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Rockefeller Money Backs Scientific Probe of News Methods and Sources

Widely-Representative Commission Already at Work, and Large Appropriation Is Advanced for Exhaustive Study of Newspapers and Influences That May Affect Them—Expose of Propaganda Inevitable—Opportunity for American Newspaper Associations

By WILLIAM T. ELLIS

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PACKED by four national scientific associations of highest standing, and financed by one of the great philanthropic foundations, a comprehensive survey of news sources, news gathering, propaganda, and, inevitably, of the entire news aspect of the American newspapers is now in the early stages of its operation.

Approximately two years will be consumed in the general investigation, but certain aspects of it may continue for a much longer period. It is even contemplated that specific universities may be subsidized to continue special studies in the fields which will be opened; and in the hope of the university men engaged in the investigation that textbooks upon news and newspapers will result from the studies made.

The foregoing two paragraphs outline the greatest story affecting the newspapers of America that has "broken" in this generation. Consolidation and changes of ownership of individual papers are relatively unimportant alongside of this first scientific and exhaustive survey of the nature of news and the purity of its sources and channels as it is purveyed to the public. The whole vexed question of propaganda will come under full review. The integrity of American journalism will be relentlessly investigated.

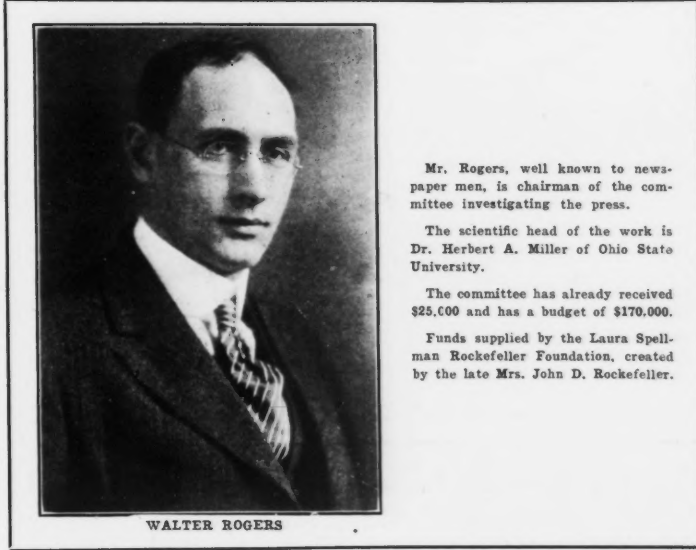
Naturally, this development calls for the attention of all makers of newspapers; and for the active co-operation of organized journalism.

No graver consideration affects American journalism today than the present widespread and oft-expressed distrust of the disinterestedness and accuracy of its news. Protest as they may, and riddle as they do such accusations as come out into the open, the newspapers are under suspicion. All other issues that confront the press are subordinate to this. For when public confidence goes, all goes.

Many articles and books have been written in criticism of the fairness and freedom of the newspapers. Most of them have been uninformed or prejudiced. Now the subject has been brought out into the open, in a manner that will eventually command the attention and respect of all newspaper men, and of the whole general public.

Little as they may be at first disposed to like it, the press, especially in its foreign news services, is being made the subject of a searching and scientific study, such as the hookworm and the yellow-fever and other pestilences have undergone. The odium of this experience is rather lifted by the recollection that the churches, the educational system of the nation, and other great professions and institutions have been looked into in somewhat the same fashion by relentless scientists.

The first steps toward this investigation were taken nearly two years ago, at the meeting of the American Sociological Society. Subsequently, for the sake of scientific authoritativeness and



WALTER ROGERS

Mr. Rogers, well known to newspaper men, is chairman of the committee investigating the press.

The scientific head of the work is Dr. Herbert A. Miller of Ohio State University.

The committee has already received \$25,000 and has a budget of \$170,000.

Funds supplied by the Laura Spellman Rockefeller Foundation, created by the late Mrs. John D. Rockefeller.

also for adequate financial support, it was put on the broader foundation of the Social Science Research Council, which is the official agent of the American Economic Association, the American Political Science Association, the American Statistical Association, and the American Sociological Society.

