



EDITOR & PUBLISHER



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Magee's Own Story of "Contempt" Fight Which Put Him Behind Bars

New Mexico Editor Declares Proceeding a Travesty Upon Justice—Tried Through Interpreter to Spanish Speaking Jury in Distant County—Judge Called Him Vile Names—"I Deny This Is a Court," His Challenge

By **CARL C. MAGEE**

Publisher Albuquerque, New Mexico, *State Tribune*, a Scripps-Howard Newspaper

Written for and copyright 1924 by EDITOR & PUBLISHER

THIS story tells of an attack on the freedom of the press which cannot be duplicated in the legal history of the United States during the past 50 years. It is a story of the Fall-Bursum political methods which Fall tried to transport to Washington and failed in his effort.

Although I publish a paper in Bernalillo County and Judge Parker of the Supreme Court lives in Santa Fe County, I was indicted last summer in San Miguel County for libeling Parker. Parker stated on the witness stand that he did not request my prosecution. He stated many times that he did not believe the article complained of was libelous.

What I said was: "We suggest nothing to Judge Parker. He has grown too accustomed to old conditions to see any-



CARL C. MAGEE

thing wrong in what has happened." What had happened was that the clerk of Parker's court had committed a felony in the handling of public money. The prosecution was anonymous. No one assumed any responsibility for the indictment.

San Miguel County is the keystone of the arch of the old Fall-Bursum machine. The county is presided over as political boss by a Spanish don. The people are 75 per cent unable to read or speak English. They are completely dominated by the boss. The judge of the District Court is his effective ally. The court is used as a political weapon. A half dozen times in the history of this county offending writers had been sentenced for libel. All were convicted within 48 hours after indictment. None went to the penitentiary. All ceased to write, as the alter-

LEAHY LEADING MARCH OF JUDGES TOWARD DESPOTIC RULE FROM BENCH

By **ROBERT P. SCRIPPS**

Editorial Chairman, Scripps-Howard Newspapers

THE outstanding fact in the Magee contempt case is that Judge Leahy attempts to go a step farther than other judges have already gone along the road of usurpation of arbitrary power by the court, and if he is successful to take the whole American judiciary with him.

First we have in this country the power of judges to punish for contempt committed actually in the presence of the court. The idea was to prevent acts in the court room that might interfere with the conduct of a case or tend to intimidate witnesses or jury.

Also we have the power of injunction, to prevent a person or corporation from repeating a harmful act the legality of which was questioned, pending the outcome of a trial.

Now judges fight for "constructive" contempt. That means that somebody outside the courtroom altogether has published news or views about a case in court, or an individual or corporation involved in such a case, that the judge considers prejudicial.

Also the "constructive" idea has been applied in citations for violations of court injunctions—the publication of matter that in the judge's opinion might influence someone to violate such an injunction.

The fundamentally un-American thing about all such proceedings is the arbitrary position assumed by the judge. He is complaining witness, jury, and judge in one. He cites, he adjudicates, and he sentences. The only check upon him is a brother judge in a court of appeal, or an executive officer with pardoning power.

And Leahy would set aside the executive officer!

He says to the Governor of New Mexico, "You may pardon for murder, you may pardon for rape, even though a jury has fixed guilt, but you cannot pardon for contempt, in a case where I have used my own judgment."

This makes the Magee case vitally interesting nationally, aside from the great wrong that is threatened against Magee, the *New Mexico State Tribune* and the readers of that paper. It is especially so to newspaper men everywhere. Other judges had already gone too far. But at the rate Judge Leahy is going it would not be long before a judicial guild or association could absolutely run this country and every newspaper in it—and probably would.

What this country needs is a constitutional amendment to prevent State and Federal judges from arbitrarily interfering with the rights of free speech and assembly by any means whatsoever. If contempt is to be charged and punished, let it be charged before and judged of by a jury, and in every other respect treated like any other alleged serious offence.

native, which was all that was sought.

They pushed my trial at once. I could not find out how the Grand Jury or jury panels were secured. They would not give me even a couple of days to get my attorney there. I was tried through an interpreter to a Spanish speaking jury. I was sentenced to a year to 18 months in the penitentiary.

I rebelled and wrote articles exposing the travesty and attacking the judge. Each day I was cited for contempt. Four cases were tried. I alleged the truth of my statement that Leahy was corrupt. Leahy refused to vacate the bench or give

me a change of venue or a jury. He decided he wasn't corrupt and sentenced me to a year in jail and imposed a \$4,000 fine.

The Governor promptly pardoned me in all cases, alleging that the proceeding was "a blot on the state and a disgrace to the good people thereof." The contempt pardons were tested in the Supreme Court and held good. Judge Hanna, my attorney, was suspended from practice for defending me and the Supreme Court was asked to disbar him. Recently the Supreme Court reinstated him, having refused disbarment.



ROBERT P. SCRIPPS

Last week a fifth contempt case which had been continued was called. This was one of the old cases. I said editorially that I had no more chance in Leahy's court than a lamb had with a butcher; that it was a slaughter house for justice. This drew another citation. I was tried on both.

Leahy announced that the truth of my statements was not a defense. My attorneys withdrew and I stood mute. When asked if I had any reason to give why I should not be sentenced I said:

"I deny that I am accorded due process of law. I deny that this is a court."

For this I was instantly sentenced for 90 days for a direct contempt. I was in jail within five minutes.

This answer was privileged. I was asked and had a right to state my position. But I went to jail just the same.

Last Thursday after two days in jail I was released on bail pending decision of a *habeas corpus* by the Supreme Court. That action was based on a Governor's pardon which the gang claims is illegal, because given for a direct contempt.

Every newspaper of importance in the state is denouncing Leahy. In sentencing me he called me "a political harlot," "worse than a skunk" and other vile names. He called another newspaper man who defended me "a fat-headed semi-imbecile." If Leahy can silence me by his method of refusing change of judge, change of venue, trial by jury, etc., no newspaper man is safe. I must fight it out. I will.

Carl C. Magee, editor of the *Albuquerque* (N. M.) *State Tribune*, who during the last 4 years has fought so courageously for freedom of the press, is 51 years old.

He has been a newspaper editor and publisher only since 1920, during which year he became owner of the *Albuquerque Morning Journal*.

He had come to New Mexico from Tulsa, Okla., then, because of his wife's ill health. He started his first newspaper work and his first newspaper fight at one and the same time.

His bankers called in loans when he exposed a deal in which the banks profited to the State's loss. This forced him to sell his newspaper, and for a while he continued to combat through *Magee's Independent*, a weekly.

In 1922 he bought the *State Tribune*, and backed by the Scripps-Howard organization, continued the battle.

Prior to this brief but exciting newspaper career, largely devoted to struggles such as described above, Magee was for 20 years a lawyer practicing at Tulsa, Okla. He was born at Fayette, Ia. He received degrees from Iowa State Teachers' College in 1894, and from Upper Iowa University in 1889.

In 1895 he married Grace C. Griffin of Cedar Falls, Ia.

HEARST WINS A. P. PROXY VOTE ON ROCHESTER AND BALTIMORE

Membership Declines to Grant Patterson and Gannett Applications—Hearst Manager and Rochester Publisher Issue Statements

THE Rochester (N. Y.) Times-Union and the Baltimore Evening Sun failed of election to membership in the Associated Press at a special meeting held at A. P. general headquarters, New York, July 31.

Vote on the application of the Evening Sun stood 565 in favor of election with 335 against out of a total of 900 votes cast.

Of a total of 840 votes cast, 500 were in favor of election of the Times-Union with 340 against.

A four-fifths majority was necessary to election.

Frank E. Gannett, editor and publisher of the Times-Union, in a formal statement issued following the meeting, declared he was undecided whether or not he would re-enter his application at the next annual meeting of the A. P.

J. Edwin Murphy, managing editor of the Evening Sun, said his newspaper had no present intention of carrying on the contest.

Both newspapers applied for membership at the annual A. P. meeting held in New York last April. Their applications were contested by Arthur Brisbane, A. P. member for the Baltimore Evening News, a Hearst newspaper, and Harry Gray, member for the Rochester Journal and Post-Express, an evening newspaper, which is also owned by Mr. Hearst.

Subsequent heated debate at the annual meeting ended in the call of the special meeting just concluded.

Vote was cast by proxy. Gray was not present. Hearst interests were represented by Brisbane, Bradford Merrill, general manager of Hearst Newspapers, Victor Polachek, and William De Ford, Hearst attorney. Gannett attended for the Times-Union, while Paul Patterson and J. E. Murphy were proxies for the Evening Sun.

Charles W. Danziger, managing editor of the Pittsburgh Chronicle-Telegraph and J. H. Zerbey, Jr., of the Pottsville Republican were present at the meeting. Mr. Merrill said:

"I think the result of the meeting is of great importance to all the members of the Associated Press because the decisive result increases the value of their memberships. I know that a good many members who like Mr. Paul Patterson and Mr. Gannett refused, nevertheless, to vote for them because they believed the principle involved in the election more important than any individual. I have good reason to know that among the several hundred members who did not cast any vote nor send any proxies there were many who desired the defeat of the applicants as a matter of principle, but did not wish to vote against some of the directors and officers of the Associated Press who did all in their power to change a rule that has prevailed in this organization for nearly thirty years by common consent and with general approval. It is too bad that personal animosities entered into a contest that should have been and was decided on principle alone."

Victor Polachek made the following statement:

"The result of the vote shows that Associated Press members are not inclined to permit personal considerations to hold validity in discussions regarding violation of the sanctity of right of priority over competitors in one's own city."

Mr. Gannett issued the following statement:

"First I want to express my deep appreciation of the support given by 500 members of the Associated Press to my application for membership for The Rochester Times-Union. To each and every one of these members I am grateful. It is a significant thing when that many members, almost a majority of the entire membership, and 28 percent more than a majority of the members who cast their ballots, voted to override the protest rights in Baltimore and Rochester.

"After all the literature that was issued on this case, it is apparent that many did

not grasp the significance of the issue. Many were confused about it. This was not a personal matter at all. Mr. Hearst's organization attempted to make it appear that we were capitalizing prejudice in an effort to secure membership. That was not so. This was not a personal matter in any sense. If someone else besides Mr. Hearst had been in this same situation our case would have been just exactly as strong.

"My contention is that the A.P. cannot afford to permit its news sources to be controlled by the owner and promoter of a competing wire service. How any member can disagree with that view I cannot understand. No man can be loyal to two masters. In Rochester the A.P. must depend on the Hearst paper for its news. Where then does the International News Service, controlled by Mr. Hearst, get its news? One of the members in voting said that one week Mr. Hearst's representatives were in his office seeking a proxy which they obtained. The next week Mr. Hearst's representatives called and tried to sell him the I.N.S. wire service with the argument that it was superior to the A.P. The member began then to see the light and reversed his proxy. It is too bad that more did not realize the situation in the same way.

"I feel that the Associated Press more than I, personally, has lost by the result of the vote. The Rochester Times Union is the leader in its field, the leading paper in circulation and advertising in New York State outside of New York City and Buffalo. It has risen to supremacy without the A.P. service and if the members of the A.P. so prefer will continue to thrive without the A.P. service. But I have five other memberships in the A.P. and I know how it would strengthen the A.P. in New York State to have the Times-Union a member. I entered my application at the suggestion of A.P. members who felt the same way about it. And so it is a matter of greater importance to the A.P. than to the Rochester Times-Union. I do not overlook the fact however, that I should be glad to have a membership for the Times-Union, and what I say about Rochester applies to Baltimore as well. As an A.P. member, regardless of my own case, I should like to have news from Baltimore from the Baltimore Sun and not be dependent upon the news from Mr. Hearst's Baltimore paper.

You ask whether I shall re-enter my application. I am not decided about that but I feel, as I said above, that the whole matter concerns the A.P. more than it does me. The board of directors of the A.P. were 14 to 1 in favor of the applicants because they felt that our election would promote the best interests of the A.P. But these directors could not, under A.P. rules, take an active part in this contest. What a situation! It is absurd to think of rules so tying the hands of the directors of any corporation or club that the directors cannot promote the best interests of the organization they control.

"If the members of the A.P. had known how the A.P. directors felt on the question of these applications; if they had known what the directors know, I believe they would have overridden the protest rights and elected the applicants. I am wondering if the present condition is going to prevail indefinitely in the A.P. or whether some way will not be found so that the board can say to the members: "We need the Rochester Times-Union and the Baltimore Sun as members and advise their election." Would the members hesitate to vote "aye" in such a case? I think not.

"Some members in their votes against us said that the A.P. should enforce in Rochester and Baltimore loyalty to the A.P. and obedience to the A.P. rules. But how can this be done? This has been attempted before with Mr. Hearst. In each case it meant a long, costly lawsuit and in one case, the Oakland case, Mr. Hearst won. How can the A.P.

correct conditions except by electing desirable members in every city where Mr. Hearst or the owner of any other competing news service controls the news sources?

"I am delighted with the showing we made in the vote. I believe the fight has been worthwhile and that it will lead ultimately to an awakening of the full membership to a realization that the conditions in Rochester, Baltimore, San Antonio, in the afternoon field, and Milwaukee, in the morning field, cannot continue."

Frank B. Noyes, of the Washington Star, president of the Associated Press declined to comment on the result of the vote.

Frederick Roy Martin, assistant secretary and general manager of the A.P. would not disclose how the different members voted.

Attending the regular monthly meeting of the executive committee held Thursday afternoon, besides Noyes and Martin were, E. H. Butler, of the Buffalo News, first vice-president; C. P. J. Mooney, of the Memphis Commercial Appeal, second vice-president; Melville E. Stone, secretary; J. R. Youatt, treasurer; Charles Hopkins Clark, Hartford Plain Dealer; Adolph S. Ochs, New York Times; B. H. Anthony, New Bedford Standard, and Robert McLean Philadelphia Bulletin.

ALL IN THE DAY'S WORK

Drawn Exclusively for EDITOR & PUBLISHER

By C. M. "ABIE" GIBBS

He Looks Like His Favorite Character



CLAUDE MARTIN GIBBS is the full name; in polite society he says C. Martin; strictly business, C. M.; but in the intimacy of his personal friendships nobody ever calls him anything but "Abe."



C. M. GIBBS

"Abe" is not so long as he is lean, and his best pose is the half jack-knife that he does over his drawing board. In his youth he allowed Cincinnati to have credit for his residence. He went to school when he was young, also in Cincinnati; and in that same town shook off his callowness in the elementary of draftsmanship. But the urge was for the craft, and he got his start in Baltimore with the Evening Sun as cartoonist and later as sports writer and illustrator, about 12 years ago. There he stuck until recently, when he was taken into the Hearst camp and is now doing his cynical sport stuff for the Baltimore American, throwing in a line of strictly original sport face caricatures of the big ones and one or two or three other incidentals.

They call him "Abe" after his famous grouchy character, a lean old geezer with whiskers who knocks everything, and who is always accompanied by an optimistic Duck as a foil. Along with the pictorial comment in this combination, Gibbs writes a good-natured bottle of vitriolic suggestions about the bones being pulled by everybody in the sports game, and brings to his aid a keen knowledge of the game in all its departments. And he knows the game, too—knows it thoroughly and writes into his knowledge a humor that has made a big field of readers. His knowledge of the game and his style are the combination that get men into the syndicate runs.

"Abe's" recreations are as many kinds of work as there are departments of sports. Sometimes he goes home and plays with the three little boys who call him Daddy, and now and then he goes swimming or fishing with the man who writes "Songs of the Craft" for Editor & Publisher. But outside of that he gets most of his fun out of life by jackknifing his frame over the drawing board, making pictures of Abe and the Duck, and sitting at his typewriter hammering out short, swift, but kindly stabs at everybody and everything in general.

INTERVIEWING A GREAT DAILY NEWSPAPER

Conservatism Which Has Guided Newark News to Long Career of Success Dictates That Its Owners and Makers Speak Not as Individuals But for the Paper Only

By PHILIP SCHUYLER

MET and talked to a newspaper this week, the *Newark Evening News*. "Get a personality story," had been the dictum from the Editor & Publisher and I had planned to write the careers of Edward W. Scudder, editor, or John W. Maynard, managing editor of the *News*. Wallace Scudder, 70, founded the *News* in 1883 as a clean conservative newspaper and has never wavered from this first policy. Edward has ably followed his father's footsteps. For nearly 30 years Maynard has been associated with the *News*. It has been his school of journalism and his life work. Either one of the three would make good copy. But, no. Really it cannot be done, I was told. Newspaper anonymity is perhaps nowhere more persistently practiced than on this daily in Newark across the Hudson from New York, which in 47 years of life under one ownership, has developed a personality very much its own. The only interview, which would be tolerated, it was plainly declared would be an interview with the newspaper.

"Everyone on this newspaper works for the newspaper, not for himself," one said. "It is like in an army or a good baseball team. You will notice we never print by-lines over our stories. All the work our business, mechanical or editorial men do goes to build up the prestige of the newspaper.

"Why give publicity to certain reporters and not to others who as faithfully do their smaller but as important work each day? Every member of the staff cannot handle the 'big stories,' the ones considered by some newspapers as worthy of credit, but every member contributes his way to the general success of the newspaper.

"If you credit the work of the man who brought in the scoop of the hour, why not give publicity to the printer who saw to it that the beat was made available to the thousands on the street?" Besides the *News* believes that the use of signatures over stories tends to the expression of personal opinion in those stories rather than the facts. And the *News* reserves its opinions for the editorial page.

"Let the *News* talk for itself," was the order. Such an interview carried or proved decidedly entertaining to the writer.

I found the office of the *News* on Market street, Newark. Building alterations are underway. A new 4-story structure is being erected on the present site. At the moment, one half of the building is of bright white reinforced concrete, while its other half is of dingy brick. Within a year and a half, the new edifice will be completed.

It was after 11 o'clock in the morning, when I arrived outside the office. Trucks were drawn up to the curbstone, yawning to receive first copies of the *News* for suburban points and city stands. The *News* doesn't rush hastily into print each day. It has no "Sunrise," "Early," "Home" or other extra speedy editions. It cannot be purchased, in fact, until noon of press days on the streets of Newark, when the "Suburban Edition" comes off the presses.

There you have one distinct characteristic. The *News* does not suffer from the complaint all too common among American newspapers—the sickness of concomitant reliability.

While the prospective reader waits until 12 o'clock for a copy of the *News*, he finds stand after stand in Newark commingled with New York, Baltimore, Philadelphia and other Newark newspapers, yearning to be bought. These newspapers of course have considerable circulation. Newark, a city of 450,000 population, has long been the stamping ground especially for New York circulators,

hungry to extend their market. They have stamped loudly, but never to surpass the circulation of the *News*, which in its own good time, comes out daily to the tune of the largest subscription list of any newspaper in New Jersey.

Now it is noon and you pay 2 cents for your copy.

"Well, what have you got today? Something snappy? Something with a little juice in it?"

Science Monitor; and that its circulation did not suffer. Parts of this case it considers as unprintable news. At the present time the *News* is carrying the Leopold-Loeb trial as dispatched from Chicago by the Associated Press.

For 41 years, the *News* has withstood the attacks of syndicate salesmen. Comic strips have never gained the space of its columns. The managing editor has seldom bought any syndicate features,

Despite the sober policy of the *News*, writing is not held down to dry as dust exposition. Several features have been developed by *News* writers, but only one, a "Bedtime Story" has been offered for syndication. This is in line with the *News*'s desire to make itself distinctive.

Co-ordination, it is pointed out, is the keynote of the editorial department. The *News* believes there should be no deep line of demarcation drawn between editorial writers and reporters, so long as opinion is reserved for the editorial page. Reporters frequently submit editorials, although the staff numbers 7 trained editorial writers. The managing editor has general supervision over both the news and the editorials.

The 7 editorial writers do not sit in sanctums gaining their opinions on world affairs exclusively from the perusal of daily papers, periodicals or books. They are frequently sent out into the field to report facts for the news columns and at the same time to delve deeper for inside information in order to make ripe editorial judgment possible.

For instance, an editorial writer was sent to the scene of the West Virginia coal mine disturbances. Press associations necessarily could carry only the highlights over their crowded wires. The editorial writer, a man of advanced education and experience, was able to dig deeper and uncover facts from which a firm foundation of opinion might be built.

In one outstanding way, the Newark daily has made its handling or news more efficient. From the city desk, the copy desk, and the telegraph desk, all stories pass over what is known as a central news desk. This provides a double check and has proved a fairly reliable insurance against inaccuracies.

A NEWSPAPER TALKS

"Everyone on this newspaper works for the newspaper and not for himself."

"Printing plain unadorned accounts of human misconduct is a healthy deterrent to criminal tendencies."

"We believe that the reader may find plenty of entertainment in the news of the day. Comics and feature folderols are unnecessary."

"Healthy slowness brings reliability."

"Local news is the big spoke in the wheel; but no news should be overlooked."

"There should be no deep line of demarcation drawn between the editorial writer and reporter, so long as opinion is reserved exclusively for the editorial page."

"Editorial writers should obtain facts for opinions at first hand."

"A newspaper should be the training school for newspaper men."

This is reported to be a frequent question asked by a certain circulation manager of the *News*'s managing editor. The latter probably is usually able to answer affirmatively, because his newspaper is generally known as sensational, smacking with accounts of human frailties and indecencies—"a little juicy" in the vernacular. This newspaper flourishes following this policy.

But the *News* has also succeeded, following a policy the exact antithesis.

"We try to reach the masses," says the editor of the sensational sheet.

"We try to reach the masses," says the *News*.

"We try to reach the worker who is without the advantage of education," says the sensationalist.

And the conservative *News* echoes the statement with the proviso that it strives to reach all classes.

One of the chief differences then seems to hinge on the opinions held by the two newspapers of the so-called masses. The *News* considers the "Masses" generally above the intelligence of sheep, goats, horses, and cows. The opposite newspaper prefers to whip its readers into attention.

All these thoughts cross the mind as one interviews the *News* by reading its orderly, clean, typographically clear pages. You know that Newark is not primarily a city of homes. It is an industrial city. And at the same time you are acquainted with the newspaper's circulation record.

One finds that the *News* does not overlook crime. Printing plain unadorned accounts of human misconduct it considers a healthy deterrent to criminal tendencies. It has the early Victorian attitude that the "young daughter in the home" should be the first consideration in the decision as to what is or is not printable. It maintained this attitude un-influenced by the "naughty nineties."

The *News* claims that it published less on the Stillman divorce case than any other newspaper in the United States with the exception of the *Christian*

despite their heralded circulation building qualities.

"We are told a newspaper cannot succeed without entertainment, and by entertainment is meant the average cripplewit syndicate feature, the 'trials of married life' or the unartistic comic strip," the *News* explains.

"We believe that the reader may find plenty of entertainment in the news of the day.

"I need no outside help. I am the newspaper of Newark and its suburbs," the *News* seems to say, "I am built up by people who live in Newark and its suburbs."

Of course the *News* obtains outside help in gathering its national and foreign news. Services of the Associated Press and the United Press are both used. Local news it considers the big spoke in the wheel. State news is carefully gathered. Because it is published in an industrial city, foreign news is given a good play.

So much of the newspaper's personality one gains from reading the *News*. Inside the office building the story is completed.

The editorial departments, one observes, are housed in one large room. The *News* has an editorial staff of 100 men and women. This number includes salaried writers in suburban, state, Washington, and foreign bureaus, but does not include space writers. The majority of the staff members have been associated with the *News* from between 10 to 25 years.

The *News*, like Victor Lawson's Chicago Daily *News*, prides itself in being a training school for newspaper men. Cubs are started in the suburban bureaus as well as in the office. They begin work at a salary from \$35 to \$40 a week.

Suburban duties, the *News* believes, offer splendid training opportunities. The assignment is "all round." The reporter must cover the small city commission meetings, politics, the police court, civil court and general news.

GEORGE HEARST NOW COAST PUBLISHER

Father Puts Him in Charge of San Francisco Examiner, Succeeding C. S. Stanton—Studied Newspapers in N. Y. Plant

George Hearst, 21, eldest son of William Randolph Hearst, has entered upon his new duties as assistant publisher of the *San Francisco Examiner*.



GEORGE HEARST

J. A. Callahan, business manager, is now general manager.

Hearst, with Mrs. Hearst, left New York about 3 weeks ago, with his father and mother, presumably to spend his vacation on the Hearst ranch at San Simeon, Cal. It was not known then that the San Francisco work was contemplated.

In New York, Hearst, with his younger brother William Randolph Hearst, Jr., had for some time been studying newspaper methods under H. M. Roberts, business manager of the *New York American*.

Both boys worked on the *New York Mirror*, when it first started. It has been rumored in New York, but not confirmed that George Hearst rather than his father, owns the *Mirror*, a morning tabloid.

