practically served two years, as he was acting president under President E. E. Brodie, who accepted an appointment as consul to Siam. Mr. Brimblecom did constructive work, and it was remarked on all sides that last year's convention at Saratoga Springs was one of the best ever held by the association.

The tour through New York State last summer was one of the most enjoyable the association has ever held. There were editors present from 38 states. All expressed surprise that New York had so much to offer. They appreciated that the name Empire State was not a misnomer. And the reception given to the association in New York City has never been exceeded anywhere in genuine hospitality and entertainment.

For years the National Association has been enjoying tours to various parts of the country. Some of them have been referred to as junket trips. That may have been true, to a certain extent, when railroad passes were common, but of late years this has not been so. The National Editorial Association is doing serious work every day in the year for the benefit of the press of the nation. These summer tours are held for educational purposes, and if any class of people ought to travel, certainly they are editors.

The conventions of the association have been growing in value yearly. In the old days there may have been much on the program that did not pertain to newspaper making, but the association has grown away from that and at its annual sessions today shop is talked and only shop. Editors gather from all parts of the country and the exchange of ideas cannot but be helpful to all who attend.

I know the association this year has a very definite purpose. One of the biggest steps forward that it has taken was the establishment of an office in Washington, with William L. Daley in charge. If the association ought to have a representative anywhere it ought to be in Washington. Mr. Daley is watching every hill that is introduced in Congress, and if there are any that are adverse to the interests of the newspapers of the country, prompt action will be taken by the officers. This could not have been done before.

Mr. Daley is also the clearing house at the Nation's capital for all queries sent in by association members. It is really surprising how many calls he has, and how quickly the editors have availed themselves of this service.

Another thing the association has developed is a Washington letter. Editors have long wanted a non-partisan letter from Washington. They have wanted a letter free from propoganda. Nothing

sent out from Washington has supplied that need, but today the N. E. A. has such a letter and new subscribers are coming in every month. Such a letter will give the association wide influence throughout the country.

The association is always working to help the publishers. It has done this in a remarkable degree in the establishing of a cut service to furnish cheap half-tones and line cuts to its members. The orders amount to many hundreds of dollars every month. The association does this work without profit.

Another department which has been of real help is the advertising conducted by Herman Roe, of Northfield, Minn. Mr. Roe has made a study of conditions throughout the industry and at the last convention he recommended a scale of rates papers ought to charge. It follows:

- For 500 circulation or less, 25 cents.
- For 1,000 circulation or less, 30 cents.
- For 1,500 circulation or less, 35 cents.
- For 2,000 circulation or less, 40 cents.
- For 2,500 circulation or less, 45 cents.
- For 3,000 circulation or less, 48 cents.
- For 3,500 circulation or less, 51 cents.
- For 4,000 circulation or less, 54 cents.
- For 4,500 circulation or less, 56 cents.
- For 5,000 circulation or less, 60 cents.

The committee also called attention to the fact that next in importance to establishing a rate that would net the publisher a fair return, was the necessity of reaching some semblance of uniformity in rates quoted. In some towns a paper with 500 circulation will quote a larger rate than a paper with 2,000 circulation. The association realizes the detriment this discrepancy in rates is doing, and has done, to the press, and it is working to rectify it.

The National Editorial Association is heart and soul with EDITOR & PUBLISHER in its fight against free publicity. It has started a campaign, called "Swat the Publicity Fly," and to carry this on it has had attractive red labels printed reading as follows:

"This matter comes under the head of paid advertising. We will be pleased to run this at our regular rates. Type composition and space cost money. We cannot afford to give it away. Member National Editorial Association."

This campaign is being felt, as the labels are being more generally used by the association. They are furnished to members from the secretary's office. If all the editors of the country will join in this campaign, the publicity agent will close up his office and his business will be transacted through the advertising office where it rightfully belongs.

The great clearing house for the country is Secretary Hotaling's office at St. Paul. Mr. Hotaling keeps in touch with all state associations, and is doing a splendid work. He has all kinds of problems sent to him for settlement and he gladly tackles them all. The service given to members is free. The N. E. A. is not a money-making association. All it asks is money enough to function properly and do the work it is called upon to do throughout the country. There are some 12,000 weekly and small dailies in the country. The dues are only \$3 a year, and if all of them joined the job of running the association would be an easy one. The association ought to have the support of every publisher. Its dues cost less than a cent a day, yet the bulletin it issues each month is worth that. Editors should take out a membership in the N. E. A. on the same principle that they take out fire insurance—for protection. And they will find it the best investment they ever made.

For 1924 a great drive for new members has been started. Every member

has been urged to get another member. It is hoped to double the membership in this way.

The association is also conducting three contests in the hope of making better papers. Silver cups are to be the prizes. They will be known as the EDITOR & PUBLISHER Cup, the American Printer Cup and the President's Cup. The contests are for the best made up first page, the best editorial page and the best community service paper. The prizes will be awarded at the convention in Oklahoma in May.

The National Editorial Association is filling a real need for the publishers of the nation. Its power and influence are growing. It is winning support in every state because it is deserving of it.

The convention this year will be held in Oklahoma and a most attractive program has been arranged, with a two weeks' trip at the close in Mexico. The prospects are that the tour will be one of the most popular ever planned and indications are that it will be largely attended.

N. Y. World Circulation Changes

W. F. Baldwin, formerly in charge of evening city routes, has been placed in charge of country circulation of the New York World. In addition to being assistant circulation manager, J. M. Scott has been made office manager. Frank Brosnan has been put in charge of promotion work of the new morning delivery system in the World's direct delivery territory only. Julius Stoltz has been placed in complete charge of the evening city circulation. The position of supervisor of circulation and circulation manager has been merged in one, and N. R. Hoover, as circulation manager, will be in charge of the department.

Dunn Heads N. Y. Press Club

Elias B. Dunn was elected president. New York Press Club, at the annual election held Jan. 14. Other officers are Gavin D. High, first vice-president; George B. Creveling, second vice-president; Samuel M. White, third vice-president; Channing A. Leidy, treasurer; Walter E. Warner, secretary; Caleb H. Redfern, corresponding secretary; Charles A. Lewis, recording secretary; Clarence E. Swezey, librarian; Stephen C. Berger, Thomas F. Burns, and Charles C. Walden, Jr., trustees.

Santa Barbara Using Newspaper Ads

Santa Barbara, Cal., is now using newspapers in a community advertising campaign. L. S. Gillham Company, Inc., Los Angeles, has secured the account and is placing advertising.

Brundidge Appears Before Senators

Harry T. Brundidge, reporter, St. Louis (Mo.) Star, Jan. 8, described operation of the medical "diploma mills" to a Senate Education Sub-committee. He told the Senators 25,000 illegal practitioners who "graduated" from the 11 diploma mills are operating in every state of the union.

DAILIES AID IN SAVING PUBLIC MILLIONS

Warned Readers of Fraudulent Investment Schemes Exposed by Better Business Bureaus—Annual Report Made Public

Support given federal and county prosecutors in New York by the daily press, financial periodicals, and legitimate business operating through the Better Business Bureau saved the investing public at least \$100,000,000 during 1923, according to the bureau's annual report, made public through its president, H. J. Kennel. The Better Business Bureau acts as a coordinating medium for the collection and presentation of facts regarding business practices.

"Facts developed by the New York bureau have been of substantial aid to Better Business Bureaus in other principal cities where firms resident in New York have offered securities to their citizens," the report claims. "Particularly is this true of the organizations in Buffalo, Providence, Boston, Cleveland, and other eastern cities.

"The Better Business Bureau shares the general belief that business will enjoy sound prosperity in 1924.

"The Advisory Council of the Better Business Bureau includes the following: David F. Houston, president, Telephone Securities Company, Inc.; T. H. Halsey, Tefft, Halsey & Co.; L. E. Pierson, chairman of the board, First Bank-Columbia Trust Company; John Pulley, president, Emigrant Industrial Savings Bank; Gates W. McGowan, chairman of the board, Mechanics Metals National Bank; John H. Pflieger, president, Marshall and Day Bank, Milwaukee, Wis.; George L. Hodges, Remick, Hodges & Co.; Herbert S. Houston, publisher, Our World; James Gilbert White, president, J. White & Co., Inc.; William H. Robinson, president, National Founders Association; H. D. Robbins, president, H. D. Robbins & Co.; Russell R. Whitman, publisher, New York Commercial; Julius Barnes, Barnes-Ames Company; A. Pearson, treasurer, United Publishers Corporation; Henry R. Hayes, Street & Webster, Inc.

Ad Men to Fete Higham

Sir Charles Higham will be the guest at a luncheon at the Advertising Club of New York, Jan. 23, given under the auspices of the On-To-London Committee. H. H. Charles, president of the club, will preside, and will later turn the meeting over to Herman Halsted, chairman of the On-To-London Committee. Sir Charles visited Philadelphia Jan. 15, where he addressed the Wholesale Retail Grocers and the Frankford Grocers' Association. He was a guest of the Philadelphia Public Ledger. He was accompanied on his visit by William Rankin, of the William H. Rankin Company, New York.

"THE DAILY MIRROR OF WASHINGTON"

By Clinton W. Gilbert
Author of "The Mirrors of Washington"

A column of current comment released every week-day. Proofs mailed a week in advance of publication.

For Terms and Samples, Wire or Write



LEDGER SYNDICATE
INDEPENDENCE SQUARE PHILADELPHIA

**JOPLIN HAS RECORD YEAR
IN ORE PRODUCTION**

JOPLIN, Mo.—All records for lead and zinc production for this district were broken for the year 1923. Even records made during the war were shattered, both in terms of dollars and in pounds. Shipments of ore totaled approximately 696,000 tons, valued at

\$37,332,588.00

First week 1924 saw Million Dollar Ore sales. Lead sales broke all weekly records for total pounds and dollars.

This tri-state district (Missouri, Kansas and Oklahoma) is closely united by concrete roads, and by steam and electric railways. It is supplied with 100 per cent American labor. And the mining industry represents only a fraction of the total value of this area. Naturally, this is a worth-while market, and, naturally, you will use

**THE JOPLIN GLOBE
AND NEWS-HERALD**

It's the logical way to reach this market

FOR THE INFORMATION

We are being repeatedly asked to comment—made in our advertisements—**AUTOPLATE MACHINE** as completely finished and ready for use.

By this statement we mean that **AUTOPLATE MACHINE** requires no hand tooling, nor hand dipping or other work. It leaves the machine it may be seen in the photograph of additional work of any kind.

WOOD NEWSPAPER MCH
501 Fifth Ave, N

ION OF THE TRADE

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as delivered by that machine are com-
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requires neither hand planing, nor
nor hand drying, and that when it
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HENRY A. WISE WOOD
PRESIDENT

MCHINERY CORPORATION
ves, New York City

THE MAJOR MARKETS OF AMERICA

A New and Exclusive EDITOR & PUBLISHER Service
to Space Buyers

XIV—DENVER—A City Without Frame Houses

By HARRY R. DRUMMOND

IN summing up Denver, Col., all standards of measurement needs must be discarded—for Denver is a city with and of standards of its own.

In many ways Denver is much larger than any accredited statistics show, and in some ways Denver falls short of cities of equal population in the east.

In the matter of trading territory Denver is the undisputed monarch of more square miles than any other city in America.

Reaching down into western Nebraska and Kansas on the east; out to Grand Junction, Col., 450 miles on the west; down to Albuquerque, N. M. on the south, and up to the northern state line of Wyoming on the north, Denver is the shopping center of a vast territory.

Denver's population, according to the United States Government census of 1920 was 256,491.

That, however, included merely the regular residents of Denver, and does not take in the immense floating population, meaning:

There are 252 hotels in the downtown part of Denver, and they furnish accommodations for 50,000 people. There are more than 1,500 hotels, boarding houses and private families accommodating "paying guests" where practically 50,000 more people may purchase rest and refreshment, and all these places are occupied practically throughout the entire year, so that one may safely calculate a floating population of about 75,000 to 100,000 all the time.

Quite a lot of these people are health seekers, but there is a tremendously large number of tourists, pleasure seekers and sightseers, who making Denver their temporary headquarters, travel the mountains for fun, recreation and general enjoyment.

Many years ago Denver's city dads passed an ordinance prohibiting the use of wood for building purposes, and there are no frame houses in Denver,—brick, terra cotta, stone, concrete and other similar fire proof materials being used entirely.

While Denver boasts of its manufacturing industries they are not large by comparison to manufacturing cities of the east. At that there are some 2,000 factories of various kinds, employing more than 22,000 people and paying about \$24,000,000 in wages each year. They represent an investment of \$73,000,000 and produce \$150,000,000 worth of merchandise each year.

Denver jobbers, selling to the smaller towns throughout this vast territory do some \$100,000,000 a year.

These figures, while they are substantial, are by no means startling, and as has been said, do not represent Denver as a trading city.

These are six railroads, the A. T. & S. F.; C. R. I. & P.; C. B. & Q.; C. & S.; D. & R. G. W. and U. P. running into

Denver, giving adequate freight and passenger service.

Denver, by comparison, is inadequately supplied with paved streets, there being but 65 miles all told, within the city limits. This, however, is explained by saying that nature has paved Denver with paving that needs nothing except grading and leveling, and there are some 250 miles of streets in Denver that are but slightly short of ideal, the paving being where heavy traffic is prevalent, and on the boulevards.

Hard surfaced roads connect Denver with the rest of the state making it easily accessible to the people, everywhere.

Denver is a sporty city—make no mistake on that point. The very character of the floating population makes Denver a live one.

The merchant, the miner, the rancher from all over the west looks on Denver as his playground. He goes to Denver with money to spend and demands action, and gets it.

The women folks in Denver's territory gather energy from the air, ideas from the newspapers and needs must go to Denver to see the shows, go to the big movie houses, live for a time at the big hotels and principally to spend money in the shops.

Tourists buy, too. For the most part they go to Denver because they have money to spend and want to have a good time, and a good time means paying out money.

Denver is an unusually well dressed city. The Colorado women, because of the tremendous tourist business from the east, are astonishingly up to date in matters of dress, and one is struck with the great number of smart looking people seen on the streets. It is, in fact, difficult to distinguish the visitor from New York, Philadelphia or Chicago from the native Denverite or the wife or daughter of the rancher who lives "over the great divide" on the western slope.

There are 50,000 automobiles owned in Denver County. This mention of Denver County brings up a matter of moment.

Years ago Denver was in Arapahoe County, but some Wisenheimer legislators, oh, yes, Colorado has 'em just the same as any other state) introduced and passed a bill in the legislature creating Denver County which, at that time embraced the city of Denver.

Now, however, as Denver grows as a community, it will not grow as a city, because of the political lines which, politically speaking only, will confine Denver into a comparatively small territory.

The shopping district, the intensive retail shopping district of Denver, runs from Larimer street to Broadway, a distance of 10 blocks, along Fourteenth, Fifteenth, Sixteenth and Seventeenth streets, making some 40 blocks in all.

Sixteenth street is the Fifth Avenue

of Denver. On that thoroughfare are the big stores.

Daniels and Fisher is, perhaps, the Altman of Denver—the big store with the old line aristocratic carriage trade.

The Denver Dry Goods Company is larger—and in quality of trade, and merchandise compares to Daniels and Fisher much as Wanamaker's compares to Altman's in New York.

While the Marshal Field & Co. store in Chicago rightly claims to be the largest and finest store in the world, the main aisle of the Denver Dry Goods Company store is 20 feet longer than is the main aisle of Marshall Field & Co.'s. "Cathedral of Commerce," which is by way of saying that the Denver Dry Goods Company is not housed in a shanty.

A. T. Lewis & Sons is the third department store in size and class, comparing to McCreery's in New York. Joslin's is fourth, comparing to Hearn's. The Golden Eagle is much on the Rothenberg order, cheap, loud, and, well, like Rothenberg's.

Steel's is a store, the relic of the Steel chain started at Buffalo, and is pretty much of a whoop to doo proposition—"Bankrupt Stock," "Tremendous Sales," etc., etc.

Collectively these stores do about \$25,000,000 a year and the 1921 retail stores of Denver do something better than \$135,000,000 annually, which is a very high mark for a city with Denver's government census population.

Any manufacturer making merchandise too high class for Denver's market is going some. Denver people want things good, and they do not expect to get them for nothing.

Denver is wise in providing many free attractions for tourists, and Denver people are wise enough to know that any gouging will deflect traffic, so that they have many attractions that are yours for the taking; you do not even have to ask. Western hospitality is worked out to a splendid degree in Denver, and that is one of the reasons why Denver entertains so many people.

Denver's "show shops" are good. There are two "legitimate" houses, a splendid vaudeville house and movie houses ornate enough to attract attention anywhere. There are many, many mighty good restaurants in Denver and hotel life is really hotel life.

All in all Denver is metropolitan, cosmopolitan, and a mighty good market for good merchandise, and any manufacturer who is overlooking the Denver market is overlooking a mighty good bet, and any manufacturer who is not getting "his" out of Denver is in need of better salesmen—or something.

GEN. BUTLER MAKES "COPY"

Reporters Work Overtime During Philadelphia "Clean-Up"

PHILADELPHIA, Pa., Jan. 17.—When Brigadier General Butler, formerly of the United States Marines, took his position as director of Public Safety in Philadelphia, Jan. 7, to "clean up the city," representatives of the New York press and the Chicago Tribune were in the city for "real copy."

After the swift raids of the first few days, Gen. Butler thanked tired reporters and correspondents for their co-operation.

Newspapermen in the city, from managing editors to office boys, worked overtime. The reporters who followed him were up and going on 18 hour shifts.

Throughout the campaign, Gen. Butler talked freely to reporters of his plans and gave them advance tips. Among those who kept pace with him were Byron Darnton and Lou Louhill, Public Ledger; Frank O'Sullivan, Record; Louis Wilgard, North American; William Farson and Richard Beamish, Inquirer; Fred Shanbacher, Bulletin; Lindsay Dennison, New York World; Wilbur Rodgers, New York Journal; George McDonald, New York Mail; Jay Racusin, Chicago Tribune, and representatives from the New York American, Brooklyn Eagle, and all news services.

"When Will Taxes Be Lighter?"

This was the heading on the first interview ever given by Secretary Mellon on Taxation and was obtained by Edward F. Roberts for the

U. P. C. NEWS SERVICE

Interview Series which is now appearing in sixty of America's leading newspapers.

Mr. Roberts' interview with Secretary Mellon was published on October 6th and was the opening gun in the great Tax Reduction Campaign now being waged in Congress.

This series has also included interviews with Secretary Hoover, John W. Davis, John Hays Hammond, and a score of America's best known leaders in Business, Finance, Science and Politics.

U. P. C. NEWS SERVICE, INC.

243 West 39th Street

New York

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.

An Announcement

THE Derby Brown Company of Boston has been purchased by Albert Frank & Company, Advertising Agency, of New York, Chicago and London, and becomes the Boston branch office of the latter organization, on January 15, 1924.

The personnel of the Derby Brown Company continues with Albert Frank & Company, J. Bartlett Hydorn, Vice-President, in charge of the Boston office.

Albert Frank & Company, established 1872, is one of the oldest and largest agencies in America. The acquisition of the Derby Brown Company and of a Boston office, creates a combination of strength, versatility and facility to meet every demand of commercial, financial and transportation advertising.



THE Albert Frank & Company Building, 14 Stone Street, New York City. Built, owned, and entirely occupied as the home office of Albert Frank & Company.

Member of
American Association of
Advertising Agencies

We invite inquiry as to the standard of service we are able to assure.

ALBERT FRANK & COMPANY ADVERTISING

NEW YORK
14 Stone Street

CHICAGO
134 So. La Salle Street

BOSTON
11 Avery Street

LONDON
5 New Bridge Street, E.C.

Over a Half Century of Advertising Experience

BARGAIN PERIOD FOR MAIL SUBSCRIBERS BUILDS CIRCULATION

**Backed by Ads, It Sells Farmers and Small Community Residents—25 Dailies Using Plan Reported
35 Per Cent Gains**

By **SIDNEY D. LONG**

THE daily newspaper has its problems in handling the subscriber who lives out on the farm or in the real small town, and receives his paper by mail.

The ambition of the newspaper is to procure all the subscribers it can and hold all it gets. I'll admit, however, that some newspapers are limiting their R. F. D. circulation owing to its extreme cost of promotion and maintenance.

These mail subscribers are valuable subscribers. They read the paper from "cover to cover." They are farmers or owners of farms, residents of small towns, or small town merchants. They are known as the substantial. They read the news, the editorials, the stories, the sports. They are the political folks. That is, they are out and away from the gay white way of the cities, and think and vote very seriously. They look on the serious side of life.

They are good subscribers to have. Like all good things, however, they come high.

One of the circulation problems in this class of subscribers has been solved. Those farmers living within 25 miles of the home city of the newspaper, have, in many localities, been turned over to regular country carriers. These carriers use small cars or motorcycles and drive out one road 25 miles and back on the road a mile over, delivering the papers in the R. F. D. boxes and collecting the same price paid by city subscribers, by the week or month.

These carriers are paid a small guarantee or salary and the balance they make on the regular independent carrier plan, buying the papers at wholesale and selling them to the subscribers and doing the delivering, collecting, and soliciting. This solves the problem of earliest possible service to the nearby farmer. It also solves the collection problem. While at first the farmer is somewhat indifferent to early or quick service, receiving his paper in a very few minutes after it is printed, yet he soon realizes its importance and convenience. It takes a short time for him to get used to paying by the week or month. Soon, however, he falls into the habit of his city brother and has the coin in the box or at the door waiting for the carrier when he comes around.

This plan in many cases has doubled the number of subscribers in the territory covered, over and above the plan of sending the paper by mail on the R. F. D., delivered at such hours as the mail goes along.

The subscriber who receives the paper by mail is hard to get to. It costs a lot of money to hire solicitors and support autos for them to reach the farmer and procure his new or renewal subscription. He is, as a rule, a hard subscriber to hold. He will switch to another publication on the slightest provocation or offer.

The paid-in-advance system is the only one on which you can safely and profitably handle his subscription.

All farm subscriptions should be maintained on a paid-in-advance basis. The old plan of allowing the farmer to pay at the end of 3 months or 6 months or at the end of the year, was indeed a loose method of the worst sort. Many abuses arose. The farmer was in many cases allowed to have his paper a year longer, or until he raised another crop, etc. Some, I can bear witness, never did raise any crops, if paying their subscription was any criterion.

The bargain period in its different forms, works with the farmer. It, in fact, is especially adopted to the ways, manners and customs of the farmer subscribers.

He is a trader. He is a barterer. He likes to drive a close bargain. He enjoys

the feeling that he has bought something at a low or lower price.

He consciously and unconsciously feels that he is being overcharged for any and all products he purchases. He usually has the opinion that he never receives a price high enough for the product he sells.

It was in the earlier days, and particularly for the farmer trade, that the bargain sales were started in the general stores, and later, department stores. The farmer loves to follow a bargain and buy at what he thinks is a special price.

He feels that he is a better farmer, a better farmer business man if you please to use that term, if he buys at a lower price than his neighbor. The term "business is business" has always been something of a favorite term in the rural districts.

After the war, when the price of farm products dropped, the farmer set up the cry for a reduced price of the newspaper. White print did not come down.

Newspapers had always sold for too low a price. There was no reason why the basic price should be cut. Some papers, however, reduced their price.

The farmer used his prerogative and changed in many instances to the cheapest paper, though it was not his choice.

The bargain period solves this condition. The farmer has the chance to trade. He has the opportunity to get the paper for less. He has the opportunity to gamble on, that the paper might go lower than the special offer, etc.

The farmer is attracted by your page, half and quarter page ads announcing the bargain period. He accepts the challenge. He is brought to a decision by the information that this bargain offer has a closing date. He likes to have an excuse for buying. The temporary cut or bargain period offers him the excuse. He values money and land and grain and stock, and especially money, above many other things. The bargain period shows him how he can save the money. The amount grows in his estimation as he reads the pages and the circular announcements.

He reads his favorite daily paper a whole lot more than he realizes. He, in fact, reads every word of it. Yet he may not admit it. The paper is a big part of his life and thoughts, and is always found in his arguments and conversations with his family and friends. His family reads the whole paper. While the father and son are plowing or feeding the stock, the wife and daughter read the paper. Farmers and their families are busy people, they say, and I think they are, but they read the daily paper clear through.

As the bargain period announcements reach the farm home, the farmer realizes more and more the great value and enjoyment the daily paper is to him and his family. He writes out his check and sends it in.

Make it easy for him to send it in. Take his check. Tell him his check is good. That you will be glad to get his check. Tell him in the ads, in the circulars and in the letters to him, that his checks are good. It may be once in a while he will get the check made out on the wrong bank—a little friendly letter to him will straighten it out. Don't let a few little bobbles on his part detract you from the big plan of getting great numbers of farmers to send you their checks for subscriptions. A few may send a check and accidentally overdraw—it will be an accident because there are no more honest people on earth than the farmers. It can easily be adjusted with him, and you will not lose.

Make out a blank form check he can use:

Date.....192.. No...
CHECK
.....Bank in.....(City) (State)
(Name of bank here)
Pay to the order of (Name of your paper here) \$.... Dollars
..... Dollars
(Name)
(Your address) City..... State..... R. F. D.....

FOR (EAGLE) SUBSCRIPTION

It is nice to remember that the farmer lives several miles from the town and bank, and post office. It may be he does not have a check book or he just happens to be out of blank checks during the bargain period drive. He will gladly fill out the blank form check and send it in.

The farmer likes to have you accept his check. He feels proud of your confidence in him. He is used to giving his check to his neighbors for stock and grain, and to the local town store, and when his favorite newspaper tells him they are glad to get his check, and that it is good with them, he gladly sends it on.

The bargain period brings more yearly subscriptions, all paid in advance. You can talk "year" in your ads and circu-

lars. The more he pays, the more he makes or saves.

The bargain period subscriptions make a fine nucleus. They are solid subscriptions. They are everywhere in your territory. They are readers. The farmer will not quit until his time is out. He becomes a closer reader and adherent of your paper.