Long preliminaries were conducted by the committee on international relations of the American Sociological Society, comprising Roscoe Pound, of the Harvard Law School; Robert E. Park, of the University of Chicago; Jerome Davis, of Yale University; Jane Addams, of Hull House, and Herbert Adolphus Miller, of the Ohio State University, the chairman.

In attempting to secure financial support, it was found that the word "sociological" appeared to some eyes to wear a tinge of pinkness, if not of redness. Conservative custodians of funds dedicated to the public welfare are in no mood nowadays to support radical undertakings. So the sponsors of the plan, assured of their own disinterestedness, sought a broader foundation for their project, which would have to carry public confidence in its utter fairness if it was to amount to anything worth while.

An appropriate agency for doing this new task was already at hand in the Social Science Research Council of the combined American Economic, Political Science and Statistical associations, along with the Sociological Society. After due

consideration the Council agreed to undertake the investigation.

So high is the prestige of this group of scientists and investigators that the Laura Spellman Rockefeller Memorial Foundation straightway put up \$2500 for the expenses of a preliminary conference on the subject. A meeting was held in May to consider the scope of the project and to draw up a budget.

As officially defined at this conference, the plan is to make "a thoroughly scientific and objective investigation of the instrumentalities involved in the worldwide collection and dissemination of current news and opinion of international concern, and of the underlying and related problems of the formation of expression and significance of attitudes on international affairs."

Put into newspaper English this means that these trained investigators intend to find out what, if anything, is wrong with the news, especially foreign news, printed by the newspapers.

The men directing the present research add to this official definition the explicit declaration that the press associations are to be studied, and the mechanism of news-collection and transmission, as conditioned by cable, radio and film. They accept the inevitability of a survey of the whole newspaper field. It is already apparent to them, they say, that the study of "attitudes" (which is somewhat of a euphemism for the whole subject of

possible subsidization and propaganda) is perhaps the most difficult aspect of their undertaking.

Scientific men possess ability and courage, but they are notoriously lacking in money. Such a staggering task as the full investigation of the news field requires large financial resources, and they know it. So the budget was fixed at \$170,000. Aside from the preliminary expense fund of \$2500, the work has already had a grant of \$25,000. The balance of the budget will be forthcoming as the work proceeds.

In direct charge of the investigation is Dr. Herbert Adolphus Miller of the Ohio State University, who won especial distinction during the war by his work in consolidating on the side of the Allies the small nations of middle Europe. The chairman is Walter Rogers, of the United States Bureau of Communications, formerly of the *Washington Herald*.

Already the committee has gone far enough to perceive the paramount importance of the investigation. They understand that it must be so objective that it will carry conviction to the general public. Their activities will enter the troubled field of Old-World animosities and suspicions, and it will require all their scientific prestige to carry off a criticism of any nation or special group. If an individual correspondent or paper declares today, for example, that Soviet Russia still operates the "cheka," with its blood-thirsty methods, in the Caucasus, he is straightway called a liar and a hireling of the reactionaries and monarchists; by all supporters of Bolshevism. Likewise, if one man dare write about the Greek or Armenian propaganda, he is immediately labelled as a pro-Turkish agent; if he criticizes the Turks, he is on the Greek or Armenian pay-roll.

Not so with this commission. Its findings cannot be waved aside as partisan. The greatest nations will be subject to its conclusions, for these would have the support of public opinion. Should the commission write openly the tales that are told in the inner circles of the informed concerning the abuse of cable control by governments, this evil would have to come to a speedy end.

In like manner, if the operations of various well-intentioned but one-ided international societies which are so prolific in propaganda were bared to the public gaze there would ensue an end of their support, and of their publicity. Casualties in the press-agent profession would be numerous following the report of this committee's findings.

First to welcome the entrance of the savants into this field are the newspapers themselves, in the confidence that such a searching examination of the whole case of world news as has been undertaken will result in a vindication of the American reporter, the American news-gatherer.