AMERICAN A. A. C. W. DELEGATES SPEND "FOUR GLORIOUS DAYS" IN PARIS

Five Hundred Visit French Capital—Received by President Doumergue—Neal and Charles Decorated with Legion of Honor Crosses

By HERBERT C. RIDOUT

(London Editor, EDITOR & PUBLISHER)
(By Cable to EDITOR & PUBLISHER)

AMERICAN advertising men and their wives who came to England for the 20th annual convention, A. A. C. W. closed their post-convention trip to Paris on July 29 and prepared to return to the United States. About 500 made the Paris trip. Many have already left for New York and Boston on various boats sailing from English ports. The majority will leave before Saturday this week.

French advertising men gave the Americans "four glorious days" in Paris, during which they were received by President Doumergue, two of their number were decorated with the Cross of the Legion of Honor, and excellent opportunity was offered for exchange of advertising ideas between representatives of both nations.

Jesse H. Neal, secretary of the A. A. C. W., and H. H. Charles, president of the Advertising Club of New York, were the two advertising men decorated by the French government. The presentation of the Legion Crosses was made by Camille Chautemps, Minister of the Interior, on July 28, following a banquet given the men from the United States by the Paris press.

Lon Holland, re-elected president of the A. A. C. W., who arrived back in New York Friday will be awarded the Cross of the Legion of Honor, also, despite the fact that he was only able to spend one day in Paris. The presentation will be made shortly in America, either by the French Ambassador or the French Ambassador of the French Consul.

The first section of the American advertising men arrived in Paris from London July 26. At Boulogne-sur-Mer, where they first touched French soil, they were given a lengthy and enthusiastic reception. The people of Boulogne gave every woman member of the party a bouquet of flowers.

Arriving in Paris, they were met by Senator Paul Dupuy, owner of the *Petit Parisien*, Marcel Knecht, general secretary of *Le Matin*, and Leon Bailly, owner of *L'Intransigeant*.

The morning of July 27, the delegates spent in a visit to the tomb of France's Unknown Soldier, after which they attended church. In the evening they dined in the beautiful one-storied Grand Trianon at Versailles, which Louis XIV built as a retreat from ceremonious court life.

Before the dinner there was a special playing of the fountains on the terrace of the gardens and a rapid tour of the famous chateau, including the Galerie des Glaces, in which the Allies signed the peace treaty with Germany.

The day was concluded with a fete at the basin of Neptune. There was music and the park was illuminated with a display of fireworks of the eighteenth century period. The trip to Versailles started at 3 o'clock from behind the Strasbourg statue in Place de la Concorde. The party boarded motors and was taken through the most attractive sections of Paris.

July 28 was one of the most interesting days of the Paris visit. In the morning, the advertising men were guests of the Municipality of Paris at the Hotel De Ville, where, following the speeches, Jarvis Wood, president of the Poor Richard Club presented to the city a gavel made from a cedar beam from the roof of Independence Hall.

In the afternoon the club members were received at the Elysee by President Doumergue. There Senator Paul Dupuy, publisher of *Petit Parisien*, the newspaper with the biggest circulation in France and the biggest daily circulation in the world, in a word of explanation to the President of the character of the associations to which his guests belonged, described the

clubs and members as one of the most essential elements in the prodigious development of commerce industry of the United States.

"They are more than that," he added. "Their work is educative and makes for moral elevation."

The President in his reply laid emphasis on the principles of truth and sincerity which were the watchwords of the clubs and which he was glad to say were also of his countrymen in business. It was by such a community of principle as well as a community of interest that two countries could be bound closest together, he said. In the name of France, he thanked them for the interest and friendship which their visit showed.

"Mr. President, you look to me like a typical practical American politician," said Joe Grein, Chicago's millionaire newsboy, to President Doumergue.

"You've got a smile that's worth a million," added Joe, squeezing the hand of the French chief magistrate, M. Doumergue, only partially understanding, smiled again and thanked the Chicagoan, then conducting the visitors around the Elysee Gardens.

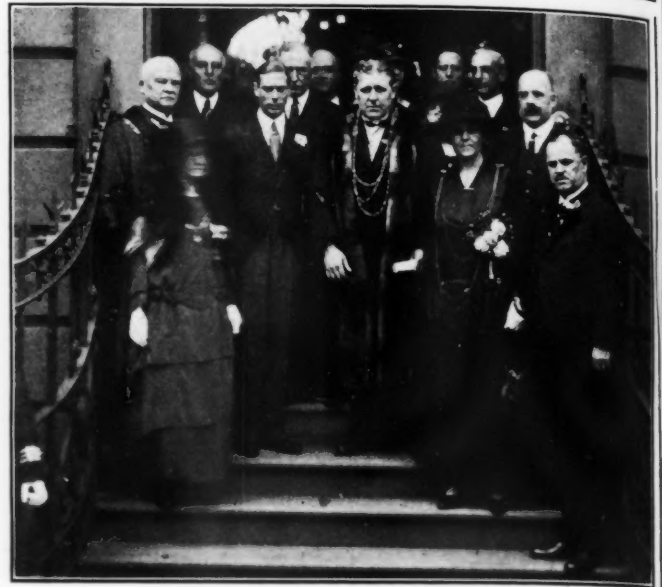
At the banquet which concluded this day of festivities, both the American and French Ambassadors at Paris and Washington participated.

The only regret expressed at the evening's festivities was the absence of Secretary of State Hughes, who also is a visitor in France. Senator Dupuy, who presided, gently chided Jules Jusserand French Ambassador to America, for "not dragging him along."

A rising ovation greeted M. Jusserand after Senator Dupuy had said, "President Coolidge told me, 'Don't take this man away from us; you can't replace him.'"

M. Jusserand, in a speech half English and half French, reviewed the American Ambassadors to France from Franklin to Herrick and spoke of the homage paid by the advertising men on Sunday, when they knelt before the Tomb of the Unknown Soldier.

DUKE OF YORK RECEPTION



Advertising clubs' party photographed on the steps of the York Mansion House, in the company of the Duke of York and the Lord Mayor of London, previous to the unveiling of the convention tablet at the Guildhall.

American Ambassador Herrick, who received a long ovation from both the French and American guests made a plea for renewed interest in co-operation on the part of Americans in Europe.

The last day of the Paris visit was given over to the study of French advertising methods at first hand, as exemplified in the business section of the Agence Havas. Leon Renier, president of the board of directors of the news agency, received them in a new building devoted entirely to publicity.

In a large, beflagged reception hall before a large picture of President Coolidge, M. Renier toasted the advertising men's country, saying:

"France and America are two united States who love each other and work together."

Louis Wiley, business manager of the

New York Times, for the Americans, and Marcel Knecht of *Le Matin*, for the Frenchmen, toasted France, President Doumergue and the Havas Agency.

M. Renier, explaining the different methods of publicity in America and France, said the Havas Agency did an annual business of 300,000,000 francs and handled the entire advertising of many large business enterprises and some of the largest newspapers. A score of English speaking Havas specialists escorted the advertising men through the building, described the methods of French publicity and exchanged ideas with their visitors.

New Illinois Daily

The *Hoopston* (Ill.) *Times*, a new evening daily, was scheduled to appear August 1, with H. J. Harris, of Ottebein, Ind., its owner and publisher.

AT TEA ON A SPACIOUS LAWN



Wives of American delegates to the A. A. C. W. convention spending an afternoon at Hurlingham.

HOUSTON DISPATCH BUYS POST FOR \$1,150,000

Two Morning Dailies Merged and Issued as Post-Dispatch August 1—Post Founded in 1885 by J. L. Watson—Was Pioneer in Use of Modern Methods in Texas—Gov. Hobby Heads New Ownership

NEWSPAPER economics again worked their will in Houston, Tex., this week.



Roy G. Watson

Following lengthy negotiations, the 40-year-old *Houston Post*, a morning and Sunday paper, was sold to the *Houston Dispatch*, also morning and Sunday, which entered the field last December. Associated with R. S. Sterling and his colleagues of the Dispatch group in the purchase is former Gov. W. P. Hobby, publisher of the *Beaumont (Tex) Enterprise and Journal*, who succeeds Roy G. Watson, publisher of the *Post*, as president of the Houston Printing Company. New directors of this company, which combined the papers as the *Post-Dispatch* on Aug. 1, are: Messrs. Sterling and Hobby, Judd Mortimer Lewis, for many years a writer for the *Post*; George M. Bailey, also of the old *Post* ownership, and R. L. Dudley, editor of the *Oil Journal*. G. J. Palmer and A. E. Clarkson of the old board remain. The price paid is reported as \$1,150,000.

Mr. Watson on Wednesday gave the following statement to Editor & Publisher: "I have disposed of my interest, practically two-thirds of the stock of the Houston Printing Company, to R. S. Sterling, local financier. The amount involved is \$1,150,000. All minority stockholders receive precisely the same terms as the majority stockholders.

"I am entirely severing connections with the newspaper. While planning to spend a year or so in traveling, I have as yet no definite plans for future. I intend, however, to keep headquarters in Houston.

"Upon my resignation as president and that of some of my associates on the Board of Directors, Mr. Sterling appointed his representatives. They elected ex-Governor Hobby, who owns the controlling interest in the *Beaumont Enterprise and Journal*, as president. They announced that beginning August 1 the *Post* and *Dispatch*, a new morning paper in Houston, would be consolidated under the name of *Post-Dispatch*.

"With this consolidation I have had nothing to do. My interest terminated absolutely with the sale of my stock. G. J. Palmer, formerly vice-president and publisher, and A. E. Clarkson, secretary-treasurer and business manager, remain as members of the new board of directors.

"I was especially glad in disposing of my interest in the *Post* to do so to local interests, rather than to outside capital. I was represented in the negotiation by local Attorney Wharton Weeks."

The *Post* Building will be sold by the new owners and the plant will be moved to a two-story building now being erected by the *Dispatch*. Its last statement shows the actual net assets of the *Post* as \$550,000. The property therefore sold for \$600,000 more than the actual visible assets. Mr. Watson owned the majority interest and secured \$475,000 for his own stock. The entire capital stock of \$300,000 was bought for \$900,000. The purchaser assumed debts to the amount of \$250,000.

Founded in 1885 by J. L. Watson, the

editorial and advertising policies. For almost 5 years, the *Post* did not carry a line of medical advertising. It was a bold step and no doubt helped in the purification of medical advertising standards, but it was not followed by the *Post's* contemporaries, and a year ago the *Post* modified its restrictions.

Two years ago an evening edition was established in competition with the two evening papers already occupying the field, but its early prospects of economical and profitable conduct were not fulfilled and it was discontinued several months

a strong force in Texas newspaper affairs and has been president of several state newspaper organizations.

Judd Mortimer Lewis, a director of the *Post-Dispatch*, was from 1900 to 1919 on the *Post* staff in various capacities. He got into newspaper work through the torrid channel of stereotyping, and before joining the *Post* was manager of the Kellogg Newspaper Company's ready-print and boiler-plate plant in Houston. First of all, though, he is a poet and a poet of childhood, at that, and he is a favorite with the youngsters of Houston. He transferred his "Tampering with Trifles"—a column of paragraphs—from the *Post* to the *Chronicle* in 1919.

SONGS OF THE CRAFT

(Copyright 1924, by Editor & Publisher)

By Henry Edward Warner

PROWLING

I love to take my dictionary down
And browse among its pages, there to find
Words to fright kings and educate a clown
And eke divert the channel of my mind.
There are so many words that I might use,
So many strange companions on the list!
Bushels of synonyms from which to choose
And words to give a sounding phrase its twist!

Prowling with Webster! . . . A diverting game
Filled to its brim with wonder and surprise;
Finding a wild word I may catch and tame
To do its stunts before your very eyes!
I love to make one jump, or stand and bark,
Giving its paw awhile it wags its tail!
Hunting wild words is quite my favorite lark—
On rainy days it's never known to fail.

My thin vocabulary craves the food
Grabbed from the meaty Book by Webster writ;
Thousands of words to suit the ficklest mood
Lurk in the inky rendezvous of it.
And so I catch and tame them, make them do
All of their tricks, and laugh to see them play;
Webster's a lovely lane to ramble through—
Webster's a fine sport for a rainy day.

And so I love to get my Webster down,
Dig through his mysteries and hunt my game—
Bag the big words and cart them all down town
To work them into type above my name!
And so I catch and tame them, but alas! . . .
One sits with pencil poised, greater than I! . . .
The Copy Reader will not let them pass,
And I can only see them gasp . . . and die!

Post was a pioneer in the use of modern methods in Texas journalism. It was long ago recognized as one of the best newspapers in the state and is regarded as one of the leading Democratic newspapers of the nation. Upon the death of Mr. Watson in 1897, the conduct of the paper was left to a board of trustees, acting for his son, Roy G. Watson, then a little more than 6 years old. These trustees, Col. R. M. Johnston, G. J. Palmer and H. F. MacGregor, were directed by the elder Watson's will to administer the affairs of the paper until Roy Watson's 25th birthday, when control should pass to him.

Meanwhile, the boy went to school, was graduated from Princeton, studied and traveled in Europe, lived for several years in California and in Chicago, and several months before the trusteeship expired, he returned to Houston to familiarize himself with local conditions. He took charge of the *Post* in 1917 and shortly afterward Col. Johnson retired from his editorship, which had been marked with distinction.

Under Roy Watson's direction the *Post* took the most advanced stands in

ago, the *Post* returning to its old operation of a morning and Sunday paper.

Mr. Watson has been active in the common affairs of Texas newspaper men and in the work of the Southern Newspaper Publishers' Association, as is his long-time associate, G. J. Palmer, vice-president and publisher of the *Post*.

Gov. Hobby is an old-timer in Texas journalism. He began his career as a correspondent for the newspaper of which he has just been elected president. He was born in Polk County, Tex., in 1878, the son of a Federal district judge, and all of his early newspaper experience was with the *Houston Post*, of which he eventually became managing editor.

In 1909 he went to Beaumont to help reorganize the old *Enterprise* and became its largest stockholder and served as its editor and manager until his election as Lieutenant Governor in 1915. He later was elected Governor of Texas.

On retiring from office he returned to the *Beaumont Enterprise* and in 1921 he and his associates purchased the *Beaumont Journal*. Both papers have been strengthened considerably during the past three years. Gov. Hobby has also been

HECTOR FULLER QUITS RANKIN AGENCY

Resigns to Join National Cash Register Company as Director of Publicity—Twenty Years on the Indianapolis Star

Hector Fuller has left the William H. Rankin Company, New York, to accept the position of director of publicity for the National Cash Register Company, Dayton, O. He assumed his new duties Aug. 1.

Before entering advertising, Fuller gained considerable prominence as a newspaper man. Born in England in 1865, he traveled extensively as sailor, soldier and adventurer before settling down to 20 years with the *Indianapolis News*. He wound up as dramatic editor of that newspaper. During the Russo-Japanese War, he went to the Far East as a war correspondent, and was the first man to get into Port Arthur after it was besieged by the Japanese. He was arrested by the Russians as a spy and released through the influence of United States Senator Beveridge. On his return to this country, President Roosevelt invited him to the White House to relate his experiences.

During the world war he served with Dr. Garfield in the Fuel Administration and with Surgeon-General Rupert Blue in national health propaganda.

After that he joined the William H. Rankin Company as a writer of advertising and publicity.

Among other things in recent years, he has been personal representative of Sir Charles Higham in this country in many matters; handled for Sir Eric Geddes the announcements of the latter's becoming President of the American Dunlop Company; for Will Hays the successful battle against motion picture censorship in Massachusetts; in conjunction with Grover Whalen and Mr. Rankin the plans and announcements of New York City's Silver Jubilee; has interviewed all manner of famous men, including Lord Kitchener, General Stoessel, Count Katsura, President Roosevelt and Admiral Togo, who was a naval student on the same British ship with him when a youngster.

On July 28, he was given a farewell party by members of the Advertising Club of New York.

Revives Libel Action

Maurice Leon, a New York lawyer, on July 31 revived a libel action against the publishers of the *Courier des Etats-Unis* in New York by filing an amended complaint, the original having been dismissed by Justice Morschauser two weeks ago. He objects to an article published by the *Courier* on April 20 last, which referred to his \$10,000 action against William Randolph Hearst for payment for legal services.



W. P. Hobby



Judd Mortimer Lewis

LET THE LITTLE CHILDREN LEAD YOU, CORY'S WORD TO EDITORS

Managing Editors Ought to Pull Their Trousers Over Their
Knees Occasionally and Play, Says Child-Story Writer
—Married Men Make Best Editors

FIND out what little children like and you come nearest to answering that perplexing editorial puzzle:

"What does the public want?"

This opinion came this week from David Cory, the "Jack Rabbit man," who in an interview granted **EDITOR & PUBLISHER** whimsically suggested that many managing editors might profitably pull their trousers up over their knees occasionally and pretend they were boys again.

"It would do 'em a world of good," said Uncle Dave, and puffed dreamily at his stub of a cigar.

"Our newspapers, I think, need more humanity. They need the child outlook on life, which primarily is that if you follow the simple things of life, the big things will take care of themselves.

"I have found that the managing editor who has children of his own is full of humanity.

"His judgment as to what is entertaining, what is human interests, what is printable, and what will be read in the home is far superior to the average bachelor editor. And that's no joke."

David Cory believes American managing editors would make good children, if they tried it once in a while.

"They seem to have the necessary enthusiasm," he argued. "The ability to pick out bright spots from the drab realities.

"After all, most men are boys at heart. You can see that at the ball games, at Rotary Club luncheons. You can find it cleverly written down in Sinclair Lewis' 'Babbit'.

"And it's not so despicable as it seems. 'Anyhow, if the news writer realizes the fact that what children like is what the general public will like in subtler form, I believe it will help them a whole lot.

"He will know better how to play up the mystery story or the romance, how to write that exciting moment in the ball game, how to bring the tears or smiles, and how to win the affection of his readers."

Cory has gained a fairly good idea of what the children want. For 10 years now he has been writing them daily short stories in newspapers of the country. He started first with the *New York Evening Mail* and later went to the *New York Evening World*. Besides writing he has given thousands of talks to children in schools and over the radio. From the four corners of the earth, thousands of children have come to know him as Uncle Dave. During the past three months he has received more than 2,000 letters from children.

"The secret of successful child story writing," Cory contends, "lies in coming down to the child's level mentally. It is the same principle that applies to telling children stories. Never talk down to a child. Talk with him about things he knows about.

"This was brought home to me once, when one little boy of a group I was telling stories to, looked up at me wistfully and asked, 'Please, Uncle Dave, won't you sit down on the floor?'

"Sitting on the floor, you see, brought me down to his level. Now I always sit down on the floor beside my kid friends when I am telling them stories, and I bear the principle in mind when I write for them."

From letters he has received from cir-

ulation managers, Cory has reason to believe that children's departments in newspapers are splendid circulation builders.

"They make lasting friends for a newspaper," he pointed out.

He thinks that the newspaper which overlooks children makes a very faint appeal in the average home. Letters he has received show him that it is not only the children who are interested but the parents as well.

"Children make homes," said Uncle Dave. "Without a child's voice, or at least the memory of a child's voice, there is no home.

"And you know," he changed the subject, "one can learn a great deal from children. Every father learns to control himself through his own children rather than the ten commandments."

Until 10 years ago David Cory was only an "intermittent" writer. Only an occasional poem or short story found its way from his typewriter into print.

Born 52 years ago at Oyster Bay, N. Y., Cory spent his boyhood in the country. While he was still young, he moved out to a farm in Wisconsin. Returning to New York to make fame and fortune, he spent 27 years as a broker in Wall Street, playing with lambs and bears rather than jack rabbits.

During those years, his two sons, David Monroe and Daniel McGie Cory were growing up. David is now 21; Daniel, 19. When they were youngsters

they used to like to creep into Daddy's bed mornings and ask for a story. Dad then forgot about the "Street" for a while to tell all about Little Jack Rabbit, Uncle Lucky, Old Man Weasel, Danny Fox, Hungry Hawk, or Lady Love in Rabbit land not far from Old Bramble Patch.

Then the war came. The Stock Exchange closed down and Cory found himself without work. He decided to use other talents as a means of making a living and began writing down the stories he had told his children.

It has paid him well, in happiness as well as dollars. Now his stories are being syndicated to more than 100 newspapers. They have been collected into 40 published books. He spends most of every summer, between daily stories and lectures, fishing at South Jamesport, L. I.

David M. and Daniel are too old now for idle tales. The former is abroad studying to be a clergyman. The latter plans to be a writer like his father. He has already had short stories published. Uncle Dave now has a universal family of children.

Last November, he called on the editor of the *Rochester (N. Y.) Herald*, and the next day the editor wrote an editorial about his caller.

"In finding his new work," the *Herald* editor declared, after telling how Cory had left Wall street, "David Cory also found a great content and happiness.

"It beams from his eyes and it is communicated to whomever he meets. Like an aura the spirit of universal childhood is about him, and when he talks it is not to grown-ups, but to that mystical cloud of little children that is always in his mind's eye. It is a wonderful thing to know that always cluttered about his knees, waiting eagerly for every word, is this great horde of

trusting, faithful, adoring little children. We envied David Cory for the happiness that is his."

WALSH WINS AT GOLF

New York Newspaper Club Tourney
Held at Greenwich

Richard Walsh, member of the staff of the *New York American* won the New York Newspaper Golf Club championship for the second year in a tournament played at Greenwich, Conn., July 22. His total for the 36 holes played was 133.

His nearest rival for the honor was George Shea, Jr., whose scores were 134—83—163, while William A. Keatley was third with 81—83—164.

The team championship was won for the second time by the *Wall Street Journal* trio, Walsh and Shea contributing mightily to the victory. The third member of the team was Arundel Cotter. First net prize in Class A went to George Kernan with 91, 14-77, while the winner in Class B was P. L. Campbell with a score of 98, 25-73. About forty players participated.

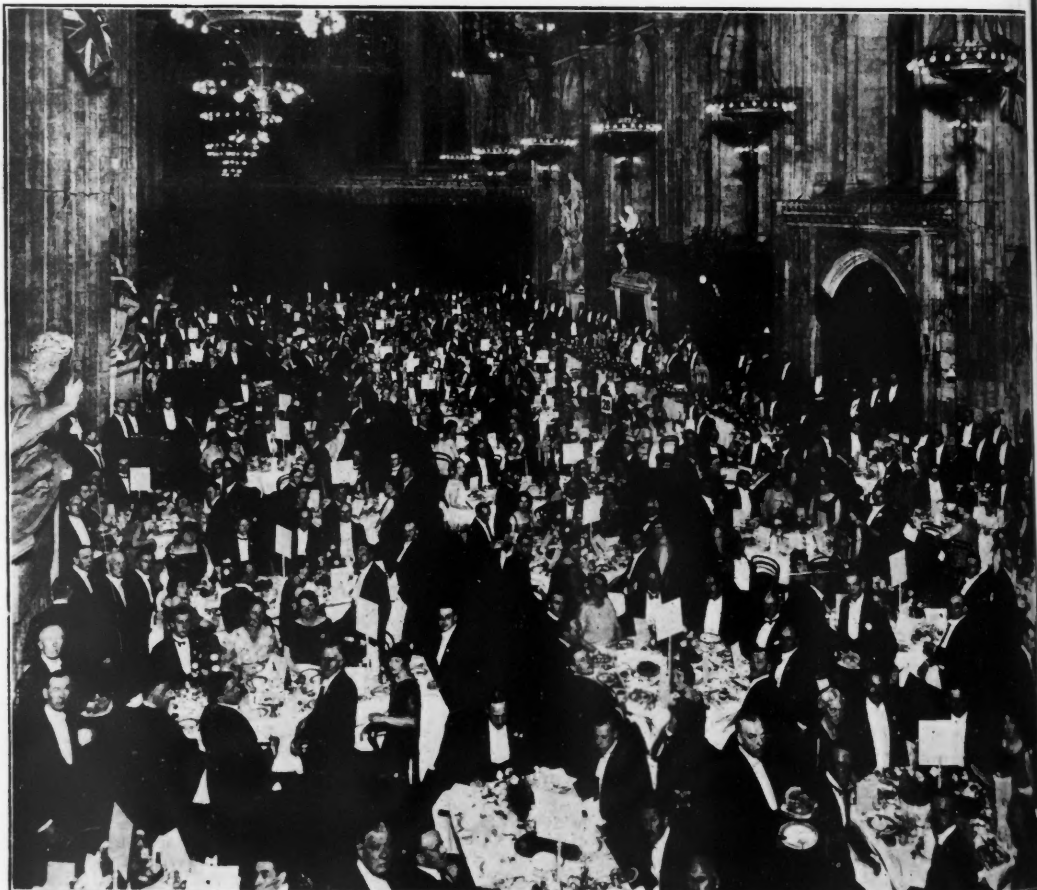
Typos Fight Prison Shop

Boston Typographical Union 13 has announced it will fight, both by itself and through the Massachusetts State Branch, American Federation of Labor, the establishment of a printing plant at the Charlestown State Prison by officials of the Commonwealth as an economy measure.

Lowell Dailies Open New Plant

The *Lowell (Mass.) Courier-Citizen* and *Evening Leader* held open house Wednesday, July 30, on the occasion of the opening of their new plant.