The bargain period, like any other campaign, requires thought and planning before it is launched. Special attention should be given it every day while it is running, right up to the close. New angles will arise and by being in close touch with it, all of these angles can easily be met and taken care of.

Watch your advertising closely. Put the punch in it. Use plenty of page ads. Put the ads in the edition that goes only to your galley mail subscribers. Then you can use these pages as circulars to send to your stop list and non-subscribers.

Twenty-five prominent daily newspapers using bargain periods received an average of 70 per cent of their renewals during the period. At the same time they put on a 35 per cent new subscription gain.

The bargain period is a means to an end. It stirs the farmer into immediate action. It gives him what he wants—the chance to save money and to read your paper. The bargain period pays.

THE LINOTYPE USER IS KEPT AHEAD OF THE PROCESSION



Some of the time-and-money-saving inventions that have been given the printing world through Linotype Initiative:

The Circulating Matrix
The Slug (Complete Line of Type)
The Spaceband
The Power-Driven Keyboard
The Two-Letter Matrix
The Quick-Change Magazine
The Auxiliary Magazine
The Split Magazine
The Front Removal of Magazines
The Multiple-Magazine Machine
The Seventy-two Channel Magazine
The Display Machine
The Text-and-Display Machine
The Multiple Distributor
The Two-Pitch Distributor Screw
The Universal Mold
The Four-Mold Disk
The Recessed Mold
The Automatic Font Distigulisher
The Universal Knife Block
The Universal Ejector
The Sorts Stacker and Multiple Sorts Stacker
The Forty-two-Pica Measure Machine (1897)
Linotype Typography

AND

The Text-and-Display Machine with Main and Auxiliary Magazines Operated from One Power-Driven Keyboard

Multiple Distribution

Multiple Distribution—the assembling of matrices from two or more magazines in the same line and their automatic distribution to their proper magazines—is a Linotype development.

In work requiring the mixing of several faces in one line, multiple distribution is essential. In many other kinds of work, it is a decided economy.

Multiple Distribution is only one of the many advantages that have been given to the printing world through the initiative of Linotype engineers.

TRADE MARK LINOTYPE

MERGENTHALER LINOTYPE CO.

29 Ryerson Street, Brooklyn, N. Y.

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World

For 1924 A MARKET WORTH WINNING COMPLETELY

- The PROSPEROUS SPOKANE COUNTRY

- Heart of the Billion Dollar Pacific Northwest



FACTS ABOUT THE PACIFIC NORTHWEST	
Washington, Oregon and Idaho	
Population, 1920	2,571,876
Population gain 1915 over 1900 compared with 99% for U. S.	
Percentage population filing income tax returns	41% greater than the U. S. average
Percentage of illiteracy	1.27 vs. 4.67 for U. S.
Production for 1923 (estimated)	
Farm crops, orchards, live stock, dairy products and wool	\$645,000,000 (Beating 1922 by \$45,000,000)
Lumber shipments	100,000,000 (Beating 1922 by \$25,000,000)
Minerals (metallic and non-metallic)	100,000,000 (Beating 1922 by 35%)
Fisheries output	30,000,000
The Pacific Northwest Farms average	70% greater returns per acre from staple crops than the country at large.

1923. SPOKANE COUNTRY \$400,000,000 NEW WEALTH

- EVERY DOT = 10 PROSPEROUS SUBSCRIBERS



THE SPOKANE COUNTRY 1923 farm products, live stock, wool over \$250,000,000



THE SPOKANE COUNTRY 1923 fruit crop over \$50,000,000



THE SPOKANE COUNTRY 1923 lumber shipments over \$50,000,000

IN 1923 Washington, Oregon and Idaho shipped 1-3rd of all the Nation's lumber; produced 1-3rd of its apples; 1-6th of the Nation's wool; 1-8 of its wheat; 1-8th of the potatoes, and over \$100,000,000 worth of minerals. Total new wealth production over ONE THOUSAND MILLION DOLLARS--Smashing records!

Even under normal conditions the per capita buying power of the Pacific Northwest is over a THIRD greater than the Nation's average--and the 1923 revenue from the orchards, farms, mines and forests beat 1922 over \$100,000,000--approximately \$200 extra spending money for each and every family.

Based upon figures supplied by Merchandising Departments of the newspapers, population of each of the five major markets is as follows: PORTLAND and estimated trading territory, 625,000; SEATTLE and estimated trading territory, 650,000; SPOKANE and estimated trading territory, 553,000; TACOMA and estimated trading territory, 240,000; BOISE and estimated trading territory, 221,000.

1923 sales here in all lines beat 1922, and with the \$100,000,000 extra revenue received by our two and one-half million consumers, 1924 is bound to bring big business here for Go-Getters.

The Spokane Country alone, heart of the Pacific Northwest, produced in 1923 over \$400,000,000 in new wealth, including 1-5th of the Nation's apples; 1-9th of its wheat; \$50,000,000 worth of lumber, and 40% of the Nation's lead.

Of the 553,000 consumers in Spokane and trading territory, 353,000 reside in the 522 hustling cities, towns and villages within the 150-mile radius. 200,000 in the rural communities. All sections closely tied to Spokane by 10,000 miles of good motor roads, 5 transcontinental and 12 branch railways and electric lines.

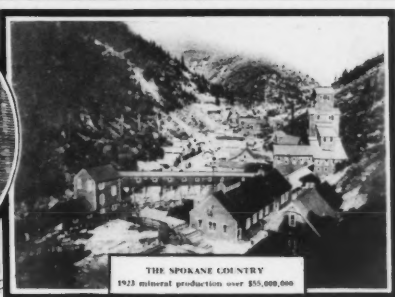
Therefore, Spokane and its rich, surrounding territory make up one cohesive market of 553,000 consumers. Since most of the 85,000 circulation of THE SPOKESMAN-REVIEW and THE SPOKANE DAILY CHRONICLE goes into the best homes of Spokane and 522 towns and villages of the field, thorough advertising coverage closely coinciding with distribution may be secured thru this combination.

Wire or write this Bureau for special market information and newspaper coverage facts--arrange to cover this market completely in your 1924 plans.

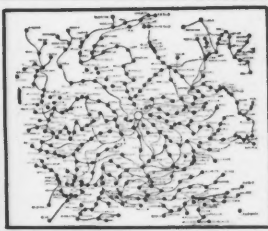
REVIEW-CHRONICLE NATIONAL ADVERTISING BUREAU

REPRESENTATIVES W. M. J. MORTON CO. NEW YORK CHICAGO M. C. MOGENSEN & CO. INC. SAN FRANCISCO LOS ANGELES SEATTLE	THE SPOKESMAN-REVIEW MORNING • SUNDAY • TWICE A WEEK Spokane Daily Chronicle EVENING • WEEKLY	DOMINANT FARM MAGAZINES THE WASHINGTON FARMER THE IDAHO FARMER THE OREGON FARMER
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COVER SPOKANE AND SPOKANE COUNTRY LIKE THE SUNSHINE



THE SPOKANE COUNTRY 1923 mineral production over \$55,000,000



SPOKANE TRADING TERRITORY 522 cities and towns 10,000 miles good motor roads Spokane - 120 passenger trains and 50 freight trains daily

Plant Your Trade Mark in This Market

THE SOUTH

Watch it take root firmly and grow, keep after it, through daily newspapers and local dealers.

Don't figure that you merely have to plant it and "let nature do the rest." You must do your share—but a tremendous harvest is the result.

Southern markets, like Southern soil, yield abundantly when intensely cultivated. Publishers of daily newspapers throughout the South have specialized on intensive cultivation of markets and can sow the seed of advertising thoroughly.

The South has resources beneath the surface, water power to turn its wheels of industry, ports to dock the shipping of all oceans, a climate that permits three crops a year and a soil to grow unlimited variety of produce—all this helps to make a great market for advertised products.

The daily newspapers in the South, are powerful and influential. They are in a position to assist the National Advertiser in reaching the buyers in each community.

LET THESE NEWSPAPERS HELP YOU PLANT YOUR TRADE-MARK

	Circulation	2,500 lines	10,000 lines
ALABAMA			
*Birmingham Age-Herald (M)	29,113	.08	.08
*Birmingham Age-Herald (S)	33,721	.10	.10
**Birmingham News (E)	72,647	.15	.15
**Birmingham News (S)	60,451	.15	.15
Mobile News-Item (E)	10,392	.05	.05
Mobile Register (M)	21,264	.07	.07
Mobile Register (S)	32,715	.085	.08
*Montgomery Journal (E)	17,446	.06	.06
FLORIDA			
**Florida Times-Union, Jacksonville (M&S)	36,159	.09(.10S)	.09(.10S)
Pensacola News (E)	4,750	.03	.03
Pensacola News (S)	6,100	.03	.03
†St. Petersburg Independent (E)	5,420	.03	.03
*Tampa Times (E)	14,009	.05	.05
*Tampa Tribune (M&S)	22,411	.07(.06S)	.06(.07S)
GEORGIA			
††Augusta Herald (E)	13,436	.05	.05
††Augusta Herald (S)	13,436	.05	.05
**Macon Telegraph (M)	25,422	.07	.07
**Macon Telegraph (S)	26,350	.07	.07
**Savannah Morning News (M)	20,552 (S)	22,437	.06(.07S) .06(.07S)
KENTUCKY			
**Lexington Leader (E)	17,761	.05	.05
**Lexington Leader (S)	17,827	.05	.05
††Paducah Sun (E)	7,920	.03	.03
NORTH CAROLINA			
†Asheville Times (E)	8,969	.04	.04
†Asheville Citizen (M)	12,978	.045	.045
†Asheville Citizen (S)	11,720	.045	.045
**Greensboro Daily News (M)	21,530	.07	.06
**Greensboro Daily News (S)	29,308	.07	.07
**Raleigh News and Observer (M)	26,423	.06	.06
**Raleigh News and Observer (S)	30,943	.06	.06
*Winston-Salem Sentinel (E)	13,653	.05	.05
SOUTH CAROLINA			
**Columbia State (M)	23,236	.06	.06
**Columbia State (S)	24,236	.06	.06
Greenwood Index Journal (E&S)	4,185	.025	.025
Spartanburg Journal (E)	4,165	.04	.04
Spartanburg Herald (M)	5,536 (S)	7,156	.04 .04
TENNESSEE			
**Chattanooga Times (M)	24,053	.07	.07
**Chattanooga Times (S)	24,145	.07	.07
††Nashville Banner (E)	47,733	.10	.10
††Nashville Banner (S)	47,762	.11	.11
VIRGINIA			
*Alexandria Gazette	3,900	.025	.025
**Bristol Herald Courier (M&S)	8,714	.04	.04
**Danville Register and Bee (M&E)	12,952	.05	.05
Newport News Times-Herald (E)	9,041	.05	.05
Newport News Daily Press (S&M)	6,051	.05	.05
**Roanoke Times & World-News (M&E)	23,994	.07	.06
**Roanoke Times (S)	16,676	.07	.06
††Staunton News-Leader (M), Leader (E)	6,292	.03	.03

* A. B. C. Statement, April 1, 1923.
 † Government Statement, April 1, 1923.
 ** A. B. C. Statement, Sept. 30, 1923.
 †† Government, Sept. 30, 1923.

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ROADS TO SPEND \$350,000 IN DAILIES

24 Newspaper Campaign By Pacific Northwest Railroads Announced in Spokane—Will Appeal to Tourist Trade

Spokane, Wash., Jan. 16.—The three railroads—the Chicago, Burlington and Quincy, the Northern Pacific and the Great Northern—will spend \$350,000 on newspaper advertising during 1924, P. S. Stantis, passenger traffic manager of the Burlington, announced at a recent meeting of 200 Chamber of Commerce representatives from Montana, Oregon, Idaho and Washington and railway men in Spokane.

The meeting was for the purpose of discussing the advertising of the three railroads and its bearing on the aims of the Northwest. A. H. Syverson, of the Bryerson-Kelly Advertising Agency, was chairman of the meeting.

The newspaper advertising will feature especially Yellowstone, Glacier, Ranier and Crater National Parks, and will make an appeal to the tourist trade. In addition to the newspaper advertising the three roads jointly are spending \$400,000 for advertising space in magazines.

Mr. Eustis declared that during the past year 10 magazines with an alleged combined circulation of 10,000,000 carried the advertisements of the joint campaign of the three railroads. He asked that Chambers of Commerce representatives receiving advance copies of the magazine advertisements urge their newspapers to give the railroads free publicity by commenting on these magazine advertisements. Newspapers in the Northwest have been generously supplied with copies of advertisements from the railroads direct and other sources during the past year with requests that prepared "handouts" be published as news, this prepared copy containing free mention of the magazines as well as the railroads.

During the past year the advertisements have stressed the resources of the Northwest with an appeal largely confined to investors. The opinion among those at the conference was general that a tourist appeal should be made.

The \$400,000 to be spent jointly by the three roads in magazines is part of a 3-year campaign in which \$1,000,000 will be spent. It was intimated at the meeting that this campaign was only a beginning and that the three roads would continue to spend large sums after the 3-year period expires to lay before the people of the country the attractions of the Northwest.

TIPS FOR AD MANAGERS

- Amsterdam Agency, 680 5th avenue, New York. Using 11 times for the Maine Central Railroad Company.
- N. W. Ayer & Son, 308 Chestnut street, Philadelphia, Pa. Using 36 inches, twice in rotogravure newspapers for Eveready Flashlight and Flashlight. Has secured account of Hills Bros. Co., San Francisco.
- Benson, Gamble & Crowell, Tribune Bldg., Chicago. Sending out 226-line orders for the Parker Pen Company.
- Calkins & Holden, 247 Park avenue, New York. Making 8,000-line contracts for the J. Heinz Company. Making 8,000-line contracts for the Southern Cotton Oil Trading Company (Snowdrift).
- Campbell-Ewald Company, General Motors Bldg., Detroit, Mich. Making 2,800-line contracts for the General Motors Corporation.
- Chambers Agency, Starks Bldg., Louisville, Ky. Has secured account of Pickrell & Craig, warehouse distributing and selling organization, Louisville, Ky.
- Nelson Chesman & Company, 1127 Pine street, St. Louis, Mo. Making yearly contracts for Nature's Remedy.
- Critchfield & Company, Brooks Bldg., Chicago, Ill. Making 5,000-line contracts for the Firestone Tire & Rubber Company.
- Critchfield & Company, Brooks Bldg., Chicago. Making 5,000-line contracts for Scolding Locks Hairpin Company.
- Dauchy Company, 9 Murray street, New York. Using 1,192 lines, 26 times for Allen & Olmsted (Mother Gray).
- Erickson Company, 281 4th avenue, New York. Placing all advertising for the Anso Photo-products, Inc.
- Richard A. Foley Agency, 219 North Broad street, Philadelphia, Pa. Placing schedules

with newspapers in various sections for Liggett & Myers Tobacco Co., "Velvet" Tobacco, New York.

Charles Daniel Frey Agency, 6 North Michigan avenue, Chicago, Ill. Making 5,000-line contracts for the Simmons Company.

Griswold-Eshleman Company, Leader-News Bldg., Cleveland, O. Sending out 30 inch orders for Freedom Oil Works.

Guardian Advertising Corporation, 511 5th avenue, New York. Making 2,800-line contracts for the International Consolidated Chemical Company.

Guenther-Bradford & Co., 7 South Dearborn street, Chicago, Ill. Making 3,000-line contracts for Dr. Newman.

E. W. Hellwig Company, 299 Madison avenue, New York. Making 10,000 line contracts for the Corn Products Refining Company.

Henri-Hurst & McDonald, 58 East Washington street, Chicago, Ill. Making 2,800-line contracts for Pierce-Arrow Motor Car Company.

Kling-Gibson Advertising Company, 220 South State street, Chicago, Ill. Sending out orders to newspapers on the A. B. Shubert Fur Company.

Lord & Thomas, Wrigley Bldg., Chicago, Ill. Making 5,400-line contracts for Cellucotton Products Company; making 3,000-line contracts for the United States Treasury Department.

Maxwell-McLaughlin & Co., 30 North Michigan avenue, Chicago, Ill. Making 2,800-line contracts for Peaslee-Gaubert Company.

H. K. McCann Company, 61 Broadway, New York. Making 5,000-line contracts for the Borden Company.

Mitchell Advertising Agency, Abbay Bldg., Minneapolis, Minn. Using 180-line 8 times for the National Lead Battery Company.

Mumm-Romer Company, 314 East Broad street, Columbus, O. Using 140 lines, three times, 420 lines twice, and 224 lines once, for the Capitol City Products Company.

Charles F. W. Nichols Company, 20 East Jackson Blvd., Chicago, Ill. Making 2,800-line contracts for the Canadian Pacific Railroad Company.

Frank Presbrey Company, 247 Park avenue, New York. Making contracts with rotogravure newspapers for Shredded Wheat.

W. C. Reinhold Advertising Corporation, 325 West Madison street, Chicago, Ill. Handling the accounts of the Platt Billiken Drug Company, who have the Eatonio Remedy Company, Make Man Tablets, and Pretzinger's Catarrh Remedy.

E. P. Remington Agency, 1280 Main street, Buffalo, N. Y. Making 2,800-line contracts for the Foster-Milburn Company.

Roberts & MacAvinche, 30 North Dearborn street, Chicago, Ill. Making 1,000-line contracts for Dearborn Supply Company.

Russel M. Seeds Company, Consolidated Bldg., Indianapolis, Ind. Making 3,000-line contracts for the Pinex Company.

Saitzler-Warner Company, 225 North Michigan Blvd., Chicago, Ill. Making 2,800-line contracts for Fould's Milling Company.

Stewart-Davis Advertising Company, 400 North Michigan avenue, Chicago, Ill. Sending out a general campaign on the William Wrigley Company of Chicago.

Suedhoff-Ross Company, Shoaff Bldg., Fort Wayne, Ind. Making 2,800-line contracts for Rub-No-More.

Sweeney & James Company, 1632 Euclid avenue, Cleveland, O. Making 5,000-line contracts for Scott & Fetzer Company.

J. Walter Thompson Company, Lytton Bldg., Chicago, Ill. Making 3,000-line contracts for Horlick's Malted Milk.

Williams & Cunningham, 111 5th avenue, New York. Using full pages and quarter pages for Tuxedo Tobacco.

DENVER AD MEN TO SPEAK

Workers Prominent in Field to Address 11th District Meet

(By Telegraph to Editor & Publisher)

DENVER, Col., Jan. 17.—Speakers on the program for the annual convention of the Eleventh District, Associated Advertising Clubs of the World, to be held Feb. 11 and 12, at Colorado Springs, include many Colorado advertising men and women of prominence in addition to national figures.

Those from Denver who will take part are: H. N. Burhans, executive secretary, Denver Tourist Bureau; Mrs. Mayme S. Hedden, assistant secretary, Denver Tourist Bureau; former Governor Oliver H. Shoup; Tracey Reeves, director of sales, Thomas Cusack Company; George S. Holmes, Rocky Mountain News and Denver Times; Judge L. J. Cuniff, resident manager, H. J. McCann Advertising Agency, Denver; J. H. Greenawalt, publicity manager, Mountain States Telephone & Telegraph Company; Joseph Emerson Smith, assistant manager and advertising director, A. T. Lewis & Son; John Rice, advertising manager, Joslins; A. Boone McCullum, general manager, Connor Advertising Agency.

BE A BIG ADVERTISER IN WEST VIRGINIA

Here is a territory that has made the greatest increase in manufacturing in the East where the values added by manufacture show a gain of 87% for a decade.

If you had all the business you could get out of West Virginia by active distribution and live daily newspaper advertising you would have a right to crow.

But can you?

As a market of about 1,500,000 people it takes the widest variety of commodities and buys with liberality all the best advertised specialties that use the daily newspapers.

The cities represented in this list are the most important retail centers.

These dailies are the most important in these cities. Use them.

	Circulation	Rate for 5,000 lines		Circulation	Rate for 5,000 lines
Bluefield			Parkersburg		
**Telegraph (M)	10,495	.84	††News (M)	7,327	.825
Charleston			††News (S)	8,919	.825
**Gazette (M)	19,997	.86	**Sentinel (E)	7,486	.83
**Gazette (S)	24,135	.87	Wheeling		
Clarksburg			††Intelligencer (M)	12,797	.825
**Exponent (M&S)	8,091	.83	†News (E)	15,261	.85
**Telegram (E)	10,410	.84	†News (S)	18,719	.87
**Telegram (S)	13,198	.845			
†Fairmont Times (M)	7,673	.83			
Huntington					
††Advertiser (E)	10,598	.835			
**Herald-Dispatch. (M)	13,506	.835			
**Herald-Dispatch. (S)	13,458	.84			
Martinsburg					
††Journal (E)	4,057	.83			

*A. B. C. Statement, April 1, 1923.
 †Government Statement, April 1, 1923.
 **A. B. C. Statement, Sept. 30, 1923.
 ††Government Statement, Sept. 30, 1923.

DAILIES NEGLECT THEIR "MORGUES"—KWAPIL

Philadelphia Man Would Organize and Train Newspaper Librarians—Claims Material Now Handled in Slip-Shod Manner

No department in the modern newspaper has been neglected as has been the library, commonly known as the "morgue," according to Joseph F. Kwapil, who is organizing newspaper librarians to be known as "Newspaper Libraries Group of the Special Libraries Association."

Kwapil, who is at the head of the newspaper branch of the Special Libraries Association, a national organization, is director of the library of the Philadelphia Public Ledger.

A special edition of the magazine "Special Libraries" will be entirely devoted to newspaper libraries and librarians, and will appear late in January. Mr. Kwapil is in charge of the edition, and several of the leading newspaper librarians in the United States are contributors.

"Newspaper libraries, in most instances, are conducted in a slip-shod and inefficient manner," Mr. Kwapil continued. "It is not the fault of the librarians altogether, because many owners and publishers of newspapers 'let well enough alone' and do not try to improve.

"The only way to increase efficiency and to put newspaper libraries on a par with other newspaper departments is to organize. I do not mean that we will form a union and band together in that way. I merely want to see a group of men, closely in touch with each other, whose mutual suggestions may tend to a betterment of library service."

Mr. Kwapil pointed out that a newspaper in New York employed a library staff of 30, where 6 would be sufficient if archaic and dust-covered methods were abolished.

"I feel confident that if newspaper editors and owners were told that they had libraries—reminded of them, because I think many of them have forgotten—they would be willing to enroll their librarians in some kind of an organization."

The chief reason for the backward condition of most libraries is that untrained and unqualified men are placed in charge by "editors who don't care," according to Mr. Kwapil.

"The modern librarian, if he is a good one," said Mr. Kwapil, "is thoroughly trained."

The members of the association would aid editors and owners, Mr. Kwapil said, not only by improving libraries through interchange of ideas, but also by providing men who have been trained under them.

"The editor can tell us when he wants a good man," Mr. Kwapil said. "He will get an experienced man, not a beginner or an outsider who knows little or nothing about the profession."

"There is a great need for standardization. We would standardize the storing of photographs, clippings, and every other form of newspaper information."

"I would even go so far as to suggest that we meet annually as do advertis-

ing and credit men. In this way, we could make rapid strides.

In the special edition of the "Special Libraries" magazine, contributors are Lee A. White, of the Detroit News; Harry Pence, of the Cincinnati Enquirer; Charles Maughan, St. Louis Post-Dispatch; William Alcott, Boston Globe; Maurice Simonds, New York Daily News, and Mr. Kwapil.

IOWA PUBLISHERS CONFER

Complete Plans for Ad Campaign at Sioux City Meet

Iowa newspaper publishers held a conference last week at Sioux City, Ia., where final plans were laid for a national advertising campaign to advertise Iowa and the Iowa market. The advertising campaign will be prepared by the Fairall-Battenfield Agency of Des Moines and the art work will be done by the Potts-Turnbull Agency of Omaha, Neb.

Large eastern newspapers will be used in the campaign and the first advertisement will appear in a few weeks.

Among those who attended the Sioux City conference were Life Young, Jr., Des Moines Capital; L. R. Fairall, Fairall-Battenfield Agency, and Harry T. Watts, business manager, Des Moines Register.

WALLACE CALLS TIMBER MEET

Chiefs in Paper Industry to Confer on Forestry Problems

Representatives of the pulp and paper industry have been summoned to meet in Washington Feb. 7, to discuss with Henry W. Wallace, Secretary of Agriculture and government experts the timber supply and other problems confronting the American pulp and paper manufacturers and consumers. Notices of the meeting have been sent to Hugh P. Baker, secretary of the American Paper and Pulp Association and 17 other representatives of the industry.

The program includes an address by Secretary Wallace on "The Paper Industry and National Forest Policy," an address by George W. Sisson, Jr., president, Racquet River Paper Company, on "Cooperation Between the Industry and the Department of Agriculture," and an address by Norman W. Wilson, vice-president, Hammermill Paper Company, on "The Future Development of the Paper Industry."

In addition, Carlile P. Winslow, director, Forest Products Laboratory, Samuel T. Dana, director, New England Forest Experiment Station, Raphael Zon, director, Lake States Experiment Station, and Charles W. Boyce, forest economist, will speak on the Department of Agriculture's program of investigations concerning the growing of future crops of timber for pulpwood and processes of pulp making.

The discussions will be led by W. E. Haskell, vice-president, International Paper Company; D. C. Everest, secretary and general manager, Marathon Paper Mills Company; F. C. Clark, vice-president, Pejepscot Paper Company, and Hugh P. Baker, secretary, American Pulp and Paper Association.

NEW YORKERS OUTCLASSED

Newspaper Chess Players Defeated by Russian Champion

Newspaper men of New York have taken to chess.

Not content with simply playing against one another, this week they took on Alexander Alekhine, chess champion of Russia, who played 20 of them all at once and blindfolded at the Newspaper Club, and defeated all but one. The lone conqueror of the Russian champ was not a newspaper man. He was George R. Denton, Tidewater Oil Company Chess Club.