(Continued on page 26)

100 NEWS MEN COVER PRINCE OF WALES' ARRIVAL IN NEW YORK

Horde of Reporters and Camera Men Play Hide and Seek on Berengaria's Decks to Get Scrambled Interview— Special Tug for Writers

MORE than 100 came; 20 saw; and 4 interviewed.

Such was the meeting of the American press with His Royal Highness, the Prince of Wales, when he arrived in this country on the *Berengaria*, Friday, Aug. 29.

The actual interview was the silliest newspaper performance the writer ever witnessed.

But it was not entirely the fault of the news men. A Prince has something to say about how he shall be interviewed, even when the interviewers represent the enterprising American press.

Almost smothered behind a human wall of milling press representatives on cramped deck space, David Windsor, heir to the British throne, answered in double pianissimo, questions asked him in dulcet tones by Harry Cunningham, *New York Evening World*; James Duffy, *New York Telegram*; John Stuart, *New York Sun*, and Grace Robinson, *New York Daily News*.

"Have you a written statement?" was one question.

A typewritten slip was passed to the news men. The Prince had said he was "glad to be back in the United States." The interview was ended.

Camera men who had lugged heavy paraphernalia under a hot sun, had no opportunity for snaps.

One newspaper woman who had come all the way from Toronto, Ont., to "interview the Prince," heard him say "yes" in answering a question which she did not catch.

One hundred newspaper men had only the glint of golden princely hair on which to base a story.

The Prince of Wales, long known as "His Royal Shyness," had outwitted the "outposts of American journalism"—the newspaper men who had gone down the bay to meet him at Quarantine.

Old-timers among the New York ship news men said the number of news writers assigned to cover the Royal arrival established a record for recent months at least. A few argued that General Foch drew a bigger crowd.

John Regan, secretary for the New York Ship News Reporters Association, is authority for the statement that more accredited newspaper men were sent down the bay to meet the Prince than for any other celebrity in his memory.

However this matter is settled it would be hard to outrival this assignment for pleasure, rush, suspense and disappointment, qualities common to many newspaper stories.

Pleasure and suspense began on board the *Howard C. Moore*, a tug chartered by the Cunard Line to carry newspaper men and women down the bay to meet the *Berengaria* and its distinguished passenger.

A pleasant harbor boat ride appeared in prospect. It was 12 noon when the clan gathered. Cool breezes from across the North River made Pier 56, where the tug was moored, a much more liveable place than a hot sun promised.

Veterans of the ship news beat began telling of the "famous celebrities" they had met and talked with. Harmonicas were whipped from hip pockets.

Then suspense climbed aboard. Cunard officials notified the newspaper men that they had wireless the Prince asking for a meeting with the press, and that the message had been ignored. The tug would not sail.

The reporters, thereupon, decided to elect a committee of 3 to go to Sir Ashley Sparkes of the Cunard Line and ask him to see that at least they had the trip down the bay and chance possible permission to go on board the *Berengaria* and meet the Prince.

On the tug were 70 newspaper men and

photographers and 4 women. Another group was to take the regular route to Quarantine on a U. S. Revenue Cutter.

One newspaper man, F. B. Owen, had come all the way from Montreal to cover the arrival. He is a member of the staff of the *Montreal Gazette*. Two had journeyed from Toronto, Ont., F. G. Griffin, *Toronto Star*, and Miss Lucy Doyle, *Toronto Telegram*, and also honorary president of the Canadian Women's Press Club. Many with Park Row and wider newspaper reputations were there, including Fred B. Edwards of the *New York Herald-Tribune*; Dudley Nichols, of the *New York Evening Post*; Sir Horace McArde, *Dublin Times*; O. H. P. Garrett, of the *New York World*; John K. Winkler, of the *New York American*; Frank Getty, of the United Press, and Lloyd Lehrbras, of the International News Service, just returned to this country from 2 years spent in China for that press association, where he was on the train held up by Chinese bandits.

It looked for a while as though they had drawn merely a sunburn assignment.

The committee to plead with Sir Ashley was finally elected consisting of Cunningham of the *Evening World*, Regan of the City News Association, and Jack Price, a World photographer, representing the camera men. Within an hour they returned with the word that the tug would sail, taking a chance on obtaining royal favor after the yellow flag was lowered at Quarantine.