AGENTS HOSTS AT GREATEST ADVERTISING BANQUET



London's mammoth Guildhall looked down for the first time upon an international group of advertising agents—the first of its kind anywhere. The banquet was the feature of the A. A. C. W. convention and its magnificent setting can be imagined from the above photograph.



**“Briggs’ Pictures are the Kind You Cut Out
to Take Home to the Wife, or Send Away
to a Friend” —ROY L. McCARDELL**

MOST GOOD NEWSPAPERS
MAKE A LEADING FEATURE
OF BRIGGS’ CARTOONS—
ALL OF THEM SHOULD

New York Herald Tribune Syndicate

219 West 40th Street

New York City

MACARONI FIRM CREATING NEW USERS THROUGH NEWSPAPER CAMPAIGN

Mueller Company Bans Competitive Copy to Tell Virtues of Products As a Food—Using 265 Papers to Reach the Public

By HAMMOND EDWARD FRANKLIN

THE sales manager who is fighting to take away business from his competitor instead of creating entirely new consumers from people who have never used any of either's type of product is burying his head in the sand.

Advertising agencies, for instance, are giving as much constructive thought nowadays to how they can develop advertisers out of non-advertisers as they are to trying to take away an account already well handled by another agency. The more progressive newspaper publishers are spending more time than formerly in bringing about new users of their space from the local and national field by thorough understanding and presentation of how their newspapers' local markets may be made to pay the advertiser.

So it goes through the manufacturing field. Some of our most successful newspaper advertisers no longer are selling simply their merchandise's name and points of merit in which they excel a competitor. They are creating new users from people who have never before been consumers of their or competitive products. Behind the latter advertising there has to be a clear-cut sales idea.

Most of the advertising of macaroni for years has consisted of copy which has emphasized the superior quality and flavor of the brand of the advertiser. Each company has sought to take away business from the other fellow. All too little work has been done to increase the total consumption of macaroni.

The first concrete forward step to place macaroni advertising on a broader basis was taken by the C. F. Mueller Company, Jersey City, N. J., maker of Mueller's Macaroni, some little time ago when this concern began printing recipes in its copy. These recipes suggested many uses for macaroni which were not generally known. In addition, macaroni recipe books were sent on request to housewives.

The company now is in the midst of a unique campaign, which from the standpoint of copy and the sales idea back of it, ranks as one of the best campaigns in the newspapers this year.

A list of 265 newspapers, backed up by supplementary publicity, is carrying this advertising which ignores competitors and centers its attention upon the great undeveloped possible market of women who ought to be using macaroni, but aren't. The campaign is the work of the Charles C. Green Advertising Agency, Inc., New York. It is typical of the creative type of work being done by the modern advertising agency.

It was evident to the C. F. Mueller Company that the only way to induce an increase in the consumption of macaroni was to persuade people to eat it in place of some other food they already are accustomed to eating. People cannot eat more food than they now are consuming. If they were to use more macaroni, it was argued, it would have to be at the expense of some other food. The potato, an article of food people eat most of, was selected as the target for Mueller effort.

"The potato was the logical point of this attack," Leroy Fairman of the Charles C. Green Advertising Agency stated. "Not only do people eat more potatoes than any other food, but it so happens that macaroni can be prepared easily in ways that make it an ideal substitute for potatoes. The Mueller brand can be cooked in only nine minutes and it is very easy to serve with butter, sauces, vegetables, with chicken fricassee, or prepared in the same manner as potatoes usually are by the housewife. This we brought out strongly in the copy.

"Macaroni is shown to be the superior of potatoes from a nutrition standpoint, and there is no waste in it while potatoes are composed largely of water. Macaroni

can be prepared without either the labor or grimy hands inseparable from the preparation of potatoes."

These points made telling copy in favor of shifting from potatoes to macaroni and of course in particular to Mueller's. It is copy which starts from the reader's standpoint, as most success-

Welcome Relief from Useless Toil

You don't like to peel potatoes—no woman ever did. It's hard, messy work. If you serve potatoes twice a day for an average family, you spend 30 minutes a day doing and peeling them a week, or 2 1/2 full eight-hour days a year—peeling potatoes!

There's relief. And you can keep your hands and arms out of any potato-peeling. You get relief and save the extra work by using Mueller's Macaroni. It's so easy to make your meals with Mueller's Macaroni. It's so easy to make your meals with Mueller's Macaroni.

Use Mueller's Macaroni. It's so easy to make your meals with Mueller's Macaroni. It's so easy to make your meals with Mueller's Macaroni.

Illustrating Mueller's Macaroni advertising to newspaper readers.

ful advertising has the knack of doing. "Don't be a slave to an old idea!" called one 740-line advertisement, showing a housewife's lengthened shadow, marked, "Useless work." A cut line near the drawing said, "Peeling potatoes twice a day means 23 full eight-hour days per year of hard, disagreeable work."

The reader is invited to send for a book of 43 recipes. A comparative table, showing the calory value of macaroni contrasted with potatoes establishes a convincing case. Having presented the negative and some of the positive arguments, each advertising shows a woman using the product and sums up tersely reasons for serving Mueller's Spaghetti or Macaroni "as you do potatoes." The name of the brand is featured and at the bottom in a panel hinting of wheat appears the suggestion, "Never be without Mueller's in your pantry."

All through, the fact that Mueller's "cooks in 9 minutes" is given prominence. Nor is the company's regular slogan, "With the better taste," overlooked.

The same fundamental macaroni-instead-of-potatoes idea appears in the company's posters and street car cards and in lithographed three-piece window trims.

The salesmen who call on the trade on behalf of the Mueller Company have been posted thoroughly as to all angles of the idea and have been able to interest the trade in it. The line already stood well with the retailers.

Letters have been sent out by jobbers to retailers in their territory. The newspapers have done a large amount of work upon the retail trade and in their sales aid publications have given publicity to the campaign. The *Lexington* (Me.) *Evening Journal* devoted a full page on July 14 to a sermon on summer advertising, with the Mueller campaign as a text.

The newspaper copy started late in June. It appears on the average of two insertions per week through the latter

part of August. As previously mentioned, the list of newspapers is large. The company does not sell west of Detroit or south of Washington, but is a big factor in the East.

The Charles C. Green Agency had no hesitation when asked their attitude toward the value of newspaper advertising in a problem of this type.

"To meet the conditions as outlined," a member of the company stated to EDITOR & PUBLISHER, "there is no medium which can come anywhere near doing the job except newspapers.

"Even if Mueller's had national distribution, we do not see how any other medium except newspapers could put over a campaign of the nature of this one. Posters, street car cards, and so forth are an excellent secondary means of backing up this campaign, but we would certainly be at a loss to put over a big job of this campaign's kind without the newspapers."

In some cases, advertising which is aimed at capturing business from competitors seems necessary. More often advertising which ignores competition and goes out to create a larger consumption of the general type of product and, incidentally, the manufacturer's own brand, brings home the bacon.

ADDS EVENING EDITION

Lakeland Star-Telegram to Launch Second Paper August 4

The Lakeland (Fla.) *Star-Telegram*, on Aug. 4 will begin publication of an evening paper in conjunction with its morning publication of the same name.

When the *Morning Star* and the *Evening Telegram* were consolidated in September, 1922, it was announced that publication of an evening edition in connection with the morning paper was planned.

Since then \$25,000 worth of new equipment has been added to the plant to accommodate the evening publication.

Lynn W. Bloom and Harry L. Brown are owners of the two papers. They published the two Lakeland papers before consolidation. Additional news services, as well as new features, have been contracted for.

Police Ban Lifted

The order issued by the Portland (Me.) chief of police, prohibiting newsboys from selling papers after 9 o'clock at night, has been rescinded. This affected the early evening editions of the *Portland Press Herald*, as well as the Saturday night editions of the New York and Boston Sunday newspapers.

Fire Wrecks Weekly's Plant

Flames swept the building of the *Cambridge* (Mass.) *Chronicle*, one of the oldest weekly newspapers in New England, the evening of July 26, occasioning a loss of \$25,000. Presses, linotype and other machinery were put out of commission.

Satisfaction and Growth

The satisfaction of advertisers and advertising agents with results from their announcements inserted in *The Sun*, New York, is reflected materially in *The Sun's* great advertising gain—the greatest gain made thus far this year by any newspaper in America.

Net Paid Average Circulation More Than 250,000 Daily

The Sun
New York

HAL HOSS AGAIN HEADS OREGON EDITORS

Reelected President at Tillamook Meet July 25-26—Name 4 Regional Vice-Presidents—Roe, Gauss, Duncan Speakers

Greater co-operation among the smaller newspapers of the United States was urged upon the members of the Oregon State Editorial Association in its seventeenth annual session at Tillamook, Ore., July 25 and 26, by Herman Roe, of Northfield, Minn., vice-president of the National Editorial Association, one of the principal speakers at the gathering.

"One of the greatest drawbacks in making recommendations of rates to country newspapers lies in the fact that cost systems are seldom kept and adequate operations information is not available."

Hal E. Hoss, of the *Oregon City Enterprise*, was re-elected president of the association. A new system was adopted whereby vice-presidents were chosen for four geographical divisions of the state as follows: A. G. Rae, of Tillamook, for Western Oregon; J. D. Thomson, of Hood River, Central Oregon; Earl Richardson, of Dallas, Willamette Valley, and A. L. Mallery, Oakland, Southern Oregon. G. Lansing Hurd, of Corvallis, was again elected secretary-treasurer.

More than 150 delegates attended the convention. Among the speakers was Dr. Christian Gauss, head of the Department of Modern Languages, Princeton University. Dr. Gauss made the principal address at the annual banquet.

Charles W. Duncan, advertising counselor of Foster & Kleiser, of San Francisco, urged the necessity of watching closely the ethics and truth of advertising matter accepted. The great gains in advertising of the past decade, he said, were due to the improved standards observed by the newspapers and by advertising men generally.

first
IN
CENTRAL OHIO
Columbus
IN
CIRCULATION & ADVERTISING

94,150

Sworn government statement for the six months ending March 31, 1924. Daily average circulation April, 1924, exceeded 97,500.

Advertising Leadership

For the first six months of 1924 the *Dispatch* exceeded the other Columbus Newspapers combined by 1,886,673 lines.

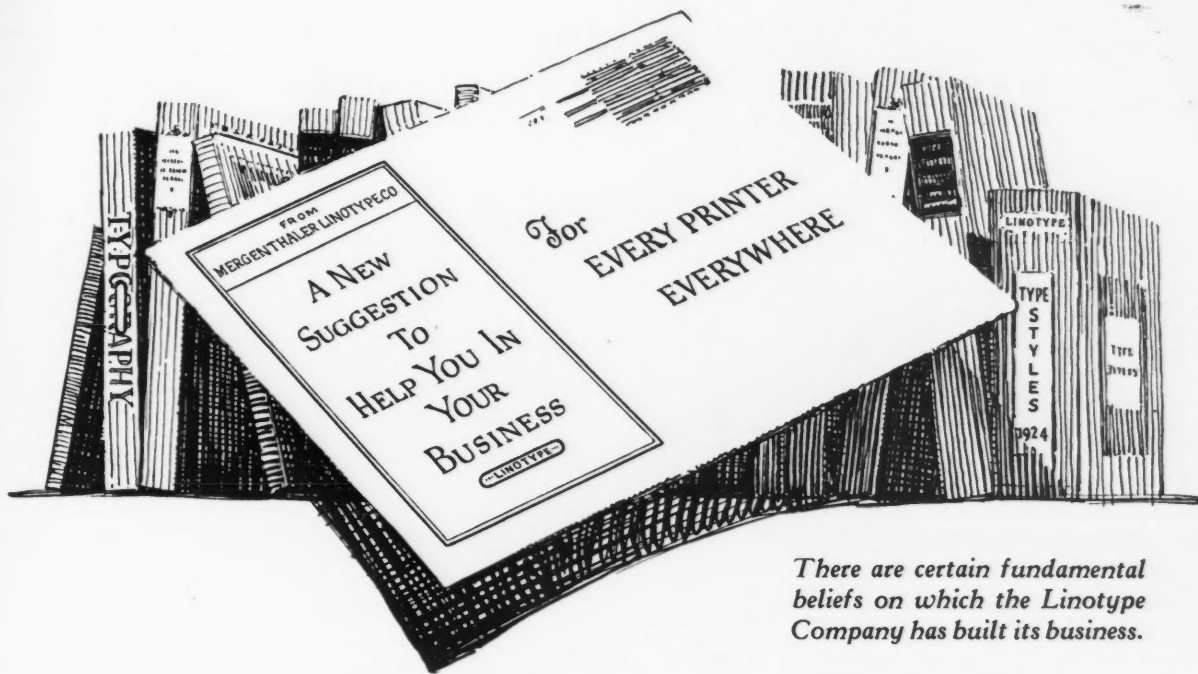
DISPATCH . . . 10,776,342 lines
SEC. PAPER . . . 5,177,916 lines
THIRD PAPER . . . 3,711,753 lines

204 exclusive national advertisers first 6 mo. 1924

215 exclusive local display advertisers first 6 mo. 1924

MAKE CENTRAL OHIO YOUR TEST MARKET

The Columbus Dispatch
OHIO'S GREATEST HOME DAILY



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

UNFINISHED BUSINESS

The sale of a Linotype is only the beginning of our obligation of service. It is your machine but it remains our business to do all that we can to make it increasingly useful to you.



Mergenthaler Linotype Company

Brooklyn, New York

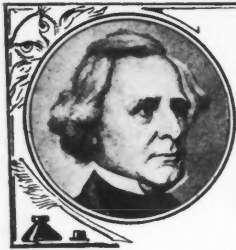
SAN FRANCISCO

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NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World



NEW AND AUTHENTIC HISTORY OF THE HERALD OF THE BENNETTS

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

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(Continued From Last Issue)

Herald Pioneers in Use of the Telegraph

When Morse first invented the electric telegraph in 1844, Mr. Bennett made a close study of the discovery, but capital was not to be had immediately for the costly experiment of stringing wires on poles across the country, and it was not until early in 1846 that the work of connecting Washington with New York by wire was completed.

On November 29, 1845, the following announcement appeared in the Herald:

"ELECTRIC REPORTS—ARRANGEMENTS OF THE HERALD—We have now completed our arrangements for the reports of Congressional proceedings, during the session of the Congress which assembles on Monday next, having in conjunction with some other morning contemporaries, concluded a contract with the Magnetic Telegraph Company, for the supply of reports during the whole of the session.

"The Herald by means of this arrangement, will, as usual, be the first, or one of the first, in the present instance, in the publication of intelligence. For some weeks to come, the reports of Congressional matters will not reach this city until three o'clock of the following morning, inasmuch as the whole electric route between Washington and New York is not yet completed. As soon, however, as the wires are extended from the one city to the other, we shall receive an account of the proceedings yet warm, we might say, from the mouths of the speakers; so that on the same evening we shall be able to go to press with an account of the proceedings of the same day, up to the adjournment, for our morning publication. * * *

"We have hesitated at no expense and spared no exertion to accomplish this desirable end, and that our labors are appreciated by a discerning public, the immense and constantly increasing circulation of the Herald, which is to be met with in the remotest corners of the union, is pregnant evidence. Also our corps of reporters will be on the spot to give an account of all such interesting matters and important details as could not be communicated to the magic wires."

It was not however until May 8, 1846, that the Herald actually secured a regular telegraphic service from Washington, the despatches first being headed, "By the Magnetic Telegraph"; later, however, being changed to "Electric Telegraph." The messages were brief and no doubt costly, while frequent break-downs of the lines interfered with the regularity of the service.

Mr. Bennett, however, at times ordered full reports of important news telegraphed, regardless of cost, much to the discomfiture of his contemporaries, and one morning the Herald electrified the nation by printing the entire lengthy speech that Calhoun had delivered the night before in Washington.

The completion of the telegraph line to Boston on July 17, 1846, was also of great benefit to the Herald, as the Cunard steamships at that time ran to Boston.

In 1847, the Herald regularly carried a column or more of news by telegraph, but when the exigencies of space permitted a crude illustration headed the columns, showing an electrical man, labelled "Herald," flying along the wires.

Mr. Bennett Bears Official Dispatches to London

Mr. Bennett had done much editorially to clarify the features of the Oregon boundary dispute with Great Britain, and found himself wholly in accord with the policies of President Polk's administration as to this knotty problem. The enemies of the President sought to undo his statesmanlike negotiations to settle the question peacefully, and he found an able and powerful ally in the proprietor of the Herald. So it was an appreciated courtesy when Mr. Bennett, on the eve of his departure for Europe, was entrusted with the delivery of important despatches concerning the treaty, to the U. S. Minister in London, from James Buchanan, then Secretary of State. The United States Senate in June, 1846, accepted the treaty as drafted, thus averting the chance of hostilities, which had been so pointedly hinted at, in the campaign slogan of "Fifty-four forty or fight."

Mr. Bennett, with his wife, child and a servant, sailed for England on June 16, arriving in London on June 28, and was well received in certain influential quarters, albeit the London Times showed its hostility to the now admittedly prominent Scotch-American editor. The criticisms of his paper highly amused Mr. Bennett, who spoke of "editorial jealousies" and "insular narrowness."

His time was fully taken up between his business and social engagements. On July 5 he dined with Prince Louis Napoleon, shortly after his marvellous escape from the fortress at Ham, and long afterward, when Napoleon had become Emperor of France, Mr. Bennett and his wife were honored guests at the Tuileries.

Mr. Bennett and his wife made a lengthy stay in Europe, touring over almost the entire continent, and his letters, beginning July 22, 1846, were admittedly brilliant descriptions of the politics, social and economic conditions of the European nations.

During his prolonged absence from America, the Herald prospered, and though Atree had left the staff in 1844, Frederic Hudson, his brother, Edward W. Hudson, and other able journalists fully maintained the paper's high standard of excellence, while its circulation rose to 40,000 copies daily and weekly. For years Mr. Albro was foreman in the composing room, and Billings Hayward was in charge of the proofreaders. The latter had been part owner of the old Transcript, which failed in 1839, and he shortly afterward joined the staff of the Herald.

In June, 1846, Mr. Bennett began the issue of the "Herald For Europe," which attained a large circulation, partly due to his arrangement by which upon receipt of a dime, the paper would be mailed from the office of publication direct to any address.

His Ship News department had already taken the lead, and his swift clipper, *Teazer*, met all incoming ships down the Bay.

(To Be Continued Next Week)

MORNING PAPERS
THE

GET ACTION
SAME DAY

The Dealer Was Disgusted!

A BIG dealer—and a close student of advertising—recently took on a highly specialized, nationally advertised line. He was sold completely on it; the copy, the layouts, the art work, were great—window displays and store tie-up stunning. Everything worked out beautifully until he received notice from the advertising agency that copy was scheduled for "such and such a" newspaper. Then he blew up.

The agency had selected a newspaper that he did not ordinarily advertise in—with whom his store had no identity—that he did not have an advertising investment in. Telegrams flashed back and forth—then the schedule was changed for copy to run in *The Enquirer*—and everybody is happy.

Space buyers that are watching Local advertising in *The Enquirer* are putting it on all National lists.

L. A. KLEIN
Chicago
New York

R. J. BIDWELL CO
742 Market Street
San Francisco

The
CINCINNATI
ENQUIRER

One of the World's Greatest Newspapers



A Quick and Easy Magazine Change

Model 12 Linograph with full equipment carries twelve magazines—yet it is a simple matter to remove any one of them. The same magazine or an entirely different one can be placed in any position in the stack without unusual physical effort or loss of time.

Simply bring the magazine you wish to remove to proper position; set the supports; lower the stack, and slide it out. To continue operation: raise the stack to position and release supports.

Thus the magazines can be rapidly rearranged to fit any class of work. Also,

in a plant containing more than one Model 12, the magazines can be readily interchanged whenever occasion demands it—and without re-adjustment of distributing or assembling mechanism.

Such a machine as the new *All Purpose* Model 12 Linograph demands your careful consideration. Our representative for your territory will be glad to call and give you details on this or any Model. Or, if you desire, we can send further information by mail.

Write today.

The Linograph Company
Davenport, Iowa, U. S. A.

NEW YORK OFFICE: PARK ROW BUILDING, NEW YORK CITY

ANCIENT PRINTERS' MARKS TO ADORN NEW MILWAUKEE JOURNAL PLANT

Chosen as Highest Symbol of Community Service—20 Marks Selected—Oldest That of Fust and Schaefer, Germany, 1457

By JOHN R. WOLF

COMMUNITY service is the bold claim of nearly every publisher. News, advertising and illustrations are parts of this public service which are pointed to as the reasons for growth and success of American newspapers. Nearly every publication advises, instructs, entertains, creates desires and then satisfies them. Each publisher is tempted to look back and wonder if there ever was an age in which service to humanity was as vital a factor in the publishing business as it is today.

Some time ago executives of the *Milwaukee Journal* were studying decorations for their new \$2,000,000 building. They sought designs that would carry out the idea of community service on which that newspaper was founded and on which it has continued for 42 years. After reviewing the classics, mythology and other works, the early history of printing was investigated. Here they found service to humanity so fundamental that it has lived through the ages in a thousand ways.

In reviewing the printers' marks of the fifteenth century it was found that the publishers who designed these devices made possible the discovery of America. They served the world and all posterity with the Bible. And they published works on which modern education is based. So great were their services to humanity that The Journal decided to feature their marks in the new building as the goal towards which the whole printing trade should strive. Twenty marks representing publishers of eight nations have been carved in stone and placed above the third story windows.

These include the designs of Fust and Schaefer, of Germany, the firm of printers who published the first dated Bible in 1457. This mark consisting of a stump supporting two shields bearing compositor's rules angled and crossed was the first design ever used in a printed book. It appeared in the third printed volume shortly after John Fust had learned the art of printing from Gutenberg, the inventor of imprinting from movable type. Today this insignia is used by printing craftsmen as an emblem of union and good fellowship.

Perhaps it is from the conceptions these publishers had of the service to mankind which printing was to perform that led them to write the following colophon to the Bible.

"This book * * * made by the masterly invention of printing * * * is consummated to the services of God through the industry of John Fust and Peter Schoeffer."

Next in importance among the marks selected by the Journal is that of Johann Reger, also of Germany. This mark bearing a shield in which a crane is pictured eating a fish was used in Geographic Ptolemaeus, the geography which Christopher Columbus studied shortly before his exploration of the seas.

The mark of Aldus Manutius, an anchor circled by a giant fish, is the best known among the older designs. This is attributed to the fact that more than 126 editions of Greek and Latin classics were published on this press in less than 100 years. He too had the idea of rendering service to the world; for in his Greek Grammar he wrote a preface stating:

"I have made a vow to devote my life to the public service. Man is not born for pleasure, which is unworthy of a truly generous mind, but for honorable labor. Cato has compared the life of man with the tool of iron: use it well, it shines, cease to use it and it rusts."

William Caxton, the father of English printing from whom our own country learned the trade is of course included

in the Journal's tablets. His mark consisting of his initials and the figure 74 (the significance of which has never been clearly explained) appears as it did in his early volumes. The mark of

there were Arnold Ther Hoernen, who introduced the craft to Cologne, and Melchior Lotter, who carried it to Leipzig. France ranked next in the development of the craft with early printers such as Jean De Pre, and Pierre Levet, of Paris - and Pierre LeRouge, of Chablais.

Italy had Aldus Manutius, and Nicholas Jensen both of Venice who popularized printing in their country. Switzerland saw its first presses in the shops of Jacob Wolf Von Pfortzen, John Amer Bach and Johann Bergman Von Alpe. In Spain Paul Hurus of Zaragoza, and Pedro Brun and Juan Gentil, of Seville, were the original craftsmen. Holland

The history of the craft in the United States is illustrated by the devices used by Benjamin Franklin and by the De Vinne Press. Stories of Franklin and his early struggles in Philadelphia have grown to be almost proverbial.

The most modern mark included in the Journal's exhibit is one from the United States, the De Vinne Press which is generally accredited with having contributed more to the development of typography and press work in America than any other organization. This press named after Theodore L. De Vinne founder, is the forerunner of the present Century Press.

These, according to the Journal executives, make up a representative list of craftsmen, each of whom has served civilization by his work and has contributed something to the art of printing. Each mark is indicative of the service printers of today should render their communities and their people if printing is as much a service today as it was centuries ago.

Steady Progress

WASHINGTON, D. C., July 28, 1924.
TO EDITOR & PUBLISHER: I enclose my check for four dollars to renew my subscription. Please accept my heartiest congratulations on the steady progress your splendid publication has been making during the past six or eight years. It occurs to me that no up-to-date newspaper man—no matter what position he may hold with his organization—can afford to do without EDITOR & PUBLISHER. I often wonder how you can afford to give so much valuable and interesting information in return for the subscription price.

ALFRED J. STOPER.

Washington Correspondent Birmingham News.