Second prize was awarded William S. Hilles, New York American, who held out until the last. Edwin Brown, president, New York World Chess Club, received third prize in recognition of the hard fight he put up against the Russian.

Alekhine's prettiest win was against Leon Kussman, dramatic editor, Jewish Morning Journal. The exhibition was in charge of Charles R. Macauley and A. T. Holcomb, New York Tribune.

Among others of Alekhine's opponents were Hyman Rosenblatt, Robert Creswell, S. Rathbun, Dr. Harry A. March, Jacob Magidoff, M. Einhorn and E. Randall.

Lee Elected Board Member

James Melvin Lee, director, School of Journalism, New York University, and conductor of "Our Own World of Letters" department in EDITOR & PUBLISHER, was elected to the board of directors of

the New York Newspaper Club this week to fill the vacancy caused by the resignation from the board of Elmer Decker, formerly editorial writer, New York Times.

Ad Club Aids Franklin Kin

Los Angeles Advertising Club, operating with other organizations, has given assistance making possible return of Mrs. Caroline Barnes, 91, great-granddaughter of Benjamin Franklin, from Los Angeles County Farm, where she has been a public charge. She has been furnished a comfortable home, in which to spend her remaining days.

To Print Butt-Roosevelt Letters

Beginning Sunday, Jan. 20, and continuing daily for 2 months, the New York Herald will publish the letters written by Major Archie Butt giving a description of life at the White House during Roosevelt administration. Major Butt, who went down on the "Titanic," was military aide and personal friend of Theodore Roosevelt. The letters are being written by his mother and sister.

Foster Heads Washington Press

Chapin D. Foster, editor, Grand Rapids (Wash.) Herald, has taken the place of N. Russell Hill, who died recently, as president of the Washington State Press Association. The next business meeting of the association will be held March 15 in Seattle, Wash.

"We surely appreciate the Ludlow" says Mark Hudson,

Publisher of the (Nauvoo, Ill.) Rustler, the Montrose (Ia.) Journal and the Ft. Madison (Ia.) Register

MR. HUDSON also says: "When we bought the Ludlow we were running a weekly—a lone single weekly. We are now handling four full-size newspapers a week in this shop and are doing it with the Ludlow and one keyboard machine. The Ludlow handles all the display. We also find it profitable to set all 14 point body matter on the Ludlow rather than make machine changes on the keyboard machine.

"We have just four people in our shop—editor, Ludlow operator, keyboard machine operator, and floorman. We believe that four papers a week for four people is just about a record.

"Besides our regular publications, we do a fair amount of job work. One day recently we set 434 column inches of ads for a nearby paper and never missed a step in our regular work."



Ludlow Typograph Company
2032 Clybourn Avenue
SAN FRANCISCO: Hearst Bldg. CHICAGO: New York: 606 World Bldg.

LUDLOW SLUG COMPOSITION

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Comic Strips

"BRINGING UP BILL"—"HANK & PETE"
6-col. strips—fitting on all cylinders.
Columbia Newspaper Service, 799 E'way, N. Y.

Fiction

WORLD'S FAMOUS AUTHORS.
Unexcelled selection, serials, novelettes, shorts.
Service for Authors, 33 W. 42d St., N. Y.

TALES
Lewis Wilson Appleton, Jr.
1922 East Pacific St., Phila., Pa.

Photo News Service

SEND US YOUR NEWS AND FEATURES
pictures. We pay \$3 and \$5 for each accepted.
Kadel & Herbert,
153 East 42d St., New York City.

Exploit and Adventure

EXPLOIT AND ADVENTURE
Takes its readers next month to the jungles of Peru. Watch for "Into the Maw of a Whirlpool."
Metropolitan Newsp. Service, 150 Nassau St.



OUR OWN WORLD OF LETTERS

By JAMES MELVIN LEE

THE advertising department of the New York Times is distributing a Manual of Classified Advertising for Agents. This pamphlet contains a comprehensive description of the methods followed by the Times in handling its large volume of classified ads. It contains, also, the regulations under which such advertising is accepted in the various classifications. In addition it gives numerous helpful suggestions to promote better service between the newspaper and its agents.

Pages 10 and 11 should be read by every newspaper publisher who wants to keep his classified columns free from objectionable advertising. Among the types of advertising which are not acceptable for insertion in the Times, mention may be made of those that offer something of value for nothing; which are ambiguous in wording and may mislead; which make uncalled for reflections on competitors; which hold out the prospect of large guaranteed dividends; or which are indecent, vulgar, suggestive, repulsive, offensive, etc. The somewhat startling assertion is made on page 11 that substantially, all classified advertising comes to the Times without solicitation.

The manual will be found helpful in weeding out other objectionable copy which, unless watched, may creep into the classified section. The guide printed on pages 32, 33 and 34 for charging for compound and other words may possibly help other newspapers to establish some standard in this matter.

W. CUNLIFFE, director of the Pulitzer School of Journalism, Columbia University, is possibly the foremost critic of contemporary English literature. Nothing that I might say could possibly add to his reputation in this field. As an item of news, I want to call your attention to his revised edition of "English Literature During the Last Half-Century" (The Macmillan Company)—a standard text book of contemporary literature.

Remarkable for his catholicity of taste, Dr. Cunliffe has a modesty too seldom found among the great critics of the time, as the following quotation from the preface will show:

The writer of this volume is not unconscious of the difficulties involved in systematic study of the authors of our own time and of the generation immediately preceding ours; but as he has encouraged young people who are preparing themselves for the writer's task to make themselves acquainted with the works of the writer, as well as of the more remote past, it seems reasonable that he should afford them that help he can.

From the viewpoint of news value to literary editors, the more important chapters are those which deal with the new poets and the new novelists. Some mention, however, should be made of the chapters which deal with Shaw, Barrie, Kipling, Conrad, Wells, Galsworthy, and Bennett—the literary leaders of modern England.

THE late Walter H. Page once contributed to the columns of the Boston Transcript a series of articles of immediate interest to authors and book publishers. These articles were later collected and published anonymously in book form under the title "A Publisher's Confession." Doubleday, Page & Co. has just brought out a new edition with an introduction by Mr. Page's partner, Frank N. Doubleday. This new edition also contains an essay on editing that originally was published in the World's Work and one on writing, that first appeared in the anniversary number of the Atlantic Monthly.

Ellery Sedgwick, editor of the Atlantic,

once remarked that he had learned more from Page about editing than from anyone else. The newspaper editor as well can learn much from this book. Page frequently began an editorial with the phrase, "the cheerful fact is." Then he would point out the bright side in contrast to the dark. This note of optimism could well be sounded in the editorial page more frequently because there is a great tendency to make such a page a public scold.

The chapters which discuss the advertising of books are especially illuminating. The advertising solicitor will appreciate the common sense and the frankness of expression found therein. The literary editor, however, will be the man who will want to slip the volume into a drawer of his desk.

ROBERT H. DAVIS is the author of this squib:

Not long ago a group of 10 literary men—editors, critics, readers and writers—decided that each man should set down upon a slip of paper his first, second and third choices in various specified directions. It was found that as a writer of humor Irvin S. Cobb had won first place. As a teller of anecdotes he won by acclamation over all contenders.

This remark by Davis may well serve as an introduction to "A Laugh a Day Keeps the Doctor Away," by Irvin S. Cobb (George H. Doran Company). The title is not so foolish as it might seem. When I edited Judge, a subscriber who was a physician sent me a medical journal in which there was a serious article telling what a good hearty laugh would do for certain groups of patients through titulating the lungs, massaging the spleen, etc. If what this particular doctor said in his article is true, the title of Cobb's book could well be translated into Latin so that it could be put on a prescription blank.

All those who read the syndicated stories told by Cobb in copy sent out by the Central Press Association, will be glad to have them in permanent form. The best of them are so familiar to the readers of EDITOR & PUBLISHER through syndicate publication that no quotation is necessary. One paragraph, however, in the Foreword deserves quotation because it might well be a subject for editorial mention:

After-dinner speakers and professional joke-smiths of the stage or the printed page are not responsible for the spread of good stories to the extent with which they generally are credited. That honor properly belongs to telegraph operators and notably to telegraph operators serving on "leased" wires in newspaper offices. Late at night when the flood tides of news matter have slackened off, the operator, say, in New York, tells his friend in Buffalo a good one he heard that afternoon. The Buffalo man passes it along to Kansas City. The Kansas City man conveys it by dot-and-dash to a pal in Denver and next morning folks are grinning over it in the streets of San Francisco.

Why not give the telegraph editor a little boost for his services in making the world a little sunnier?

MCCREADY HOUSTON, the well known newspaper man of South Bend, Indiana, publishes in the Red Book for January a bully newspaper story entitled, "Good Stuff." I never could understand why, in fiction, star reporters were always boozers. So much emphasis has been put upon this weakness by magazines in their newspaper yarns that the public is not to be blamed if it has a wrong impression about newspaper men. The newspaper man of today is not so intemperate or profane as magazine fiction would have you believe. I was tremendously impressed by the sign posted in the club rooms of the Newspaper Club of New York on "Old Timers' Night"—"If you must swear, go home." I must admit that there are times in a newspaper office something ought to be said.

In Any Advertising Campaign

when considering a prospective market, one must first consider how many prospective customers there are in the territory, and, second, how these prospective customers are financially situated.

IN ILLINOIS

there are over six million people, with four times six million wants every week, from a tube of tooth paste to a pleasure car.

These people live in the richest farming and industrial state in the Union. It outranks all other states in value of manufactured products and value of all farm property.

The income from agriculture and industry is supplemented by that from mineral resources. Illinois ranks third in mineral output.

Illinois people buy in Illinois. They read Illinois newspapers.

Get Illinois business through Illinois daily newspapers. They reach the people and go into the homes.

These Illinois daily newspapers are the factors in their communities. They are the intimate home papers.

Circulation	Rates for	
	2,500 Lines	10,000 Lines
**Aurora Beacon-News (E)	16,351	.055 .055
Bloomington Pantagraph (M)	17,841	.05 .05
††Chicago Herald-Examiner (M)	337,364	.55 .55
††Chicago Herald-Examiner (S)	754,601	1.00 1.00
Chicago Daily Journal (E)	117,483	.26 .24
††Chicago Tribune (M)	567,628	.80 .80
††Chicago Tribune (S)	877,467	1.15 1.15
**La Salle Tribune (E)	3,041	.025 .025
**Moline Dispatch (E)	10,148	.045 .045
†Peoria Journal-Transcript (M&E)	32,648	.10 .09
**Peoria Star (E)	27,083	.075 .06
††Rock Island Argus (E)	10,405	.045 .045
**Sterling Gazette (E)	5,755	.03 .03

*A. B. C. Statement, April 1, 1923.

†Government Statement, April 1, 1923.

**A. B. C. Statement, Sept. 30, 1923.

††Government Statement, Sept. 30, 1923.

EDWARD G. RIGGS

Former N. Y. Sun Political Writer Dies in Brooklyn

Edward G. Riggs, 68, for many years political editor, New York Sun, and since his resignation in 1913 executive assistant to the president, New York New Haven & Hartford Railroad, died Jan. 17, at his home in Brooklyn, after a short illness.

Edward Gridley Riggs was known to many generations of politicians and counted among his friends were most of the outstanding figures of the political world since the late eighties. He was political writer on the Sun from 1884 to 1913.

Mr. Riggs was educated in the public schools and by private tutors. In 1878 he married Miss Elizabeth S. Brown of Forestville, Conn. This was two years after he had gone to work for the New York World, as a financial writer. He remained at this work until his employment by the Sun in 1884. From then on he specialized in politics. He was a member of the Lotos, Barnard, Manhattan and Newspaper clubs, and also of the Pilgrims.

JOHN SPARROW

Birmingham Agency Chief Dies As Result of Storm Accident

John Sparrow, president of the Sparrow Advertising Agency, Birmingham, Ala., and for years one of the foremost figures in the newspaper world of Alabama, died Thursday, Jan. 10, as a result of a fracture at the base of the skull, sustained when he either fell or was struck by an automobile during a violent rainstorm Thursday afternoon at 3 o'clock.

Mr. Sparrow was born in Melton, Fla., and was one of the best-known men in his profession in the South. He was for many years city editor and managing editor of the Birmingham News under the late Rufus N. Rhodes. He was one of the group of men which founded the Birmingham Ledger, a publication which was later bought out by the Birmingham News. Besides conducting a successful advertising agency for the past eight years in Birmingham, he was a member of the First Church of Christ Scientist in Birmingham and an untiring civic worker.

He is survived by his widow, four daughters and one son, Hugh Sparrow, of the reportorial staff, Birmingham News.

EDWARD V. O'CONNOR

Mobile (Ala.) Times-News Editor Dies January 10

Edward V. O'Connor, editor of the Mobile (Ala.) Times-News, died Jan. 10, at his home in Mobile.

Prior to his identification with the Times-News, Mr. O'Connor was sporting editor and city editor of the Mobile Register and later managing editor of the Mobile Item, up to the time the Item was combined with the Register. Mr. O'Connor is survived by his wife, two sons and three daughters.

Obituary

MALCOLM ROWLAND CLISOLD, advertising manager, Buffalo (N. Y.) Courier and Enquirer, was found dead in his room Sunday afternoon, Jan. 13. Physicians said he had suffered a stroke of apoplexy. Mr. Clisold came to Buffalo more than 30 years ago from Toronto, Canada, where he was a reporter on the Toronto Globe. For several years he was managing editor of the Enquirer. At other periods he had been city hall reporter, dramatic editor and Sunday editor of the Courier.

ALBERT GRANGER HALL, 78, who retired in 1922 after working 54 years for the New York Times as a compositor,

died in New York Jan. 12. He first worked for a newspaper as a boy in the composing room of the Binghamton (N. Y.) Republican. The salary was "clothes and board." In 1868, after serving in the Northern navy for the Civil War, he joined the Times.

GEORGE LEANDER FRENCH, 50, for 25 years on the art staff of the New York World, died Jan. 10, in Brooklyn. In the days when line drawings were used in newspapers, French ranked among the foremost of his craft. In later years he was in charge of the Art Department Record Room of the World.

WILLIAM SMITH, 68, for 38 years employed as a printer by the St. Louis (Mo.) Post-Dispatch, died recently at Sherman, Cal. He retired on a pension 3 years ago.

GEORGE CROSBY, 65, president and editor, the Daily Hotel Reporter, died Jan. 14 in a New York hospital.

WILLARD WHITMORE BARLING, member of the advertising department, New York Herald, died in New Rochelle, Jan. 7.

JAMES W. JOHNSON, 58, formerly member of Bachelier & Johnson, New York newspaper syndicate, died in Binghamton, N. Y., Jan. 13. He was an ardent sportsman, a writer for sport magazines and the author of several volumes on outdoor sports.

GEORGE CLAPPERTON, 70, vice-president and traffic manager, Commercial Cable Company, died Jan. 12 in St. Luke's Hospital, New York. He had been connected with the telegraph business since 1868.

JOHN WILLIS COOK, 58, editor, Lander (Wyo.) State Journal, died in his office of heart failure recently. Before going to Lander he was editor and owner, Saguache (Col.) Crescent.

JAMES HOOPER, a pioneer newspaperman of Western Canada, is dead at Winnipeg, where he was a member of the Free Press staff. Mr. Hooper came to Manitoba in the eighties and established one of the first weekly newspapers in the province at Morris. For a number of years he had been King's Printer for Manitoba.

JAMES C. DINWIDDIE, 68, publisher, Marengo (Ia.) Republican several years and editor of "History of Iowa County," died recently at his home in Marengo.

G. W. WILLIAMS, 46, senior member of the firm of Williams Bros., Decatur, Ill., printers, died Jan. 9, at his home following a long illness. He had been a member of the firm 20 years, succeeding to ownership nearly 20 years ago but lately being associated with his nephews in the business.

WALTER ANDERSON, 66, who had edited many weeklies and several dailies in Montana since 1877, is dead at Red Lodge, Mont.

HARRY LLEWELLYN BACKUS, proprietor, McKean County (Pa.) Miner, died at his home following a paralytic stroke.

REV. ANDRES G. JOHNSON, for the past 9 years editor Minneapolis (Minn.) Svenska Folkets Tidning, a Swedish paper, died Jan. 11, following an operation.

MRS. MARGARET LYNOTT, wife of S. L. Lynott, editor, Woodstock (N. B.) Carleton Sentinel, a weekly, died in Woodstock, Jan. 11, following an operation.

CLARK BRADLEY, foreman, Des Moines (Ia.) Register and Tribune printing plant, was accidentally killed while hunting near Mitchellville, Ia., recently.

THOMAS HARRIS, 74, for many years editor Watford (Ont.) Guide-Advocate, died on Jan. 8. He was born in Liverpool, England, coming to Canada on completion of his apprenticeship as a printer. After serving as foreman in various newspaper offices, he became editor of the Guide-Advocate in 1886.

REV. PETER MACQUEEN, D.D., 58, eminent divine, war correspondent, lecturer, author and traveler, died suddenly after making a speech at a banquet at Boothbay Harbor, Me., at which he was the guest of honor. He was born in Wigtownshire, Scotland, in 1865, and came to America in 1881. During the Spanish-American war and the Boer war, he was a correspondent for American newspapers.

EDWARD H. HUNTINGTON, 75, assistant secretary and treasurer, Chicago Tribune Company, died Sunday, Jan. 13, at his home, Hinsdale, Ill. Mr. Huntington had held the same position with the Tribune for 20 years.

GEORGE A. SALSTREND, young Denver advertising man, died Sunday, Jan. 13. Salstrend was assistant advertising manager, Morey Mercantile Company, and active in the Denver Advertising Club.

ISAAC NEWTON HALLIDAY, former publisher, Saugus (Mass.) Herald, a weekly, died Jan. 12, at his home in Brooklyn, N. Y.

W. B. AHERN, for several years with the advertising department, Philadelphia Public Ledger, died Jan. 10. Previous to joining the staff of the Public Ledger, Mr. Ahern was associated with other Philadelphia newspapers.

BROWN HOLMES, former sports editor, Newspaper Enterprise Association, daily contributor to the Spokane (Wash.) Press until 1920, member scenario department of Famous Players-Lasky corporation, died at his home in Hollywood, Cal., recently.

D. G. KEITH, formerly editor, Goldfield (Ia.) Chronicle, died last week at Ceylon, Minn.

Editors Aid Dowling Memorial

Minnesota Editorial Association, Jan. 14, presented \$50,000 to the Minnesota Board of Control to be used in building an addition to Phalen Park Hospital for Crippled Children, as a memorial to the late M. J. Dowling, former country newspaperman of the state. Half of the sum raised came through the State Bankers' Association, of which Mr. Dowling was a member and at one time president. The remainder was raised by a committee of which J. R. Landy, Olivia, was president; H. C. Hotelling, N. E. A., secretary, and Miss H. C. Bordewich, Olivia, treasurer. Mr. Dowling, although crippled, made a success of life, not only as a publisher but as a banker.

TO OFFER LIBEL AMENDMENT

Virginia Publisher To Ask Change Present Law

RICHMOND, Va., Jan. 17.—Bills in the interest of newspapers of Virginia will be introduced at this session of the legislature. These will include an amendment to the libel laws to provide for the trial of libel cases at the point where the paper charged with libel is located, amending the law in reference to the printing to provide rates for weeklies with a circulation of less than 1,000, more than 1,000, and for dailies with a circulation of less than 2,500 and more than 2,500.

At the 1922 session a bill was passed making it a misdemeanor to furnish truthful information to newspapers, and also making it a misdemeanor to do so on the front page of newspapers by printing thereon an advertisement purporting to be sanctioned by the publisher. It has been the practice of some movie promoters to buy up large quantities of newspapers, take them to a job shop and have printed on the first page advertisements for special shows.

Toledo Blade Staff Reorganized

Reorganization of the Toledo Blade city staff was heralded at a meeting recently by the transfer of Leonard W. Werneke from early shift to the copy desk to city editorship. Fred Barker, former city editor, was placed in charge of a hurry-up squad to cover local stories. Other squad members are Ralph Phelps, Robert French, Fred Cochran and Mrs. Norine Winters. Werneke's trick on the copy desk, being handled by Fred Norris, in the sports department write. Bruce Lee was transferred from the general staff to the sports department. Don Cochran, former member, Toledo police department speed crew, was named assistant to Fred Anderson, police reporter, at the meeting. Urban Murphy remains assistant city editor.

Ain't it the truth?

The man who wanted to sell a cultivator would not rent space at a city style show on the chance that among the throngs looking for the latest thing in sport suits or evening gowns might be an occasional dirt farmer. He would take his exhibit to an agricultural fair. The crowd might be smaller, but it would be his crowd, with a vastly bigger proportion of potential buyers. The same thing applies to buying circulation. If the man with high-priced, quality goods to sell takes space in a newspaper carrying thousands of want advertisements and display publicity for installment houses, he is obviously paying for an overwhelming proportion of readers who are not in his class of customers. To the cost of selling the chance possibility in the crowd must be added the cost of talking to hundreds of impossibilities. If he is wise he will eliminate the cost of mere talk, and advertise in a newspaper which sells him only the class of circulation covering potential buyers for quality merchandise. THE POST circulation covers that class in Chicago.

The Shaffer Group

CHICAGO EVENING POST
INDIANAPOLIS STAR
LOUISVILLE HERALD
ROCKY MOUNTAIN NEWS
DENVER TIMES
MUNCIE STAR
TERRE HAUTE STAR

QUALITY PUBLICATIONS

It Pays to Advertise in a Newspaper Read by the Class of People Financially Able to Become Good Customers

The Chicago Evening Post

"Chicago's Best and Cleanest Paper"

IN NEW YORK STATE IN 1923

\$19,866,079

was paid to the state for

AUTOMOBILE LICENSE FEES

covering

1,237,826 AUTOMOBILES

New York State with approximately ten per cent of the population of the country, leads all other states in the number of automobiles owned and operated.

New York people do not spend all their money for automobile licenses.

They have money for other things.

New York State daily newspapers get into the homes of people living in New York State.

New York is the topnote of prosperity—the true goal of mercantile conquest for every advertiser.

	Circulation	2,500 Lines	10,000 Lines		Circulation	2,500 Lines	10,000 Lines
**Albany Evening News(E)	17,377	.08	.08	New Rochelle Standard-Star(E)	7,000	.04	.04
**Albany Knickerbocker Press(M)	33,579	.10	.10	††New York Evening Mail(E)	170,327	.45	.42
**Albany Knickerbocker Press(S)	50,219	.13	.12	**The New York Herald(M)	163,264	.49	.45
††Anburn Citizen(E)	3,331	.04	.035	**The New York Herald(S)	175,900	.49	.45
**Batavia Daily News(E)	3,586	.04	.04	††The Sun and The Globe, New York.....(E)	235,513	.60	.53
**Brooklyn Daily Eagle(E)	61,593	.22	.22	††New York Times(M)	332,496	.85	.697
**Brooklyn Daily Eagle(S)	74,418	.22	.22	††New York Times(S)	535,542	.80	.784
**Buffalo Courier and Enquirer.....(M&E)	82,839	.18	.18	*New York Tribune(M)	130,842	.40	.36
*Buffalo Courier(S)	120,753	.25	.22	*New York Tribune(S)	132,239	.40	.36
†Buffalo Evening News(E)	119,573	.21	.21	††New York World(M)	355,015	.895	.58
††Buffalo Evening Times(E)	94,385	.18	.18	††New York World(S)	571,364	.895	.58
††Buffalo Sunday Times(S)	98,090	.18	.18	††New York Evening World.....(E)	275,291	.895	.58
*Corning Evening Leader(E)	7,739	.04	.04	††Niagara Falls Gazette(E)	15,394	.055	.055
†Elmira Star-Gazette(E)	24,866	.11	.08	††Port Chester Item(E)	4,409	.03	.03
*Geneva Daily Times(E)	5,537	.04	.04	†Poughkeepsie Star and Enterprise.....(E)	11,743	.05	.05
*Glens Falls Post-Star(M)	7,813	.03	.03	††Rochester Times-Union(E)	64,032	.20	.18
††Gloversville Leader Republican.....(E)	3,709	.03	.03	*Syracuse Journal(E)	41,285	.12	.12
†Gloversville Morning Herald.....(M)	5,605	.035	.035	**Troy Record(M&E)	23,427	.06	.06
*Ithaca Journal-News(E)	7,367	.04	.04				
**Jamestown Morning Post(M)	10,292	.05	.03				
**Middletown Times-Press(E)	6,000	.03	.03				
**Mont Vernon Daily Argus.....(E)	3,757	.04	.04				
††Newburgh Daily News(E)	11,103	.05	.05				

* A. E. C. Statement, April 1, 1923.
 † Government Statement, April 1, 1923.
 ** A. E. C. Statement, Sept. 30, 1923.
 †† Government Statement, Sept. 30, 1923.
 ††† The Sun and The Globe merged June 4, 1923. Figures are 2 months on The Sun and 4 months The Sun and The Globe.

WHAT OUR READERS SAY

New York World NOT for Sale

NEW YORK, January 11, 1924.

To EDITOR & PUBLISHER: Our attention has been called to an article in the Fourth Estate of Jan. 5, referring to some rumors as to the contemplated sale of the New York World. On our own behalf and on behalf of our brother, Herbert Pulitzer, who is absent in Europe, we wish to set these ridiculous rumors at rest. They are ridiculous for the simple reason that the terms of our father's will render impossible the sale of a single share of the stock of the Press Publishing Company which publishes all editions of the World.

Furthermore, we may add that even if it were possible to sell the World, we would not entertain for a moment the idea of such a sale.

RALPH PULITZER.
JOSEPH PULITZER.

Rumors of Changes Annoy

KANSAS CITY, Mo., Jan. 5, 1924.

To EDITOR & PUBLISHER: The Kansas City Journal and the Kansas City Post upon several occasions recently have been annoyed by false reports which are being circulated among the newspaper fraternity generally, particularly advertising representatives and agencies, to the effect that various executives, including myself, are leaving the Journal, or have left the Journal, and in some cases, it has been reported that Mr. Walter S. Dickey, owner and editor, is also trying to dispose of the property.