The *Howard C. Moore* moved on down the bay.

Folded bits of copy paper first came from the newspaper men's pockets when the funnels of the *Berengaria* broke the haze off Sandy Hook. Four airplanes were circling over the giant Cunarder. The news men noted the exact hour and minutes of her first appearance.

The exact time when the anchor clanked down into the water was also written

down for posterity. The best eyes among the trained observers soon picked out the Prince leaning against the rail of the topmost deck.

When the newspaper men clambered by ladder up the *Berengaria's* sides at Quarantine, word was passed that the Prince would be waiting for them on the topmost deck. In single file, a formation necessitated by the means of embarkation, the writers and camera men rushed aloft 3 steps at a time, emerging at last in the sunlight.

Then commenced a game of hide-and-seek on the *Berengaria's* A deck, among the funnels, ventilators and lifeboats with the royal vacationist hiding and the representatives of the American public seeking.

Finally all the press representatives gathered somehow on C deck, a small shaded space, where photography was absolutely impossible. There was brief handclapping and a slight golden haired, embarrassed, young man suddenly appeared—the Prince.

"Photographers stand back!" someone yelled.

Then, with pencils and paper ready, the writers mobbed the Prince, who shook hands with the first four to reach his side.

The rest of the interview was a blank for the majority of those who had given up a day to meet the aggressive vacationist.

Those nearest could hear the murmured questions of the lucky few and the almost whispered response of His Royal Highness.

Five minutes was to be the time allowed the press before the Prince would leave the *Berengaria* for the yacht *Black Watch* and the trip to Long Island. Many of these minutes were wasted.

"Are you going to stay in this country long?" was one unnecessary query.

"Are you going straight to your ranch at Calgary?"

"Are you going to marry an American girl?" trilled Miss Robinson of the Daily News, who had elbowed her way up to the front rank.

"Thank you very much." And that was all.

"What about pictures?" stammered a luckless camera man. There were few taken on the *Berengaria*.

Enterprise took care that the Prince did not escape the photographic barrage

"—AND A MAN CAN RAISE A THIRST!"



R. M. Brinkerhoff, comic strip artist, with Mrs. Brinkerhoff and O. O. McIntyre, writer, on the last lap of their vacation trip in Paris.

entirely. The United News Pictures had chartered a launch, and from its bobbing deck managed to take some pictures of H. R. H. as he stood on the deck of the *Black Watch*.

So ended America's opportunity of interviewing the Prince on his arrival. During His Highness' stay at Syosset, Long Island, Major Oscar Solbert, U. S. A., furnished the daily press contact, notifying the newspaper men of the Prince's schedule. Because of the large number of newspaper men assigned to cover the Prince, the Western Union Telegraph Company announced early this week that it had opened press headquarters in the Long Island Railroad station at Syosset and installed special wires.

Those who met the Prince on the *Berengaria*, many of whom were assigned to cover his entire stay in this country, were:

The regular ship news men forming the New York Ship News Reporters' Association: Samuel Wood, of the *Sun*, association president; Harry Cunningham, *Evening World*, vice-president; John Regan, City News Association, secretary; Martin Petry, *Evening Post*, treasurer; Harold Hamill, *Sun*; James J. Laney, *Evening Journal*; James J. Duffy, *Evening Telegram* and *Mail*; Louis Heinz, *American*; Andrew A. Freeman, *New York Daily Mirror*; T. Walter Williams, *New York Times*; Richard Reagan, *New York City News*; "Red" Rennie, *New York Tribune*; Theodore Murray, *New York World*; Thomas Hanley, *New York Morning Telegraph*; F. Darius Benham, *New York World*; and Donald L. Pratt, Fairchild Publications.

Fred B. Edwards, *Tribune*; Mitchell E. Elkins, *Daily Mirror*; Myles F. Laker, vice-president of the Cosmos Newspaper Syndicate; Harold Callender, Associated Press; Arthur J. O'Sullivan, *Mirror*; Elizabeth Smith, *Telegram and Evening Mail*; Dudley Nichols, *Evening Post*; Philip Schuyler and Warren L. Bassett, EDITOR & PUBLISHER.