Fust and Schaefer



Von Pfortzen



Hurus



Caxton



De Vinne



Ther Hoernen



Levet



Martens



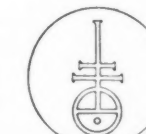
Dupre



Amer Bach



Faques



Jensen



Bergman



Bellaert



Lotter



Reger



Aldus



Brun and Gentil



Le Rouge

Fathers of the Craft Honored on Walls of Milwaukee Journal Building.

and Belgium owe the introduction of printing to Jacob Bellaert and Theodor Martens.

William Faques, also of England, who was the official printer for King Henry VII is also reproduced.

Other marks shown by the Journal also tell the spread of printing to various countries, each of which contributed in the way of arts and letters to the service of the press. In Germany aside from Johann Reger, and Fust and Schaeffer

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

Classified Advertising

"Do You Believe in Signs?"—Here's a sign of sound classified success that commands the confidence of nearly one hundred and fifty good newspapers.

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

THE YEAR'S MOST COMPELLING SERIAL

TIGER
by Max Brand

The story of a young millionaire who fights for his sweetheart in the jungle of New York's East Side

IN 24 DAILY INSTALLMENTS
For terms and samples wire

LEDGERS SYNDICATE
INDEPENDENCE SQUARE PHILADELPHIA

For the sake of fair play and accuracy

We believe that in view of the pressure under which the average newspaper is produced, the accuracy of its contents is remarkable. Occasionally, however, there is a slight inaccuracy, and this statement is published to show how even a slight and oftentimes natural inaccuracy can cause serious results to an important American industry. We believe it will appeal to the sense of fair play characteristic of newspaper men.

Here is the situation

During the past two weeks, and on other occasions during the past few years, the papers have carried news stories about botulinus poisoning cases resulting from eating ripe olives. Some of the recent stories referred to "imported ripe olives"—others to just "olives."

Here are the facts

There are two kinds of olives sold in this country—*green* and *ripe*.

Practically all canned or bottled ripe olives sold in this country are grown, cured, packed and distributed within the United States.

All green olives sold are grown and cured near Seville, Spain. Peculiar conditions make it impossible to grow them successfully

anywhere else in the world. Their importation, bottling and distribution is wholly an American industry. But when "imported" olives are mentioned, people naturally connect them with Spanish Green Olives. *Green olives have never caused a single case of sickness or death from botulinus poisoning.* Exhaustive chemical and other analysis proves they never can. Government bulletins have recorded this fact.

So isn't it only fair

To verify carefully every story about olives?

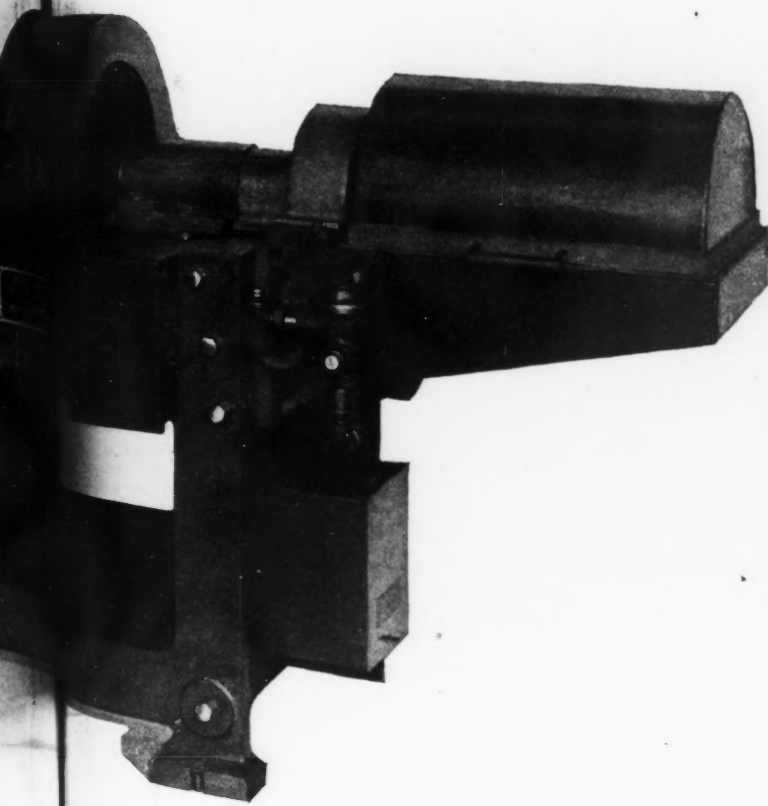
To state specifically the kind of olive involved?

To describe as "imported" only such olives as have been grown outside the United States?

We are confident that the newspapers want to give every American industry a square deal

ASSOCIATION AMERICAN IMPORTERS
of Spanish Green Olives 200 Fifth Avenue, New York City

PLATE MACHINE



It is only 9 feet 5 inches long by 2 feet 7 inches wide. In this diminutive space it performs *all* the functions of plate-making.

It is shipped already set up, is fully motorized, and may be installed by your own man, and set instantly to work.

may be secured under one of the following ten plans:

\$1,000	in cash upon receipt of machine, and balance in	9	monthly payments of \$500 each
\$1,000	" " " " " " " " " " " "	12	" " " " 375 "
\$1,000	" " " " " " " " " " " "	15	" " " " 300 "
\$1,000 each	" " " " " " " " " " " "	18	" " " " 250 "
\$750	" " " " " " " " " " " "	20	" " " " 225 "

% per month on deferred payments.

directed to or , until the machine reaches you.

MINERY CORPORATION
 New York City

EDITORIAL

JUDGE LEAHY'S THREAT

READING the account, elsewhere presented in the columns of EDITOR & PUBLISHER, of the instance of judicial tyranny in New Mexico, every conscientious newspaper man must experience first, a sense of shame that the majesty of our legal institution should be dragged to such depths and, second, a thrill of pride in a fellow-editor who has made a gallant stand, thoughtless of personal considerations, for a principle which concerns not only press freedom but the foundations of liberty and progress.

Free press is not a license to operate a profitable business; it is not a grant of privilege; it is essentially a constitutional obligation to serve the public welfare and in Carl C. Magee we have a man who has not shrunk from full, candid, direct response to that duty. Critics of the American press who have been charging that the fight has gone out of our journalism, that it has become supine and venal, that its only punch is on the keys of a cash register, may well look to the southwest and examine the facts in the case of Carl Magee. They will also see in that state the rank and file of newspapers denouncing the court for an unwarranted and violent usurpation of power which, by no stretch of the imagination can be justified by any principle of law or equity and plainly represents base and irresponsible emotions and motives.

Nothing could possibly be more incongruous in a democracy than a court of law which assumes, from whatever motive, arbitrary control amounting to autocracy and is, as Robert P. Scripps points out, complaining witness, jury and judge in one, holding as crime higher than the major felonies the "contempt" of an editor who has dared to speak in the presence of the court the truth as his conscience and intelligence has found it.

No liberal mind can fail to draw from the incidents, as described by Mr. Magee, anything but travesty upon American institutions. If any newspaper man thinks this is something foreign to his life and his principle, for instance because it has occurred in a distant community amid crudities of Mexican people largely unfamiliar or perhaps unsympathetic with our idealism, let him remember that the same flag covers it, that law is based on precedent, and finally that in the background of this situation is a smoldering political fire the murky vapors of which have only recently been in the nostrils of Americans everywhere.

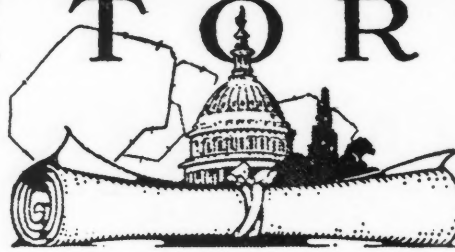
Mr. Scripps says that the solution lies in a constitutional amendment which would prevent state or federal judges from arbitrarily interfering with the rights of free speech, press and assembly and if contempt is charged let it be tried like any other offense.

This seems like a long reach back to the original principles of freedom in this country. Must we thresh over and over again, defining and redefining, amending and reamending such obvious principles as those set forth in the Bill of Rights? Evidently, this is our course. Washington anticipated it when he warned in his farewell address against the spirit of encroachments tending to consolidate the powers of departments, creating despotism. "A just estimate of that love of power, and proneness to abuse it which predominates in the human heart, is sufficient to satisfy us of the truth of this position," was his penetrating view of the great menace to liberty.

If a constitutional amendment is necessary to convince the judiciary of the injustice of such encroachments as those revealed by Mr. Magee, then let the wearisome process go on. The cornerstone of the arch of democracy must not and will not be knocked out by judges pretending to be a law unto themselves, or any other encroaching department of government.

Those who reason the subject know that there is an abuse of the law regarding contempt. Conscientious newspaper men are among the worst sufferers. It would seem that reform of this condition might very well come from the inside of the legal system. Is it a cherished club? The subject will be relevant for newspaper discussion until a solution is found.

The closed mind is a tomb in which a living man buries himself and smothers.



EPHESIANS

CHAPTER IV. 25.

Wherefore putting away lying, speak every man truth with his neighbour; for we are members one of another.

FOLLOW BIG INTEREST THROUGH

WESTERN newspaper men often criticize Eastern newspapers for inconsistency in following the interest of a big story to its concluding phase,—printing something in heavy display today, arousing interest and then leaving the reader in suspense. The criticism is not without point, but we do not feel that the East monopolizes the fault. However, this is what happened in New York recently: A story broke concerning the disappearance of seven young children who had borrowed a canoe and had ventured out on Long Island Sound. The canoe was picked up at a considerable distance, right side up, but the children had disappeared.

It was an agonizing story, deeply touching the hearts of parents and lovers of children, and the mystery of the tragedy must have become a household discussion in countless homes. A day passed, without trace of the children and there were appropriate follow stories. However, with the mystery as impenetrable as ever two days later, two New York morning newspapers gave their readers no news concerning the fate of the children.

This writer happened to be on a train, entering New York. A stranger approached and asked to borrow a newspaper, saying that his paper "had nothing about those children lost in the Sound." One newspaper in our possession also was without news, but a second paper had a brief and satisfying follow story on an inside page, and this the stranger read with keen interest.

When you have stirred the imagination of your readers with mystery you may depend on it that such curiosity will be satisfied, whether by you or a rival.

We are reminded by the Nation that J. Ramsay MacDonald is a journalist by profession and that, as such, he has demonstrated an ability, "approaching almost to inspiration," in his high office, which reflects the instinctive journalist possessed of unlimited sympathies and broad outlook.

August 2, 1924 Volume 57, No. 10

EDITOR & PUBLISHER

Published Weekly by

THE EDITOR & PUBLISHER CO.,

1115 World Building, 63 Park Row, New York

Marlen E. Pew, Editor

Arthur T. Robb, Jr., Managing Editor

Warren L. Bassett Associate Editors, Philip N. Schuyler

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

Washington: Sam Bell, 26 Jackson Place.

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

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

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

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

Tokyo: John R. Morris, Japan Advertiser.

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

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

NEEDLESS SACRIFICE

THE publisher of an old and honorable newspaper in a small city advises EDITOR & PUBLISHER of his problem, as follows: For many years the newspaper, alone in the field, has loyally supported the interest of the local merchants and has refused to accept advertising from merchants of a nearby city although the latter have clamored for space in an obviously rich advertising medium.

The local merchants, on the other hand, have given the paper sufficient advertising to show the publisher a profit.

The publisher asks if, by all rules, he should market his space, which is his single item of profitable merchandise, irrespective of the interest of his town-trade people who, he thinks, have forfeited their exclusive privileges.

If this is the whole story, and if it is true that ample notice has been given and rejection is definite, it seems to us that the newspaper publisher has the right to so act without any qualms of conscience. It is a business proposition. It may be successful, depending upon the resourcefulness of the local merchants to resist, which will likely be limited, and the tenacity of the newspaper publisher.

At first blush one would think that it would be poor economics to assist an enterprise which would send from a town money which might circulate among the town's own people. The theory is sound, if carried to a logical conclusion, but the practice appears to be that when other newspapers similarly situated have opened their columns to competitive out-of-town advertisers the results have not been disastrous to the town, but beneficial in that local merchants have aroused themselves to action, given better service to the community and have, in sheer self-defense, advertised in the local newspaper in a contest with the outside merchants. Some money goes out of town, to be sure, and some money comes into the town by reason of the economic shake-up.

There are numerous towns within a few miles of New York which are printing the business of New York retailers today which, a few years ago, retained this business in deference to local merchants, and we observe that nothing dire had happened to the towns in question and local merchants who formerly refused to advertise are now regular space users.

We do not believe that any seasoned journalist would differ from us when we say that sacrifice to the point of suspension, in the circumstances as outlined here, could rationally be considered other than unwarranted and needless martyrdom.

The consistent Summer advertiser is getting in his "licks" when the other fellows are snoozing.

PURSUIT OF FIVE OUTLAWS

OUR animated friend, Edith Spencer, Los Angeles school teacher, concerning whom we addressed EDITOR & PUBLISHER readers last week, writes that she has been interviewing New York editors in her campaign for five simple little rules of grammar in newspaper comics, and has been finding some of them hard boiled.

Miss Spencer's reform is elemental. All she asks is that the following familiar snide pearls be dropped from comics made for children: "Ain't," "you was," "I seen," "I done" and "I ain't gonna do nothing." Children may think these quotations smart and funny habits over which they may stumble for life. Miss Spencer is no crank. She enjoys good slang in comics, but sees no humor, sense or advantage in much harm in the five outlaws named.

She advises us that one editor, himself quite famous as a reformer in other directions, told her that, "Newspapers are in business for business, not for uplift"; another said, "Why should you improve your taste on others?" and a third said "Not interested a-tall." Not in the least defeated by these comments the little school teacher hustled about through the hot July days and found a number of even more influential editors who thought very well indeed of her idea that newspapers should stop feeding children with five idiotic forms of illiteracy, in lieu of humor and the lady declares that she will carry her fight to the next convention of the American Society of Newspaper Editors.

PERSONALS

CYRUS H. K. CURTIS, with Mrs. Curtis and guests, is cruising along the Maine coast in his yacht, Lyndonia. Edward W. Scudder, editor of the Newark (N. J.) News, is expected to return next week from a vacation spent in the Maine woods.

A. E. Sansoucy, owner and publisher of the Ogdensburg (N. Y.) Republican-Journal, has been appointed delegate to the Republican State Convention, which will be held at Rochester, N. Y.

J. E. Trower, vice-president and advertising manager, Pittsburgh Post and Sun, returned from a vacation trip to Ocean City, N. J.

Leslie E. Wallace, veteran editor and publisher of the Larned (Kan.) Tiller and Toiler, has returned from a 3 months' tour of the Orient.

George W. Marble, newly-elected head of the National Editorial Association and E. A. Van Valkenburg, editor of the Philadelphia North American were White House visitors this week.

George E. Miller, editor of the Detroit News, visited New York this week.

David E. Smiley, editor in chief of the New York Evening Post, and editor of the Philadelphia Public Ledger, and Mrs. Smiley sailed for abroad this week on the S. S. Zealand. They plan to return early in September, visiting chiefly in London and Paris.

IN THE EDITORIAL ROOMS

HARRY J. STONE, for nearly a score of years cartoonist and columnist for the Lewiston (Me.) Journal, has resigned to join the art department of the Los Angeles Times.

Hal E. Mitchell, night editor of the Detroit Free Press, is spending his vacation at his old home near Milwaukee, Wis.

Otto C. Marckwardt, at different times editor of printer and school editor on the Detroit News, has resigned to accept a professorship in Detroit College.

Al Warden, sports editor of the Ogden (Utah) Standard-Examiner, is in charge of a semi-pro baseball tournament to be held in that city late in August.

C. M. Jackson, columnist of the San Francisco Bulletin, has collected some of his verse published in the daily and issued it in book form.

John R. Taylor, formerly of the Bridgeport (Conn.) Telegram, has opened an office in Bridgeport as representative of Findlay Bros., Inc., Hartford, Conn., printers.

Ed L. Shave, sports editor, St. Paul Daily News, and Mrs. Shave are parents of a daughter.

Mrs. Martha Candler, of Westport, Conn., has joined the feature staff of the Bridgeport (Conn.) Sunday Post.

Laurence C. Hodgson ("Larry Ho"), the veteran newspaper man, poet, and former mayor of St. Paul, has been re-appointed by a special committee of the Minnesota Editorial Association editor-in-chief of the daily newspaper published at the state fair.

Miss Elma Lawton Johnston, Trenton (N. J.) Times reporter, sailed last Saturday on the Momus for New Orleans, where she will remain until mid-August.

Ray Pearson has returned to the Chicago Herald and Examiner sports staff.

Robert J. Casey, rewrite desk, Chicago Daily News, has sailed for a three months' trip to Europe.

Gus Axelson, veteran base-ball writer for the Chicago Daily Journal is seriously ill in a local hospital.

Miss Patricia Doherty ("Princess Pat") of the Chicago Evening American is back on the job following a two months' stay in New York.

James L. Wright, of the Washington bureau of the Cleveland Plain Dealer and Chairman of the Standing Committee of Correspondents, has returned to work after a two weeks' illness, result-

ing from a severe cold he contracted at the Democratic National Convention in New York.

Miss Martha Dalrymple, William Shinnick, and Ashley Greene are new reporters for the Chicago Daily Journal.

Ed Smith, sporting editor for the Chicago Evening American for the past 20 years, returned to the office this week after an extended leave of absence.

George M. Francis, editor of the Napa (Cal.) Daily Register, recently celebrated his 80th birthday.

IN THE AGENCY FIELD

NORMAN CLIFTON REEVES has joined the art department of the New York office of Lyddon & Hanford Company. He was formerly with the Frank Seaman Agency and the Don Forker Company of California.

Jack Horner, Inc., is the name of a new advertising agency in Long Beach, Cal., formed by Jack A. Horner, Mason Yould, recently assistant city editor of the Long Beach Telegram, and Fred Herr, formerly oil and automobile editor of the same paper.

Fred E. Mann has joined the Charles W. Hoyt Company, Inc., of New York, Boston and Springfield. His headquarters will be in the Little Building, Boston.

Kunsmann Ad Service, Reading, Pa., has moved from 528 Washington street to 29 Reed street.

Miss Teresa E. Tefft has joined Andrew J. McGregor, industrial advertising, New York. She will do research work.

George V. Rokey, formerly general manager of the Western Advertising Company of San Diego, Cal., is now with the Henry B. Flarsheim advertising agency of Cincinnati, O., as head of the copy and contact department.

John M. McCarroll, for the past 6 years connected with the Lee syndicate newspapers in Iowa, has joined the advertising agency of Fairall & Battenfield, Inc., at Des Moines, Ia.

Charles Z. Offin, Advertising, New York, has moved his offices to 70 Fifth avenue.

G. D. Wheeler, for seven and one-half years with the J. H. Cross Agency of Philadelphia, has been appointed a vice-president of the Nichols-Evans Company, Cleveland advertising agency.

Dick Jemison, formerly with the United States Advertising Corporation, Toledo, O., is now in charge of the media and plan department of the William & Cunningham Agency, Chicago.

Street & Finney, Inc., will move to new quarters in the American Radiator Building, 40 West 40th street, New York, Aug. 4.

Addison F. Vars has been made directing partner of the Remington Advertising Agency of Buffalo, and Frederick Kendall, general manager.

MacManus, Incorporated, advertising counsel, has announced the appointment of Lee Anderson and Warner H. Jenkins, Jr., as vice-presidents.

IN THE BUSINESS OFFICE

EDWIN S. FRIENDLY, business manager of the New York Sun, has returned from a month's vacation at Lake George and Shawnee-on-the-Delaware.

J. S. Glazebrook, for the past two years circulation manager of the Ogden (Utah) Standard-Examiner, has resigned to become manager of the Riverside Hotel at Lava Hot Springs, Idaho. He is succeeded by H. E. Gibson, Jr., of Ogden, formerly an auditor for the Audit Bureau of Circulation.

Edgar G. Horn, formerly business manager, Sharon (Pa.) Telegraph, is now director of circulation, Montee Publishing Company, Inc., Baltimore.

R. J. Hade of Chambersburg, Pa., has joined the advertising staff of the Hagerstown (Md.) Herald-Mail.

Lloyd Spencer, president of the Pacific Coast Advertising Clubs, has returned to the staff of the Seattle Post-Intelligencer after 2 years' absence.

FOLKS WORTH KNOWING

FOLLOWING 3 years as director of advertising for the Kansas City Journal and Post, J. Mora Boyle has returned to New York as advertising manager of the New York Mirror, new morning tabloid.



J. M. BOYLE

Boyle entered the newspaper field in New York in 1909, being associated 8 months with the old New York Press and later with the New York Evening Mail. He had previously had charge of publicity for the Wright Brothers, the famous aviators of Dayton, O.

Leaving the Mail in 1911, Boyle joined the advertising staff of the New York Evening Telegram. In 1915, when B. T. Butterworth resigned to become advertising manager of the New York Times, James Gordon Bennett appointed Boyle his successor. Through energy and persistence Boyle brought the Telegram into first place in total advertising among newspapers in the evening field.

On Jan. 6, 1919, he was appointed advertising manager of the New York Evening Post, remaining with this newspaper until 1921, when he went to Kansas City.

For many years Boyle was a member of the 7th Regiment, New York, and, just before the signing of the armistice, he received an appointment as Captain in the Morale Corps of the army.

PRESS ASSOCIATION NOTES

WESTBROOK PEGLER, of the New York Staff of the United News, with his wife, Julia Harpman of the New York Daily News, is vacationing in Maine.

Henry Farrell, sports editor of the United Press Associations, who was delayed in France, where he covered the Olympic games, because of an infected ankle which sent him to a hospital, is expected to return to this country late next week.

W. S. Curry, formerly head of the copy desk, Indianapolis Times, has joined the New York staff, International News Service.

H. C. Hamilton, formerly of the Chicago bureau, International News Service,

has been transferred to the New York bureau.

James H. Furay, foreign editor of the United Press, plans to return next week from Chiffhaven, N. Y., in the Adirondacks, where he is spending his vacation with his family.

Ed. Conkle, superintendent of bureaus for the United Press Associations, spent this week on a business trip to Kansas City and Chicago.

Foster Eaton of the New York staff of the United Press, who spent his vacation in Maine, is now relieving Carl Huber, manager of the Boston office, who is on vacation. Todd Wright of the New York office of the United Press is also on vacation.

Robert Remy, Washington correspondent of the Havas News Agency, sailed for France this week.

MARRIED

HERBERT D. BRAUFF, vice-president and editor of the Reading (Pa.) Tribune, to Miss Laura F. Ellis, Wilkes-Barre, high school teacher in Philadelphia, July 26.

Granger Mitchell, managing editor of the Fort Dodge (Ia.) Chronicle and Messenger, to Miss Marjorie McQuilkin of Fort Dodge, July 23.

E. H. Weaverling, city editor of the Lancaster (Pa.) News-Journal, to Miss Marie Marrow, also of Lancaster, on August 14, 1923, in St. Paul's Chapel, Trinity Parish, New York. The wedding was kept secret until recently.

William J. Engel, Davenport, Ia., to Miss Viola Hamm, of the Davenport (Ia.) Times business staff, July 19.

Herman Wuetterich, Peoria (Ill.) Star circulation department, to Miss Mabel Cooke, July 8, in Bloomington, Ill.

George Hager, advertising department, Spokane Chronicle, to Miss Myrtle Herbert of Chippewa Falls.

Theodore R. Borkett, circulation department, Spokane Chronicle, to Ruby Bro.

Harold Walter Clark, assistant city editor of the Bridgeport (Conn.) Telegram, to Miss Bertha Kenniston of Boston.