All of these rumors, as you probably know, are absolutely false, and apparently are inspired in the hope of retarding the progress of these properties which have, under the ownership of Mr. Dickey and the present management, attained an unusually rapid growth. The Journal and the Post have just closed the most successful year in the history of either paper. Mr. Walter S. Dickey is constantly increasing the equipment to meet the growing requirements, having at present several millions of dollars invested in one of the most modern plants in the United States. The writer is just starting east to purchase almost 50 per cent additional color press and stereotyping equipment.

Believing that you will be glad to correct these unfounded rumors in the columns of your valuable publication, and appreciating your cooperation, I am

E. O. SYMAN,
General Business Manager.

Pitiless Publicity for Press Agents

NEW YORK, Jan. 15, 1924.

To EDITOR & PUBLISHER: EDITOR & PUBLISHERS expose of the confession of the man who induced New York newspapers to print a story which was false (that Pliny Fisk had re-entered the firm of Harvey Fisk & Sons, Inc., for the purpose of re-establishing public confidence in that firm) graphically illustrates how necessary the spotlight of publicity must be centered on the activities of every professional press agent. If eternal vigilance is the price nations must pay for liberty, newspapers cannot maintain freedom from poisonous propaganda at any cheaper rates. Whatever position a professional publicity director for legitimate American corporations and businesses may have in the present day, the newspaperdom they cannot resent the spotlight of pitiless publicity which the dishonest publicity gentleman cannot endure.

The Harvey Fisk episode is the most shameful exhibition of false propaganda in the annals of American journalism. That newspaper owners would open their columns to the product of a man accepting money for distributing information for news he knew to be false indicates more clearly than anything else the vital importance of erecting a barrier against unreliable news. This has no relation to the question of whether newspapers should accept or refuse publicity matter from reliable sources though it demonstrates how scrupulously careful the newspaper proprietor must be of the news offered.

The Harvey Fisk case justifies the suspicion of many in the newspaper world that too much of the matter marked "released on receipt" floating into newspaper offices is poisoned news.

That there is already a law (Section 1353 of the New York Penal Law), making it a misdemeanor to knowingly deliver false information to any newspaper does not relieve the newspapers themselves of protecting their integrity against those who violate this statute. A profitable suggestion to curb this evil might be the forced incorporation of all individuals and firms distributing news of any character to newspapers which would largely eliminate the office-in-his-hat type of publicity man.

Corporations are entitled to retain expert financial news writers to prepare their news just as much as they are entitled to the services of a professional advertising man in their advertising activities.

The standards should be measured by the truthfulness of such news and not by the performances of unreliable individuals who are masquerading as professional publicity directors.

In this connection a few words on another phase of the subject of publicity might be of interest to your readers.

Frank A. Vanderlip's indictment of the American public as "a nation of economic illiterates" is not as well founded as it was a few years ago when the former bank president spoke so frankly.

It may not seem credible that a nation could be educated in finance so quickly, but it is literally true that more Americans now know at least the rudiments of finance than at any

time in the country's history. The credit for nation-wide economic education is due to the daily newspapers, for they have become the text books of financial knowledge, giving their daily lessons through the publication of business and financial news. And without attempting to claim credit undeservedly, the so-called press agent or publicity director is partly responsible for the wider circulation of news on business and trade activities. In his efforts to present the truth about American finance and industry the publicity expert has earned the right to be a professional standing that is attracting men of experience and ability. Primarily, the thirst for financial news came from newspaper readers themselves. Whether editors and publishers realized it or not their financial news pages expanded in response to a genuine public demand for corporation and security news. This desire for stories and statistics was a natural development of the country-wide distribution of Government war bonds.

Exact figures of Liberty Bond owners are unobtainable but have been authoritatively estimated that 20,000,000 Americans bought Uncle Sam's war paper. In any event America's army of investors grew from thousands to millions almost overnight.

The demand for news and stock prices by newspapers all over the country in the past two or three years is reflected in the volume of this class of news now sent out by the major press associations compared with that formerly carried. Without violating any professional secrets one of the country's leading press associations, serving several hundred dailies, is now sending by telegraph a complete financial news service, including prices of New York Stock Exchange and Curb Market issues, commodity prices and daily quotations of foreign exchange rates. Formerly this press association almost completely ignored the stock market and financial stories.

Financial news distribution is a great asset to American business, which means the nation's industries, than any one other agency, for knowledge is growth and the country's development must be measured by the capacity of the individual to progress.

In this field the publicity expert, at least the business publicity type of which the writer is speaking, is endeavoring to serve this cause no progress. Before the development of the professional publicity man (and it should be classified as a profession) amateur efforts to furnish newspapers with business and trade news created an atmosphere of ridicule, if not distrust, in editorial rooms. Propaganda crudely disguised as "news" stories, made it doubly hard for publicity men to satisfy editors of their sincerity of purpose.

The service rendered by publicity bureaus is well illustrated by the work of the organization with which the writer is associated. Our aim is to present accurate financial news to the country's press and, coming from official sources, this news is of real value to newspapers. Accuracy in financial news is of supreme importance. Perhaps in no other department of American news are reports and business rumors so freely circulated, and too frequently printed, as on financial subjects.

Whatever the motive prompting such unfounded reports they are unfair to owners of securities (which means newspaper readers), the papers themselves and the corporations mentioned in these reports.

The advantage of having newspaper stories, at least those concerning finance and business prepared by experts, serves a double purpose. First, the story being composed by a man trained in financial news reporting, it is written from the standpoint of a financial newspaper writer, which means the editor does not have to re-write the entire article. This is a common complaint of press matter from business firms and corporations; the stories are too long and poorly written. Secondly, the financial press bureaus are of service to newspapers in giving the papers news which they otherwise might not obtain.

That is why "released on receipt" matter, from recognized publicity bureaus, is now welcomed where it was once disclaimed. To be successful and effective a business must have a sound foundation, expert executive management and honesty of purpose. That is why there is a field for the professional publicity director who will follow these principles; there is no room for any other type.

A. NEWTON PLUMMER,
Publicity Counsel.

Solomon Was Right

BOSTON, Jan. 14, 1924.

To EDITOR & PUBLISHER: Referring to the item on page 30 of your issue of Dec. 29, headed "Ads Insured Against Rain."

The Transcript for a great many years has had some such scheme in effect. As you know, we carry a large volume of department and retail store advertising in our Saturday issue—more in fact than some of the Sunday papers. As this has to be released before it is possible to make very definite plans on the weather, we have an understanding that when Monday is a stormy day the Saturday ad will be repeated either Monday or Tuesday at half price. We do not solicit the repetition of any advertising on this basis, but we find stores are often glad to avail themselves of the privilege. This does not apply to other days of the week, however, when weather may be more accurately forecast from evening until the next day.

In my 24 years here I have found the Transcript has done a lot of things that are claimed by others as original discoveries. Who was it said "there is nothing new under the sun?"

BOSTON TRANSCRIPT CO.,
Wm. F. Rogers,
Advertising Manager.

Inexhaustible Information

SIOUX FALLS, S. D., Jan. 9, 1924.

To EDITOR & PUBLISHER: Enclosed find my check for \$4 for another year's subscription to your valued publication.

I am glad to say in passing that I have received more constructive advice, news, and instruction reading from EDITOR & PUBLISHER than I have been able to gather from any other publication along similar lines.

On several occasions you have rendered an interesting and valuable service to me and it is greatly appreciated. The annual year book is an inexhaustible source of information as well as inspiration and is looked forward to anxiously by all the members of this staff.

Wishing you a very successful year just starting, I beg to remain

H. W. HUSSEY,
Advertising Mgr. The Sioux Falls Press.

Pink Wrappers and Publicity

GETTYSBURG, Pa., Jan. 12, 1924.

To EDITOR & PUBLISHER: Well, sir, I thought I would write and tell you that the world is actually getting back to the status of conditions before the war.

Real concrete evidence presented itself before our very eyes this morning when our genial postman, quite important like, deposited three letters on our make-up stone.

One of them was from the world itself. Now, it isn't often we get a letter from the world and we feel it is with pardonable pride that we take this occasion to tell you about it. It came from the circulation department, Pulitzer Building, Park Row, New York.

The other two were pure bunco letters asking for absolutely free space in our valuable little daily, to give a cookie recipe for a firm that deals in oatmeal, and offering without charge the secret of a facial pack that can be made for a few cents with plain gelatine, both coming from the news editors of two leading advertising people.

But this third letter was just the opposite as we discovered after leaving the stone long enough to settle down and peruse its contents. Yes, sir, it was entirely different, sure enough, in it offered to give us something for absolutely nothing. It was directed to "The Managing Editor" but evidently it was a careless stenographer who wrote it, for the letter failed to contain the name of our paper and the usual salutation. But that is neither here nor there.

After stating that it intended following the trend of the times by re-establishing the "Daily and Sunday Reader exchange list conducted by the world up until the time of the war when it was discontinued," every one of the three following paragraphs offered us something for nothing: "We will mail the world to you." (Think of it!) "You need not send us your daily paper, except once each week and we will mail you a pink wrapper for its purpose."

"No postage stamps will be required for this exchange."

Now, I have always cherished a fond hope that some day newspaper men would display a greater feeling of generosity and service toward those struggling along with them; especially those in the big cities toward us little fellows. And it sounds to me, that letter does, just as if the one who wrote it entertained the same brotherly hope. At any rate, he displayed a remarkable knowledge of the small town newspaper publisher's troubles. For what means more to us country fellows than a stamp? Precious postage! And by sending us those pink wrappers, we will have just that much more paper on which to print the specimen election ballots next fall!

When we had recovered sufficiently to stir our stumps into action we turned the shop over to the devil without a moment's hesitation and proceeded to jump to the telephone to summon our board of directors and get approval to accept the offer before it was withdrawn. For it seemed all too good to be true.

One hour later.

Talk about boneheads! That bunch of directors, comprising a furniture manufacturer, a lawyer and a fertilizer maker, walk off with the bacon. They actually couldn't see the point. After I had argued myself blue in the face and left them, sure and disgusted, I returned to the sanctum wondering whether I

should continue to worry along with them, try to publish a newspaper in spite of the whole shootin' match, or endeavor to find some other place to go. I was a level-headed, sighted, sympathetic newspaper owner and show him the way.

To think that they have forced me to give up such a Golden Opportunity—about the chance we have had to really show a balance on the credit side of the ledger—all because of a trivial sentence in the paper which I didn't think worth while mentioning to you before, wherein the world merely requested that in return for all the many notices each week announcing some forthcoming New York World feature of news and interest. That's absolutely all they asked!

THE GETTYSBURG (PA.) TIMES,
Herbert L. Critchfield,
Editor and General Manager.

"Intensely Interesting"

NEW YORK, January 16, 1924.

To EDITOR & PUBLISHER: EDITOR & PUBLISHER for Jan. 12 was one of the most interesting issues of your paper that I have been my privilege to read. From the last page it was brimful of news interest to the craft. I enjoyed every line of it. I congratulate you heartily.

FRANK MCCABE,
Classified Advertising Manager, New York World.

N. Y. NEWS EXPANDS

Now Printing Weekly Brooklyn Section—Laube Editor

New York Daily News, Jan. 13, added a 16-page Brooklyn section, which will appear hereafter every Sunday. Charles J. Laube, assistant city editor, has been made editor of the new section. J. H. Masters, formerly in charge of night writing, succeeded Laube.

Laube came to the News from the Denver (Colo.) News and Times. Prior to his Denver connection, he owned and published the Rico (Colo.) Item, and in 1917 was a member of the Colorado legislature. Martin McEvilly, former city editor of the Brooklyn Standard-Union, is now city editor for the News' Brooklyn edition. Miss Jean Vernon, free lance writer, has joined the staff as reporter. J. Glass is advertising manager.

KING NAMES CO-WORKERS

Chicago "Specials" President Appoints Committees for 1924

At the regular meeting of the Newspaper Representatives of Chicago, Jan. 14, President H. W. King announced the following committees for the year:

Agency and Credit Committee: J. E. O'Connell, chairman; J. J. McConnell, W. H. Stockwell, H. K. O'Connell, H. H. Flaherty.

Entertainment Committee: H. K. O'Connell, chairman; R. H. Flaherty.

Finance Committee: W. H. Stockwell, chairman; H. E. Scheerer, Berry Stevens.

Membership Committee: C. B. Nicholas, chairman; R. H. Flaherty, P. L. Henriques.

Agency Relations Committee: F. E. O'Connell, chairman; P. L. Henriques, H. E. O'Connell.

Resolutions Committee: J. E. O'Connell, chairman; E. S. Wells, H. E. Scheerer.

Publicity Committee: E. S. Wells, chairman; W. H. Stockwell, J. A. Dickson, D. E. Mahon, J. K. Byrne.

Publications and Records Committee: J. E. O'Connell, chairman; C. J. Anderson, J. E.

How Are You Betting?

Some of Columbus' contemporaries bet their reputations that the world was flat—others that it was square. Columbus bet his life that it was round.

He was right, incidentally—but only incidentally, because nothing that he or anyone else thought had the slightest effect on the shape of the world.

Today some people say that Classified Advertising should be promoted in one way—some in another. We say that the only way to promote it is as a public service to all a newspaper's readers.

How are you betting?

THE BASIL L. SMITH SYSTEM, INC.

International Classified Advertising Counsellors

Philadelphia

Pennsylvania

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New York C

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CHICA

When you come to London—

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

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

JOHN BULL

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

170 Pages

Every department store in Des Moines, individually and collectively, used more space in The Des Moines Capital in 1923 than was used in any other Des Moines newspaper. The excess in favor of the Capital amounted to 170 pages.

THE DES MOINES CAPITAL

Lafayette Young, Publisher
Special Representatives: **O'MARA & ORMSBEE, INC., New York—Chicago—San Francisco**

TACOMA

Is the center of a territory of 260,000 consumers which is one of the five major markets of the Pacific Northwest. Advertisers cannot cover this territory by using outside newspapers. In the city of Tacoma the Seattle morning paper has only 867 copies on week day mornings. One Seattle evening paper has 466 copies on weekday evenings while the other Seattle afternoon paper's circulation is even more negligible.

THE TACOMA NEWS TRIBUNE

EVERY EVENING EXCEPT SUNDAY
Blankets this territory. The ABC Audit of the past year gives a net paid daily average for six evenings a week of 32,643.

Tribune Publishing Company

Frank S. Baker, President
Charles B. Welch, Editor and Gen. Mgr.
Advertising Representatives: **David J. Randall, Ford Parsons Co., R. J. Ridwell, 341 Fifth Ave., 360 No. Michigan & Co., New York City, Avenue 742 Market St., Chicago, Ill., San Fran., Cal.**

BILLY STIFF

by Alexander

A Strip Feature with a PUNCH!

Proofs on request

ART CRAFTS GUILD, Inc.

510 N. Dearborn St. CHICAGO, ILL.



Some items from London, England, that will show how the Advertising and Publishing Men of Great Britain are preparing and building for the Great Advertising Convention in London, in July, 1924.

By **HERBERT C. RIDOUT**

(London Editor, EDITOR & PUBLISHER)

London Office—Hastings House, 10, Norfolk Street, Strand, W. C. 2

Liverpool's Big Support:—I learn that the proprietors of the Liverpool Post and Echo have given a thousand pounds to the entertainment and hospitality fund of next year's Advertising Convention. This is the third gift of a thousand pounds in rapid succession, Sir James Hill of the Yorkshire Observer, the Glasgow Herald, and now Mr. Allan Jeans of the Liverpool Post. It is an interesting commentary upon this sequence that each of these great newspapers were represented by a delegate at last June's Convention—H. C. Derwent, George Scott and Fred Johnston respectively. The latter gentleman has some claim to fame, too, for he pitched the first ball in the ball game at the Yankee Stadium.

Sir Charles Higham's Send-Off:—There was a large party of advertising men at Waterloo Station on Jan. 2 to speed Sir Charles F. Higham on his trip to New York, including C. Harold Vernon, Horace S. Imber, George Scott, Thomas McDougall and others. Sir Charles, as already mentioned, is on a mission concerned with the popularizing of Indian tea-drinking in the United States. In an interview, Sir Charles Higham said that the funds available for this propaganda work are obtained by means of a tax imposed by the Government of India on all tea leaving the country. He went on to say that "the movement to popularize Indian tea sets an example to the whole Empire of what can and what ought to be done to stimulate trade at home and in the Dominions and Colonies. Why do not the British iron and steel trades, the cotton and woolen trade and all the other industrial groups ask the government to collect a similar tax on exports for use solely in booming our goods abroad? If we were only to collect one penny in the pound on everything that leaves our shores, and use it for a fund to tell the world the advantages of buying British goods, we should increase the output of our factories considerably."

Daily Mail Record Year:—In a New

Year's letter to the shareholders of Associated Newspapers, Ltd., Lord Rothermere said the past year had been a record one in the history of the Daily Mail and its allied papers. He mentioned that the front page of the Daily Mail cost an advertiser \$6,250, and that it was definitely booked for every day, with 11 exceptions, during 1924, and for several dates in 1925.

W. S. C.'s New Year Advice:—W. S. Crawford scored well on New Year's Day with a letter to the press urging the adoption of a new resolution by British business men. One of the clauses of the resolution was "I will key up my sales and advertising organization to create an outlet for those goods, to re-awaken old markets and to find new. I will cease complaining at competition and compete; will cease looking to the State for help and will rely on self-help."

Gasoline Companies Drop Road Signs:—The two American oil companies operating here with Shell and Pratt's motor spirit have combined in a declaration to abandon road signs and all similar advertisements that offend the eye or destroy scenic amenities. They announce that they will divert the money so saved into newspaper advertising.

A New Hulton Gift:—Sir Edward Hulton, Bart., and Miss Margaret Hulton have contributed £5,000 to the 1924 appeal of the British Paper Press Fund in commemoration of their retirement from Messrs. E. Hulton & Co., Ltd. The gift has been invested as a pension fund in the names of the donors.

Veteran Journalist Quits:—Sir Alfred Robbins is announced as retiring from active journalism, in which he has been engaged for half a century. For the last 36 years he has been London correspondent of the Birmingham Post. As president of the Board of General Purposes of the Grand Lodge of Freemasons, he is leaving England for New York Feb. 27, on a visit to the United States of special Masonic interest, during which he will address many of the American lodges.

HAILS POST-LONDON MEET

M. Maillard Thinks Exchange of Views Would Be Beneficial

By **G. LANGELAAN**

(Paris Editor, EDITOR & PUBLISHER)

M. Charles Maillard, president of the Chambre Syndicate de la Publicité, one of the highest authorities in France on advertising, whose assistance is sought by the legal courts in deciding cases where principles of the advertising world are involved, told **EDITOR & PUBLISHER** he thought the supplementary congress in Paris after the A. A. C. W. Convention in London next year would be an excellent thing for all concerned.

He did not hide the fact that the points of view of advertising men of America and France are likely to be found as far apart as the poles. French advertising men will have many questions to ask of their American confreres, and will have just as many reasons to give why American advertising has to be considerably modified to appeal to the French reader.

M. Maillard pointed out the difficulty of comparisons. In France newspapers are of very few pages, in America they are voluminous. The average Frenchman is suspicious of an advertisement, whereas the American has come to look

at advertisements as an aid in finding what he seeks. That, M. Maillard declared, is the point of view of himself and other advertising men in France. Now from a congress such as that proposed after the London convention, he has no doubt useful ideas can be gained as to the more intense development of advertising. The question can also be studied of the creation, by means of advertising, of markets in France and America for American and French goods respectively.

\$80,000 DAMAGES ASKED

Lou Holland and Kansas City Better Business Bureau Sued

Suit for \$80,000 damages has been filed in Kansas City, Mo., against George M. Husser, secretary, Better Business Bureau, and six other officials of the bureau, including Lou E. Holland, president of the Associated Advertising Clubs of the World, by E. Von Powell, representing the Muscle Shoals Land Corporation.

Von Powell was arrested on complaint of the Better Business Bureau and later released. He charges that a report made by Husser, and an interview given out by him, included false charges against the Kansas City Muscle Shoals office.

LINKS WITH BRITAIN.

HINGHAM, NORFOLK.

Abraham Lincoln.

THE Lincoln family lived in Hingham, Norfolk, for many generations. **SAMUEL LINCOLN**, an ancestor of **Abraham Lincoln**, sailed from England on April 8th, 1637, and reached Boston, U. S. A., on June 20th.

Many Puritans resided in and around Hingham, notably **ROBERT PECK**, Rector of that parish. A number of them crossed the Atlantic, and arriving at Massachusetts, founded a new Hingham. Here was erected the first place of worship in U. S. A., the Rev. **PETER HOBART** (born Hingham, Norfolk, and sailed for New England in 1635) being first pastor.

Only reached by London & North Eastern Railway from Liverpool St., London

For Free Travel Guide & all information—**ASK KETCHAM, General Agent,**

LONDON & NORTH EASTERN RLY., 311 Fifth Avenue (at Thirty-Second St.) New York.

THE

Daily Mail

BRITAIN'S NATIONAL NEWSPAPER

Penetrates every day throughout the length and breadth of the British Isles.

Its nation-wide influence is indispensable to the American Salesman planning to create a demand in Britain.

DAILY MAIL

New York Offices
280 Broadway
Telephone: Worth 7270

The Indianapolis News is different

The home delivered circulation of the News in Indianapolis exceeds that of the morning daily and the other evening paper combined.

The Indianapolis NEWS

EDITORIAL



PROPAGANDA VS. PROPAGANDA

NOW a tall, graceful, soft speaking Irishman has come to our shores to charge the American press with incompetency in covering news of the Irish Free State.

This Irishman, James McDonnell, M. D., managing director, Dublin Freeman's Journal, tells us we are being fed on "propagandist matter" and announces plan of an Irish Free State News Agency to combat the evil situation. He deprecates wide publication in America of Irish riot and murder, and promises "constructive news."

"Two wrongs don't make a right," however, still remains an interesting truism.

Dr. McDonnell is a very likeable gentleman, who expresses an agreeable patriotism. Indeed he is quite human. Naturally he loves Ireland. One endearing quality of an Irishman is his keen partisanship. Could the managing director establish an unbiased news agency to give America Irish news, it would certainly be appreciated. But might not someone more neutral perform a better job?

American editors are frequently harassed by persons who charge them with neglecting foreign news. Dr. McDonnell tells us we have not been neglected, but we have printed only the sensational. He wishes to tell his side of the Irish situation. It must be admitted that his criticism was not thrust upon America. He was sought out and reluctantly found fault. His present plan of returning to Ireland and establishing a news agency, promises interesting results.

We wish him well in establishing in Ireland a news service along the lines that have proven so successful in the United States and Canada. Such a service could be made an agency of great good in that country.

Using such an agency to supply news to the American press might possibly prove, however, another matter. Would not propaganda be pushed into the ring to fight propaganda? Imagine the worried American editor at the ring-side of witty Irish combat, trying to find real facts between blows of propaganda contestants!

For the American press to depend upon American correspondents for news from not only Ireland, but all other countries, where partisanship is so pronounced, seems to us to be the much better way.

OUR YEAR BOOK NUMBER

THE fourth edition of EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK Number for 1924 will appear next week.

It will contain the executive personnel directory of the daily newspapers of the United States and Canada, circulations and advertising rates of the newspapers of the United States, Canada, England, Ireland, Scotland, Wales, Cuba and Mexico, and the hundred other features that have brought this edition into such popular demand in the publishing and advertising world.

Among the new features that have been added, and which we believe will prove of great value to the users of this book during the year, is a directory of the foreign language newspapers of the United States that includes circulations, advertising rates, names of publishers and of editors.

EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK Number, bound in paper, will go forward to all regular subscribers. Extra copies are being bound in cloth and will be on sale throughout the year. Suggestions for improving and increasing the value of future numbers of this edition to its users in the publishing and advertising world will be appreciated.

GARLAND'S MILLION

THE present rate at which Charles Garland's million dollar trust fund for the dissemination of radical ideas is being dissipated indicates the officers in charge of it will be out of a job in five years. This is disclosed in the first annual report of the American Fund for Public Service.

The total principal of the fund has been reduced from \$1,000,000 to \$856,178. The trustees made distinction between principal and income in making their report. The total amount given away was \$79,000

BEING JUSTIFIED BY FAITH WE HAVE PEACE WITH GOD

ROMANS

Chapter V: 1-10

THEREFORE being justified by faith, we have peace with God through our Lord Jesus Christ:

By whom also we have access by faith into this grace wherein we stand, and rejoice in hope of the glory of God.

And not only so, but we glory in tribulations also; knowing that tribulation worketh patience;

And patience, experience; and experience, hope:

And hope maketh not ashamed; because the love of God is shed abroad in our hearts by the Holy Ghost which is given unto us.

For when we were yet without strength, in due time Christ died for the ungodly.

For scarcely for a righteous man will one die: yet peradventure for a good man, some would even dare to die.

But God commendeth His love toward us, in that, while we were yet sinners, Christ died for us.

Much more then, being now justified by His blood, we shall be saved from wrath through Him.

For if, when we were enemies, we were reconciled to God by the death of His Son; much more, being reconciled, we shall be saved by His life.

and the amount loaned was \$137,000. It is frankly confessed that the loans are of a kind that no bank would make.

Of the 499 applicants for help under the fund only fifty-seven were selected as suitable for aid. Among these was the defunct New York Call.

The labor and radical press, as a matter of fact, came in for a lion's share of the money given away and loaned, giving the trustees an insight into the financial worries of trying to print a class publication, no matter whether it represents capital or labor. The American press has educated the American public past the point where it will be satisfied with propaganda and has taught it to expect all the facts.

Future inroads into this nest egg of radical propaganda will be watched with interest and let us hope the farmer from North Carver will live to repent, even though he cannot retrieve.

January 19, 1924 Volume 36, No. 34

EDITOR & PUBLISHER

Published Weekly by

THE EDITOR & PUBLISHER CO.,

1115 World Building 63 Park Row, New York

James Wright Brown, Editor.