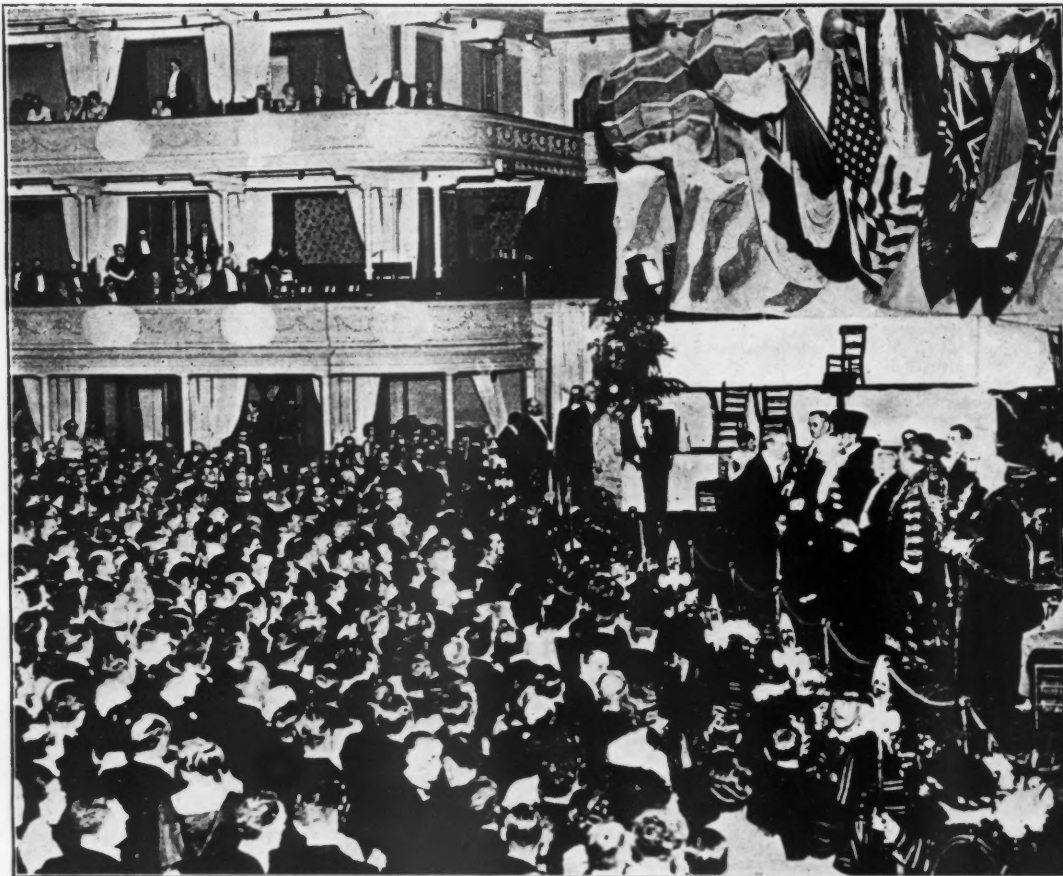
Miss Betty Scott, of the Independence (Kan.) Reporter, to Manley Casement of Sedan, Kan., recently.

Miss Mildred Kennedy, formerly of the business department, Holyoke (Mass.) Transcript, to Robert H. Johnson of Greenfield, July 19.

Theodore M. R. von Keler of Chicago, assistant editor of Liberty, the new Chicago Tribune magazine, to Miss Helen Dorothy Ashby of Girard, Kan., July 19.

The Haskin Service deals constantly with the constructive work of the Government and defends and promotes patriotic principles in all seasons and in all circumstances.

FIRST OF THE LONDON ADVERTISING MEETINGS



Albert Hall was filled from floor to topmost boxes for the reception to the Americans that opened the recent London advertising convention.

Edgar Jordan Parker, sales manager of the Philadelphia Public Ledger Syndicate to Mrs. Morris Parker Boyle in Philadelphia, July 25. The couple will reside after Sept. 1, at Haddonfield, N. J.

Miss Alice Carrothers of the *Chicago Tribune* classified department to Hasburg Heiner, July 18.

John Alcock, editor of the early mail edition of the *Sunday Chicago Tribune* to Miss Winifred Lagorio, July 21.

Donald F. Arthur, advertising manager, *Centralia* (Wash.) *Chronicle*, to Miss Rosina Tuttle.

Ford Sawyer, baseball writer, *Boston* (Mass.) *Globe*, to Miss Alice E. Erickson of Worcester, Mass., July 14.

Cloyce C. Hamilton, night editor, *Burlington* (Ia.) *Hawkeye*, to Miss Gladys Pratt of Wilmette, Ill., June 23 at Mt. Pleasant, Ia.

Ralph J. Deane, member of the advertising staff, *Bloomington* (Ill.) *Pentagraph*, to Miss Bessie E. Cox, in Bloomington, July 18.

WITH THE SPECIALS

AMERICAN PRESS ASSOCIATION has been appointed to represent the *Plattsburg* (N. Y.) *Daily Republican*.

David J. Randall & Co. has been appointed Eastern representative of the *Vancouver Daily Sun*.

Thomas F. Clark Company has been appointed to represent the *Oregon City* (Ore.) *Morning Enterprise* and the *Tarantum* (Pa.) *Daily Valley City News*.

John H. Perry, publisher, has appointed the E. Katz Special Advertising Agency, New York, representatives of the *Pensacola* (Fla.) *Journal* and *Reading* (Pa.) *Times*.

NEW PLANTS END EQUIPMENT

QUINCY (Mass.) *PATRIOT-LEADER* on July 22, moved into its new plant after occupying the same building for 87 years.

Peoria (Ill.) *Star* issued its Sunday sections, July 27, in colors from its own color presses.

Renovo (Pa.) *Daily Record* has installed an additional linotype.

Norfolk (Va.) *Ledger-Dispatch* recently installed two Intertypes.

CHANGES OF OWNERSHIP

E. L. KOKANONE, for 8 years editor of the *Siloam Springs* (Ark.) *Daily Register*, has sold this newspaper to John P. Clegg.

Mark Hudson, publisher of the *Nauvoo* (Ill.) *Rustler* and a string of 3 papers in adjoining towns, has bought the *Borcen Chronicle*.

A. W. Shannon of Wharton, Tex., has purchased the *Beccville* (Tex.) *Bee* from R. W. Barry. Shannon has been associated with his father, F. W. Shannon, in publication of the *Wharton Spectator*.

John J. Jones, who recently sold the *LaGrange* (Ga.) *Reporter* to Jack J. Williams of the *Waycross Journal Herald*, has bought the *Fort Valley* (Ga.) *Leader*.

John H. Jones has purchased the *Fort Valley* (Ga.) *Leader-Tribune*.

ON THE MECHANICAL SIDE

PRESIDENT John Badaracco, Fred Keenan, Charles Harvey, Thomas Porter, Thomas Etzrodt and Robert Dwyer will represent Boston Web Pressmen's Union No. 3 at the annual conven-

tion of the International Printing Pressmen's and Assistants' Union of North America, to be held in Tennessee, late in August.

Rush L. McCom, has resigned as foreman of the *Kansas City Journal* composing room to enter business with his brother in Monett, Mo.

Anthony A. Duke, for 49 years a member of the Typographical Union, No. 80, in Kansas City, and for 17 years secretary of the organization, has resigned on account of ill health. The organization voted him a pension.

Obituary

WILBUR N. LOWERY, owner and editor of the *Houvelton* (N. Y.) *Bee*, died suddenly shortly after midnight Friday, July 18.

WILLIAM S. McDONALD, 62, business manager of the *Wheeling* (W. Va.) *Register*, died at his home there July 27. He had been connected with the *Register* for more than 40 years.

ARCHIBALD W. GUNN, 50, for more than 30 years a Michigan newspaper man and for 8 years city editor of the *Muskegon* (Mich.) *Chronicle*, died in Traverse City, July 19.

ALFRED CHAIGNEAU, 77, founder of the *Franco-Californian*, a French daily of San Francisco 40 years ago, died July 20.

W. H. ALEXANDER, for 30 years editor and owner of the *Paris* (Mo.) *Mercury*, died recently.

CHARLES J. GRANT, for 28 years connected with the mailing room staff of the *Boston Post*, before his retirement on a pension, about a year ago, died last week in Boston.

CHARLES CARROLL, 72, of Phenix, R. I., pioneer newspaper man of Rhode Island and Massachusetts, at one time city editor of the *Worcester* (Mass.) *Telegram*, dropped dead in Providence, July 25.

MRS. CLARA J. ROBINSON, 61, wife of William T. Robinson, publisher of the *Southbridge* (Mass.) *Herald*, died on July 21.

CHARLES T. LAVENE, former special writer of the *Claremont* (N. H.) *Daily Eagle*, died recently.

GEORGE FENLEY, 73, more than 50 years connected with the mechanical department of the *Portland* (Me.) *Daily Eastern Argus*, died July 23.

EVEREST BUELL HOLDEN, 34, editor and manager of the *Schuylerville* (N. Y.) *Standard*, a weekly, died recently in a Saratoga hospital. Before going to Schuylerville, he had worked on the *Glens Falls* (N. Y.) *Times* and the *Greenwich Journal*. He became editor and manager of the *Standard* in April 1922.

NELLIE MADELINE A. DAVIS, daughter of the late C. C. Davis founder of *Leadville* (Col.) *Herald Democrat* and herself a prominent newspaper woman died in Algiers, Morocco, recently. Since the end of the war she served in Algiers as relief nurse attached to the French colonial administration.

MRS. IDA L. McLEAN, widow of Andrew McLean, editor and publisher of the *Brooklyn Citizen*, died at her home in Brooklyn this week. She is survived by her son David J. McLean, publisher of the *Citizen*, and a daughter, Mrs. A. M. Connett.

ALBERT D. SHERIDAN, 63, president of the American Colortype Company, died July 25, at his home at Evanston, Ill.

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Cartoons

Beginning Today, You May Have
DOWN THE ROAD
Weekly Automobile Cartoon by BECK.
In 3-col. as well as 1-col. size.
Metropolitan Newsp. Serv., 150 Nassau St., N. Y.

Daily Features

RADIO, MOTOR, NEWS-MAPS, PORTRAITS,
Fashions, Tricks, Puzzles, Smiles, Nozzle.
The International Syndicate, BALTIMORE.

Daily Serial

MURDER ON THE LIMITED.
Lewis Wilson Appleton, Jr.,
1922 East Pacific Street Philadelphia, Pa.

Fiction

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

Religious Features

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

Weekly Pages

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

Women's Features

With the Fall Coming On,
YOUR HOME AND YOU
Will Help Your Women Readers Solve Its Problems
Metropolitan Newsp. Serv., 150 Nassau St., N. Y.

WHAT'S WHAT IN THE FEATURE FIELD

J. P. McEvoy, who furnishes the script for "The Potters," a comic strip released by King Features Syndicate, New York, has transposed his play, "The Potters," into a musical revue known as "The Comic Supplement." Florenz Ziegfeld will present the adaption to New York early in the fall. McEvoy has written book and lyrics and has arranged several of the ballet numbers.

John H. Millar, president of Associated Editors, Inc., Chicago, is now abroad to sign several foreign contributors for a new weekly feature to be released in the fall.

Bobby Cruickshank, William Mehlhorn, Ted Ray, John Black and Bob MacDonalld are some of the golf stars contributing to "Golf, as Champions Play It," a new feature just released by Associated Editors, Inc., Chicago.

Grace Bliss Stewart has written a series of fairy stories for children for the Wheeler Syndicate, New York.

Irwin Barbour, Pacific Coast representative of the McClure Newspaper Syndicate, New York, will spend his vacation during August at Stockton, Cal.

E. L. Tinzmann, western representative, Associated Editors, Inc., Chicago, has been temporarily transferred to the Central West.

James W. Bennett has written a series of six short stories for the McClure Newspaper Syndicate, New York. They will be released Aug. 24.

Sam Langford, picturesque negro pugilist, has written the "Story of My Fighting Life," for the Premier Syndicate, New York.

Billy De Beck, creator of "Barney Google and Spark Plug," for the King Features Syndicate, is touring Europe with Rudolph Block, the syndicate's comic editor.

Premier Syndicate, New York, has revived "In the Land of Wonderful Dreams," Winsor McCay's, colored Sunday pages.

Jack Callahan, cartoonist, who draws "Freddie the Sheik" for the King Features Syndicate, and Zere, creator of "So This Is Married Life" are vacationing together in the Maine woods and Canada.

George Herriman, creator of "Krazy Kat" and Tom McNamara, who draws "Us Boys," have returned to the Pacific Coast, following several weeks spent in New York and vicinity. Herriman is now living in Hollywood, Cal.

H. C. Witwer, who wrote "The Leather-Pushers" is writing the script for "Samson and Delia" for the King Features Syndicate, which claims it is the first national comic strip reflecting the public interest in boxing.

Charles McManus, who draws "The Newlyweds" is in San Francisco now, having just completed a vacation trip through the Canadian Rockies. He expects to return to New York in time to attend the Firpo-Wills fight.

Murat Young is the creator of "Dumb Dora," a new comic strip for the Premier Syndicate, New York.

Babe Ruth will personally conduct an "All-American Baseball Team Contest," starting Aug. 3, for the Christy Walsh Syndicate, New York.

John Held, Jr., who draws the comic "Oh Margy!" for the United Feature Syndicate, New York, managed an amateur "Follies" performed last week by

members of the Weston, Conn., art colony. Hendrik Van Loon, whose writing is syndicated by the Christy Walsh Syndicate, New York, was one of the performers. Held took the part of a trained gorilla.

WEEK'S PRESS FLASHES

This may be the dawn of a new era, but it feels more like the morning after.—*Columbia (S. C.) Record.*

No one can be blamed for supposing that the middle initial of Clem L. Shaver's name stands for Little.—*Springfield Republican.*

The expedition to British Honduras has brought back a pair of strange animals that crawl along the ground like alligators, have the armor of turtles and can spring six feet. It sounds to us as though the perfect pedestrian had been discovered at last.—*London Punch.*

"Do you remember what is in your party platform?"
"Not as clearly," admitted Senator Sorghum, "as I remember some of the things we had a fight to keep out of it."—*Washington Star.*

People sometimes put over a bluff, but usually they fall over them.—*Springfield Illinois State Journal.*

The President of the Simile Revisers' Union returned from a month's vacation last night blue as a berry.—*F. P. A. in the Coming Tower New York World.*

In the good old days they used to duck the common scolds; now they nominate 'em for public office.—*J. R. W. in Milwaukee Journal.*

All London is agitated about a picture painted by a grocer. London should see some of the pictures painted by an American real estate agent.—*Abilene (Kans.) Reflector.*

The most truthful man chopped down a cherry tree, but the most popular one shakes the plum tree.—*Norfolk Ledger Dispatch.*

We don't blame the women for preferring bridge to politics; there is some sense in bridge.—*Columbia (S. C.) Record.*

Ancient history is a great comfort. It shows there were fools in those days too.—*Buffalo Enquirer.*

The test of true religion is the ability to love somebody who makes more money than you make.—*Baltimore Sun.*

NINETY PER CENT OF
West Virginia's
PEOPLE ARE NATIVE
BORN WHITE

WEST VIRGINIA people, 1,463,701, are almost all native white. The foreign born white population numbers only 61,906, constituting only 4.2 per cent of the total population.

These people have a per capita wealth of \$3,040, exceeding the average for the country by \$122.

A market composed of such a large percentage of native white population—with the wealth of the state above the average—means ready response to worthwhile advertised articles.

Compare the number of cities, the number of papers, the population of the cities, the circulation of the papers, the wealth per capita and the advertising rates and you can draw your own conclusions.

West Virginia is a hustling state, and the people of this state respond readily to the right merchandising appeal when they see it.

Use these dailies for your publicity and get your share of this West Virginia business.

3 Simplicity OF LUDLOW

THE shortest distance from display copy to form is via the Ludlow System of composition, because with the Ludlow you always have at instant command an abundance of new type in slugs from six to full-width sixty point, in a wide range of faces. This includes the beautiful Ludlow italics which have the full kerning effect without any kerns to break off.

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

LUDLOW QUALITY COMPOSITION

	Rate for Circulation 5,000 lines		Rate for Circulation 5,000 lines
Bluefield		Martinsburg	
***Telegraph (M)	11,873 .05	***Journal (E)	4,542 .03
(S)	14,259 .06	Parkersburg	
Charleston		***Gazette (M)	7,185 .025
***Gazette (M)	20,057 .06	***News (S)	8,759 .025
***Gazette (S)	24,932 .07	***Sentinel (E)	7,641 .03
Clarksburg		Wheeling	
***Telegram (E)	9,479 .04	***Intelligencer (M)	11,912 .0325
***Telegram (S)	11,797 .045	***News (E)	15,012 .05
Fairmont		***News (S)	19,906 .07
***Times (M)	7,675 .03		
Huntington			
***Advertiser (E)	11,174 .035		
***Herald-Dispatch (M)	13,750 .035		
***Herald-Dispatch (S)	13,637 .04		

***A. B. C. Statement, April 1, 1924.
**A. B. C. Statement, March 31, 1923.

NEWSPAPER MAKERS AT WORK



B. H. PEACE—He Approves of Young Men

"I FEEL," said B. H. Peace, "like I had stolen a yellow dog."

His interviewer, ready for a drive into the Blue Ridge mountains, for which they were starting, wondered why the editor and publisher of the *Greenville* (S. C.) *News* should experience such an emotion. "It's only 5 o'clock," said Mr. Peace, "and there's still work to be done around the office. Compunctions of conscience never let me feel right when I run away from things like this."

At the age of 50, he has a record of 40 straight years of hard work, 28 of them for other people. As owner of the *News* his opportunities for leisure are unlimited. Friends who have urged retirement have found their recommendations falling on unsympathetic ears, because B. H. Peace asserts he would much prefer to "labor without pay than to loaf for a fat salary."

Mr. Peace was not blessed—or cursed—with a good start in life. He stepped from a farm to the bottommost rung in a printing office. Years of work brought him ownership of one of the section's largest printing houses; and 8 years ago he was made business manager of the *News*. Today, he is editor, publisher and owner.

In the 8 years he has managed the paper gross business has increased more than 700 per cent, or about 90 per cent annually.

How? Not by contests or similar promotional schemes. Not one has been used. Not by lack of competition.

"Chiefly," Mr. Peace said, "by continuously faithful hard work by a majority of men in the organization. Too, because we employ only young men in every department. It has always been our policy when expanding the organization of filling vacancies of any sort to take on men who are coming, and not going. Also, we have tried to produce consistently a newspaper that is several years ahead of the community in which

it circulates, and to this end we have put back into the paper each year the greater portion of its earnings. We seem to have succeeded in giving the people what they want.

But Mr. Peace by no means is contented.

"We have never published an edition I was satisfied with," he said. "Considering even the issues I am proudest of, I feel that we might have done better by more careful thought and harder work."

The policy of employing young men does not in the slightest jeopardize the old-timers. One who has been with the paper for decades, for example, is no longer physically able to contribute services in the production of the paper; but his weekly compensation comes in regularly, just as it always did.

And the anxiety of Mr. Peace to do each day's work does not mean that he

does not know how to play, and, more important, when to play.

Associated with him in his work are three of his sons, his "right hand" being the eldest, Roger C. Peace, business manager. Charlie is foreign advertising manager and B. H., Junior, yet in his teens, is learning what it is to sweat in the circulation department at \$12 a week.

"Work and thrift are the foundation stones of character," Mr. Peace says, "Character is the fruition of habit. It is as impossible to put live, growing timber into a worm-eaten, hollow oak as it is to change a man's habits after he attains the age of 45 or 50. Nature must assert itself here—he must be born again, physically or spiritually. You can patch them up but they are still only a hollow shell."

One of the mottoes he follows, he recommends to his employes:

"It is easier to do things correctly than to do them incorrectly—and a great deal more satisfactory."

Veteran Laments "Good Old Days"

TO EDITOR & PUBLISHER: I'd like to get rid of my grouch by using the EDITOR & PUBLISHER. Useless to tell the young fellows of the standardized machine-made dailies of today that their sheets are not so INTERESTING as they were 30 or 40 years ago.

The man of the household at breakfast or going to work sees on the first page the ordinary sloppy "news." I'll admit some of it is of interest—international, national, state or local. But how is it dished up? Ordinarily, commonplace—no zip to it.

True, most of the stuff isn't worth the money the publishers pay the linotypers to set it—but, still, the stories could be made attractive without impinging upon the truth and fastening them solely upon a "high official" or "rumors."

After looking at the headings or reading the stories on the sports pages (bully for a red-blooded man, even if he be old) what does he find? Lot of junk?—"What My Baby Said," about "How to Get Rid of Pimples and Blackheads," in "Embarrassing Moments," or the rot about "Your Dreams Explained" by men telling "How They Got Their First Jobs!"

Editorials? No influence on the community—local writeups for the masses and classes—the mechanic, motorman, banker.

If you read one paper you read 'em all—for the news. The "slush" stuff is

varied. Some of the comics will provoke a laugh, but isn't once a week—Sunday—enough? Financial pages, real estate, certainly, always.

The business office (circulation) may say the women like the silly stuff. Give it to them on Sunday, let them read the advertisements week days. If the ads are written attractively, their interest will be held till it is time for the dear ones to resume their household duties.

There are no "scoops" in the newspapers today—stories which the reporters had to "dig" for and over which the editors would "gloat" when the "loathsome contemporaries" had to refer to them the next day. (And the editor let his reporter put a "tag" in the business office.)

And there's no "punch" in the stuff—all carbon-sheet copy, ground out by the same typewriter, mechanically headed by the copy reader and chuted to the linotype room—just as shoes and matches are manufactured.

"IKE" ALLER, San Francisco Examiner.

Every College Magazine Imitates

JOHN HELD, JR.

You Can Have Him



Margy says rolled stockings uncover a multitude of shins.

(C. I. Daily, 1/2 Page Sunday)

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

"FIRST IN PUBLIC SERVICE"

The *Evening World*

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

The *Evening World*

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

46% coverage

The largest percentage of coverage of its field offered by any New York paper—morning, evening or Sunday.

NEW YORK EVENING JOURNAL

The confidence and goodwill of readers of The New York Times are built upon its news.

Impartial and devoted solely to the task of giving the news, first and complete. The New York Times is preferred by intelligent and thoughtful men and women for reports of the Presidential campaign.

The news in full—the news first—the news presented on judgment of its worth. The New York Times always covers the big news best.

Efficiency—Accuracy—Speed—Economy

In addressing and mailing systems this quartette is found only in the Pollard-Alling Addressing and Mailing System

The Pollard-Alling Company has the enviable record of never having lost a daily newspaper customer.

Without exception they recommend its use to fellow publishers.

Write us for complete list of users and tell us the size of your mailing list and we'll be glad to tell you the cost of a complete outfit suitable for your needs.

POLLARD-ALLING MFG. CO.
Addressing, Mailing & Listing Machines
220-230 West 19th Street
New York, N. Y.

FROM THE TOP OF THE GREEN ISLE



Water's delegation to the international advertising convention bore their banner high. Its membership made up in activity what it lacked in numbers.

GEORGIA PRESS HOLDS ANNUAL MEET

Members Tour Through Southeastern Section of State—All Officers Re-elected—Ashburn Paper Wins Sutlive Trophy

Georgia Press Association held a "separating" convention last week beginning Monday and ending Saturday during which a tour was made through the southeastern portion of the state. The first regular session was held at Waycross Monday night, the last session at Brunswick. Business sessions were held on Billy's Island in the heart of the famous Sweetwater Swamp, which lies near the Florida line. Here all officers of the association were re-elected as follows: President, Charles D. Rountree, *Wrightsboro Headlight*; first vice-president, Ernest Camp, *Walton Tribune*; second vice-president, Miss Emily Woodward, *Wanna News*; recording secretary, Charles J. Benms, *Buller Herald*; corresponding secretary, Hal M. Stanley of Atlanta; treasurer, J. J. Howell, *Cuthbert Leader*.

A resolution offered by C. D. Rountree, president; W. G. Sutlive of the *Savannah Press*; Miss Emily Woodward of the *Vicenna News*, and W. T. Shytle of the *Adel News*, committing the association to the collecting of a fund to be known as the "G. P. A. Educational Fund," to be employed in supplying worthy boys and girls with money with which to go to school or college, was passed. This fund is not to be taken from the treasury of the association but to be raised by voluntary subscriptions.

A resolution was also adopted favoring the creation of a state port at tide water so that the diversified crops of Georgia may be preserved and sold to the best advantage.

On Wednesday night the Sutlive Trophy, a silver cup given to the association by Past President W. G. Sutlive, managing editor of the *Savannah Press*, for award to the newspaper which has done the most practical community work during the year, was presented to Mrs. Nora Lawrence Smith, managing editor of the *Ashburn Wiregrass Farmer*.

A surprise gift of a loving cup was given Hal M. Stanley, for more than 20 years corresponding secretary of the association, in recognition of his faithful service.

Theater Fetes Newspaper Club

New York Newspaper Club members were guests on Thursday this week at the Mark Strand Theatre on the occasion of the return of Miss Estelle Carye, soprano. Miss Carye, because of her singing at the Newspaper Club entertainments for visiting correspondents during the Democratic convention, was adopted by the club as "The Little Brown Thrush of Broadway."

Advertising men keep in touch with their media through EDITOR & PUBLISHER—\$4.00 a year.

IOWA DAILY FEATURES SEMI-PRO. BASEBALL

Seventy Teams Cooperate to Furnish Daily News Page—Haphazard Methods Discarded—Holds Small Town Readers

The *Council Bluffs* (Ia.) *Nonpareil* has evolved a plan for covering semi-pro baseball in its section of the state which has become popular with followers of the game. Seventy teams in 7 counties are co-operating with the paper, which devotes a page to their activities.

Contact is maintained with these teams by telephone and weekly letters. Schedules are printed and complete box scores run. Results of individual games are telephoned to the paper; box scores follow by mail. These are printed under a standing head "Southwest Iowa Box Scores," with sub heads "Played Sunday at Corning," etc. Box score blanks are furnished by the sporting department to managers of the teams who act as reporters for the *Nonpareil*.

A date book as complete as that kept by the city editor is maintained. When a team has an open date it is often filled through the newspaper.

At least once a week a picture of an outstanding southwestern Iowa player appears, while occasionally a three or four-column layout brings out prominent local players. A sports cartoon service fills on days when pictures are not published.

By thus carefully and consistently covering news of the semi-pro field the *Nonpareil* has gained readers among backers of the various teams. The plan of enlisting the co-operation of the teams has proven far superior to the old haphazard method of covering unorganized baseball. Rivalry between the teams is high and when the annual southwestern Iowa tournament is played the *Nonpareil* covers the contests in world series style, furnishing the "home towns" with bulletins as well as carrying play-by-play accounts.

C. M. McMillen is in charge of the *Nonpareil's* semi-pro baseball page.

Rendering Fine Service

July 4, 1924.

TO EDITOR & PUBLISHER: It is due to you from those of us in this country who have received On-to-Britain numbers

THE Daily Mail

with its **WORLD'S RECORD NET DAILY SALE**

enables the advertiser to obtain in a single day, at a single cost, complete coverage of the whole of the British Isles. It is the recognized medium for national advertising in England, Scotland, Wales and Ireland.

DAILY MAIL
NEW YORK OFFICES
220 Broadway
Telephone: Worth 7270

In New Orleans it's THE ITEM

The Greatest Force in British Advertising is The Times London, England

IN SALT LAKE CITY, UTAH

The Desert News

Oldest Western Newspaper, is the Recognized authority of the inter-mountain region.

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

that acknowledgment should have been made of the very fine service which you have rendered and are rendering this country through your attention to the International Advertising Convention.

I am led to send you this letter because of my unstinted admiration for the On-to-Britain issue of your publication which has just come to hand.

It is an amazingly complete issue so far as it relates to this country, both in its spirit and in its matter. It leaves nothing to be desired, and you and Mr. Ridout, your London Editor, and also Mr. Fitch, deserve the unmeasured thanks of all those who have been recipient of this special issue of yours.

You have invested so much thought, time, money and sympathy in this production that I am sure it will please you to know that your investment is perceived and appreciated, and I am trusting that you have the reward from it desired.

JOHN C. KIRKWOOD.

St. James Advertising and Publishing Company, Ltd., London.

LINKS WITH BRITAIN

THE HOME OF JOHN ROLFE

Heacham Hall, near Hunstanton, still owned by the Rolfe family, was the home of John (sometimes called Thomas) Rolfe, who crossed over to Virginia early in the 17th century and there married Pocahontas, the Red Indian Chieftainess, who died so tragically on the occasion of her visiting England in 1616, three years after her marriage.

Heacham Hall is easily reached from Norwich, which place is a convenient centre for several such interesting excursions, including Sandringham, the Norfolk home of the Royal family; Bury St. Edmunds, famous for its Abbey ruins; Castleacre, Castle Rising, East Dereham (the burial place of the poet Cowper), and Thetford, which was the chief town of the Anglo-Saxon kingdom of East Anglia.

London & North Eastern Railway from Liverpool Street Station, London

Apply for free booklet describing ALL YOU OUGHT TO SEE IN BRITAIN

H. J. KETCHAM

General Agent
LONDON & NORTH EASTERN RAILWAY,
311 Fifth Avenue (at Thirty-Second St.),
New York

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.

THEY ASSEMBLED EVEN FOR BREAKFAST AT LONDON CONVENTION



Col. W. E. Wood, chief of staff for Rodman Wanamaker, was one of the many entertainers for the American delegates to the recent London advertising convention. He gave a breakfast party for this group at the Carlton Hotel, July 18.

CURB ON CRIME NEWS BEFORE TRIAL ASKED

Chicago Tribune Backs Plan Editorially and Lawyers Approve—"Trial by Newspaper" Hit—Regulatory Measure Sought

Drastic regulation of publicity given in the newspapers to criminal and civil cases before the actual hearing in court was urged this week in an editorial published in the *Chicago Tribune*.

The proposal followed the Tribune's abandonment of its suggestion that the trial of Nathan Leopold, Jr., and Richard Loeb for the kidnapping and murder of Robert Franks be broadcast by radio. The Tribune thereupon conducted a referendum among its readers to ascertain their opinion of the broadcasting proposal, and the vote was overwhelmingly against it.

Among those who have indorsed the proposal to curb publicity preceding trials is Russell Whitman, vice-president of the Chicago Bar Association.

"The lawyers are far from blameless," said Mr. Whitman, "but reputable members of the bar deplore the injustice of permitting a trial by newspaper in advance of a hearing by a court and jury. The statements of counsel giving to the press their version of a case and what they are going to prove and do, make it seem incumbent upon opposing counsel to take issue, also in the press, or to allow partisan claims to go unchallenged.

"Where a case promises to be sensational the contest is on. It is most unseemly. Neither party is under any control—a prize fight and no referee. The spectacle is sickening."

"The chief difficulty is likely to arise in drafting a measure which will restrict the freedom of the press only when such freedom operates to obstruct justice. But I believe such a measure can be drawn and enacted."

Andrew R. Sherriff, chairman of the Chicago Bar Association's committee on relations of the press to judicial proceedings, placed squarely upon the shoulders of newspaper editors the responsibility for bringing an end to "trials in the newspapers." No new law is needed for the purpose, he said. He refused to concede that all newspapers must cease the practice before one newspaper dares to de-

prive its readers of what another furnishes.

Washington Correspondents Back

Robert Barry, chief of the Washington bureau of the *Philadelphia Public Ledger* is back on the job after a three weeks' vacation following the national convention season. Charles Michelson of the *New York World* and Arthur Sears Henning of the *Chicago Tribune* are the only heads of the larger Washington news bureaus who remain on vacations. Henning recently sailed for a 6 weeks' trip to Europe.

"Lost Legion" Veteran Paroled

The first Chicago man of the "lost legion" to be paroled following a campaign started by the *Chicago Tribune* last January arrived home last week. He is Adrian C. Taylor, who has served 5 years of a 35 year sentence. He was one of some 300 war veterans who remained in prisons after slackers and draft evaders had been released.

Newspaper Man a Suicide

Pursley B. Ogden, 34, copy reader, *Los Angeles Examiner*, committed suicide by swallowing poison while motoring with his brother near Pomona, Cal., July 27. Mr. Ogden formerly was assistant city editor, *Chicago Evening Post*, and a copy reader, *Chicago Evening American*.

Starts Radio Fund for Veterans

Chicago Daily News last week launched a campaign among radio enthusiasts to raise \$60,000 with which to buy radio receiving sets for disabled war veterans in hospitals in the Chicago district.

Unexcelled as a Food Medium.

4 to 6 food pages every Thursday.

TRENTON (N. J.) TIMES

KELLY-SMITH CO.

National Representatives

Marbridge Bldg. New York

Lytton Bldg. Chicago

VANDERLIP SATISFIED

His Washington Research Bureau Will Not Be Scrapped

WASHINGTON, D. C., July 31.—The Citizens' Research Bureau, the organization established by Frank A. Vanderlip to unearth and tell the real and inside story of the Government and the manner in which it is conducted, will not "go out of business." A current report that the organization, which had been active in furnishing information for the Senate's investigation of the Department of Justice, would disband, has been denied by J. Weston Allen, of Boston, general counsel for the bureau.

The real truth of the situation, Mr. Allen asserted is that a reorganization of the bureau on a permanent basis as a national organization now is nearly completed. In the meantime important country-wide investigations are in progress by the field agents of the bureau.

Since Congress adjourned the reorganization has been under way in accordance with Mr. Vanderlip's plan to make the bureau something more than a one man organization. The former New York banker, who projected the bureau, with the idea that the newspapers were not doing their duty and exposing corruption in high places, had often expressed the opinion that the bureau could

be most effective as a cooperative undertaking.

Apparently Mr. Vanderlip is satisfied with the manner in which the bureau has developed and having put Mr. Allen, who was formerly attorney general of Massachusetts at its head, has turned it over to him to go ahead.

A Security Market

with complete newspaper financial service.

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

The News, with its effective coverage and responsive reader interest, offers the financial advertiser the complete audience in the Buffalo territory. A. B. C. Sept. 30, 1923, \$19,754 total net paid

Cover the Buffalo Market with the

BUFFALO EVENING NEWS

*Present average circulation 12,700

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

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

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

J. B. Woodward
110 E. 424 St.
NEW YORK

Woodward & Kelly
350 N. Mich. Blvd.
CHICAGO

Los Angeles Times

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

World Leader in Advertising for Three Consecutive Years

THE SERVICE STATION

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

Q. Can your statistical department furnish us by return mail with the total daily newspaper circulations and the milline rates for the 20 leading cities of the United States?—B. O.

A. Total circulations and milline rates for the 20 leading cities appear in the Table below. It is based on the March 31 A. B. C. or Post Office Statements of circulation and the minimum rates per agate line now effective on general advertising. The tabulation excludes foreign language and trade and class dailies, being based only on the figures of English language daily and Sunday newspapers of general circulation.

Note worthy to the general body of EDITOR & PUBLISHER readers, if not of primary interest to our correspondent, is the fact that these 20 cities produce more than half the total circulation of the country's daily press and that their space is all available for advertisers on regular contracts at the ridiculously low rate of \$1.00 per line per million circulation, daily, and \$1.71 per line Sunday.

The tabulation follows:

City	Weekday Editions			Sunday Editions		
	Total Net Paid Daily Circulation	Combined Line Rate	Milline Rate	Total Net Paid Sun. Circulation	Joint Line Rate	Milline Rate
New York	4,249,122	\$7.892	\$1.85	3,442,588	\$6,2495	\$1.81
Chicago	1,916,761	3.01	1.57	1,980,671	2.25	1.13
Philadelphia	1,328,309	2.1382	1.60	976,975	1.7882	1.83
Boston	624,171	1.15	1.84	730,457	1.23	1.68
St. Louis	576,968	1.12	1.94	438,244	.86	1.35
San Francisco	1,506,323	3.20	2.12	1,314,895	2.15	1.63
Washington	454,884	.98	2.15	283,882	.65	2.28
San Antonio	583,580	1.08	1.85	542,398	.69	1.27
Los Angeles	760,269	1.65	2.17	707,048	1.41	1.99
Indianapolis	353,398	.84	2.37	270,259	.54	1.99
St. Paul	557,560	1.37	2.45	458,648	.95	2.07
San Francisco	312,509	.69	2.20	291,227	.65	2.23
Washington, D. C.	295,319	.88	2.98	292,350	.70	2.39
Newark, N. J.	223,326	.49	2.19	91,456	.25	2.73
Cincinnati	442,318	.85	1.92	127,844	.34	2.65
New Orleans	191,924	.44	2.29	283,599	.53	1.87
Kansas City	312,651	.63	2.01	320,402	.55	1.72
Las Vegas, Mo.	809,628	1.00	1.23	433,117	.665	1.53
Seattle	241,454	.65	2.69	239,765	.515	2.14
Totals	16,306,657	30.9402	1.89	13,856,833	23.7677	1.71

Number of daily papers listed..... 112
 Number of Sunday papers listed..... 60

WHAT THEY ARE SAYING

EDITORS VS. KINGS

"NO king in olden times exerted so wide an influence as is within the power of the editor of any good newspaper. I tremble to think what would happen to a man hoping to be elected to office if the newspapers should suddenly agree never to print his name. Once in a while, a politician will think that he can silence a newspaper. I never noticed that he has any luck. But a newspaper can silence a politician almost any time."—Lt. Gov. Alvan T. Fuller of Massachusetts.

JOHN WANAMAKER'S ADVERTISING

"WE have organized our advertising bureau much like a newspaper. We consider the things to advertise as the news of the store. We have our editorial staff, our artists' staff, and our print shop which sets up the advertising. In consultation with the merchandising office, the space is laid out several days ahead. Then the news is gathered through the store. We do not allow any one to write an advertisement without seeing the merchandise. We insist also that the 'reporter' see the buyer in charge of the merchandise and get information at first-hand. The news is then written in human-interest form and given to our managing editor for his approval. It is then set in type and made up as a unit in the newspaper."—Joseph H. Appel, Advertising Director, John Wanamaker's.

COUNTRY MERCHANT SHOULD USE WEEKLIES

"THERE is one form of advertising very much in vogue in some sections that I personally do not approve of, especially for the country merchant, and that is billboard advertising. There are several reasons why we object to this form of advertising. It is expensive for the number of people it reaches; it gets stale for want of frequent change of copy; they become repulsive and often detract from the attractiveness of the surrounding section; in our section, they make ideal targets for the rifle and shotgun practice, especially the roadside signs. I believe the money spent on billboard advertising by local and foreign advertisers, if used through the country weekly papers, would accomplish a greater result."—M. E. Darsey, Advertising Manager, George E. Darsey & Co., before Texas Press Association.

SERVICE REAPS NATIONAL ACCOUNTS

"NEWSPAPER advertising is still in its embryo stage. The past 15 years has probably witnessed a greater advance in newspaper advertising merchandising methods than took place during the entire 265 years of initial development—but even that, much remains yet to be learned and done. Where formerly newspaper advertising was largely a community affair, it has now attained national and international proportions. The successful newspaper of today not only carries the commercial messages of local merchants, but of national manufacturers and institutions, as well. The big problem with most newspapers today—especially in the smaller towns—is how to secure a profitable share of national advertising business. The answer lies in one word: 'Service'—service to the advertising manufacturer and to advertising agency representatives."—C. C. Younggreen, Vice-President, Klau-Pierson-Dunlap-Younggreen.

Illinois

Represents a

\$6,960,000,000

Market

FIGURES TALK

Product	Value
Dairy	\$71,998,000
Corn	413,751,000
Wheat	155,960,000
Oats	103,283,000
Hay	120,000,000
Cattle	182,250,000
Horses	118,708,000
Swine	90,203,000
Sheep	7,946,000
Coal	138,767,000
Petroleum	40,000,000
Other Mineral Products	8,635,000
Manufactures	3,658,740,000

THE VALUE OF ILLINOIS PRODUCTS REPRESENTS A BUYING POWER WHOSE EQUAL IS HARD TO FIND

This list of daily Illinois newspapers stands second to none in influence and pulling power.

	Circulation	Rate for 2,500 Lines	Rate for 10,000 Lines
***Aurora Beacon-News (E)	16,982	.06	.06
†††Chicago Herald & Examiner (M)	335,747	.55	.55
†††Chicago Herald & Examiner (S)	1,050,949	1.10	1.10
†††Chicago Daily Journal (E)	120,449	.26	.24
***La Salle Tribune (E)	3,162	.025	.025
***Moline Dispatch (E)	10,569	.045	.045
***Peoria Star (E) 29,102	21,733	.075	.06
***Rock Island Argus (E)	10,513	.045	.045
***Sterling Gazette (E)	5,921	.04	.04

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

†††Government Statement, April 1, 1924.

AND THE PEERAGE GLITTERED



One of the first sights to great American advertising men at the Albert Hall reception in London were the benedicted members of the peerage and officialdom, past and present. Facing the camera above (left to right) are: Mrs. Baldwin; Stanley Baldwin, former Premier; the Lord Mayor of London; Lady Burnham; Viscount Burnham, and Baron Riddell.

TIPS FOR AD MANAGERS

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Placing account James Vicks Sons, Rochester, New York.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Making new contracts for D. M. Ferry & Company, Detroit, seeds.

Earle S. Barber Advertising Agency, Wrigley Building, Chicago. Placing account of the Pepsi Syrup Company.

Barton, Durstine & Osborn, Inc., 200 Delaware avenue, Buffalo. Placing account of the Upon Company, Lockport, New York, manufacturers "Upon" Board, etc.

Benson, Gemble & Crowell, 7 South Dearborn street, Chicago. Has prepared fall list on Parker Pen Company, Janesville, Wisconsin. Will place accounts of Chicago Flexible Shaft Company, Chicago, in future.

Brooke, Smith & French, Inc., 206 Eliot street, Detroit. Now placing copy for the Gray Motor Corporation.

Caples Company, Inc., 225 East Erie street, Chicago. Now handling account of the Garford Motor Company, Lima.

Chambers Agency, Inc., 389 Carondelet street, New Orleans. Now handling account of the Sutcliffe Company, Louisville, jobbers of radio and sporting goods.

Critchfield & Company, 223 W. Jackson Blvd., Chicago. Placing account of Fitzpatrick Brothers, Inc., Chicago, manufacturers of "Kitchen Kleener."

Critchfield & Company, 223 West Jackson Boulevard, Chicago. Will place accounts for Glacier Laboratories, Springfield, Minnesota.

J. H. Cross Company, Inc., 1500 Loenist street, Philadelphia. Handling account of Mumyon's Homeopathic Home Remedy Company, Scranton, Pennsylvania, manufacturers patent medicines.

Danielson & Son, 49 Westminster street, Providence. Placing account of the C. K. Grouse Company, North Attleboro, Massachusetts, manufacturers of school and college rings and jewelry.

Erwin, Wasey & Company, 844 Rush street, Chicago. Making 1000 line contracts for R. Schiffman.

Fisher-Brown Advertising Agency, 1627 Locust street, St. Louis. Handling account of the International Heating Company, St. Louis.

New Haven Register
is New Haven's Dominant Paper
Circulation over 40,000 Average
Bought every night by More New Haven people than buy any other TWO New Haven papers COMBINED.
New Haven Register
The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago

- Richard A. Foley Advertising Agency**, 219 North Broad street, Philadelphia. Now handling account of the Corby Baking Company, Washington, D. C. and Richmond, Va.
- Charles H. Fuller Company**, 623 South Wabash avenue, Chicago. Placing account of the Orangeine Chemical Company, Chicago.
- Charles H. Fuller Company**, 629 South Wabash avenue, Chicago. Sending out contracts on F. A. Stuart Company, Marshall, Michigan.
- Friend-Weiner-Donohue Company**, Woolworth Building, New York. Handling account of the Graves Art Studios, New York.
- Fyffe & Bond Corporation**, 50 Madison avenue, New York. Placing account of the Coll-io-dine Laboratories.
- Gordon Marx Company**, Cincinnati, Ohio. Handling account of the Robert H. Hicks Corporation, South Whitley, Indiana.
- Hanser Agency**, 12 East 44th street, New York. Will start newspaper campaign for the H. Clay Glover Company, New York, dog remedies, about September 1.
- Izzard Company**, Times Building, Seattle. Will make up list during August and September for the Northwestern Fruit Exchange, Wenatchee, "Skookum" apples.
- James Hugh Moffatt**, 1211 Clover street, Philadelphia. Placing orders with a special list of Pennsylvania papers for the Shamokin Oil Company.
- Joseph Advertising Company**, Union Central Building, Cincinnati. Placing account of the Specialty Device Company, Cincinnati, manufacturers of "Standard" well boring outfits.
- John S. King Company**, Newman Stern Building, Cleveland. Has secured account of the United States Air Compressor Company, Cleveland.
- Kling-Gibson Company**, 1606 Consumers Building, Chicago. Placing account of the Pratt Food Company, Philadelphia.
- Kirtland-Engel Company**, 646 North Michi-

A Stable Market
THE Milwaukee-Wisconsin market offers your most dependable sales opportunity in 1924! The first city of diversified industries located in the world's richest dairying center—an unbeatable combination—thoroughly covered by one advertising medium—
The Milwaukee JOURNAL
FIRST—by Merit

- gan avenue, Chicago. Handling account of the Coyne Electrical School, Chicago.
- MacManus Incorporated**, 82 Hancock Avenue East, Detroit. Now handling account of the Hayes Manufacturing Company, Detroit.
- Harry C. Maley Company**, 155 East Superior street, Chicago. Has secured account of Seth Seiders, Inc., and Mather & Company, allied industrial service engineering organizations.
- Midland Advertising Agency**, Cincinnati. Placing account of E. Kahn Sons Company, "American Beauty" neat products. Will also conduct campaign for The Osmun Manufacturing Company, Covington, on Castle hair curlers.
- Myers-Beeson-Golden**, 605 Second National Bank Building, Toledo. Making 1000 line contracts for the Conklin Pen Manufacturing Company, Toledo.
- P. F. O'Keefe Advertising Agency, Inc.**, 45 Bromfield street, Boston. Now handling account of Jason Weiler & Sons, Boston, jewelers.
- Patterson & White Company**, 140 North Sixth street, Philadelphia. Has secured account of the Huntington Manufacturing Company, "Gray Goose" golf balls.
- Potts-Turnbull Company**, 6 North Michigan avenue, Chicago. Sending orders to southwestern newspapers on Household Pectin Company, Topeka, Kansas.
- Fred M. Randall Company**, Book Building, Detroit. Has secured account of the Imperial Steel Range Company, Cleveland.
- I. W. Ridge**, 18 East Vermont street, Indianapolis. Reported to have secured account of Mountain Valley Water Company, Indianapolis.
- Srodgrass & Gayness**, 489 5th avenue, New York. Has secured account of the Fitch Publishing Company, New York.
- J. Irwin Strain**, Lexington Building, Baltimore. Reported placing orders for the Bendol Company, Baltimore.
- Sweet & Phelps, Inc.**, 210 East Ohio street, Chicago. Sending orders to newspapers on Airlox Rubber Company, Chicago.
- Simpson Advertising Company**, 915 Olive street, St. Louis. Now handling accounts of the B. & H. Laboratories, St. Louis, manufacturers of disinfectants, insecticides and sprayers, and the Economy Heat Company, St. Louis, manufacturers of the "Heetzall" oil burner.

Executive Committee to Meet

A meeting of officers and executive committees of Pennsylvania State Editorial Association, Pennsylvania Associated Dailes, and Pennsylvania Weekly Association will be held at Stroudsburg Sunday forenoon, Aug. 3. To make arrangements for the fall outing there sometime in October. Ralph Stroudsburg, publisher of the *Norristown Herald and Times* has invited the associated newspaper men to be his summer guests at his Norristown home.

Joseph Francis Ahearn

Joseph Francis Ahearn, 52, former editor of the *New York Bronx News*, died July 27, in New York, before entering journalism, he had been telegraph operator, an organizer and first president of the Telegraphers Union. After 11 years as an operator on the *New York Evening Journal*, he joined the staff of the *Bronx Home News* in 1909. He resigned to enter city politics returning to the newspaper 4 years later but weakened health limited his activities.

Freel, Stereotypers' President, Dies

James J. Freel, for 22 years international president of the Stereotypers and Electrotypers Union, died suddenly on Thursday morning this week at his home in Caldwell, N. J. He had just returned the previous evening from a convention at Savannah. He was the second international president of the union, after a break from "Big Six" in 1902.

Good Copy Is the Secret

Investigation among Presbyterian churches indicates that very seldom does a specific advertising campaign of local church fail to bring into the church treasury more money than the advertisements cost, to say nothing of the increased attendance.

But in no case has this result come about when the advertisement carried merely the topic of the sermon and the name of the church.

Better advertising on behalf of all the churches in town is possible—and profitable, if the paper wishes it to be. Copy for such joint advertising may be had without charge from E. H. Harris, The Palladium, Richmond, Indiana.

CHURCH ADVERTISING DEPARTMENT
A. A. C. W.

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

Associated Advertising
383 Madison Ave.



Clubs of the World
New York City

PRESS ENJOYS MAINE SUMMER WITH JOHN W. DAVIS



Knickers, duck, and flannel were in style among the correspondents detailed to tell newspaper readers how Candidate Davis behaved at Dark Harbor and to relay his daily outgivings to an eager Democracy. Graf ton Wilcox, centrally posed, appears to enjoy this morning conference.

Funeral for Robert Welsh

Funeral services for Robert Gilbert Welsh, dramatic critic of the *New York Telegram and Evening Mail*, were held in New York Tuesday, this week. Welsh lost his life last week in Bermuda in a vain attempt to save Miss Helen Sullivan, of New York, from drowning. Among the pall bearers were Fred A. Walker, publisher of the *New York Telegram and Evening Mail*; Stephen Rathbun, *New York Sun*; Bide Dudley, *New York Evening World*; James Metcalf, *Wall Street Journal*; Charles Pike Sawyer, *New York Evening Post*, and Wells Hawkes, president of the Theatrical Press Representatives of America.

Spokane Club to Celebrate

Spokane (Wash.) Advertising Club is arranging a big civic celebration for Aug. 4, the anniversary of the fire which destroyed the pioneer town of Spokane Falls in 1889.

DETROIT TIMES

Over 200,000
DAILY
Over 250,000
SUNDAY

A good newspaper plus the growth of Detroit to 1,200,000 population, is the answer.

K. C. STAR ADDS COLOR SECTION AND COMICS

New Sunday Supplements Being Printed on Specially Constructed Press—Marks Radical Change in Daily's Policy

The *Kansas City Star* which heretofore has never used color or comic strips, on Sunday, July 27, added an 8-page comic section and a magazine section in 4 colors. The new sections, which will be a weekly feature of the newspaper, are being printed on a specially constructed Goss press. Experiments in the four color process being used were made at the Star plant.

The Star management claims that no other newspaper as yet has been able to print in four colors a magazine on a rotary press with the quality of paper it is using. In a front page story announcing the innovation, attention is called to the fact that the Star is pioneering in a new field of journalism.

To prepare for the improved Sunday newspaper, the Star was forced to build an addition to its plant, 3 stores and basement being added.