Ben Mellon, Associate Editor.

Arthur T. Robb, Jr., Managing Editor.

Fenton Dowling, Business Manager.

J. B. Keenes, Advertising Manager.

George Strate, Circulation Manager.

Washington: Sam Bell, 26 Jackson Place.

St. Louis: Roy M. Edmonds, 1638 Arcade Building.

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

London Editor: Herbert C. Ridout; Special Commissioner, H. Eca 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. Craich, 60 Lympstone Avenue, Lawrence Park.

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

ONE NEWSPAPER'S VICTORY

WINNING of the National Democratic Convention for New York City was first of all an outstanding victory for the New York World and a tribute to that newspaper's consistency and persistency.

Breaking down a national prejudice that has built up during the last half-century was an editorial job that called for vision and daring of order. All of this the World has shown during last few months. First efforts to laugh down campaign to make New York the convention city in 1924 failed, and in the face of opposition that came from every part of the nation, and particularly that tactful within the party which has in no measure won prominence by preaching hate of New York and against many of her institutions, the victory was notable.

It is worthy of note that the Democratic National Committee in arriving at a decision made it plain that no city would be considered for the honor of their host this year unless it had a free, fearless, aggressive and honest press that could be depended upon to chronicle the activities of the convention as news.

The leaders of all political parties appreciate the power of the press to influence public opinion, and the New York World has again demonstrated that it has a power worthy of their respect.

Herbert Bayard Swope, executive editor of the World and originator of the New York Convention movement, is to be congratulated for success in the face of tremendous odds.

LONG AND SHORT MACARONI

THE long and short of macaroni are at war. The battle ground appears to be the advertising columns of the daily press.

The Joliet Macaroni Company, it is claimed, is the opening gun. They represent the short macaroni. In copy which has appeared in Peoria, Ill., and Louisville, Ky., they vulgarly state:

"Long Macaroni Is Packed by Hand."

This opening barrage is followed by a stream of machine gun fire of descriptive words. The hand-called "mysterious and germ-laden." Long macaroni is derided by the "shorts" as "unsanitary, perishing."

As yet the longs have maintained discreet silence. Rumor has it, however, that huge sums are being massed for attack.

It's all very mysterious. Why one manufacturer should deem it wise policy to attempt upbuilding business by tearing down the reputation of the industry in general is beyond answering. It is not advertising in the true sense.

Newspapers must decide of themselves, whether or not they will allow their advertising columns to be the blood-soaked fields of warfare, between long and short macaroni manufacturers.

The long and the short of it remains:

The macaroni manufacturers are the only sufferers. If they don't watch out they will lose the confidence of the food-consuming public.

THE ADVERTISERS' WEEKLY

with Rogers, formerly publisher of the New York Globe, as editor, enters the trade as "a journal dedicated to service for the advertiser and space-buyer regarding newspapers and markets." Mr. Rogers' work is well-known to American newspapers and advertisers and EDITOR & PUBLISHER joins many other friends in welcoming him to a field which there still remains so much constructive work to be done.

IN THE DEATH OF JOHN F. CRAMER

years, country journalism lost one of the outstanding figures of all time. He was the father of newspaper print and played a dominant part in the later developments of community newspaper building at the time when it was in the greatest need of help and guidance.

JUREY Owens stopped in New York back home... Herbert... New York... Service, Office... Walter L... New York World... March 1... Gardner C... Register and... the Empress... world cruise... Wallace... (N. Y.)... National Ed... President C... last Monday... tion with... sts are con... Cyrenus... Fisher, Ced... has announce... for re-elect... district... Mrs. He... dent of the... and her ni... ciety editor... to Waterlo... na... Gardner... Cowles, pu... ster and T... editor, Ha... recently... IN T... FRANC... been... of the Mid... national w... gravure ar... Times Co... a pioneer... fishing fie... been vice-... Gravure S... Chester... Omaha W... time this... position o... Robert... advertising... been perm... tion. Af... field, Mr... about 12... Alton E... fising Dep... and Mrs... Mr. Bake... Baker, pr... fishing Co... John S... tion man... Dispatch... signed... Frank... Post Pu... Bridgepo... resigned... where he... Robert... resigned... ton (Alt... manager... tively of... reorganiz... with a sn... club b... business... L. J... manager... by joined... Bulletin... D. J... ner. Pi... will con... turer's s... thia Re...

PERSONALS

UREY WOODSON, publisher, Owensburg (Ky.) Messenger, stopped in New York this week on his way back home from the National Democratic Committee meeting, Washington.

Herbert Bayard Swope, executive editor, New York World, has been commissioned a major in Military Intelligence Service, Officers' Reserve Corps.

Walter Lippmann, editorial writer, New York World, sailed Jan. 12, for Europe, expecting to remain abroad until about March 1.

Gardner Cowles, publisher, Des Moines Register and Tribune, and Mrs. Cowles will sail from New York, Jan. 29, on the Empress of Canada on a round-the-world cruise.

Wallace Odell, publisher, Tarrytown (N. Y.) News and president of the National Editorial Association, called on President Coolidge at the White House last Monday to discuss matters of legislation with which the publishing interests are concerned.

Cyrenus Cole, former editor and publisher, Cedar Rapids (Ia.) Republican, has announced he will be a candidate for re-election to Congress from the Fifth district.

Mrs. Henry A. Brockway, vice-president of the Watertown (N. Y.) Times, and her niece, Miss Marjorie Snell, society editor of the Times, have returned to Watertown after 3 months in California.

Gardner Cowles, Jr., son of Gardner Cowles, publisher, Des Moines (Ia.) Register and Tribune, was chosen managing editor, Harvard Crimson, student daily, recently.

IN THE BUSINESS OFFICE

FRANCIS LAWTON, JR., has been appointed business manager of the Mid-Week Pictorial, an illustrated national weekly, printed entirely in rotogravure and published by the New York Times Company. Mr. Lawton has been a pioneer worker in the rotogravure publishing field since 1915, latterly having been vice-president and part owner of the Gravure Service Corporation.

Chester Nolan, classified manager Omaha World-Herald, will leave some time this month to accept an executive position on the Brooklyn Eagle.

Robert K. Stocks, for some time acting advertising manager, Toronto Globe, has been permanently appointed to the position. After 10 years in the commercial field, Mr. Stocks joined the Globe staff about 12 years ago.

Alton F. Baker, of the financial advertising department, Cleveland Plain Dealer, and Mrs. Baker, are parents of a son, Mr. Baker is the youngest son of E. H. Baker, president of the Plain Dealer Publishing Company.

John Sweeney has been named circulation manager, Scranton (Pa.) Sunday Dispatch, succeeding John Gibbons, resigned.

Frank Crawford, circulation manager Post Publishing Company papers in Bridgeport, Conn., for several years, has resigned to return to the Detroit Times, where he was formerly employed.

Robert Robb and **Cliff Dunham** have resigned from the business staff, Edmonton (Alta.) Journal, to become business manager and advertising manager respectively of the Edmonton Bulletin, recently reorganized. Mr. Robb was presented with a smoking set and Mr. Dunham with a club bag by members of the Journal business staff.

L. J. Heagerty, formerly advertising manager, Oswego (N. Y.) Times recently joined the forces of the Miami (Ariz.) Bulletin as advertising manager.

D. J. Watis, Jr., sales promotion manager, Pittsburgh (Pa.) Post and Sun will conduct a 6 months' special manufacturer's sales campaign for the Philadelphia Record beginning Feb. 1.

Fred B. Stuart, business manager, Syracuse Telegram has resigned. His place has been taken by Rufus Potter, advertising manager, formerly with the Syracuse Journal.

Lester F. Wallace, for the past two and a half years circulation manager, Portland (Me.) Express and Sunday Telegram, has resigned to become sales manager for the Burgess-Fobes Company of that city. He was presented by his newspaper associates with a chime clock.

Roy H. Flynt has resigned as treasurer, director and general sales manager of the Augusta (Me.) Kennebec Journal. Leigh D. Flynt has been elected treasurer and assistant manager. Edwin C. Burleigh and Osma L. Sumner were chosen directors to fill existing vacancies.

Edward Byron, circulation manager, Lewiston (Me.) Journal, has joined the Augusta (Me.) Kennebec Journal in the same capacity.

IN THE EDITORIAL ROOMS

ODELL HOUSER, editor, Norristown (Pa.) Times-Herald, has resigned to join the staff of the New York Times as a reporter.

Don Marquis, columnist, New York Tribune, is expected to return to work in a few weeks. He was granted leave of absence when his wife died recently.

James F. McElhone, formerly with the New York World, is now reporter on the New York News.

Winsor McCay, cartoonist, New York American, originator of "Gertie," gave projections of his new moving pictures, entitled "The Loves of the Centaurs" and "The Circus," at the studio of Vincenzo Miserendino, New York, Jan. 12. Mr. McCay made more than 12,000 pen drawings in preparing the series.

William R. Lynett, Scranton (Pa.) Times staff, has returned to Washington after being called home by the serious illness of his mother, Mrs. Edward Lynett, wife of the owner and publisher of the Times. Mr. Lynett is staff correspondent of the Times in Washington.

J. T. Johnson, of Pittsburgh, has resigned as reporter, Philadelphia Public Ledger.

Samuel Elmore Boney, city editor, Philadelphia Public Ledger, has resigned his position and will become director of the North and South Carolina Public Utilities Information Bureau late in January. He will make his home, with his wife and two children, in Raleigh, N. C. Mr. Boney has been city editor of the Public Ledger since last June. He joined the Public Ledger staff ten years ago, and has been sporting, make-up and assistant city editor. He is succeeded by Harry B. Nason, Jr., assistant city editor.

Clara Sharpe Hough, wife of George A. Hough, Jr., news editor, New Bedford (Mass.) Standard, was appointed this week a member of the New Bedford library board of trustees by Mayor Remington. Mrs. Hough is a graduate of the Columbia University School of Journalism.

Alfred Southwick, city editor, Boston American, has been promoted to managing editor, following the departure of Walter E. Howie, managing editor, for Europe last week. John J. Fitzpatrick, night editor, has been made city editor. Arthur J. Good has been promoted from copy desk to night editor. John J. O'Flanagan has been made head of the night copy desk.

Francis H. Coughlin, state editor, Watertown (N. Y.) Standard, has resigned to take a position with the Shaughnessy Knitting Company of Watertown.

Hay Stead, telegraph editor, and **Joseph Cooper**, local staff, Montreal Star, are ill in Montreal General Hospital.

Charles R. Doyle and **C. S. Ricker**, members Boston Post staff, will open a course in journalism in Boston, Jan. 21, under the auspices of the state division of university extension.

William O. Taylor, general manager, Boston Globe, and **William de Lue**, reporter, were presented honorary Spanish

FOLKS WORTH KNOWING

G. J. PALMER, business manager, Houston (Tex.) Post for nearly a quarter of a century, has just returned to active duty



G. J. PALMER

with the Post organization as associate publisher, following an absence of several years, during which, although vice-president of the company, he gave his time to other matters.

Mr. Palmer started work with the Post in 1889 in a clerical position. When only 23, J. L. Watson, publisher, appointed him acting business manager.

On the death of Mr. Watson, Palmer was named one of three trustees to administer the Post's affairs in the interest of the present president-publisher, Roy G. Watson.

One of the best known newspaper and advertising men of the South, Palmer, during the war, became a "dollar-a-year" man, and was placed in charge of the newspaper section of the paper and pulp division. Since the war, he has been working in an advisory capacity for the Texas Newspaper Publishers' Association. He has also been prominent in the activities of the American Newspaper Publishers' Association, having been a member of the original committee, which mapped out an arbitration agreement with the printing trades' unions which remained in effect 15 years.

War Veterans membership badges recently, at the installation ceremonies of Major P. J. Grady Camp 3, of East Boston, in appreciation of their services to the organization.

Everett H. Borofski, former district man, Lynn (Mass.) Telegram-News, who recently passed the bar examination, has entered into partnership with a leading lawyer of that city.

Joe Toye and **David Shea**, special writers, Boston Traveler and Post, respectively, are on their way to the Holy Land in company with His Eminence William Cardinal O'Connell, of Boston, who is making a pilgrimage there. They will write a series of articles on that country for their papers. The party sailed from New York, Jan. 14, on the liner Empress of Scotland.

Bernard K. Ringkamp, a Trenton (N. J.) Times reporter, who was ill at his home for almost a month, is back at his desk.

Paul E. Smith has been added to the reportorial staff of the Toledo (O.) News-Bee. Smith formerly was in newspaper work in Detroit, Philadelphia and New York.

J. C. Monroe, formerly associate editor Greenville (Tex.) Banner has succeeded Charles C. Cantrell as city editor. Mr. Cantrell has accepted a desk on the Dallas News.

Carl S. Eastwood, editor LeSueur (Minn.) Herald, is seriously ill in a St. Paul hospital, after an operation.

Herb Peters, formerly chief of the local copy desk, Buffalo (N. Y.) News, has been restored to his former position as staff humorist. Jack Ludy, formerly of Washington newspapers, is now chief of the local desk. Charles Ballou, former police reporter of the News, has been added to the copy desk staff and has been succeeded by Joseph Cain, a newcomer to the News staff.

Ralph Martin and **Walter B. Davis** have resigned from the reportorial staff, Springfield (O.) News. They are succeeded by LeRoy Pope and Arthur Sussott, formerly Evansville (Ind.) Courier.

Chauncey C. Brainerd, Washington correspondent, Brooklyn (N. Y.) Eagle, is author of the book and stage success "The Nervous Wreck." He writes under the pen name of E. J. Rath.

John Billings, Jr., assistant Washington correspondent, Brooklyn (N. Y.) Eagle, has announced his engagement to Miss Fredrica Washburn Wade.

Elmer M. Applegit, radio editor, Brooklyn (N. Y.) Eagle has compiled "The 1924 Radio Book" for his newspaper.

Harold Cooper, secretary of Arthur M. Howe, editor, Brooklyn (N. Y.) Eagle, has joined the news department and is doing general reporting and re-write. John Fitzgerald has succeeded him.

Harvey Brown, former Bridgeport (Conn.) Telegram reporter, has rejoined the staff as manager of the suburban Westport bureau.

Louis J. Reilly, city editor Bridgeport (Conn.) Post is rejoicing with Mrs. Reilly over the arrival of a daughter, Gene Wade Reilly.

Charles E. Harner has been transferred (Continued on next page)

VISITORS IN NEW YORK

Victor F. Lawson, Chicago Daily News.

A. L. Shuman, Fort Worth Star-Telegram.

The check-up on subscriber interests afforded by the Haskin Service is an invaluable aid to the publisher of any newspaper.

IN THE EDITORIAL ROOMS

(Continued from page 35)

from the copy desk, Springfield (Ill.) Illinois State Journal, to reporting.

Miss Mae Louise Ferrenz has resigned as society editor, Springfield (O.) News. She is succeeded by Miss Gwelda Bost, a graduate of the Ohio State University school of journalism.

Don A. Jackson, 64 years, editor, Fredericksburg (Ia.) News was stricken with apoplexy while at his desk last week and is now seriously ill at his home.

Philip Becker Goetz, of Buffalo (N. Y.) News editorial staff, has been appointed a trustee of Grosvenor library, Buffalo.

Tom J. Murphey has been named Graves County correspondent, Paducah (Ky.) News-Democrat.

Miss Alice Bell, daughter of Edward Price Bell, for many years London correspondent Chicago News, will sail for England, Feb. 16, to visit her former home. She also will spend sometime with friends in Switzerland.

H. G. Busenbark, is now editing the Greensburg (Kan.) Kiowa County Signal, succeeding Leroy Greenstreet, who retired on account of ill health.

Charles H. Clark, news editor, Gouverneur (N. Y.) Free Press, is recovering at the Hepburn hospital, Ogdensburg, from an operation.

Rev. R. D. Webster, pastor of the Ford, Kan., M. E. Church is now editor of the Ford Progress, a weekly community paper.

William Barry has joined the Philadelphia Public Ledger staff.

Earl G. Fickert, former owner, Nickerson (Kan.) Argosy, who recently sold the paper to Fred Lobdell, has been made editor and manager, Peabody (Kan.) Gazette-Herald.

M. J. Hibbs, preacher-editor of northwestern Kansas is now editor, Gaylord (Kan.) Sentinel, succeeding George Gledhill. He also is pastor of a Gaylord church.

Jay E. House, columnist for the Philadelphia Public Ledger, has been visiting his former home at Topeka, Kan. He was the guest last week of the Topeka Press Club.

Arthur Chapman, newspaper writer and author of "Out Where the West Begins," has left Denver for New York where he will resume his duties as special writer for the New York Times. He has just completed a history of Colorado for use in state high schools.

Roy G. Rosenthal, editor, Montezano (Wash.) Vidette, was elected president of Pi Tau Pi national fraternity at the annual convention of that organization held last month in Cleveland, Ohio.

Harold Nye, news desk chief, Portland (Me.) Press Herald, is recovering from an operation.

Waldo Harris, editor, Kelso (Wash.) Kelsonian, and Mrs. Harris are parents of a daughter born recently.

Don Fred Wermuth has joined the staff, Philadelphia Public Ledger. He was formerly connected with the Pittsburgh Press.

Roy Pinkerton, former editor, Seattle (Wash.) Star, has gone to Washington, D. C., to join the Scripps-Howard organization in that city.

E. K. Fristoe, editor and owner, Yelm (Wash.) Nisqually Valley News, and Mrs. Fristoe are parents of a son born New Year's night.

Frank Chitty, editor, Bucoda (Wash.) Weekly Enterprise, a disabled war veteran, has gone to Portland, Ore., where he will undergo an operation at the veterans' hospital. During his absence the Enterprise will be managed by E. A. Butterfield.

HOLDING NEW POSTS

FRED ROBINSON, from Buffalo (N. Y.) Times city staff, to advertising solicitor, Buffalo Commercial.

Arthur F. Hughes, from South Bend (Ind.) Times to staff, Toledo (O.) News-Bee.

Joseph Forestal, from city editor, Wilkes-Barre (Pa.) Times-Leader, to staff, Philadelphia Public Ledger.

Clarence Shaw, from Scranton (Pa.) Republican correspondence desk, to copy desk, Scranton (Pa.) Times.

Don Sutton, from feature writer, Toledo (O.) News-Bee to reportorial staff, Muncie (Ind.) Press.

Jesse Anderson, from sports and advertising departments, Mayfield (Ky.) Messenger, to Graves County correspondent and circulation manager, Paducah (Ky.) Sun.

Kenneth Simons, from Lima (O.) Republican-Gazette staff, to telegraph editor, Springfield (O.) News, succeeding Lyle E. Johnson, resigned.

Fred Pease, from Blue Book, Chicago, to feature writer, Toledo (O.) News-Bee.

William P. Newell, from staff, Springfield (Mass.) Union, to Concord (N. H.) Monitor.

Howard A. Lennon, from telegraph editor, Watertown (N. Y.) Standard to similar position, Watertown Times.

Miriam Norton, from library staff, Winnipeg Free Press, to advertising staff, T. Eaton Company, Winnipeg.

Franklin C. Ellis, from local staff, Philadelphia Public Ledger, to staff, Springfield (Mass.) Republican.

Byron Christian, from Associated Press representative, Olympia, Wash., to assistant city editor, Seattle (Wash.) Post-Intelligencer, taking the place of Gilbert Gordon.

MARRIED

FRANK HOWARD LESLIE, publisher Niagara Falls (Ont.) Review, to Miss Catharine Clemens, Jan. 9, at St. Catharines, Ont.

Lawrence C. Browne, publisher, Sausalito (Cal.) News, to Miss Gwendolyn Barnes, Aug. 10. The wedding had been kept secret until the public announcement on Jan. 4.

John Gerald O'Brien, former staff member Rockford (Ill.) Star, to Miss Gussie Ravenscroft in Chicago, Jan. 5.

Edward E. Hawthorne, editor Granville (Ill.) Echo, to Miss Olive Wood, Jan. 2, in Champaign, Ill.

Thomas Stokes, Washington correspondent, United News, to Miss Hannah Hunt, daughter of Harry Hunt, head of the Washington bureau, Newspaper Enterprise Association, last week.

WITH THE ADVERTISERS

PENN P. FODREA, for the past 2 years sales promotion manager, Fairmont Creamery Company, Omaha, Neb., has returned to the Iten Biscuit Company, Omaha, and will be in charge of a new sales promotion department and advertising.

J. W. McIver has been named advertising and publicity manager of the Edison Lamp Works of the General Electric Company at Harrison to succeed T. J. McManis, recently made assistant to the manager of the publicity department of the entire General Electric Company. Mr. McIver is a graduate of the University of North Carolina, class of 1913. He has been employed by the Edison Lamp Works since 1916.

L. W. Allen has resigned from the merchandising department, Southern Press Limited, Toronto, to join the staff of the Localized Advertising Corporation.

Walter D. Walker, advertising manager, Arnold Constable & Co., New York, has resigned. Ralph D. Peck, vice-president, will supervise the advertising policy, no successor to Walker having been appointed as yet.

Charles Daniel Frey, Chicago advertising man, was presented with the Medaille de la Reconnaissance Francaise, Jan. 10, in Chicago, for service rendered to the French cause during the world war. He was active in the organization of the American Protective League.

IN THE AGENCY FIELD

EARL SCHACK, specialist in textiles and allied products has joined the copy staff of Albert Frank & Co. He was long associated with the Economist Group and latterly with the George Batten Company.

Robert M. Barnett, formerly chief copywriter, advertising department, R. H. Macy Company, New York, has been appointed by Dorrance, Sullivan & Co., as chief of their New York copy desk.

W. E. Fennor, Jr., and George A. McComas have joined the Newcomb Advertising Agency, New York. Fennor is special representative and McComas will act as order clerk, estimator, and production assistant.

Plant of the Tolman Print, Inc., advertising specialists, Brockton, Mass., was badly damaged by smoke and water when a three hour fire threatened to wipe out the business district Jan. 9. Presses of the Tolman Print were badly damaged by water.

Anfenger-Jacobson Advertising Company, St. Louis, has leased a large part of the fifth floor of the Odd Fellows' building, the company having outgrown its former quarters.

Bruce Barton, president, Barton, Durstine, Osborne, Inc., will deliver the opening address, when the second semester of the Adcraft Advertising School starts in Detroit, Jan. 17. Subject of his address will be "Analysis," covering analysis of market, selling plan, and selling theme.

S. M. Fechheimer is opening a new advertising agency under the name of Industrial Advertising Company, Detroit. He will specialize in the advertising of industrial and building products.

H. T. Ewald, president Carter Ewald Company, Detroit, has been named a director of the Bank of Detroit.

Ralph B. Campbell, St. Louis, secretary of the National Printing & Engraving Company and more recently with Al Fresco Advertising Company, has joined the St. Louis staff of a life insurance agency.

G. F. Marsh has been appointed director, O'Connell-Ingalls Advertising Agency, Boston. He was recently Hope-Innes and Associated Advertising Agency, Boston. T. J. Keavy has joined the staff of the O'Connell-Ingalls Agency.

United Advertising Corporation has moved to its new home in the U. S. Building, 339 Fifth avenue, New York.

J. X. Kennelly has been appointed general manager, Los Angeles office of Blum's Advertising Agency, San Francisco. Mr. Kennelly for the last years has been advertising and promotion manager of the Goodyear Tire and Rubber Company of California.

Frank L. Blanchard, advertising manager, Henry L. Doherty & Co., before the Advertising Club of Baltimore recently on "The Art of Salesmanship." On Jan. 21 he will address the Advertising Club of Peoria, Ill. From city he will go to Columbus, O., to attend a meeting of the National Commission on Advertising.

WITH THE SPECIALS

GEORGE B. DAVID COMPANY has taken over the representation of the Oswego (N. Y.) Times, both east and west.

C. L. Houser Company, New York

Every Paper Can Have These Ads

There is no charge made for the use of Church Advertisements, Series No. 5, just issued by the Church Advertising Department.

Some papers have felt they should have copy given to them. The Department has no regular income, as has every other department of the A.A.C.W., and the expense of answering letters on church advertising has been paid from the sale of copy.

A friend of the cause has donated the cost of issuing Series No. 5. Whether papers sell space in which this copy is used, or give it away, there is no charge for copy.

Proofs will be sent on request. Ask for Series No. 5.

E. H. HARRIS

Richmond Palladium, Richmond, Ind.

CHURCH ADVERTISING DEPARTMENT A.A.C.W.

Series No. 4, copyrighted ads, for use of only one paper in a town are still available from Herbert H. Smith, 518 Witherspoon Bldg., Philadelphia, Pa.

EVENING HERALD
 Los Angeles, Calif.
 Gained 22,947 Daily Average Circulation.
 Seven Government Statement, Six Months Ending March 31, 1923, 166,900 Daily. Six Months Ending Sept. 30, 1923, 146,988 Daily. Increase in Daily Average Circulation, 20,947.
IT COVERS THE FIELD COMPLETELY
REPRESENTATIVES:
 E. W. Maloney, 604 Times Bldg., New York.
 G. Logan Payne Co., 461 Tower Bldg., 8 North Michigan Ave., Chicago.
 A. J. Morris Hill, 710 Hearst Bldg., San Francisco, Calif.

MOST NEWS
 The largest morning daily circulation in Pittsburgh
The Pittsburgh Post
MORNING AND SUNDAY
 Daily Circulation118,000
 Sunday Circulation ...175,000
 Member A. B. C.

FINING PRESS SYNDICATE
 1161 Arcade Building, St. Louis
 Features * Editorials * Specials
 Unusual, Illustrated Features for Every Holiday
 Expansion Plans Now in Preparation.
 Standard in Every Respect.

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—55 Vanderbilt Ave.
 Chicago Office—5 North Wabash Ave.
 San Francisco—Cleveland—Cincinnati

"The African World" AND "Cape-to-Cairo Express"
 Published every Saturday in London.

Those who subscribe now are sure to receive the 1924 International Year Book Number

and Chicago, has been appointed National advertising representative for the Geneva (O.) Free Press, and also for the Jamestown (N. Y.) Journal.