Among the outstanding features of the new edition are:

A page reproduction in four colors of

a notable work of art; fiction illustrated in color; a double page in color of fashion pictures from Paris; stories of conspicuously successful lives; a double page of pictures in the wake of the news.

The Star has expended considerable capital and much time in preparing for the new venture.

Among the comics are "Gasoline Alley" by King; "Mr. and Mrs.," by Briggs; "The Man in the Brown Derby," by Webster; "Smitty," by Bernd; "Home, Sweet Home," by Tuthill; "Hairbreadth Harry," by Kahles; "Reg'lar Fellers," by Byrnes; "Winnie Winkle," by Branner.

Milan Dailies Confiscated

Daily newspapers of Milan, Italy, with the exception of the *Milan Popolo d'Italia*, were confiscated July 27. Articles on the Matteotti case are believed to have caused the action. The *Popolo d'Italia* is owned by Premier Mussolini's brother.

"C.O.D."—"F.O.B."—"N.Y."

Many a newspaper pads its "advertising records" with all sorts of trade space. They never would get a line of such advertising if they sold for cash only.

It seems fair—but how about the cash advertiser who comes into competition with the trade advertiser? What does he get?

Well, he gets a piece of the neck.

When we say that "business is good" with the **BROOKLYN STANDARD UNION** we are talking about money, not about cigar coupons.

From *Bob's Almanac*

THE PASSAIC DAILY NEWS

Leads in Classified, Local and Foreign Advertising in New Jersey's Fastest Growing City

TRADING POPULATION 167,395

NEW JERSEY NEWSPAPERS, INC.

National Advertising Representatives (New Jersey Newspapers Exclusively) New York Chicago Newark

**FIVE BIG MARKETS IN TEXAS
THREE BIG MARKETS IN LOUISIANA**

The **BEAUMONT ENTERPRISE** AND THE **BEAUMONT JOURNAL** cover the Fifth Market in Texas and the Third Market for Louisiana.

No Texas or Louisiana list complete without them.

Ask Beckwith—He can tell you.

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

(September 30th, 1923)

Before scheduling space in evening papers.

NEW ORLEANS STATES
13c a Line Flat Daily
15c a Line Flat Sunday

SPLENDID COOPERATION TO ADVERTISERS

Leads in Daily and Sunday CITY CIRCULATION

Specials: East Beckwith West Branham

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

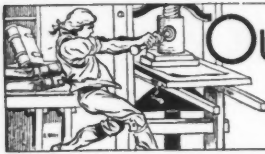
MOST NEWS

The largest morning daily circulation in Pittsburgh

The Pittsburgh Post
MORNING AND SUNDAY

Daily Circulation....118,000
Sunday Circulation...175,000

Member A. B. C.



OUR OWN WORLD OF LETTERS

By JAMES MELVIN LEE

E. P. (commonly spoken of as Editorial Page) Mitchell, for many years editor of the *New York Sun*, has a delightful chat about himself in *Scribner's Magazine* for July. But the matter to which I wish to call attention is the article which he will contribute to the August issue on the subject "A Newspaper Man's Newspaper"—a phrase that used to be applied to the *New York Sun* when it was edited by Charles Anderson Dana. Eugene Field was said to have been discovered by Dana, and hence it is especially appropriate that the second installment of these reminiscences by Mr. Mitchell should contain several of Field's cryptic notes.

THE newspaper man found in the fiction pages of the magazine is doubtless a well-known character to lay readers, but he will seldom, if ever, be recognized by members of the working press. Henry Justin Smith, who for so many years has been news editor of the *Chicago Daily News*, has created a real journalist in "Josslyn" (Covici-McGee). I have no desire to review this book to such a length that a perusal of the volume is not necessary. I simply make one quotation to show that Josslyn walks out of the city room straight into the pages of a novel:

He was sent to get "statements" from shrewd landlords whose tenements had just burned down, costing a few trifling lives, women or children; and he had to be polite to these monsters, and write down their lies, and see them printed.

There were inquiries, farcical affairs, wherein venal and sleepy deputy coroners ordered favorable verdicts from the tramps they had sworn in.

Once he sat in a police station, while Blake coolly sketched an enormous brazen woman, peck-marked, grossly dressed, who had smothered her baby and buried it in an ash-pit; and Josslyn had to write down and "dress up" her remarks.

He was sent to a railroad wreck; he waded in blood and groped among slithery bundles of clothes for scraps of paper giving identification.

He helped cover a bank failure, fought his way to the door through a shawled mob of screaming women, found the banker calmly smoking, wrote down the banker's lies; that afternoon he had to interview a gaudily-clad woman with whom it was said the banker was "in love"; and the woman tried to kiss Josslyn.

Some days he viewed corpses; some days he said "Yes, sir" to bland hypocrites; some he spent copying illiterate diaries, full of "my laly girl" and "the oooooooos stand for kisses."

He worked never less than nine hours a day, and sometimes thirteen. He was one of the men they told off to sit up with juries, and to wait for strike settlements. There were weeks when he did nothing but wait: Wait in the offices, or in a jury room, among obscene lawyers and the pale faces of the prisoners' relatives, watching a certain oaken door.

They said among the staff, with chuckles: "Josslyn's getting his."

Occasionally someone accosted him in the hall with: "Hw's the poetry now, Josslyn?"

And at home Blake would perhaps greet him: "Well, still believe God's in his heaven,—huh?"

where you never know from one day to the next how you stand or what'll happen; and you roll up your sleeves every morning and fight the world, and you half poison yourself with mean thoughts, and you scrap with the Old Man—well, I oughtn't to say any more about it; but what do you say? Do you insist on staying in the business?"

"Yes," stammered Josslyn.

In my review of "Deadlines," in which Mr. Smith gives the quaint, the amusing, the tragic memoirs of the news-rooms, I think I pointed out that Josslyn was an incorrigible idealist. In this second book where he is the leading character he passes through a bitter disillusionment, but comes again into his own in the concluding chapters. One cannot get away from the feeling that Josslyn is a real character in Chicago newspaper circles. I doubt whether Mr. Smith himself will deny such an assertion.

Judged by the highest literary standards of modern realism "Josslyn" is a newspaper classic. Fictional in form, it is in reality a series of snapshots of newspaper life; it comes much nearer giving a true picture of present-day press conditions than "Success" by Samuel Hopkins Adams. (Houghton Mifflin Company).

UNTIL Henry Ford purchased the *Dearborn Independent* in November, 1918, it was a small country weekly. According to an item in *Time*, the weekly news magazine, for July 28, Ford has made this sheet a national periodical with a circulation over 700,000, the bulk of which was obtained by Ford agents on a liberal commission. The same item says that Ford is erecting in Dearborn a building to cost nearly a million and a half. It is to be equipped with presses able to turn out an edition of one million copies of the *Dearborn Independent* each week. The item calls attention to the fact that the *Independent*—unlike most of Ford's other ventures—has not paid expenses, but it attributes this deficit to a policy of not accepting advertising.

SOME day the straight reporter is going to come into his own. A step in that direction will be found in the concluding paragraph of a letter which Felix Frankfurter of Cambridge, Mass., publishes in *The Nation* for July 30, under the caption "Snappy Journalism." The paragraph in this letter about the way the Democratic Convention was reported under which I should like to put ditto marks follows:

Of course the Garden convention afforded endless material for the mere fun-maker and wit—for an Artemus Ward or a Swift. That's why among all the "special" writers Will Rogers carried off the laurels. He was plainly and completely out for fun and sarcasm; he didn't pretend to interpret the news or to stick his pen below the surface to reality. But

when it comes to the historians of the convention, the real news and insight for present-day readers and for future historians will be found in the unpretentious work of the dray horses of journalism, the daily chroniclers of daily happenings—stupid, slow, confused, struggling events—men like Michelson of the *New York World* and Oulihan of the *New York Times*.

OCTOBER 6, has been set by Simon and Schuster, Inc., as the publication date of "Joseph Pulitzer, His Life and Letters" by Don C. Seitz. Originally a two volume work was planned, one of which was to be written by Mr. Seitz and the other by Frank J. Cobb, for many years the editor of the *World*, after the death of Joseph Pulitzer in 1911. The death of Mr. Cobb last January, however, caused such a change in original plans that Mr. Seitz has done all of the work for the biography, which will consist of one large volume, fully illustrated and generously documented.

Incidentally, it may be remarked that Mr. Seitz has been engaged in the collection of material for this biography for something like 12 years. In 1898 he became the business manager of the *World*; before that time he had been the Albany correspondent of the *Brooklyn Eagle*, and later city editor of the same paper. At one time he was the assistant publisher of the *New York Recorder*.

Those who have seen the manuscript of the book say that it strikes many of the human interest notes found in the volume of "The Life and Letters of Walter Hines Page," and that it has the same dramatic interest as the autobiography of Edward Bok.

The mention of "The Life and Letters of Joseph Pulitzer" reminds me that the State Company of Columbia, S. C., has just published a volume of some 500 pages on "Braxton Bragg—General of the Confederacy" also by Seitz. In this volume, he has aimed neither to defend nor to vindicate. His purpose has been to give the facts about a Confederate general who fought some of the fiercest battles in the war between the States. It will always be a mystery to the friends of Mr. Seitz to know how a man who

held the position of business manager of the *New York World* could find so much time to do the tremendous amount of research work required for the preparation of this volume.

Mr. Seitz has to his credit several volumes of poems, most of which appeared previously on the editorial page of the *World*. In recognition of his literary efforts he was elected president of the Author's Club of New York.

A BOOKLET that will answer many questions about the chemistry of paper-making is "Technical Control of the Paper-Making Process" by Ernest Mahler, General Superintendent of the Kimberly-Clark Company, Neenah, Wis. Strictly speaking, the booklet does not bear the title I have mentioned, but it does contain an article with that caption. It is profusely illustrated in rotogravure from photographs showing the story of paper from wood pulp to news print.

ONE out of every THREE Homes in Milwaukee receive

THE MILWAUKEE LEADER

"Unawed by Influence and Unbribed by Gain."

Advertising Representatives

FRALICK & BATES

Chicago, New York, Atlanta, Los Angeles

THE TACOMA NEWS TRIBUNE

TACOMA TRADE TERRITORY

Frank S. Baker, President

Charles B. Welch, Editor and Gen. Mgr.

ADVERTISING REPRESENTATIVES

David J. Randall, 341 Fifth Ave. New York City

Ford, Parsons Co., 360 No. Michigan Ave. Chicago, Illinois

R. J. Bidwell & Co., San Francisco and Los Angeles, Cal.

NOW that I have started quoting from the book I am going to be like Rip Van Winkle and not count this one:

"Of course," said Franklin calmly, "this place is a fearful dog-hole. The newspaper business is a muddled, frantic hell of a business"

EVENING HERALD

Los Angeles, Calif.

Gained 7,249 Daily Average Circulation. Sworn Government Statement, Six Months Ending March 31, 1923, 196,800 Daily. Six Months Ending March 31, 1924, 173,549 Daily. Increase in Daily Average Circulation, 7,249.

IT COVERS THE FIELD COMPLETELY

REPRESENTATIVES:

H. W. Moloney, 604 Times Bldg., New York.

G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.

A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

The Washington Herald

Largest Sunday Circulation Any Washington Paper

The Washington Herald

morning and evening

The Washington Times

evening

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

G. Logan Payne

Publisher and Gen. Mgr.

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

The Dallas Morning News

Supreme in Texas

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

THE Salt Lake Tribune

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

FOREIGN REPRESENTATIVES

The S. C. Beckwith Special Agency

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

PACIFIC COAST REPRESENTATIVE

M. C. Mogensen & Co., Inc.

Los Angeles—San Francisco—Seattle

DOLLAR PULLERS

One Dollar Will Be Paid for Each Idea Published

BUSINESS TICKLER

THIS is "Do it!"



Do the things you have been saying you proposed to do for an entire year. On your desk, in your letter file, on your 1924-23 calendar, and tucked away in the corners of your brain are the memorandum notes to guide you in this week's ideal clean-up campaign.

You said that "some day" you would take that hard-boiled merchant to lunch at the club and play him a round of golf and get into his mind the fact that he is missing an opportunity to better his condition through the medium of your newspaper. This week you will DO it!

This week write that long-deferred letter!

This week hold that staff meeting and say that thing which, if transferred from your mind to the minds of your co-workers will mean a reform in methods and a united front for the business you are entitled to.

Make something really useful of this week—this mid-summer week, this ordinarily dull and uninteresting and unprofitable week!

This is a grand and glorious week, because it is not so full of pressing duties that it gives no time for abstract thinking and a tacking of those collateral and neglected subjects which, when motivated, may bring major results.

The gods have given you this week for high purposes—use it! Do it NOW!

PUT few women understand the plans of a house as depicted in blueprints. Photographs are different—any woman can understand them. If the contractors would use more interior pictures of the built-in features of modern houses to illustrate their ads they would no doubt find it a paying proposition. Suggest this idea to the advertising contractors of your paper, and you'll make money by doing so, and so will they.—B. F. Clark, Hutchinson Kan.

"Do You Know Where to Buy Nationally Advertised Goods?"—Make it a contest feature. Papers can make the amount of prizes to be given according to local conditions. Lay out the page or double page in an equal number of spaces. In half of these the names and addresses of various merchants will be inserted—the other half will contain merely the trade names and slogan of nationally advertised goods. The object is to place the name of the slogan over the name of the merchant handling the goods. George C. Marcle, Ogdensburg (N. Y.) *Republican-Journal*.

Have you considered that the charitable organizations of your cities have a problem—that of raising funds—which demands their use of paid space? A number of newspapers have built up considerable departments by once or twice a week having special sections devoted to fairly small "ads" of such institutions, explaining their needs, and asking contributions—and asking for money to be willed them. Usually a special, low rate is offered. A paper with a high-class clientele in particular has a worthwhile proposition to offer this type of advertiser.—James M. Mosely, Boston.

By using some fast telephone solicitors, one large Sunday newspaper recently obtained a large lineage of small tie-up ads of about two inches each, with trademark and name of local dealer, from dealers over a wide territory who sell cars being advertised. It boosted the total lineage.—J. M.

A western newspaper originated a new one. "Free Cab Service to These Stores." Five merchants arranged with local taxicab company. The stores refunded the fare charged if purchases made amounted to over \$10.00. A full-page advertisement was used to spread the message. A live ad man could easily convince a live merchant the merits of this scheme.—George C. Marcle, Ogdensburg (N. Y.) *Republican-Journal*.

Here's a stunt that will help you get more radio advertising: Name a certain week as "Long Distance Radio Week," during which all local radio fans would try for the longest distances possible. Ask all fans getting distant points to write in and tell you what they've done. Use this material in the radio department. And use the week as the excuse for getting more advertising from local radio dealers.—Frank H. Williams, Santa Ana, Cal.

"Sales Brevities" was the title of a small box in the *Dubuque* (Ia.) *Times-Journal* by the Koshek Bros. Company, included in a regular half-page ad. The ad featured a special column of items that required little elaboration to establish them as extra bargains.—L. J. Jellison, *Dubuque* (Ia.) *Times-Journal*.

About this time of year you can get the coal dealers in your town to do some advertising telling the people "to buy their coal early when they can get the best in quality, price, etc." The coal season doesn't start before October, but this is

a good time to buy. Try making a layout or two, with headlines, and you can get the coal dealers to buy the space. Maybe a page of dealers all together!—R. John Gibler, St. Louis, Mo.

Grouping many business cards, the *Washington* (D. C.) *Daily News* lists various local enterprises under the title "Buyers' Guide of Recognized Products and Services." In a very short time many new cards have joined this growing list.—C. M. Littlejohn, Washington, D. C.

"Clean Soft Water at the Turn of a Faucet Always" is the heading used by the *Fort Wayne* (Ind.) *Journal-Gazette* over a group of ads of local plumbers offering water softeners and household water systems. This group of ads ran about three-fourths of a page.—F. H. Williams, Fort Wayne, Ind.

In one city its three laundries cooperate in advertising. Each Monday, Wednesday and Friday a joint advertisement is published giving one new reason or benefit for sending your washing to the laundry.—Robert B. Miller, Marion, Ind.

Many women like to while away restful vacation hours in needlework, art embroidery and just plain sewing. Why not get up a special page with neat designs of ads from embroidery departments of large stores and special art needlework and fancy goods establishments?—C. M. Littlejohn, Washington, D. C.

SCHAEFER'S IDEA WON

Launched Movement to Have A.A.C.W. Declare Against War

A. Schaefer, advertising manager of the *Fort Wayne* (Ind.) *Journal-Gazette* and president of the Morning Newspaper Publishers' Association is credited with originating the movement which enlisted the Associated Advertising Clubs of the World in the cause of world peace resulting in the adoption of a pledge at the Wembley convention last week to "endeavor to awaken a more intense public sentiment against all those insidious movements that have a tendency to arouse war passions."

Nine months ago during the Bok Peace Plan contest he conceived the idea of taking the question of peace before the A. A. C. W. at the Wembley meet. He telegraphed the briefest possible outline of his plan to Edward W. Bok and later

developed his proposal and sent it to the Bok award committee indicating he was not entering into competition for the Bok prize of \$100,000. Since his proposal did not conform to the conditions of that competition. He merely believed that a great agency for peace would be procured if the A. A. C. W. could be enlisted in the cause.

Mr. Schaefer's proposal was printed in the *Sunday Journal-Gazette*, June 27.

Huge Iowa Special Edition

The *Davenport* (Ia.) *Democrat's* 240-page New Home edition published July 20, celebrating occupancy of its new plant is thought to have been the largest edition ever published in the state. More than 12 tons of paper were used. The mail edition filled 864 sacks. A 48-page section was devoted to the history of the *Democrat*, which is in its 69th year. Frank D. Throop is publisher.

Over ONE-THIRD added

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

New Evidence of the Supremacy of

HOLLISTER'S

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

The National Campaign Is Approaching

What are you doing to give your readers an understanding of the vital problems of the country?

Big American Problems by Big Americans

is endorsed by such papers as The N. Y. *World*, Boston *Globe*, Detroit *News*, S. F. *Chronicle*, Los Angeles *Times* and fifty other leaders. These papers print these articles weekly.

They are interviews on the very biggest problems, with the Americans best qualified to discuss them.

Write for particulars to Edward F. Roberts, Editorial Director
U. P. C. NEWS SERVICE, Inc.
243 West 39th St., N. Y. City

Mr. Publisher or Business Manager

The International Circulation Managers' Association can supply you with a competent circulation manager. Write

CLARENCE EYSTER
Sec'y-Treas., I. C. M. A.

Peoria Star Co. Peoria, Ill.

America's Best Magazine Pages

Daily and Sunday

Newspaper Feature Service

241 WEST 58TH STREET
New York City

Our Features:

- Irvin S. Cobb
- R. L. Goldberg
- Don Herold
- Ed Hughes
- O. O. McIntyre
- Penrod and Sam
- Will Rogers
- H. J. Tuthill
- Albert Payson Terhune
- and others

The McNaught Syndicate, Inc.
Times Building, New York

Peoria
The
Try-Out City
—THE PEORIA
JOURNAL
Transcript
—Puts Tryouts Over!
CHAS. H. EDDY CO.
New York - Chicago - Boston

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

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& Co.,
also—Seattle

**VIRGINIA PRESS ADDS
12 NEW MEMBERS**

**Scarborough Re-elected President at
Thirty-sixth Annual Convention,
Roanoke—George Marble, N. E. A.
Head, Addresses Meet**

Election of twelve new members, bringing the total membership to 122; the re-election of Paul Scarborough, editor of the *Franklin* (Va.) *Tide-water News*, as president, and J. C. Latimer, *Richmond Times Dispatch*, as secretary-treasurer, and addresses by George R. Koester, the *Greenville* (S. C.) *Piedmont*, and George W. Marble, president of the National Editorial Association, featured the 36th annual convention of the Virginia Press Association held at Roanoke, Va., July 25-26. Saturday was spent in touring the resort section of Southwest Virginia. A banquet Saturday night closed the entertainment features.

President Marble of the N. E. A. spoke at a dinner given Thursday evening at Blue Ridge Springs. He belittled the prejudices which exist where there are rival newspapers and said it was time the newspapers were realizing the great moral obligation resting upon them. Mr. Koester in his talk on "Box Office vs. Sanctum," said there was need for the newspaper publisher to have a vision, adding, "A paper can have as distinct a personality as an individual. A paper without personality invites and succumbs to competition with personality."

Dr. Joseph H. Smith, president of the Virginia State Chamber of Commerce, outlined the "five-five" plan of that organization, and Dr. J. A. C. Chandler, president of the College of William and Mary, spoke on the relationship of the press and the educational institutions.

John H. Gwathmey, editor of the *Ashland Herald Progress*, spoke on "Virginia's Need," stressing the necessity of advertising rates being based on a knowledge of the cost of production. He said the reason more country publishers were not present at the meeting was that they carry advertising at such a low rate they could not afford the time or money to attend the meeting.

District chairmen were elected as follows: First District, John W. Daniel, Cape Charles; second, S. L. Slover, Norfolk; third, John H. Gwathmey, Ashland; fourth, George Kilpatrick, Lawrenceville; fifth, E. G. Moseley, Danville; sixth, L. E. Lookabill, Roanoke; seventh, J. H. Lindsay, Charlottesville; eighth, Stilson H. Hall, Leesburg; ninth, J. A. Whitman, Wytheville; tenth, George O. Green, Clifton Forge.

President Paul Scarborough in his annual address urged the editors to get away from the habit of catering to the politicians and to dissect every candidate and "impale his carcass under the microscope of cold reason and common sense." In commenting upon press agents, he asked, "When will we learn to distinguish between the actual news item and the more or less cleverly disguised press agent dope which is always sent as 'being of unusual interest to your readers.' It is worth mentioning that the United States Government is one of the most flagrant 'space grafters,' although the varieties of free publicity matter which reach your desk have long since exceeded the 57 pickle fame, or even the number of ballots cast in the recent Democratic convention."

Hood to St. Louis

Kenneth W. Hood of Portland, Ore., former secretary of the Tacoma (Wash.) Advertising Club and of the Pacific Coast



PAUL SCARBOROUGH

Advertising Clubs' Association, will assume his new duties as advertising manager of the merchandise division of the Better Business Bureau of the St. Louis Advertising Club, August 10. He will install a shopping service employing the services of expert shoppers to reflect the reactions and impressions of the buying public in visiting St. Louis stores. Charles H. Fehrman, assistant to Charles W. Riehl, manager of the Better Business Bureau, will become manager of the financial division.

FREE PUBLICITY SCORED

**Northeast Missouri Press Condemns
Press Agents at Paris Meet**

The Northeast Missouri Press Association, at its mid-summer meeting at Paris, July 25, ran up the black flag against free publicity agents and bureaus, which seem to pop up like toadstools during campaign years. The action was made plain in a resolution offered by Tom V. Bodine, editor of the *Paris Mercury*,

following his talk on "Newspapers' Support of Candidates for Office," which was unanimously adopted by the convention.

The resolution included a recommendation "in the interest of popular government that a less expensive and more representative method of nominating candidates be devised than the present state primary system."

Bodine, who runs a weekly paper in a town of 2,000, said he saved up all the free publicity matter that came to his office in six weeks, and that it weighed 11 pounds.

Charles F. Link, who runs a large commercial printing plant at Kirksville, and also publishes a weekly, in speaking of "The Famine in Apprentices," said that in many offices the work rooms were poorly lighted and unhealthy, and facilities lacking. He urged that the mechanical department be maintained in better shape, with plenty of room in which to work and good light. Representatives from 21 counties were present at the Paris meeting.

Inexperience Wins Ad Prize

Miss C. Ethel Craddock, a Brookfield woman with less than 60 months advertising experience won the \$100 prize offered by Harper & Brothers for the best advertisement of "Advertising Copy," a book by Prof. George Burton Hotchkiss, chairman of the department of advertising and marketing, New York University. Nearly 300 advertisements, many well known, submitted copies. Judges were Earnest Elmo Calkins, senior partner of Calkins & Holden; Bruce Barton, president of Barton, Durstine, & Osborn; and F. R. Feland, who is connected with the George Batten Company.

Bean Growers to Advertise

An \$80,000 advertising campaign to acquaint the public with the food value of Michigan pea beans is being planned by the Michigan Bean Growers' Association. A. B. Cook, president of the group, states that Michigan will produce about 50 per cent of the total crop this year. G. C. Marotzke of Sebawaring is chairman of the advertising committee.

SUPPLIES & EQUIPMENT

For Newspaper Making

**FOR SALE
15-HOE Presses**

These presses range in capacity from 20 to 64 pages. If you are in the market for a second hand press

Let us know your wants.

THE GOSS PRINTING PRESS CO.
1535 So. Paulina St.
Chicago

N. Y. DAILY NEWS

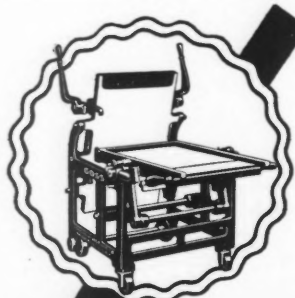
HALF-TONES

Best in the World

Made by

POWERS

NEW PROCESS



The easiest operated, fastest, most accurate and durable flat casting box is the Goss. Self-balanced. Positive, quick, lockup at four points on box with one lever movement. Casts, shells, bases and type high. Write for complete catalog of Goss Stereotyping machinery. The Goss Printing Press Co., Chicago

GOSS

For Sale.

4 Lee Linotype Metal Feeders and 2 Water Cooling Casters, good condition, like new. Sell all for \$50.00 cash. Write Buffalo Evening News, Buffalo, N. Y.

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.

USED NEWSPAPER PRESSES

Goss Comet Flat Bed Press prints 4, 6 or 8 pages.
Two R. Hoe & Co., Quadruple Presses; prints up to 32 pages.
Two Scott 24 Page Presses prints 8 col. paper.
Scott Multi-Unit Quadruple Press with 2 folders. Prints up to 32 pages.
Write for Prices if Interested.

Walter Scott & Co.

PLAINFIELD, NEW JERSEY
441 Monadnock Block 1457 Broadway
CHICAGO NEW YORK

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

**Don't "Pig" Metal
It Wastes Money**

Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.

**MONOMELT
SLUG FEEDER**

Eliminates the Metal Furnace

Printers Manufacturing Co.
709-719 Palace Bldg.,
Minneapolis Minn.

Cline-Westinghouse Double Motor-Drive with full automatic push button control.

USED BY THE

LABOR,

Washington, D. C.

We refer you to them for their opinion



MAIN OFFICE: Fishers Building, 343 S. Dearborn St. CHICAGO
EASTERN OFFICE: Marbridge Building, Broadway at 34th St. NEW YORK

R. Hoe & Co.

Offer for sale at very attractive prices the following presses of other makes:

- WOOD Octuple Press, Page length 23 3/4"
- WOOD Sextuple Press, Page length 23 9/16"
- WOOD Sextuple Press, Page length 23 9/16"
- GOSS Straight-line Sextuple Press, Page Length 21.60"
- GOSS Straight-line Sextuple Press, Page Length 23 9/16"
- GOSS 32-page Two-Plate-Wid Press, Page Length 23 3/4"
- GOSS 24-page Two-Plate-Wid Press, Page Length 23 9/16"
- GOSS 24-page Two-Plate-Wid Press, Page Length 23 9/16"
- SCOTT 32-page Two-Plate-Wid Press, with Color Cylinder Page Length 23 9/16"
- DUPLEX Eight-page, Angle Bar Flat-Bed Press, Double Drive, Page Length 23 1/2"

Full particulars furnished a request.

R. HOE & CO.
504-520 Grand Street
NEW YORK, N. Y.

7 South Dearborn St. CHICAGO, ILL. 7 Water St. BOSTON, MASS.

The Market Place of the Newspaper

30c per word per insertion, cash with order, for advertisements under the classification "Situations Wanted."

15c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

30c per word per insertion, cash with order for advertisements under any other classification.

15c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

SITUATIONS WANTED

Advertising Man.
Successful copy-writer, layout man and sales promotion expert, now employed, seeks eastern western connection, city over 30,000. Eleven years experience. Reliable, energetic, married, sober. Box B-644, Editor & Publisher.

Advertising Manager.
Employed on daily of 8,000. Now leading paper in city. Wish to transfer to daily in growing community. Five years' experience in advertising on both local and national accounts. Eight years newspaper work. References. Prefer location in Central or Eastern Section. Address Box B-666, care Editor & Publisher.

Advertising Manager.
A hard-hitting go-getter, city and country training; fifteen years in newspaper business. Not a barnstormer but a quiet, effective, tactful producer and executive. Clean in appearance and habits. Available soon. 31 years old, family. Good record and references. Address Box B-64, Editor & Publisher.

Advertising Manager.
A man who knows how to get business, who has a successful record as a solicitor, copy-writer and advertising director. Prefer to connect with newspaper in the Middle West. Why not write me for an interview? Address Box B-644, care Editor & Publisher.

Advertising Manager.
Twenty years' successful experience on two leading western papers, each with circulation in excess of fifty thousand. Started at the bottom in business office and worked through every department to advertising manager and assistant to business manager. Able to create and maintain enthusiastic loyalty among employees and successful in securing national advertising from agencies; can also build up classified. Good reasons for desiring a change. Write Box B-664, Editor & Publisher.

Advertising Manager.
With seven years' successful experience on leading dailies, desires a permanent connection in advertising or business executive. I am a man with broad vision and high standards of ability to produce and hold the confidence of both publisher and public. Age 32, married. College education. Address Box B-673, Editor & Publisher.

Advertising and Promotion Manager.
I desire advertising and merchandising executive to locate in city of 100,000 class, where conditions for raising a family surpass those of Chicago, where I have engaged in newspaper and advertising agency work for ten years. Thoroughly competent solicitor and copy writer. Can meet advertisers on their own ground with constructive suggestions. Can develop and hold local and national lineages. Clean-cut, dependable and diplomatic. Newspaper town will find in me a capable unselfish. Tell me the things you would tell publishers' representative or agency copy layer and I will tell you what I can do for you. Address Box B-684, Editor & Publisher.

Advertising or Business Manager.
I am employed as business manager morning paper. Desires change for best of reasons. Married, age 25, excellent references. If you are looking for steady, hard worker, get in touch with me. Personal interview if desired. Can report for duty anywhere upon reasonable notice to present employers. Address Dan R. Anderson, High Point, N. C.

Artist Plus.
Experienced in retouching, layouts, advertising. Desires change where he can feel assured of a future if he works for it. Address Box B-687, Editor & Publisher.

Artist Plus.
Experienced in retouching, layouts and advertising art. Desires change now or later. B-523, Editor & Publisher.

Situations Wanted

Circulation Manager.
Experienced on metropolitan and smaller dailies. Capable producer of maximum results at minimum cost. Familiar with promotion work, also A. B. C. records. Member I. C. M. A. References furnished. Address Box B-679, Editor & Publisher.

City or News Editor.
If you have room in your organization for aggressive, young city or news editor or reporter, let's get together. Have excellent record and references. Address B-663, Editor & Publisher.

Copyreader.
A-No. 1, seeks situation. Address B-662, care Editor & Publisher.

Correspondent.
Twenty-two years international experience in war and peace; unique governmental and other professional connections; linguist; seeks representation in Europe for American publications. Write: Doctor F. Holm, Bankers Trust Company, Place Vendome, Paris.

Eastern Advertising Representative.
New York office established 1915. Exceptional personal and successful services available. List is limited. Extensive acquaintance among advertisers and agencies. Publishers invited to correspond. Box B-655, Editor & Publisher.

Editorial Writer.
Paraphraser, executive, desires editorship or editorial writing connection. Wide, varied writing experience. Now with well-known national publishers in one of largest cities. Prefer smaller city. Write Box B-603, Editor & Publisher.

General Manager
or managing-editor will go with daily, 5,000 to 20,000 circulation, anywhere south of Mason-Dixon line or west of Mississippi river. Will demand complete authority and responsibility, but will guarantee results. Will require contract. Address B-680, Editor & Publisher.

Mechanical Superintendent or Foreman.
Available August 15. Ten years' composing room experience in cities from 100,000 to 200,000. 34 years of age, married. Best references. Union. Want to connect with good newspaper where ability and hard work is recognized. Address Box B-689, Editor & Publisher.

Newspaper Man
with all round experience available August 1, seeks engagement. Southern newspaper, preferably as telegraph editor. First class credentials. G. S., Box B-661, Editor & Publisher.

Newspaper Publisher
with exceptional record along reorganization lines desires connection with publication that kind of assistance. Am NOT efficiency expert but know how to get results along solid business lines. Able to render temporary financial assistance if necessary. No proposition too tough but expect compensation according to results accomplished. Replies treated in absolute confidence. Address Box B-678, Editor & Publisher.

To Publisher of Farm Paper.
The right kind of farm paper has not yet made its appearance in this country. I have the ideas; if you have the enterprise and the desire to do something worth while, write to Box B-691, Editor & Publisher.

HELP WANTED

Advertising Man
Somewhere in South there is young man with fair knowledge of advertising game who can fit in here. Must have good personality, clean record, fair knowledge of lay-outs, foreign schedules. Principal work for present soliciting local advertising. Sure promotion for right man. Write full particulars stating experience, capabilities, salary expected. News Publishing Company, Bowling Green, Ky.

Advertising Manager.
Southwestern daily in old established town, steadily growing. Good field. Excellent chance for man who is willing to work and can hold confidence of advertisers, direct department and build up business. Inexperienced men, mere "copy chasers" or those hoping to get by without ability to make good in every way need not apply. Address Box B-669, care Editor & Publisher.

Advertising Salesman.
Experienced space salesman is wanted by National Fraternal Weekly Newspaper of large circulation. Applicant must be a Protestant and preferably a member of the Masonic Order. A man of the go-getter type will find an unusual opportunity for advancement. Address The Fellowship Forum, Washington, D. C.

Circulation Manager.
Wanted, aggressive young man, preferably one who is now assistant manager. For Middle West evening daily with circulation over 8,000. Must know circulation from mail room to promotion work. State age, present position, salary expected, references and detailed particulars. Address B-690, Editor & Publisher.

Help Wanted

Correspondent and Bureau Manager.
A reliable newspaperman, preferably married, who is seeking a permanent position to act as correspondent and bureau manager in a live small town for a mid-western daily. Fair salary, low expenses, a real job for a man with determination and ambition. The Racine Times-Call, Racine, Wis.

Managing Editor.
Evening paper near New York needs managing editor, preferably man now manager small city daily, good opening. Box B-686, Editor & Publisher.

New England Advertising Representative
wanted by National Weekly Newspaper of large circulation. Liberal commission basis. Address The Fellowship Forum, Washington, D. C.

Pacific Coast Advertising Representative
wanted by National Weekly Newspaper of large circulation. Liberal commission basis. Address The Fellowship Forum, Washington, D. C.

Wanted.
An all around newspaperman for editor on weekly newspaper published in Metropolitan Boston and devoted to New England's interests. P. O. Box 3259, Boston, Mass.

Wanted.
Advertising Salesman and Copy Writer. Young man of clean personal habits, experience and ability. Must come well recommended. Give details regarding experience, starting salary, etc. W. M. Fuller, Advertising Manager, The Elkhart Truth, Elkhart, Indiana.

Working Circulation Manager Wanted.
Must be thoroughly experienced and capable of maintaining first class carrier delivery; office owned routes. City of 45,000, circulation 11,000; mornings except Sundays. Give full details, experience, salary, etc., in first letter. Jamestown Morning Post, Jamestown, N. Y.

BUSINESS OPPORTUNITIES

Advertising Salesman.
The only newspaper in the most talked of town in Florida, requires the services of a live wire advertising salesman, not over thirty-five years of age, who has a minimum capital of twenty-five hundred and is anxious to purchase an interest in a rapidly growing and profitable publication. The man we want is not satisfied to continue working on salary but knows he should share in the profits he can assist to increase. As this is an unusual opportunity the successful applicant's record must be clean and progressive. Can you sell yourself to us as a desirable business associate in your first letter? Address Box B-677, Editor & Publisher.

California Evening Paper
for sale. Fifteen thousand cash for first payment. Net profits nine thousand. Guaranteed paying basis. Town 6,000; modern equipment. Address B-665, care Editor & Publisher.

California Newspaper
dominating field with practically no competition, and serving population in excess of 75,000 offers controlling interest to man capable of assuming entire management and making investment thirty to forty thousand dollars. Section has wonderful future and noted for climatic advantages. Paper owns own building and equipment is last word in efficiency. Character and ability of man are as essential as his financial ability. This is an exceptionally desirable proposition and those interested should move full particulars for prompt consideration. Address Box 2551, Station D, San Francisco.

Capital Wanted.
A client of ours desires to get in touch with brokers for the purpose of raising capital for establishment of a publication much needed in a virgin field to be backed by well known men in the industry in which publication will serve. Address J. H. Newmark, Inc., Advertising, Fisk Building, New York, N. Y.

Daily Newspaper
doing business of \$35,000 annually in New York upstate growing city of 10,000, offered for sale. Owner has other business. B-646, Editor & Publisher.

Daily Newspaper for Sale
at reasonable price and terms. Only newspaper published in city of 18,000 population. Only eight months old and needs a real newspaper man to handle. Owner can not give it his personal attention. An exceptional opportunity to make a moderate investment grow into something worth while. Address B-614, Editor & Publisher.

Wanted to Find:
Owner of small daily needing Junior Partner who can soon qualify as publisher, and may ultimately buy. Write B-683, Editor & Publisher.

We Offer One-half Interest
in a live newspaper and job printing property located in one of the best cities in New York State. Machinery account conservatively valued at \$75,000. One-half interest can be obtained for \$30,000 cash. The whole property can be had if desired. Palmer, DeWitt & Palmer, 350 Madison Ave., New York.

Sales Appraisals

NEWSPAPER PROPERTIES
PALMER, DEWITT & PALMER 350 Madison Ave., New York
Pacific Coast Representative
M. C. MOORE 515 Canon Drive Beverly Hills, Calif.

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of PURCHASE, CONSOLIDATION, SALE AND APPRAISAL of newspaper and magazine properties throughout the U. S.
HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

CAN YOU SELL display advertising space and create retail copy and lay-outs? If you have newspaper experience in this line and are ready for new connection at around \$40-50 we have openings that will interest you. Tell us your story. Ask for our free registration terms. You make money—or we make nothing.
FERNALD'S EXCHANGE, INC.
THIRD NAT'L BLDG., SPRINGFIELD, MASS.

BUSINESS SERVICES

Press Clippings.
National Newspaper Reading Service. Reads the daily and important weekly newspapers of the United States. Four Terrace, Buffalo, N. Y.

FEATURE ARTICLES

Publishers—Attention!
We furnish MSS on all subjects by competent authors. Will take advertising in exchange for all or part of our service. Reasonable rates. Write us your wants. Literary Bureau Pub. Dept. MOJ4, Hannibal, Mo.

BOOKS, ETC.

Breaking Into the Magazines
is easy if you let The Writer's Digest, America's leading magazine for writers, tell you how. Filled with brass-tack articles on writing and selling photoplays, stories, poems, songs, feature articles, etc., by America's foremost writers. Write today for free sample copy. Writer's Digest, 830 Butler Building, Cincinnati, Ohio.

"I am glad to find the advertising service you give equals the high character of the stories EDITOR & PUBLISHER has in its columns of reading matter."—writes R. F. W. after using our Classified Section, much to his satisfaction.

The ranks of satisfied users of this section are growing fast. If you want a job, or need capital, or have a vacancy to fill on your staff, now is the time to

GET IN LINE

and become a Satisfied Classified Advertiser yourself.

HUNCHES

One Dollar Will Be Paid for Each "Hunch" published.

HOW many people have dropped a letter in the box, perhaps written in haste and entering statements which are afterwards regretted, or, perhaps, you have put the wrong letter in an envelope directed to an entirely different person? The *Providence Journal* sent a reporter to interview the local postmasters and letter carriers and he came back with some tales which made the readers roar with laughter. The story was illustrated with comic cartoons which enriched the story.—Russell H. Sharpe, Providence, R. I.

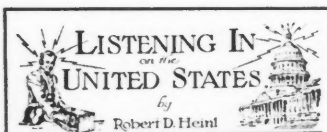
When children under 16 get into trouble, don't use their names, but say "A boy whose name is withheld by the News because of his age." This gives the kid a chance, makes friends of the parents and friends of the child and makes the people realize the paper is human.—Harold Keats, *Washington* (D. C.) *News*.

One newspaper man of the northwest has established a reputation for his predictions on the amounts of the yield of the growing grains by taking trips through the grain-growing districts and interviewing farmers. The *Pharos-Tribune* used this idea and selected representative farmers in all parts of the county and interviewing them on the crops over the telephone. Very good stories resulted.—Lewis Hyman, *Logansport* (Ind.) *Pharos-Tribune*.

The "support docket," auxiliary to the divorce court, holds an interesting feature for the court reported. The *Fort Wayne News-Sentinel* recently ran an interesting story from this source, telling that the "support docket" revealed that more than \$5,000 a month was being paid by divorced fathers for the support of their children, whom, by the way, they might only see on stated intervals. Seven hundred and fifty men paid \$63,458 during the last year for children's support. The story handled in the human interest style gave opportunity to make comment on the growing "divorce evil" with comment from judges and their opinions as to legal "preventatives" and "remedies" for the constantly increasing number of unhappy marriages.—R. L. Beard, *Fort Wayne News-Sentinel*.

In their issue of July 3, the *Queens County News* carried a word-for-word copy of the Fourth of July program of Jamaica Village of 1842. In the same story the program for 1924 was used, making quite a contrast. It may not be too early to hunt up old Labor Day, Thanksgiving, Christmas or New Year celebration programs. Coupled with an outline of the activities planned for this year, the stuff makes live copy.—R. C. Bolton, Jr., *New York City*.

This year there will be a large number of postoffice employes retiring on pension throughout the entire country. Each of these are subjects for stories which are both entertaining and instructive. If the



POPULAR RADIO Syndicate
Feature for Saturday and
Sunday Newspapers covering
Legislation, Control, Patents, Statistics, and Human Interest stories.

ROBERT D. HEINT
INSURANCE BUILDING
WASHINGTON, D. C.

postal employe retiring is a mail-distributing clerk, ascertain how many letters he distributes each day. If the employe retiring is a carrier, figure out how many miles he has averaged a day and the total mileage for his term of service.—George Smedal, *Sioux City, Iowa*.

A paper can make friends of the Boy Scouts in its city by printing each week, preferably in box form, the best "Good Turn" performed by a scout during the week. Each week there is some outstanding example of service a scout has given. By giving this proper recognition, it will encourage the boys in their efforts to live up to the scout creed and will also prove valuable as a news source, since scouts frequently come across live items of news which they will report to the paper they consider their best friend.—A. C. Regli, *Eau Claire, Wis.*

In early days, women made beautiful hooked rugs at home by hand. This has again become the nation-wide vogue. Be on the watch for a feature story with pictures, all about it, how to hook rugs, how to decorate homes with them, and designs made by modern adepts.—James M. Mosely, *Boston*.

Pet superstitions are fascinating to a great many persons and can be developed into lively Sunday features. It is surprising to know the large number of educated persons who remain fearful of the number 13, walking under a ladder, three lights from one match, black cats and what not. Practically all persons, whether they admit it or not, have something of which they are unexplainably superstitious. City dwellers are more susceptible to superstitions than others. An article on the whys and wherefores is good any time.—A. C. Regli, *Eau Claire, Wis.*

What are the qualifications for voters in your state? Many eligible voters stay away from the polls both at the primaries and the general election because they have recently moved and don't know whether they are qualified to vote or not. Others travel and may be in doubt about their right to vote and the method of voting by mail when away. Few take the trouble to inquire.—W. W. Garver, *Cleveland* (O.) *Times*.

The *Bridgeport* (Conn.) *Telegram* has adopted a plan to get papers to morning readers more speedily than by newsboys. Boxes have been placed in trolleys and patrons may take a paper, self-service, depositing three cents in a portion of the box provided for the purpose. The plan has proved popular, the paper states.

The Death Ray
can
Electrocute an Army according
to its Inventor

"The Ark of the
Covenant"

by
VICTOR MacCLURE
is a
Fascinating Romance
of
A Man Who Holds
The World at His Mercy

Immediate Release
Wire

The McClure Newspaper Syndicate
373 Fourth Avenue, New York City

WHAT OUR READERS SAY

Rankin Speech Questioned

TO EDITOR & PUBLISHER: I have before me the text of the splendid address, "Newspapers, the National and International Medium," delivered by William H. Rankin before the International Convention of the Associated Advertising Clubs of the World at Wembley, England.

There is so much good newspaper promotion in this document that I hesitate to mention the one flaw that caused me to wince when I read it. But at the risk of being called an old grandmother, I am going to pass my criticism along for what it may be worth.

In speaking about a plan to blanket the country with an advertising campaign for India tea, Mr. Rankin uses the sentence: "Also from time to time splendid editorials are contributed by newspapers on the nutritious, wholesome and healthful stimulating qualities of tea." He is referring to publicity that would appear in newspapers handling the India tea advertising account.

During the last two years I have received with increasing frequency letters sent along to me from the advertising manager, business manager, or publisher, with the suggestion that I could use the material as news or as a feature, if my judgment warranted such use. These letters that I refer to were diplomatically worded and clever appeals from the merchandizing heads of big advertising agencies, asking for editorial support, feature space, or news space that was tied up with some advertising campaign.

Even granting that there is occasional news value in such material, I submit that the news department must draw a sharp line between news that is published as news and material offered by an advertising agency which hopes that the lust for more advertising lineage and the mainten-

ance of friendly relations with the advertising agencies is such that good judgment will be over-ridden and the papers made increasingly subject to promotion material.

Some of the biggest advertising agencies in the country are the greatest offenders along this line at the present time. I think such inroads constitute a menace to the editorial department and I believe should fight to eliminate such appeals to the source.

Let the advertising agencies control their submission of news, features and editorial subjects to the editorial department, and not send them through the advertising or business managers who are always business office trained, and many cases without the sharp perspective of news and propaganda values that the editorial department has. Sincerely,

WALTER M. HARRIS
Managing Editor, *Oklahoma Oklahoman* and *Times*.

Now Is The Time
To Lay In Your
Winter's Fun-Fodder

STEPHEN LEACOCK

"Ace of Humorists"

Illustrated by KESSLER

Once a Week

METROPOLITAN
NEWSPAPER SERVICE
Maximilian Elser, Jr., General Manager
150 Nassau Street, New York City

AUTOMOBILE FEATURES

Touring — Camping — Traffic — Gasoline — Upkeep — Roads — Legislation — Taxation — Insurance — Garaging — Used Car Buying and Selling and all the other

BIG SUBJECTS OF MOTORING
COVERED IN A BIG WAY

The Ullman Feature Service
Home Life Bldg., Washington, D. C.

NEA

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

Million Dollar Hearst Features

The World's Greatest Circulation
Builders

International
Feature Service, Inc.
New York

Thomas W.
Briggs
Company
Memphis, Tenn.
Originators of the
Permanent-
Weekly Business
Review Page

Look us up in
Dun or Bradstreet

CARGILL



A LIGHT THAT WILL NEVER FAIL!

NEWS ILL... THE WETS ARE OUT FOR BLOOD

THE CENTRAL PRESS SERVICE IS THE COMPLETE SERVICE

All the world's important news events covered by the camera, John Sords' sport cartoons, editorial cartoons, Norman E. Brown's illustrated sport stories, Mrs. Mary Morton's popular household column, fashions, Mrs. Elizabeth Thompson's Heart and Home Problems column, Clark Kinnaird's "Gleanings from the Book of Life," Dr. W. J. Thomson's health feature, Dinner Stories, Who's Who in the Day's News, Timely Views on World Topics, Poems That Live, the Billy Whisker bedtime stories, the most popular children's series ever written, Daisy Dean's movie column, Mrs. Lilian Campbell's women's column, feature news dispatches from Washington, New York and Europe.

... Semi-Monthly morgue service.

CARGILL, editorial cartoonist, who knows no superior, is now under exclusive contract to CENTRAL PRESS.

CARGILL is the man who has been called the Thomas Nast of our time. For four years his cartoons have been among the most widely reproduced in America, and England, too, has made frequent use of them.

In 1922, the *National Printer-Journalist* declared that his drawings on the deaths of Northcliffe and Graham Bell were the best cartoons of the year.

Since 1920 his cartoons have carried the name of the *Kansas City Journal* far and wide. There is no doubt that CARGILL belongs to the class of John T. McCutcheon, Rollin Kirby and Jay N. Darling.

CARGILL'S cartoons may be obtained as a part of the daily service of CENTRAL PRESS, or separately, beginning August 18. Write or wire us today.

Don't forget we supply the best picture page in America

The Central Press Association

CENTRAL PRESS BUILDING

CLEVELAND, O.

Have you ever seen this chap before?

He's the original of the manufacturer and business man whom you know that is always "waiting for something to turn up."

You will remember Charles Dickens in David Copperfield mentions this chap whom he named "Mr. Micawber."

If Mr. Micawber were living today and were in business he would be making excuses for his lack of aggressiveness by saying some things like this:

"We hope to do good business after the election is over."

"Things will liven up a bit when the weather isn't so hot (or cold)."

"Business will be better if foreign affairs become settled."

Meanwhile alert business men are up and doing. Their products are being aggressively advertised and they are putting money in the bank.

In Philadelphia and suburbs there are more than three million people who are daily buying food, clothing, shoes, supplies of all kinds,—their daily needs are being filled by the advertisers who are going to them while their competitors are "waiting for something to turn up."



MR. MICAWBER



THE BULLETIN goes daily into practically every one of the half a million homes in Philadelphia and its vicinity.

Average circulation 512,445 copies daily

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