H. E. Welsh has joined the Los Angeles office of M. C. Mogensen & Co., Inc., publishers' representatives. Mr. Welsh was formerly in charge of sales for the Colodite Manufacturing Company of Los Angeles.

NEWS ASSOCIATIONS AND SYNDICATES

HUGH BAILLIE, general news manager, United Press Association, has been given a special assignment and Robert Bender, United News, is temporarily taking his place in the New York office. Ralph Turner is in charge of Bender's work as news manager, United News.

Austin C. Ring, general manager, Readers Syndicate, Inc., New York, is leaving New York, Sunday, Jan. 20, for a business tour of territory west of Chicago, from Texas to British Columbia.

Harlan S. Miller, staff correspondent, United News, New York, broadcast a speech on "If All the News Were Told" from station WOR, New York, Jan. 16.

Leslie Anderson, of the Portland, Ore., office of the International News Service, has been spending a vacation with relatives in Seattle.

L. E. Matthews, for some time Associated Press operator, Bridgeport (Conn.) Telegram is now with the New Haven office of the A. P.

Scranton (Pa.) Republican has contracted for the Consolidated Press Service.

William Dougherty, formerly Associated Press operator, Hazleton, Pa., has been transferred to the Scranton (Pa.) Times, which recently became a member of the Associated Press.

Charles T. Hallinan, formerly New York World, has joined the London staff of the United Press Associations.

Harold Phelps Stokes, formerly Washington correspondent, New York Post, has joined the staff of Current News Features, Inc., a new service under the management of W. E. Yelverton. Mr. Stokes was connected with the New York Post for 13 years, leaving the paper when it was purchased recently by Cyrus H. K. Curtis.

CHANGES OF OWNERSHIP

GEORGE A. MAYFIELD, who recently sold the Scribner (Neb.) News-Rustler, has purchased the Hollywood (Cal.) Weekly Review.

R. S. Sherwood, a former Luverne (Ia.) newspaper man has purchased the Parkersburg (Ia.) Eclipse.

J. Elliot Grayson and Donald O. Ross have purchased the Washington (Ia.) Democrat of F. M. Appleby.

W. V. Wildman, formerly of Union City and Tekonsha, Mich., has purchased the Radcliff (Ia.) Signal from C. E. Meyers.

Robert E. Soule has sold his interest in the Bellingham (Minn.) Times to his partner, E. W. Nobbs.

Charles E. Lohr, former Carroll, Ill., resident and a printer, has become a part owner of the Rensselaer (Ind.) Jasper County Democrat.

M. C. Page and B. W. Elkins of West Frankfort, Ill., have purchased the Benton (Ill.) News and the Weekly Benton Republican from Harry L. Frier. Mr. Page will have active charge of both papers, which heretofore have been independent in politics, but now become Republican.

Reading (Pa.) Herald-Telegram has passed into new ownership, having been taken over by C. Godwin Turner, who purchased the plant from the William McCormick estate. The Herald-Telegram on Jan. 2 moved into a new building at 216 Reed street. A branch office has been opened at 8 North 6th street.

R. E. Bradbury, Texas newspaper man, has purchased the Lometa (Tex.) Reporter from E. C. Lowe.

Nathan H. Small of Belfast, Me., has purchased the Belfast Republican Journal, a weekly, published in that city for 95 years.

NEW PLANTS AND EQUIPMENT

S. LEIGH CALL and Will H. Connell, publishers, Springfield (Ill.) Illinois State Journal have purchased the Leland office building, 505-525 East Capitol avenue for \$135,000 and will convert the building into quarters for the Journal. An annex for the printing plant will be constructed at the rear.

Larger quarters for the city news department of the Marshalltown (Ia.) Times-Republican are now available through the renting of an adjacent building.

Houghton and Calumet (Mich.) Mining Gazette has contracted for a 16-page Goss press and stereotyping outfit to be installed early this coming summer.

Benton (Ill.) News has contracted for a Cox-o-type flat bed Webb press.

Cambridge (Md.) Banner this year completed improvements to its building and plant, costing more than \$25,000. The newspaper now has a brick building 100 feet long and two stories high. A new No. 8 Mergenthaler, and a Duplex press, with capacity of 6,000 papers an hour, have been installed.

Petosky (Mich.) News and Petosky Independent, published by the Churchill Printing Company, have moved to their own building at 311-313 Mitchell street. Capital stock of the company has been increased and the corporate name changed to Petosky News Printing Company.

E. E. Wright, editor, Pend Oreille County (Wash.) Observer, is building a new home for the Observer and has purchased a linotype machine.

SUSPENSIONS

OKABENA (Minn.) Press has suspended because of "lack of co-operation and patronage." The plant has been bought by a farmers' union organization.

Prescott (Wis.) Tribune has discontinued. G. C. Lewis, owner for the past 3 years, will store the equipment. The subscription list will be sold.

"Doc" Smith, owner, Garfield, (Kan.) Reflector for several years, has suspended publication of the paper, due to lack of support. Mr. Smith has accepted a position as instructor in printing in the state boys' reformatory at Hutchinson.

Ashton (Ia.) Leader has suspended publication and its subscription list has been taken over by the Sibley (Ia.) Tribune.

SPECIAL EDITIONS

LOS ANGELES TIMES, a 284-page Annual Mid-winter Number, Jan. 1. Phoenix (Ariz.) Republican, a 124-page Mid-winter Resource edition, Dec. 30.

Hudson (N. Y.) Star, a 62-page 75th anniversary edition, Jan. 12.

Saginaw (Mich.) News Courier, an 80-page New Year edition, Jan. 1.

Whittier (Cal.) News, annual edition, Dec. 29, with a special magazine supplement of 104 pages.

Bluffton (Ind.) Banner, a 16-page New Year edition, Jan. 1.

Pine Bluff (Ark.) Graphic, a 24-page Elks' edition, Dec. 19.

Elk River (Idaho) News, a 22-page Christmas edition, Dec. 21, with a frontispiece in colors.

Miami (Fla.) Herald, an 80-page Sunday edition, Dec. 16.

Winston-Salem (N. C.) Twin City Sentinel, a 24-page New Year edition, Jan. 1.

Greenwich (Conn.) Press, a 40-page Christmas edition, Dec. 13.

Mansfield (O.) News, a 76-page Civic and Industrial edition, Jan. 6.

Isle of Pines (W. I.) Appeal, a 72-page New Year edition.

To sell CANDY

for the sweet tooth of 9,000,000 people in the New York market use the paper that is

FIRST in CANDY advertising

NEW YORK EVENING JOURNAL

New Haven Register

is New Haven's Dominant Paper

Circulation over 37,000 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

PORTSMOUTH, OHIO

EVENING TIMES MORNING SUN SUNDAY SUN-TIMES

They cover South Central Ohio Completely.

Foreign Representatives
ROBERT E. WARD, INC.
 1 So. Wabash Ave. 301 Fifth Ave.
 Chicago New York

The Deseret News

SALT LAKE CITY, UTAH

Quoted by the press of the country more than any other Salt Lake City newspaper.

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

In New Orleans it's
THE ITEM

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

**READING
CARPENTER
IS
SEEING
THE WORLD**

**CARPENTER'S
WORLD TRAVELS
Washington D. C.**

Few Papers—(if any)—surpass the
TRENTON TIMES
NEW JERSEY

A Food Medium

A recent reader survey indicates that among the housewives of the city our Thursday Food Feature Department—upward of four pages devoted to food recipes and news and food advertising—is the best feature carried by the Times

Circulation 30,257 Member A. B. C.
KELLY-SMITH CO.
Marlborough Bldg. Lytton Bldg.
New York Chicago

FIRST IN PUBLIC SERVICE



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

Advertise in Newspapers by the Year

The Evening World
Pulitzer Building, New York
Muller's Building, Ford Building,
Chicago Detroit

**In New York—
300,000 Practicing
Radio Amateurs**

Greater New York City is today a thoroughly aroused, wide open radio market. It presents the heaviest concentration of radio purchasing power anywhere available. Conservative estimates indicate that there are over 300,000 practicing amateurs in the Metropolitan district; and that this vast body of radio purchasers will be doubled within the coming twelve to eighteen months.

**For Radio Advertising
THE EVENING MAIL
NEW YORK, N. Y.**

87th Year Foreign Representative:
of Publication Paul Block, Inc., N. Y.
New York—Chicago—Boston

ASSOCIATIONS

ADVERTISING Club of St. Louis' second Move-More Merchandise Conference will be held Feb. 11, 12, and 13. Speakers will include: J. H. Jones, president, Move-More Merchandise Conference; Charles F. Hatfield, president, Community Advertising Department, A. A. C. of W.; A. S. Perry, Randolph County Advertising Club, Cuthbert, Ga.; J. P. Licklider, D'Arcy Advertising Company; Paul W. Brown, editor, America at Work; Norman Lewis, Chappelow Advertising Company; Miss Hazel Ludwig, president, Women's Advertising Club, St. Louis; and Frank C. Rand, president, International Shoe Company.

Harry L. Brown, of the Lakeland (Fla.) Star-Telegram, was elected president, Polk County (Fla.) Press Association, at its annual meeting Jan. 4. Other officers chosen include: J. G. Gallemore, of Bartow, vice-president; R. C. Collins, Lakeland, secretary; J. E. Worthington, Lake Wales, treasurer. The retiring president was A. B. Meek, of Fort Meade, and the retiring secretary was A. L. Cleveland, of the same town. The next meeting of the association will be held during June, on call of the president.

Hamilton (Ont.) Ad Club held a better business dinner last week. Several hundred business men from Hamilton and vicinity listened to speeches from Major W. J. Baxter of the McConnell & Ferguson Advertising Agency, London; J. W. Mitchell, vice-president, Dominion Securities Corporation, Toronto; A. C. Fuller, president, Fuller Brush Company, Hartford, Conn., and Mayor Jutten of Hamilton.

Maine Publicity Bureau will maintain a tourists' information bureau at Bangor the coming season, in addition to the bureau in Portland. It will be in charge of H. A. Chapman. The publicity bureau has been established 2 years. The first year \$1,000 was expended in advertising Maine. Last year \$20,000 was spent. This year \$40,000 will be used for publicity in 38 newspapers and 10 magazines.

Edmonton Women's Press Club held its annual meeting Jan. 5 and re-elected Miss Edna Kells, president. Other officers elected were vice-presidents, Miss Jean Walker and Mrs. Perren Baker; secretary, Mrs. W. H. T. Alexander; treasurer, Mrs. B. C. Thompson; social secretary, Miss Margaret Bryden.

Members of the Newswriters' Union, Scranton, Pa., recently elected officers for the coming year. E. J. Hart of the Times is president, Herold Myers, Republican, vice-president; E. J. Gerrity, Times, recorder, and A. H. Gill, Times, secretary-treasurer.

Practical studies of newspapers in their relation to the public is the object of a series of addresses scheduled by the Cleveland Advertising Club during the mid-winter months.

Executive Committee and Standing Committee Chairman of the Insurance Advertising Conference met Jan. 11, in the offices of the North British and Mercantile Insurance Company, New York. Leon Soper, president of the conference, was in charge. The following members were present: Edward A. Collins, secretary; John W. Longnecker, treasurer; R. L. Clark, S. C. Doolittle, Clifford Elvins, Luther B. Little, C. S. S. Miller, J. G. Mays, Clarence A. Palmer, A. H. Reddall, William F. Roehrer, Jr., E. L. Sullivan, H. E. Taylor, Harry W. Warner, Stanley F. Withe and W. W. Ellis.

Earle T. Nightingale, formerly vice-president Select Country Newspaper Association, absorbed by the American Press Association, June 1, 1923, has been appointed manager of the new Philadelphia branch office of the American Press Association.

Robert Tinsman, president of the Federal Advertising Agency, Inc., New York, spoke before the Advertising Club of St. Louis, Jan. 8. F. D. Amburg, editor-manager of the Silent Partner also spoke.

Florida's Rotary-Press breakfast, staged annually in conjunction with the South Florida Fair, is to be held this year Feb. 2. There will be 450 plates laid. B. C.

Forbes, editor of Forbes Magazine, is to be one of the principal speakers.

D. W. Grandon, editor of the Sterling (Ill.) Gazette, addressed the Tri-city Press Club in Moline, Ill., last week on "What Are Our Newspaper Responsibilities?" Resolutions of regret at the deaths of Al F. O'Hearn and John Sundine were adopted.

Franklin's birthday was celebrated by St. Paul printers and advertising men under the auspices of the Town Criers' club. Harry Hillman, editor, Inland Printer, Chicago, spoke.

Second District of the Associated Advertising Clubs of the World will meet in Philadelphia, May 12 and 13, at the Bellevue-Stratford Hotel, under the auspices of the Poor Richard Club. This will be the first official meeting to be held by this district.

Chicago Association of Commerce's advertising council was addressed last week by Thomas K. Kelly, president of three banks in Minneapolis and St. Paul, and owner of the T. K. Kelly Sales System, merchandise brokerage company.

Catholic Press Association's executive committee met in Chicago last week and considered a plan for establishment in large cities of the United States and Canada of a Catholic Bureau of Information. More than 100 Catholic newspapers and magazines were represented. F. W. Harvey, Jr., president of the association, declared the majority of non-Catholics are being furnished false statements concerning the position of the Catholic Church.

League of Advertising Women, New York, announces a dinner to be held at the Advertising club house, Jan. 23. Speakers will be Mary H. Kirkpatrick, play broker; Sanford E. Stanton, general representative, Wagenhals & Kemper; and William A. Brady, producer and manager. Grace Crawley Oakley is chairman, dinner committee; Elma Olin, chairman, program committee; and Janet MacRorie, chairman of the evening.

Town Criers of Providence, R. I., are planning their annual souvenir dinner for March 10. General committee comprises Walter B. Leonard, chairman; A. H. Alcott, advisory chairman; LeRoy M. Gardiner, secretary; Harold R. Bassett, treasurer; Chief Crier Frederick W. Bliss and First Deputy Chief Crier H. Harold Price.

Maine Newspaper Publishers Association met Jan. 9, at Augusta, and elected the following officers for the year: president, F. B. Nichols, of the Bath Times; vice-president, L. B. Costello, Lewiston Sun; secretary, William H. Dow, Portland Express-Advertiser; treasurer, W. B. Reed, Bangor News.

Next annual meeting, Inland Daily Press Association will be held at the Hotel Morrison, Chicago, Tuesday and Wednesday, Feb. 12 and 13.

Old Time Printers' Association of Indiana will hold a dinner at Indianapolis, Jan. 21. William Green, secretary, has announced a general discussion on the lives and accomplishments of Benjamin Franklin and Horace Greeley.

Emmet Finley, secretary and general manager, American Press Association, will address the midwinter meeting of the Virginia Press Association at Richmond, Saturday, Jan. 26.

Chicago "On-to-London" delegates to the convention of the Associated Advertising Clubs of the World, in a large group, plan to leave Chicago July 1, according to announcement made at the office of the advertising council of the Chicago Association of Commerce. Berths on the steamer "Republic," sailing July 2, from New York for England, already have been engaged.

Foreign Language Newspaper Association of Chicago held a luncheon Jan. 15.

At the annual election of the Newspapermen's Benevolent League, Inc., New York, the following officers were chosen: Joseph A. Butler, World, president; Charles E. Seelig, Tribune, first vice-president; Harry C. Klemfuss, Daily News, second vice-president; Joseph Endler, Herald, third vice-president; Miles Bath, City News, secretary-treasurer; James A. Doherty, Herald, assistant secretary-treasurer.

**Newspaper Veterans
Choose
The New York Times**

The desk men on a Middle Western afternoon daily newspaper of 250,000 circulation, all veteran newspaper workers, voted The New York Times the best newspaper in America. Each man made a list of ten newspapers and selected the best five, rating them in their order of excellence according to his own standards.

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 REPRESENTATIVE
The S. C. Beckwith
Special Agency**

New York—Chicago—Detroit—St. Louis—Kansas City—Atlanta
**PACIFIC COAST REPRESENTATIVE
M. C. Morgensen & Co.
Inc.**
Los Angeles—San Francisco—Seattle

**IN NEW ORLEANS NOW
IT'S THE STATES**

Largest afternoon city circulation in New Orleans trading territory.
Total daily over 52,000
Total Sunday over 77,000
1922 advertising gain, 1,625,000 per cent.

Get complete information on New Orleans situation before deciding advertising campaign.

Represented by
JOHN M. BRANHAM CO.
Chicago, Atlanta, St. Louis, Kansas City, San Francisco
and
**S. C. BECKWITH
SPECIAL AGENCY
NEW YORK CITY**

**A MARKET MAGNET
for
Electrical Sales**

Buffalo—where cheap electrical rates, made possible by Niagara Falls power make electrical appliances selling easy when combined with the most successful newspaper advertising. All you need is the pulling power of **BUFFALO EVENING NEWS**.
A. B. C. Total Net Paid 119,754 September 30, 1923

BUFFALO EVENING NEWS
Edward H. Butler
Editor and Publisher
KELLY-SMITH CO.
National Representatives
Marlborough Bldg. Lytton Bldg.
New York, N. Y. Chicago

DOLLAR PULLERS

Advertising and circulation managers are always on the lookout for new ideas that will increase advertising receipts and win new circulation. Your idea for increasing advertising or circulation may not appeal to your manager, but it may be just the thing that some other manager wants. EDITOR & PUBLISHER will pay \$1 for each idea printed under this head. The fact that the idea is now being used in your city does not bar it from the department. Address your communication to the DOLLAR PULLER EDITOR. When they appear clip them and mail them in and receive payment. Unavailable ideas will not be returned.

A WASHINGTON, D. C., newspaper recently held a highly profitable "beautiful feet" contest. The object of the contest was to learn who, among the ladies in Washington possessed the most beautiful feet, liberal prizes were offered to the winners, and the paper backed its contest with an advertising campaign that not only increased its circulation, but also brought increased advertising from the local shoe merchants. During the contest many photographs of contestants feet (with shoes and stockings) were published daily in the paper. Such photographs were readily available to contestants as the paper offered the services of a photographer free of charge to those entering the contest. In the same section of the paper containing the photographs the advertisements of many shoe stores appeared. Prospective contestants were naturally interested in having good footwear when visiting the photographer, and the ads calling attention to the best in this line increased merchants sales, and also brought the paper additional advertising and increased circulation from the interested entrants in the contest. This idea may easily be used by papers for other types of contests, for instance, a "beautiful hands" contest coupled with the sale of skin beautifiers by local drug stores, a "beautiful hair" contest with a hair tonic sale, or if paper wishes to avoid the beauty end in its contest, a "well-dressed" sale with prizes for the ladies who are most becomingly and correctly dressed when having their photographs taken. It is up to the individual editor to decide what type of contest will suit his paper best and bring him the highest percentage of increased advertising and circulation. Whatever the plan decided on, however, there should certainly be no difficulty in putting such a contest across for it offers worthwhile profits not only for the paper, but also for merchants and readers.—Joseph T. Creamer, Washington, D. C.

A mailing list is useless, costly, expensive when it is allowed to become obsolete—when it is a list in which 20 to 50 per cent. of the names are those of folks who have moved away, died, or for some other reason have become ineligible for prospects. One newspaper furnishes a mailing list through its subscription records and in a retail survey. Advertisers find that giving a paper a big job means 100 per cent delivery on job work.—L. J. Jellison, Times Journal, Dubuque, Ia.

Suggest to your local street railway company that since winter has arrived in earnest, a "Travel by Trolley" campaign wouldn't be untimely. With the slogan "Park Your Troubles; Travel by Trolley" a daily ad could be run by the traction company, with change of copy daily, making it timely and up to the minute. Bring out the facts that it would be much cheaper for auto owners to put their cars up for the winter in the garage, than to attempt to drive them in bad weather; that it is much easier to walk to the street corner and take a street car, than it is to operate their own car, especially on cold mornings; that it would save the engine, and wear and tear on the tires and car itself, to say nothing about the driver's disposition, instead of driving through snowdrifts, ice, slush or slippery pavements. This also could be used by a bus company or taxi-ab concern as effectively.—C. L. Moody, Telegram-News, Lynn, Mass.

A grocer in Meadville, Pa., buys extra space in each Saturday morning's paper

to write a letter to his patrons and the townspeople. He explains his efforts each week to get bargains for his customers and how he otherwise serves them. The idea has become a feature of the paper and has helped to build up a big business. It can be used by any retailer of food products.—Geo. L. Bird, Madison, Wis.

Cleveland newspapers are busy evolving schemes whereby they will get the small shops and advertisers into the newspapers regularly. Several good ideas have been worked out successfully along this line. The Cleveland Press has several hundred small advertisers buying space regularly on their "For You and For Me Page," which occupies one full page daily. In this page is included the small business service shops, the garages, contractors, loan agencies, specialty shops, etc. The Cleveland Plain Dealer runs a column headed, "Who Can Do It?" in which plumbers, electricians, general repairmen, etc., are represented. Another column lists reputable garages by districts, and on Sunday The Plain Dealer lists expert repairmen on various brands of automobiles.

The Cleveland Times has for almost a year been running a business directory for small manufacturers, business services, specialty shops and professional men. All three of these plans seem to be working successfully. To increase total lineage several of the plans could be used with good effect. They are easily adaptable to any community, whether large or small.—Roger Foster, The Times, Cleveland, O.

A system that will enable classified salesmen to secure more copy from regular advertisers and also to keep a closer check upon regular accounts to learn if he is securing his share of the advertisers business, is for each salesman to keep a pocket card, dated each day with the ads the advertiser carries in his paper upon one side and the ads the advertiser carries in the competitive paper upon the reverse side. This means that each salesman has every ad the advertiser has carried in any newspaper every day for the past week. Then when he calls upon the advertiser, AFTER he has received all voluntary advertising, to lay the cards before him showing him what he ran during the past week, and as the advertiser has not sold everything he advertised, suggest that he carry certain ads, pointed out to him, again. A close adherence to this plan will result in a number of extra ads from each salesman every week—and more advertising is what he is after.—J. E. Withers.

Arbor Day is approaching. If you do not know the day on which it is observed in your state, find out and try this plan. Prepare a really informative article on Arbor Day, telling how it originated and why that particular date is selected in your state. Tell the value of trees and reasons for everyone planting them. Give a list of trees and shrubs that thrive best in your locality; interview the leading nurserymen for statements regarding the planting and care of certain plants, getting each man to discuss a different plant. Mention their names in the article as authority for the advice, run the material down the center of a page of your Sunday edition just prior to Arbor Day and induce the men quoted to buy the remainder of space for exploiting their stock of trees and shrubs.—Ruel McDaniel, P. O. Box 1242, San Antonio, Texas.

Get the 1923 population figures for Detroit—then you'll know why the

DETROIT TIMES is over 200,000 daily and over 210,000 Sunday. 1920 census figures are "moth-eaten."

If you want *Evening Circulation* in Baltimore use

THE NEWS

If you prefer *Morning Circulation* use

THE AMERICAN

That is what the local merchants are doing and that is what we offer you.

NO FORCED COMBINATIONS when you buy

THE BALTIMORE NEWS and **THE BALTIMORE AMERICAN**

1,367,279 lines gain in **1923**

Record of

The Washington Times
Washington's Growing Evening Newspaper

Also publishers of

The Washington Herald
Morning and Sunday
Dominant in its Field
G. LOGAN PAYNE
PUBLISHER AND GEN. MGR.

THE BOSTON AMERICAN

has the largest evening sale in New England.

It sells for 3c per copy—its competitors sell at 2c per copy.

BOSTON AMERICAN

CHOSEN BY MERIT

The Hollister Circulation Organization starts 1924 again far in the lead of all other circulation building companies. Because of the immense results it obtained for such papers as The Nashville Banner, Memphis Commercial Appeal and Atlanta Journal during 1923, it has been awarded the honor of increasing the circulation of

The Kansas City Journal Post
Wire or Write Us There

HOLLISTER'S CIRCULATION ORGANIZATION
Incorporated in the United States
300 MERRITT BLDG., LOS ANGELES, CAL.

Immediate Dates Available
Wire or write care of Nashville Banner

A Million Eyes—

EACH Sunday over a half million people in the Milwaukee-Wisconsin market look at The Milwaukee Journal's ROTO section first—the only Roto section published anywhere solely for Wisconsin people. Remember—ROTO sells quality merchandise!

The Milwaukee JOURNAL
FIRST—by Merit

A Saving— Not an Added Cost

The service rendered by this organization—specializing solely in newspaper, printing and publishing buildings, does not mean an added cost. Rather it assures a substantial saving in operating cost that should more than repay the entire fee.

S. P. WESTON

Newspaper Buildings
Mechanical Layouts
Production, Operation

120 West 42nd St. New York

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

MILLER GIVES AD TALK AT SYRACUSE MEET

Batavia News Manager Explains Plan of Handling Merchants' Copy Before Central Press Convention
—Atwood, Shaw, Speak

SYRACUSE, N. Y., Jan. 15.—A successful program of selling advertising to prospective advertisers and making it prove its pulling power qualities by the aid of timely cut-service specimens was described as it had worked out on his paper by M. R. Miller, general manager, Batavia (N. Y.) News, at the meeting of the General New York Press Association in Syracuse last Saturday.

Mr. Miller proved his advertising selling arguments, first, by showing the advertising copy he presented to the prospect, and then illustrating how the copy had been used in his paper. He maintained his methods could be applied with success on a weekly or a larger city daily.

"If the merchant comes to you and lays the copy on your desk to find 'what you think of it,'" said Mr. Miller, "don't think he wants you to change it or criticize it every time. If you do he may not come back again, for the chances are he spent a lot of time on it and wants to try it out. Better let it run once or twice, even though it is crude."

"Then the editor or advertising manager must win the confidence of his advertiser. A few successful trials and suggestions will prove that your ideas bring results. I make at least four visits each year to the place of business of my patrons. I don't try to solicit ads at these times, but just get acquainted."

"Learn how much business each merchant is doing; find out if he is expanding or making money. When you make his acquaintance, he will have confidence in you and give you the copy to write. Then you can write to suit yourself so it will draw. The newspaper should not have to sell space; the merchants should come and buy it. The old idea was more of patronage than of value received. Never try to sell more space than the prospect can afford."

Mr. Miller then explained by specific instances how he wrote out advertisements the way they would look with the dealers' names inserted. He said cut service aided to some extent in the way of ideas and timeliness.

President Atwood discussed "Home Town Paper Week," Feb. 3-9, stating it would be an ideal time to conduct a dinner for the business men of the town; also a good time to conduct a school essay contest.

Jay W. Shaw, field secretary, State

ADDITIONAL CLASSIFIED

FEATURE ARTICLES

6c A WORD for advertisements under this classification. Cash with order.

Publishers—Attention!

We furnish MSS on all subjects by competent authors. Will take advertising in exchange for all or part of our service. Reasonable rates. Write us your wants. Literary Bureau Pub. Dept. MOJ4, Hannibal, Mo.

Looking for Good Features?

Listen! Pressman in spare time furnishes weekly column, live topics treated originally. Send for specimen; insert to see how it draws before accepting. Box C-979, Editor & Publisher.

Circulation Manager

An old, well established, live evening newspaper in a mid-west metropolitan city wishes to employ the highest grade circulation manager, in ability and experience, to be found. He will be paid whatever salary and bonus for increases he can establish that he is worth. He must be an expert in both system and promotion, as well as a successful executive. Replies will be treated in the strictest of confidence. Address Box C-985, care Editor & Publisher.

Press Association, outlined legislation to be brought to the attention of the legislature. Other speakers were P. A. Blossom, L. A. Bachman, S. M. Browne and L. W. Griswold.

HEARST SUIT SETTLED

Paper Mill Controversy Adjusted Quietly Out of Court

Suit of William Randolph Hearst to cancel his contract to buy the Dexter Sulphite Pulp & Paper Mills for \$3,500,000 on the ground that C. F. Zittel, Hearst agent, received a bribe of \$125,000 in the transaction, was settled quietly out of court, and the case discontinued.

The case went to trial in New York in December, and on Dec. 31, attorneys for both sides dropped the litigation. It is reported Hearst paid owners of the mill \$1,000,000 and that the owners retain the property. A more conservative estimate of the consideration is said to be \$750,000.

Former Radical Plant Sold

Plant of the Butte (Mont.) Bulletin, once the organ of the most radical group of I. W. W. in the northwest and which at one time was threatened with loss of its mailing privilege by reason of its utterances, has been sold at public sale to satisfy a judgment for \$15,215 obtained by Mrs. James Murray, widow of the late California and Montana multi-millionaire, who was one of the stockholders in the company. The building in which the plant is housed has been made the social center of St. Patrick's parish, which purchased it a year ago.

Independent Labor Paper Planned

A new labor paper, controlled by the Independent Labor party, is planned for Winnipeg. The party was recently successful in electing for a second time its candidate, S. J. Farmer, as mayor of Winnipeg. The labor paper published now, the One Big Union Bulletin, does not speak for the Independent Labor party.

N. E. A. TO SEE "WILD WEST"

Oklahoma Indians to Perform National Meet, May 19

Several thousand Indians will stage wild west performance at Ponca Okla., May 19, to entertain delegates to the 39th annual convention, National Editorial Association, scheduled for Oklahoma City, May 22, 23 and 24. A barbecue will be served.

Other arrangements for the meet were reported this week by H. C. Hodge, secretary, who has returned to St. Paul from Oklahoma, where he met with various committees.

Requests have been made for special railroad rates, and there will be assembly points, Denver, Omaha, Kansas City, and Memphis. Special trains leave Kansas City, Sunday, May 19, 10:30 P. M., following an automobile ride over the city, and a dinner to be given by the Chamber of Commerce, Kansas City.

SUPPLIES and EQUIPMENT

For Newspaper Making

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.

One model 8 Linotype machine, 3 magazines, 4 molds (2 U. A., 1 recess, 1 head letter), 110 volts Jenney D. C. motor, gas pot. In splendid working condition. Price \$2,500.00 f. o. b. skids plant, Norristown Times Herald, Norristown, Pa. One model 8 Linotype machine, 3 magazines, 3 molds (1 U. A., 1 recess, 1 head letter) 110 volts, Jenney D. C. motor. Price \$2,300.00. One model 20 Linotype machine, 3 head letter molds, 7 split magazines, 110 volts Cline D. C. motor. Price \$2,200.00. Will make a reduction of 10% to any one purchasing all three of these machines. Address Business Manager, Times Herald, Norristown, Pa.

Complete Rotogravure Printing Outfit Only \$3,000.

This outfit consists of TWO rotary presses in perfect condition (one brand new, never used), with blowers, dryers, etc., twelve copper cylinders, grinding machine, two Lundell motors, 230 volt direct current, and all the necessary equipment for both presses. This is the chance of a life time—only \$3,000, for the lot, where it stands here in New York. Wire for particulars. Baker Sales Company, 200 Fifth Ave., New York City.

N. Y. DAILY NEWS

HALF-TONES

Best in the World

Made by

POWERS

NEW PROCESS

R. HOE & CO.

For One Hundred Years the Leading Designers and Manufacturers of Newspaper Presses and Printing Machinery of All Kinds

Quality First—Progress Always

We always carry a full line of press and stereo-room supplies, including blankets of all kinds, knives, rubbers, cheek woods, matrix paper, imported and domestic tissue, brushes, chemicals, counters, paper roll trucks, etc., all at the lowest prices consistent with Hoe high quality.

504-520 GRAND STREET
NEW YORK CITY

No. 7 Water Street Boston, Mass. Tribune Building Chicago, Illinois

Newspaper Presses Ready for You

Goss and Scott 24 Page Presses
Goss, Hoe and Scott Quadruple Presses.
Hoe and Scott Sextuple Machines.
Scott Octuple Machines.

WALTER SCOTT & CO.
PLAINFIELD, NEW JERSEY
CHICAGO NEW YORK
1441 Monadnock Block 457 Broadway

THE ATLANTA CONSTITUTION

Was the first newspaper to adopt the Automatic Mailing Machine made by us to print on the margin of the publication at a speed of more than 12,000 per hour. Others have followed and all are enthusiastic about it.

Write us for list of users and complete description of our addressing and mailing system.

POLLARD-ALLING MFG. CO.
220-230 W. 19th St.
NEW YORK CITY

REBUILT LINOTYPES AND INTERTYPES FOR SALE

Write us for information and prices on Rebuilt Linotypes and Intertypes. These are machines traded in on new and more versatile Linographs and are sold with our guarantee. Be sure to state model wanted when writing.

THE LINOGRAPH COMPANY
DAVENPORT, IOWA, U. S. A.

Cline-Westinghouse Double Motor-Drive with full automatic push button control.

USED BY THE

Kalamazoo Gazette
Kalamazoo, Mich.

We refer you to them for their opinion.



MAIN OFFICE Eastern Office
Fisher Building Marbridge Building
343 E. Dearborn St. Broadway at 34th St.
CHICAGO NEW YORK

GOSS PRESSES

IT IS UNNECESSARY TO "RACE" A GOSS PRESS IN ORDER TO MAKE IT TURN OUT AS MANY PAPERS PER HOUR AS EXPECTED

THE GOSS PRINTING PRESS CO.
1535 South Paulina Street, Chicago

The Market Place of the Newspaper

SITUATIONS WANTED

A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 50 words) FREE.

Service Man. Working editorially, seeks position. Can copy and solicit. Good presence, address, education, energetic. Address Box 957, care Editor & Publisher.

Advertising Manager. Several years experience on daily in city with 15,000 wishes to make connections with live paper in central west city of 30,000 to 35,000. Liberty at once. For full particulars write Mr. P. Hitter, Ottawa, Illinois.

Advertising Manager. Now employed Middle West \$5,000. Highly experienced both morning and evening newspapers. Especially efficient as retail advertiser. Has served as copy-writer and layout man in agency and direct-by-mail. Tactical leader, salesman and space promotional director. A valuable man to enable increased circulation for 1924. One month's notice necessary before change could be effected. Parity of salary please. Box C-971, Editor & Publisher.

Advertising Manager-Solicitor. Possessing clean-cut personality. Initiative, creative and executive ability, seeks permanent connection with progressive daily. First-class copy-writer, layout and special page promotion man with extensive knowledge of local and foreign departments. Excellent war and business record, now employed in West; married; Masonic; Mason. Box C-982, Editor & Publisher.

Advertising and Publicity Expert. With intimate knowledge of big transportation company business wishes position as director of publicity. Over eleven years' experience in one corporation. Ten years' previous newspaper training and national reputation. First class record and credentials. 35 years of age. A-507, Editor & Publisher.

Business or General Manager. Successful executive, now associated with medium size Eastern daily, building it during past year from a point where it was just about holding its own to a profit of nearly \$100,000, will consider change at expiration of present contract, on account of technicality, which will compel me to either accept inadequate compensation or leave the territory. Am 40 years of age, married, long record of all around experience. No proposition too difficult. Only real permanent opportunity, salary and bonus or profit-sharing, or opportunity to share interest will be considered. Address Box A-501, Editor & Publisher.

Around Desk Man. Reports or telegraph, daily; or manager of progressive weekly. G. E. Firstbrook, 195 Flanagan Street, Bridgeport, Conn.

Cartoonist Wants Position. It is campaign year. Do you want "pep" into your news and editorials through the medium of political, local and sport cartoons? I have had experience as staff cartoonist. Can draw and ink and chalk-plate cartoons. I let my work speak for my ability. Box C-981, Editor & Publisher.

Circulation Manager. Position opening. Employed at present. Excellent position for desiring change. Long record of achievement. Experienced on morning, evening, Sunday; also combination papers. References furnished. Box C-976, Editor & Publisher.

Circulation Manager. Proven ability with more than twenty years' experience on morning and afternoon papers, also opportunity; knows circulation from every angle. Best of references from successful newspaper men. Address Box C-950, care Editor & Publisher.

Circulation Manager. Circulation experience covers five years as Circulator on Metropolitan paper in South, four years as Circulation Manager of morning paper in middle west, at present employed on evening paper in Michigan. Have a record of fifty per cent gain without the use of premiums. Have handled A.B.C. records for the past eight years. Am anxious to locate with newspaper that will pay according to value received. I respectfully solicit your inquiry and want to send you my reference. If satisfactory please arrange personal interview. Address Box C-996, care Editor & Publisher.

Circulation Manager. In the School of Experience understands every angle of newspaper circulation, credentials will stand strict investigation. Age 36. Annual salary required \$65, with prospects of good future after demonstrating ability. Vacancies can be filled immediately by inefficient men, the right man that proves satisfactory usually employed. Making good, secures permanent position before making a change, gives advance notice and resigns with honor. Your correspondence is solicited, now located nearneapolis, willing to locate anywhere. Write Box C-984, Editor & Publisher.

SITUATIONS WANTED

Circulation Manager. A rare combination: Youth and experience. I want to connect with a evening newspaper in the city not over 300,000 where there is a genuine opening for a high calibre man. 14 years' experience from ground up including 8 years' circulation management. Experience on five newspapers in different sections has put me in a position to know what's right in circulation ethics. Have worked in New England, Middle West, Intermountain States and the Pacific coast. My experience has led me through every angle of detail in the department, from route carrier to solicitor, mail machine to A. B. C. books. Carrier home delivery and single mail promotion my long suit, but I know dealers, agents and newsboys as well as the best of 'em. If you have a real opening for a man who can handle your circulation department intelligently and efficiently, who knows circulation, promotion, and finance from top to bottom, and can see things from the publishers' point of view, then you need not look further. I prefer to locate in the Intermountain or Pacific States and would be willing to make some salary sacrifice to get into a newspaper just establishing. Last position paid \$3,600. Available at once. Willing to come for interview with half transportation paid. Highest of reference from five newspapers and plenty of character reference. 23 years old. Married. I. C. M. A. member. Address Advertiser, care A. Rowland, 3000 Kingsbridge avenue, New York City.

Circulator. Not an office chair warmer but a fellow that gets out in the field after business. Plenty of experience with dealers and carriers. Prefer Southern daily with plenty of surrounding territory that they would like to build up circulation. Reliable good reference. Box C-978, Editor & Publisher.

City Editor. Morning daily wants afternoon post. Thoroughly capable, fast, accurate, responsible. Knows news, can handle staff. Experienced with telegraph, can write peppy editorials and put out clean looking paper. Address Box C-964, care Editor & Publisher.

Classified Advertising Manager. Formerly with Basil L. Smith System handling system in all its phases, selling, installation and service. Considerable experience in executive work, correspondence, organization, 35 years of age, single. Willing to go anywhere interested. Address Box A-500, Editor & Publisher.

Classified Adv. Manager. Wish to make connection on fast growing paper. Married, excellent health. Ten years' newspaper experience, 4 years on present paper. My record speaks for itself. Can furnish A-1 reference as to character and ability. Thoroughly familiar with Basil L. Smith System. Address Box A-506, Editor & Publisher.

Compilation Manager. Young lady with 8 years' continuous experience on a well known reference book. Has library and filing training. Can furnish excellent references from present employer. Box C-986, Editor & Publisher.

Composing Room Foreman. Wants to connect with daily newspaper in city of fifty to two hundred thousand; prefer plant that needs efficient methods and upbuilding; union; write or wire Box 794, Omaha Neb.

Copy Reader. first class, would change. Address Box C-956, care Editor & Publisher.

Editorial Position. College graduate, 31, married, experienced newspaper and house organ editor, some advertising, staff officer three years in U. S. Army in Germany. Trade journal or magazine work preferred. Best references. Box C-984, Editor & Publisher.

Editorial Writer, now employed on independent paper 300,000 circulation, wants to change to northern climate. Long experience. Best references. Prefer Detroit, Chicago or Cleveland. Box C-980, Editor & Publisher.

Editorial Writer. Young man, at present publisher of small weekly in Virginia, desires position as editorial writer. Democrat; good education; forceful writer. Can lend individuality and character to any daily, preferably in Virginia or Maryland. Address C-998, care of Editor & Publisher.

Feature Writer, now editor and part owner of small daily, wishes position as editorial page and general news feature writer. Humorous features now being played up as circulation builders. Formerly on big dailies. Samples will tell the story. Address A-503, Editor & Publisher.

Manager. A man with exceptional ability, experienced in all departments of the newspaper business, very capable writer with a national reputation as a business builder, thoroughly trained in the mechanical, editorial and business departments, seeks a position with a daily paper in the west or middle west. Splendid references to people with whom he has conducted his trade man. Address C-931, care Editor & Publisher.

SITUATIONS WANTED

Job Wanted. In city over 100,000. Five years' reportorial and desk experience. Ability as general reporter, ad writer, dramatic critic, book reviewer, feature writer. Graduate Missouri University School of Journalism. Box C-939, care Editor & Publisher.

Managing Editor. Does some publisher want an energetic, competent managing editor for his small city daily? If so, let's talk it over. I'm showing results now but I want a place where I can buy a financial interest later. Address Box C-965, care Editor & Publisher.

News Executive. College man, just under 35, with experience on several eastern dailies, wants to take full charge of editorial department of newspaper. It need not be a large paper, but one in which he will have the opportunity to work out ideas which have won circulation when partially put in effect on other papers. If your paper is standing still or going back, here is a man who can put it on its feet, revitalize it, build circulation that will gain advertiser-confidence. At present assistant to managing editor of fairly large paper, he is in a blind alley. A record that speaks for itself will be furnished on inquiry to Box C-951, Editor & Publisher.

Newspaperman, capable, with unusually good record, now on metropolitan daily, seeks opportunity to enter advertising agency or magazine work. Address Box C-969, care 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, and can give reference as to ability and character. Now located in the Middle West, but willing to go any place. Address C-993, Editor & Publisher.

Syndicate Editor: High-priced. High-grade syndicate editor and fiction expert seeks position of responsibility and rapid advancement. Box A-508, Editor & Publisher.

Telegraph Editor, thorough desk man, available. Address Box C-955, care Editor & Publisher.

Telegraph, News, Managing Editor. Family man, 13 years' metropolitan, small city experience as reporter, copy editor, managing editor. Three years on present job. Write P. O. Box 195, Central Station, Toledo, O.

Two Newspaper Women. want positions in Northern California, Nevada or Arizona. Reporter, experienced as assistant editor and all lines of general news. Office executive and cashier, experienced in circulation, advertising departments and office. References. Box C-987, Editor & Publisher.

Thoroughly Understands Classified Advertising Building. Will handle large paper or divide time between smaller papers. Will handle on commission basis. Address Box C-966, care Editor & Publisher.

Want More Classified Advertising? Connect with the writer. He will come to your newspaper, suggest methods, train your help or hire new ones, increase business all classifications, 4 to 8 weeks. Not a commission proposition. Make weekly charge for stated time. Over 20 years' experience. My references: Newspapers that have used my services. Address W. H. Yale, New Haven, Conn.

Wanted: Job as reporter on metropolitan daily. Experience Missouri, Oklahoma, Texas dailies. Graduate Missouri School Journalism, age 23, married. Box C-940, care Editor & Publisher.

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

Circulation Manager Wanted in middle west city of 30,000. Fine chance for young man now serving as assistant or city or country circulator. We will pay \$40 to start with; increases according to ability. Later opportunity will be given to invest. Desire application only from those looking for a very permanent place. Address Box C-973, care Editor & Publisher.

Editor Wanted for afternoon daily in New England city of over 20,000 population. One able to buy \$5,000 interest in paper preferred. Splendid opportunity for right man as paper is new and growing. Box C-989, Editor & Publisher.

Editorial Writer On Middle West, Democratic Paper, City of 45,000. Good opportunity for man of good character and ability. State experience and give reference. Address C-922, Editor & Publisher.

Wanted Circulation Manager; man capable of maintaining and building circulation. Must furnish references. Good salary. Burlington Hawk-Eye, Burlington, Iowa.

PALMER, DEWITT & PALMER,

Announce

the opening of their new offices in

SUITE 1311,

350 Madison Ave.,

New York

Unusual Opportunities

Daily & Weekly
NEWSPAPERS
TRADE PAPERS

HARWELL & CANNON

Newspaper and Magazine
Properties

Times Building, New York

Established 1910

WE CONNECT THE WIRES

FORTY PER CENT GAIN in two years, with costs, including promotion, cut! That's the record made by one of our newspaper circulation managers, who is ready for bigger field. Middle West daily around 25,000 preferred. Just under 30; "hustling, ambitious, result-getting"; asking \$3,600. This publisher who invests in our No. 11801 may expect good dividends.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L BLD'G., SPRINGFIELD, MASS.

HELP WANTED

Wanted Editor. A young and ambitious editor with reasonable experience and clean record who is in a position to invest \$10,000 to \$15,000 capital, would do well to communicate with the writer at once. This being a bonafide and urgent proposition, it would be idle to communicate unless capital is actually available. Proposition in evening paper in medium sized city in east, north central section. Box C-925, Editor & Publisher.

BUSINESS OPPORTUNITIES

6c A WORD for advertisements under this classification. Cash with order.

A Daily Paper. Controlling interest in going, and growing, daily, in Indiana county seat of over 5,000, can be obtained for \$5,000 cash for quick deal, with position as editor. Politics democratic. Owner has other proposition requiring location nearer New York. Address A-502, Editor & Publisher.

Associate Wanted One who controls an account and has \$5,000 to secure an interest in a thoroughly established advertising agency, in the east, now doing a volume of good business. Here is a real opportunity for a hustler. Address C-992, Editor & Publisher.

Newspaper Wanted. I am in the market immediately for evening newspaper in Ohio or Indiana or East. Would not consider proposition in city under 25,000 nor city where there are more than two newspapers. Am in position to pay \$50,000 to \$100,000 cash. Prefer Republican or Independent paper. Am now publisher of paper in city of quarter of a million but desire to control outright and will consider much smaller city. Answers confidential. Box C-924, Editor & Publisher.

Virginia Weekly for Sale. In town of 5,000. Established six months. Printed by local firm by monthly contract. Circulation 600-1,000 possible. Well liked. Price \$400. C-997, Editor & Publisher.

Wanted to Purchase sextuple press preferably equipped with color-deck. Also requisite stereotype machinery. Apply giving full particulars including make, age, details of service, size of page and lowest cash price to box C-990, Editor & Publisher.

Ride Along With GAS BUGGIES

Twenty Smiles to the Gallon!

This high-powered strip by Frank Beck hits on all cylinders all the time. It has the largest laugh combustion chamber of any make on the market.

Four or five speeds forward—
One sideways—
And none reverse!

METROPOLITAN
NEWSPAPER SERVICE
Maximilian Elser, Jr., General Manager,
150 NASSAU ST., NEW YORK

Million Dollar Hearst Features

The World's Greatest Circulation
Builders

International
Feature Service, Inc.
New York

V
A
N
R
A
A
L
T
E



Puts a Chuckle
in
The News

"Human Nature on the
Half Shell"

WEEKLY HUMOR AND HUMAN
INTEREST STORIES

Ask Us for Samples

The McClure Newspaper Syndicate
373 Fourth Ave., New York City

Cappy Ricks

Peter B. Kyne is writing a
new Cappy Ricks story for
us each week. Ask about it.

UNITED FEATURE
SYNDICATE

A New York Corporation
Norrie A. Huse, Gen. Mgr
World Bldg. New York

HUNCHES

Managing editors and city editors are always on the lookout for news and feature ideas that can be used locally. EDITOR & PUBLISHER will pay \$1 for each hunch published under this head. The fact that the hunch is now being worked successfully in your city does not bar it from this department. Address your contributions to the HUNCH EDITOR. When they appear, clip them and mail them in and receive payment. Unavailable hunches will not be returned.

IN a great many cases the opposition scores a "beat" on a story through acquaintance on the part of a reporter with individuals involved or because he is interested in the subject about which the story concerns. In many offices it is the occasion of a general tirade from the chief down. Not so in one news office. If the story is off the beaten run, names of those interested and printed in the opposition story are listed in a file. They get a letter also informing them that the paper is interested in the news in question, stating that it was noticed elsewhere. A parting "shot" is given to the effect that any news of any development would be appreciated. It is emphasized that a call will bring a reporter. Many stories off the beaten track are thus cornered and a personal feeling of good will is established with those receiving letters asking co-operation.—L. J. Jellison, Times Journal, Dubuque, Iowa.

The World War has by this time slipped into a place in history that is practically permanent. Taking advantage of the fact that a resident of the city served overseas two years, an Ohio newspaper secured a series of features from this ex-service man and printed the entire list under the heading, "Recollections of the World War." The feature made an instant hit and not less than 50 people kept the stories and later had them bound in the newspaper office for safe keeping. Interest was created in the stories, thus stimulating the subscription list and bringing a neat return to the paper through the binding proceeds.—A. K. Chenoweth, Madison Press, London, Ohio.

The Glens Falls Times sent a reporter out to visit every place in the city where he could find a punchboard, with instructions to play the boards. This adventure resulted in a story that awakened police, prosecutor and public. Few realize that many punchboards offer cash prizes, some as high as \$50. Neither did the public appreciate the extent to which punchboards were in open use. They are found in almost every corner grocery and in barber shops and lunchrooms. That the yarn had a kick was shown when the police made the rounds the morning after the story was printed and suppressed all punchboards. The feature caused numerous favorable comments. Send out a reporter to canvass the punchboards in your city.—F. G. Bascom, Glens Falls Times, Glens Falls, N. Y.

A feature recently published in a Kentucky paper was entitled, "Cut This Out." Following was some bit of useful information. During a cold spell articles telling how to revive frozen pot flowers, how to keep automobile radiators from freezing, etc., were published. During canning season articles telling how to can various fruits were used. Numerous other articles either written by a staff reporter or submitted by a subscriber were used.—T. J. Murphy, Jr., Mayfield, Ky.

Every boy worth his salt has a hobby. Moreover, it is surprising how hard some of the boys ride their hobbies—and to what profitable, practical ends. What are some of those of the boys of your town? Find out and print the results of your inquiry, with an invitation to other boys to let you know about theirs. You will bring out many an interesting story; you will learn something yourself and probably teach adult readers a lesson or two; and, best of all, you will encourage the boy who has a hobby to make the

most of it and the boy who hasn't any to get one.—T. A. Hulbert, Winsted Evening Citizen, Winsted, Conn.

A "Hunch" that has been successfully worked out in a large Rhode Island city, is to send one of the best reporters around to visit people of different occupations in the city, to ask them who has the most monotonous job. Traffic officers, ticket sellers, tellers, elevator operators and all classes are interviewed and their remarks printed under the head, "Who Has the Most Monotonous Job?" The reporter found no trouble in getting the information, as almost everybody he interviewed thought they had the worst job. It made a story that was talked about for weeks.—Harry T. Lansing, P. O. Box 65, Elmwood Sta., Providence, R. I.

The widespread falling-off in church attendance has led, in numerous instances, to the issuance of questionnaires by pastors in parishes so affected, to determine the actual reasons for the present-day lack of interest, while other ministers have gone even further and have asked those attending their services the real reasons for coming. The result, in both cases—no names appearing on the blanks, thus making for frankness of reply—has frequently made a news story of unusual interest. In the hands of an alert church reporter or editor, this "hunch" might shed a great deal of light locally on the problem of empty pews, with variations of the experiment best suited to his particular city, and he will doubtless find one or two of the leading clergymen ready to lend him their aid.—C. L. Moody, Lynn, Mass., Telegram-News.

"Making Light of Everything" is the tendency of the modern world, according to a pastor of a Presbyterian church. This tendency in the people of today to make light of everything is expressed in the demand for lighter amusements and is evidenced by ceaseless efforts to eliminate, if possible, all discipline from life. Even the churches of Christ are at times obliged, in order to make an up-to-date appeal, to clothe their worship with the atmosphere of the superficial. There is room for a good interview.—L. J. Jellison, Times-Journal, Dubuque, Ia.

If your town is on the coast or on a river, you may find a diver who works the year round. In Toledo a corking good feature was worked up with art to tell the experiences of a seventy-year old diver who is repairing the water pipes under the Maumee River. The reporter got the diver to tell details of his narrow escape from death when he became entangled in marine cables, the greatest depth to which he had descended, which water is the easiest for a diver to work in and the hazards of the job.—Max Hahn, Blade, Toledo, O.

An Illinois paper is publishing "Radio Data" sheets which are proving popular among the radio fans. The sheets are published right in the paper, not as a supplement, and are all of standard size. Each sheet is two columns wide and of a fixed length and the sheets are so arranged that they may be cut out and pasted into a scrap book or arranged into the form of a loose-leaf book. All sorts of information regarding radio is included in the matter published on these sheets, and they enable the fans to keep up with all the latest developments.—Cyril E. Lamb, 309 Ballard St., Ypsilanti, Mich.

Thomas W.
Briggs
Company
General Offices
Memphis, - Tenn

We increase your
Local Display
10,000 lines Monthly
With Our

Permanent
Weekly Business
Review Page
Look us up in
Dun or Bradstreet



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



WIRE NEWS

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

RADIO

By Frank Chapman

Six years in Navy radio.
Seven years with Marconi
Instructor Y. M. C. A. with
less school.

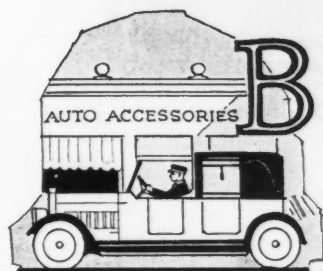
THE INTERNATIONAL
SYNDICATE
213 Guilford Ave., Baltimore, Md.

America's Best
Magazine Pages
Daily and Sunday

Newspaper Feature Service
241 WEST 58TH STREET
New York City

Buffalo the Wonder City of America

America's Market Center for 80% of all Automobile Accessories



BUFFALO is the center of that area in which there are sold 80% of all the automobiles in this country, and for this reason is attracting many automotive industries. Buffalo has a registration of 75,000 automobiles. 150,000 cars are in use in the eight Western New York counties covered by the Buffalo Evening News.

21,800 new passenger cars were sold in Erie County from January through November of last year. 1046 new trucks were sold in Erie County in the last six months of 1923.

What an opportunity for automobile accessory sales! To serve the trade in this territory, approximately 3,000 accessory stores, garages and dealers do over \$3,000,000 worth of accessory business annually. Yet even these figures tell only half the story of the Buffalo accessory market.

Other figures show how the Buffalo Evening News, dominating the entire field, wields wide-felt influence in favor of the News' accessory advertisers and their Buffalo territory dealers.

With *119,754 circulation, (A. B. C. Sept. 30, 1923,) of which 85,201 is within the Buffalo city limits and 107,393 within the trading radius, the Buffalo Evening News reaches practically all English reading families.

It enjoys a loyal reader confidence approached by no other Buffalo newspaper, both because of the completeness and the high character of its news.

The Buffalo dealer knows this and not only appreciates any News' advertising of the products he carries, but insists on it for best results. Perhaps no other newspaper in this country combines such economical coverage of a major market with such effective co-operation between consumer and dealer, as the News.

Cover the Buffalo Market with the

BUFFALO EVENING NEWS

EDWARD H. BUTLER

Editor and Publisher

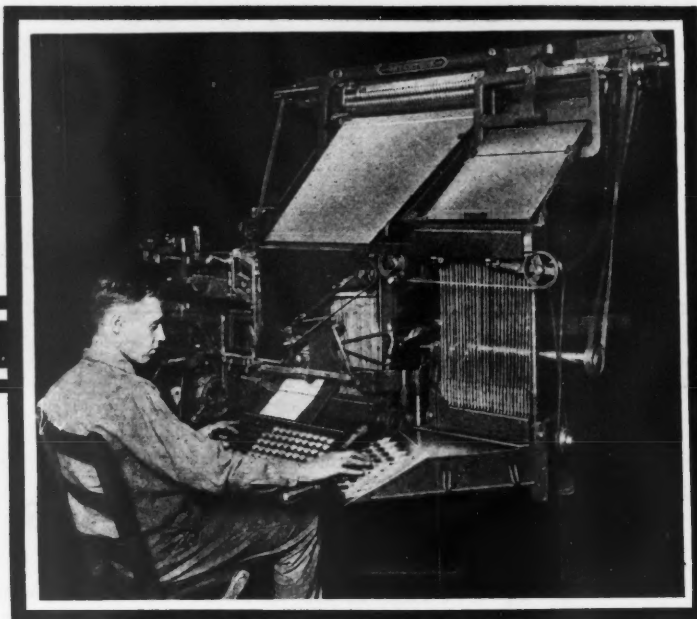
KELLY-SMITH COMPANY, National Representatives

Marbridge Bldg., New York, N. Y.

Lytton Bldg., Chicago, Ill.

**Present Daily Average
Circulation*

123,237



Standardized three-magazine Intertype with single-magazine
Power Keyboard Side Unit.

STANDARDIZED!

INTERTYPE composing machines are standardized and interchangeable. Any model you buy can at any time be converted into any other model that changing conditions may demand. Changes from one model to another can be made in your own composing room, by your own machinist, in less than an hour. Your standardized Intertype never becomes obsolete: no matter how old it is, you can always add new units, or new improvements, to bring it up to date. For instance, the latest Intertype development, the Power Keyboard Side Units illustrated above, are readily applicable to outstanding Standardized Intertypes purchased many years ago.

No Standardized Intertype Has Ever Become Obsolete

INTERTYPE



Standardized three-magazine Intertype with three-magazine Power Keyboard Side Unit.

Intertype standardization goes even further. Matrices, magazines, molds, etc.—even the detail parts of the various Intertype models—are interchangeable from one machine to another. Even in the largest composing rooms, a small stock of interchangeable supply parts meets all requirements.

These Intertype features, combined with simplified construction, provision for a superior quality of slugs, and other improvements, have prompted many of the largest newspapers in the world to install big batteries of Intertypes. Whenever YOU are ready to investigate, we will gladly send our nearest representative, without obligation on your part.

INTERTYPE CORPORATION

General Offices and Eastern Sales Department, 50 Court Street, Brooklyn, N. Y.

Branch Offices: Rand-McNally Building, CHICAGO; 77 McCall Street, MEMPHIS; 560 Howard Street, SAN FRANCISCO.

Sales Offices: 49 Federal Street, Boston; 1240 South Main Street, LOS ANGELES.

Canadian Agents: Toronto Type Foundry Company, Ltd., TORONTO.

British Branch: Intertype Limited, 15 Britannia Street, Kings Cross, W.C. 1, LONDON.

INTERTYPE



New Orleans The Market

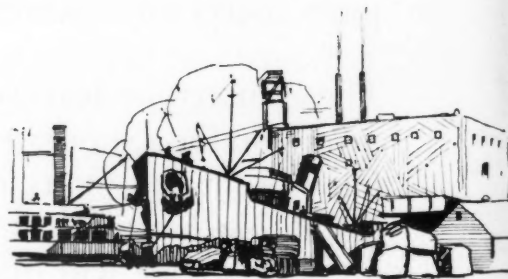
NEW ORLEANS is the first market of the South. It is the heart of a great buying area that is primed to receive worthy products.

New Orleans is the second port in the United States and the gate way to the Mississippi Valley. It is the trading center of a thriving agricultural territory whose annual crops have been translated into cash.

New Orleans has a population now estimated at more than 400,000 people. The city, third largest in area in the country, embraces its own suburbs, and thus provides manufacturers with a complete metropolitan market.

New Orleans is prospering. Cotton and other crops of the region have brought the farmer more money this year than ever before.

This rich field can be reached and sold at one advertising cost through the dominant newspaper—The Times-Picayune.



New Orleans population is headed fast towards the mill mark,—Now is the time to plant your product in the New Orleans market and let it grow with the section.

The Times



FIRST FOR

NATIONAL REPRESENTATIVES: Cone, Hunton & Woodman, Inc., New York, Chicago, St. Louis, Detroit, Atlanta and Kansas City; R. J. Bidwell Company, San Francisco.



The Times-Picayune

The Medium



The Times-Picayune is the preferred newspaper of both class and mass. Eighty-six per cent of its circulation is home delivered. The Times-Picayune has the largest circulation of any newspaper in New Orleans as shown by the Publishers' Statements issued October 1, 1923.

Daily Circulation 78,047
 Sunday Circulation 104,212

INDICATIVE of the steady growth of The Times-Picayune as an advertising medium is the lead it established over its competitors—all 7-day newspapers—during 1923.

In **TOTAL Advertising**, The Times-Picayune's lead over the third paper was 7,520,161 lines, and over the second paper, 4,837,130 lines.

During the 12 months of 1923, The Times-Picayune carried 82,650 more lines of **NATIONAL advertising** than the two other New Orleans newspapers combined—a lead of 1,430,195 lines over the third paper, and 1,015,501 lines over the second paper. Of the national advertisers (excluding proprietary medicine manufacturers) who use one paper alone to reach the New Orleans public, 90% chose The Times-Picayune.

The Times-Picayune carried 4,503,296 lines of **CLASSIFIED advertising**—1,919,638 more lines than all other New Orleans newspapers combined. Out of 38 standard advertising **CLASSIFICATIONS**, The Times-Picayune led in 30, including department stores, jewelry, resorts, musical, tobacco, financial, food products, automobiles, etc.

The Times-Picayune offers the services of its merchandising bureau to advertisers who wish to enter the New Orleans market or whose products need greater distribution and sales volume.

Picayune

THE SOUTH 

NATIONAL REPRESENTATIVES: Cone, Hunton & Woodman, Inc., New York, Chicago, Detroit, Atlanta, Kansas City, St. Louis, R. J. Bidwell Co., San Francisco, and Los Angeles.

1

over 18

15

again

San Francisco

There is No Substitute for Circulation

million lines

Leading its *closest* competitor
by 6,493,342 lines !


Year in and year out advertising supremacy is the reward of circulation leadership; and in San Francisco, where The Examiner leads its closest competitor almost 2 to 1 in daily circulation and almost 3 to 1 in Sunday circulation, advertisers showed their decided preference during 1923 by placing 18,201,255 lines of advertising in its columns as compared to 11,707,913 lines printed in the second paper.

With more than half a million readers daily and more than a million readers Sunday, The Examiner offers advertisers the most effective means of exploiting their wares in the rich Central and Northern California market at the lowest milline cost. This huge circulation, coupled with a Merchandising Service Bureau that really serves, assures maximum advertising efficiency in this territory. For details write direct, or get in touch with the following national advertising representatives:

W. W. CHEW
1819 Broadway, New York
Eastern Representative

W. H. WILSON
Hearst Bldg., Chicago
Western Representative

H. H. CONGER
Higgins Bldg., Los Angeles
Los Angeles Representative



Examiner

"There is No Subterfuge for Lineage"

INSIDE REVELATIONS OF THE DIPLOMA MILL

An astounding confession by William P. Sachs, key man who fed the hopper which poured out 25,000 fake medical diplomas and flooded the country with practitioners, a menace to their profession and to the public.

It is probable that Congress will investigate this nation wide scandal revealed after the recent arrests and indictments in St. Louis.

Here is a chance for your readers to get the whole story from the pen of one who was intimately connected with the mill for ten years.

SAMUEL C. BLYTHE, RUBE GOLDBERG AND WILL ROGERS WILL REPORT BOTH CONVENTIONS

Mr. Blythe, the greatest student of politics in America, will tell the inside story of both the Republican and Democratic Conventions and Messrs. Goldberg and Rogers will attend to give their inimitable side lights on the doings of the delegates.

Other Important Writers to Cover the Conventions Will Be Announced Later

The newest daily comic, dealing with the life of a pretty 17-year-old boarding school girl and picturing the human and laughable experiences of the younger set is

PATSY

It is already a success. Some of the most acute feature editors in the country have already bought it. Try PATSY and get the young folks reading your paper.

OTHER FEATURES:

RUBE GOLDBERG

For years one of the top notch comic artists of the country and today more widely read than ever before.

WILL ROGERS

The cowboy humorist writes a weekly article of shrewd comment on life in general and timely American life in particular.

IRVIN S. COBB

Daily series of funny stories that have made this famous humorist laugh.

FONTAINE FOX

Creator of the Toonerville Trolley, does a daily comic picture that makes millions grin.

ED. HUGHES

A daily virile sport page cartoon. Hughes can draw and he knows sports.

O. O. McINTYRE

His "New York Day by Day" is one of the most fascinating collections of stories and comments about the metropolis that ever was penned. One of the most successful writers in America.

HARRY TUTHILL

His daily comic strip "Home Sweet Home" ranks high among all similar series and his colored Sunday page is worthy of his splendid reputation.

ALBERT PAYSON TERHUNE

A weekly illustrated article on dogs, their care, their training and their friendship. Everyone loves a dog and Terhune knows his subject from years of experience.

The McNaught Syndicate, Inc.

McNitt, Pres.

TIMES BLDG., NEW YORK

C. V. McAdam, Vice-Pres.

THE BEST-LOOKING DAILY NEWS PICTURE PAGE



THERE'S NO CHANCE OF ESCAPE—From the most recent bedtime stories and talks on how to succeed, Major Gleim (extreme left) and Morris M. Froelich, Hudson river tunnel engineers, heard all about the adventures of Uncle Fawcett 100 feet under the surface of the river, 1000 feet from the entrance. The waves traveled 500 miles from Pittsburgh and penetrated 70 feet of water, 30 feet of mud and the heavy steel casing of the tunnel.



TAGGED BY CUPID—Leslie Nussanaker, former star catcher of the Cleveland Indians, is manager when he's away from home—of the Chattanooga baseball team. He's married now, to Miss Francis Peckham, of Chicago. They were married a few days ago and will honeymoon in the South.



THE YOUNGEST—Member of the American Legion is believed to be F. Strother Barton, of Louisville, Ky., born April 3, 1902. He joined the Navy at 15.



THIS TIME IT'S TRUE—A little while ago Grge Saracen was busy denying that he was engaged to a movie star. Now he is busy confirming the report of his engagement to this young woman, Miss Mary Peck, of Springfield, Mass.



WHEN HE WAS A BOY—He wanted to be a great athlete, but he grew up to be a great baritone. Reinald Warrenrath, famous singer, spends his time between appearances in practice sessions on the golf links or in the water. He is a champion swimmer.



THIS IS THE WAY IT'S DONE—Did you think they had to shovel out wheat carried in bulk in the holds of ships? They don't. This U. S. Shipping Board vessel at Naples, Italy, is unloading its grain cargo by means of a rubber hose operated by suction.



AN APPROPRIATE TIME—While Washington was shivering with cold, Commander Frank McRary (left), skipper of the six liner Silverdome, went around to the office of Rear Admiral William A. Moffet, chief of the Navy bureau of aeronautics, to make plans for the flight of his ship to the North Pole next summer.



A HARD GUY—One Jack Frost, has chased all of the lovers off of the famous Lincoln Park Bridge in Lincoln Park, Chicago, and made a desolate looking place out of one of Summer's popular spots.



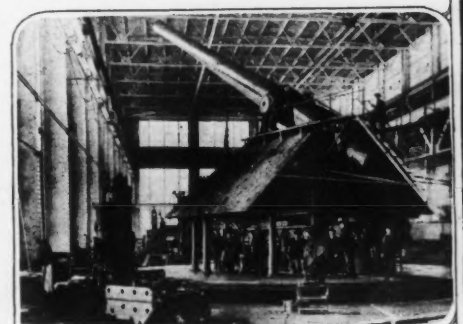
EASTER IS A LONG WAY OFF—And the Yule bills aren't paid but hats that'll put a crimp in the patrol's pocketbook already are beginning to appear. This is something trim conceived in New York.



FOLLIES GRADUATE NO. 112,845—Miss Blanche Mahaffey is going to have a chance to become a movie star. She has been chosen from the student body of the Ziegfeld Polytechnic College for the screen.



A VICTIM OF JAZZ—The historic old windmill which tops the Moulin de la Galette high up on Montmartre, Paris, known to thousands of American tourists, is going to be demolished so that the dance hall underneath can be enlarged.



A PICTORIAL EDITORIAL ON PEACE—For other countries. This is the heaviest and most powerful gun of its type in the world. It is a disappearing monster that can hurl a 16-inch projectile weighing nearly a ton 25 miles. It was developed by the U. S. army.



GETTING PHOTOGRAPHED—In an everyday happening in the life of a First Lady of the Land, but Mrs. Coolidge doesn't often really pose for a photograph, as she did when she was taken with her two sons, John (left) and Calvin, Jr. (right).



ONE OF THE WORLD'S LARGEST FLAG-POLES—Is this hefty toot'pick of the finest Oregon pine, pictured as it arrived in New York to grace historic Madison Square. It is 110 feet long and will replace the smaller flagpole in the background.

We continue to take pride in the growth of our daily picture page list. No one denies that our page is timely and most attractively prepared; it is full of human interest, and an ornament to every paper that uses it. Here are a few of the regular users of the page: Pittsburgh Chronicle-Telegraph, Albany Times-Union, Syracuse Journal, Rochester Times-Union, Buffalo Times, Wilmington Journal, Harrisburg Telegraph, Knoxville Journal and Tribune, Atlanta

Constitution, Birmingham News, Canton Repository, Kansas City Post, Wichita Eagle, Dallas Times-Herald, Rocky Mountain News, El Paso Herald, and the San Diego Tribune. Our regular daily illustrated service, established in 1910, is going stronger all the time. Write for proofs and information.

The Central Press Association

V. V. McNitt, President

CENTRAL PRESS BLDG., CLEVELAND

H. A. McNitt, Editor and Manager

SOME QUESTIONS ANSWERED

Q—What is The Christian Science Monitor?

A—A daily newspaper, which is read in every city and country of the civilized world.

Q—How does it differ, in its contents and its policies, from other newspapers?

A—It publishes only clean, constructive news, omitting accounts of crime and scandal. It views all events from an international standpoint, and its columns are free from the influence of political or financial interests.

Q—What kind of people read the Monitor?

A—People who want a clean, reliable daily paper, telling them the important events of the day, together with interesting news and comment relating to Music, Art, Drama, Education, Literature, Business, Finance, Sports. Household and Young Folks' Pages are also regular features of the Monitor.

Q—Do advertisements in The Christian Science Monitor bring returns and if so, why?

A—Advertisements usually give highly satisfactory results, for the reason that readers of the Monitor endeavor to encourage and support Monitor advertisers, who are contributing to the maintenance and advancement of Clean, Constructive Journalism.

Q—Do retail merchants advertise in the Monitor?

A—Yes, about 4,000 of them, located in 450 cities of the United States, Canada and other countries.

Q—Do manufacturers advertise in the Monitor?

A—Yes, several hundred, including many whose names are familiar in every household.

Q—What other classes of advertising are prominently featured in the Monitor?

A—Banks, Investment Houses, Railroads, Steamship Lines, Hotels, Resorts, Tours, Schools, Camps, Publishing Houses.

Q—Where are advertisements for The Christian Science Monitor received?

A—At the Publication Office, 107 Falmouth Street, Boston; at Branch Advertising Offices in New York, London, Chicago, Cleveland, Kansas City, Los Angeles, San Francisco and Seattle; by 375 Local Advertising Representatives throughout the United States and other countries.

Advertising Representatives of The Christian Science Monitor will gladly answer any other questions regarding this newspaper.

THE CHRISTIAN SCIENCE MONITOR

An International Daily Newspaper

Member A. N. P. A.

Member Associated Press

Member A. B. C.



Lighting the Way

THE Torch of Verified Circulation is a beacon that shows the safe road of Sound Advertising Practice.

Today all the investigating and reporting organization of the Bureau is at the service of the advertiser, furnishing reports on practically all the worth-while publications of Canada and the United States.

In its Nine Years of diligent service to the Advertising and Publishing World, the A. B. C. has

brought Circulation Buying from the darkness of Uncertainty to the light of Verified Circulation.

The Bureau has established the principle of Honesty in Circulation as the standard of practice in buying and selling advertising space.

Most advertisers today protect their appropriations by demanding A. B. C. reports and placing their campaign in the light of the Valuable Data they contain.

Write to the

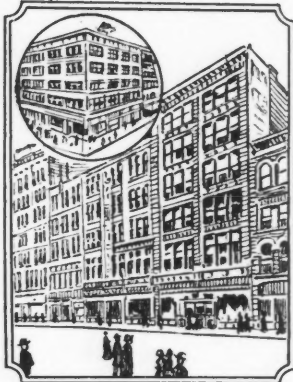
Audit Bureau of Circulations

Century Building, 202 South State Street, CHICAGO

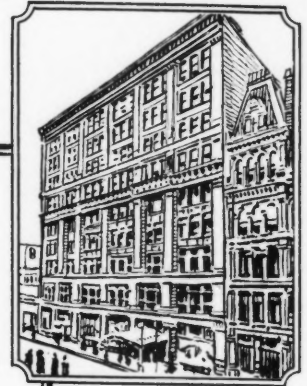
for a copy of "THE MEASURE OF YOUR MESSAGE"

THE BUFFALO TIMES CARRIED MORE THAN **41%**

—OF ALL—
DEPARTMENT STORE COPY



J. N. ADAM & CO.
Used 413 pages in The TIMES during 1923.



WM. HENGERER CO.
Used 352 pages in The TIMES during 1923.

IN 1923 the seven department stores in Buffalo used a total of 2,886 pages in the six Buffalo newspapers. The Buffalo TIMES carried over 41% and again led the field by a wide margin.

The individual record for each newspaper is as follows:



ADAM, MELDRUM & ANDERSON CO.
Used 137 pages in The TIMES during 1923.



New Home
HENS & KELLY CO.
Used 150 pages in The TIMES during 1923.

	Pages
TIMES	1,212
News	1,060
Courier	351
Express	249
Commercial	14
Enquirer	0



FLINT & KENT
Used 27 pages in The TIMES during 1923.



E. W. EDWARDS & SON
Used 68 pages in The TIMES during 1923.

TIMES, Courier and Express seven issues a week.
News, Commercial and Enquirer six issues a week.



J. J. SIEGRIST & CO.
Used 67 pages in The TIMES during 1923.

Over
95,000
Evening

BUFFALO TIMES

Over
100,000
Sunday

NORMAN E. MACK, Editor and Publisher

New York
Detroit

National Representatives
VERREE & CONKLIN, Inc.

Chicago
San Francisco



Airplane Photograph of the Great Union Station in the National Capital.

Washington—The National City.

In a very real sense every citizen under the Stars and Stripes is directly interested in what interests Washington. Because it is the home of the government, it is the natural Mecca of every American—and the one place in America which every celebrity who comes to our shores is sure to visit—giving it not only national prominence; but international importance.

Into the mammoth Union Station enters nearly every railroad in the United States—directly, or by its associated lines. Through it passes annually more than six and one-half millions of people—on business or pleasure. While here they are naturally readers of The Star—Washington's leading newspaper—covering resident and transit Washington more thoroughly than is probably true of any other paper in any other city in America. Making it not only the one necessary means to properly contact the local field—but endowing it with importance as a national advertising medium.

If you are not giving Washington full measure of consideration as a market you are overlooking one of the most fertile fields in the country—and because of The Star's dominating influence and wide circulation you can establish your product here through its mediumship alone. The Star reaches practically everybody who lives here—and who visits here.

Our service to advertisers includes reports by our Statistical Department which will deal with specific conditions most interesting to you—compiled at your request.

The Evening Star.

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

New York Office
Dan A. Carroll
110 East 42d Street

Chicago Office
J. E. Lutz
Tower Building

Los Angeles
and its
home newspaper



**LOS ANGELES, THE FASTEST GROWING CITY
OF ITS SIZE IN THE WORLD, TURNS TO THE**

LOS ANGELES
EVENING HERALD
AN INDEPENDENT NEWSPAPER

THE BIG EVENING NEWSPAPER OF THE WEST

With a daily circulation of 167,649, 97% of which is concentrated in Los Angeles and immediate vicinity, THE LOS ANGELES EVENING HERALD offers to advertisers a medium supreme.

During 1923 THE LOS ANGELES EVENING HERALD carried 2,282,182 lines of paid advertising more than in 1922, making a new total score of 19,834,010 lines, more than in any other Los Angeles evening newspaper.



**YOU CAN COVER
THE ENTIRE
LOS ANGELES FIELD
BY USING
THE
EVENING HERALD
ALONE!**

*After all its Results
that Count!*

G. LOGAN PAYNE CO.,
401 Tower Bldg.,
6 N. Michigan Ave.,
Chicago, Ill.

REPRESENTATIVES
A. J. NORRIS HILL,
710 Hearst Bldg.,
San Francisco, Cal.

H. W. MOLONEY,
604 Times Bldg.,
New York, N. Y.

NATIONAL ADVERTISERS WHO

SPECIFY

THE PRESS

(*Over 200,000 Circulation*)

IN CLEVELAND

secure

30,000 MORE HOME CIRCULATION

Than can be supplied by any other Cleveland newspaper, Morning, Evening OR SUNDAY. During 1923 the PRESS published 2,000,000 MORE lines of Local Display advertising than appeared in BOTH of Cleveland's Morning daily newspapers.

The Cleveland Press, a Scripps-Howard Newspaper, is represented nationally by

ALLIED NEWSPAPERS, Inc.,

New York: 52 Vanderbilt Ave.

Chicago: 5 North Wabash Ave.

CLEVELAND

CINCINNATI

SAN FRANCISCO



The open door to the half-a-million homes in Philadelphia and vicinity

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

New York—814 Park-Lexington Bldg. (46th and Park Ave.)

Chicago—Verree & Conklin, Inc., 28 East Jackson Blvd.

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



Net paid daily average circulation for the year 1923—

505,035 copies a day

San Francisco—Harry J. Wittschen, Verree & Conklin, Inc., 681 Market St.

London—Mortimer Bryans, 125 Pall Mall, S. W. 1.

Paris—Ray A. Washburn, 5 rue Lamar-tine (9).