Reginald Marsh, cartoonist, *Daily News*; Charlotte R. McLevedge, *Chicago Daily News*; L. L. Stevenson, *Detroit News*; George Briggs, *Chicago Daily News*; Thomas B. Hanly, *New York Morning Telegraph*; Frank Getty, United Press; Alexander C. Herman, N. E. A. Service; Corinne Rich, Universal Service; Lyle C. Wilson, United News.

Edward V. Riis and Wally Lawton, *Brooklyn Eagle*; Grace Robinson and A. T. Gallico, *Daily News*; Burrus Jenkins Jr., *New York Evening World*; G. L. Harding, *Christian Science Monitor*; F. B. Owen, *Montreal Gazette*.

Harlan Miller, *Evening Post*; Ted Dalton, *Daily News*; T. W. Lyons, *Sun*; George L. Bower, *Sun*; H. N. Durant, Reuters News Agency; John K. Winkler, *American*; Charles G. Kaufman, *St. Louis Globe-Democrat*; Shannon Cormack, *New York Times*; Oscar Schoeffler, *Mail and Wear*.

A. Hallran, Kadel & Herbert News Photo Service; Harry D. Harde and Wladimir Vanderlea, Pathe News; Charles F. Langer, Fotograms; Jack G. Layer and J. L. Barrios, Foto Topics; Peter A. MacGregor, United News Pictures; Ellis J. Edmunds, Bain News; Earl Lewis, Pictorial Press; S. O. Wally and L. J. Wally, Underwood & Underwood, and W. Edward Cope, Cope News Service; W. Floyd McKnight, Fairchild Publications.

Anthony Muto and Eugene J. Deitz, *Hamburg (Germany) American News*; W. L. Munn, and C. Hay, Fox News; M. Leftoff, Keystone View; and George Doran, International News-Reel.

Chicago Jewish Editor Honored

On the occasion of his tenth anniversary as editor, Dr. S. M. Melamed of the *Chicago Jewish Courier*, was presented with a high powered motor car in the name of the Chicago Jewish community. The presentation was made at a banquet at the Hotel Morrison, Chicago.

Chicago Post Plans Art Section

The *Chicago Evening Post* plans to publish a weekly tabloid section devoted to the arts. Miss Lena McCauley will edit the section.

MASON DISCUSSES WHAT "GETS" THE PUBLIC

Distinguished Managing Editor New York Herald Tribune Offers Six Suggestions for Successful Newspapering—Says Formula Impossible—Great Paper Must Have Distinct Personality

By JULIAN MASON

THE distinguished managing editor of the "New York Herald Tribune" herewith essays to discuss that perplexing riddle: "What does the public want?" He approaches the question with the deference of long practical experience. Graduated from Yale, Class of 1898, he entered business first as a wholesale grocer in Chicago. H. H. Kohlsaat gave him his first newspaper job on the "Chicago Herald" in 1899 "chasing small stories." Next he went to the "Chicago Tribune." In 1905 he changed to the "Chicago Evening Post." On this newspaper he held every job in the editorial department, being appointed head editorial writer in 1911 and in 1916 managing editor. He joined the New York newspaper fraternity in March, 1922.



Julian S. Mason—"We are dealers in emotions."

I DON'T know what gets the public, but I do know what gets me, and that is that anyone should believe that I should know what gets the public, or that if I did, I would be foolish enough to divulge it.

But I must make the attempt. Therefore, I should say, speaking for my own profession, that to make a newspaper, simply to "get" the public—which is, as everyone knows, an ignoble object, far apart from the higher purposes of journalism—I would make a newspaper that is a distinct person and endow it with all the qualities that make a person attractive and interesting.

I would give it first of all character—not only the kind of character that comes from honest service to the public, but also the free development of its own individuality. Do not be afraid that this will not develop in a way that is far above and distinct from owner, publisher, or editor. Give it a chance and the paper itself reaches over your shoulders at night, takes your hand and says this story should go there on the front page.

Horace Greeley recognized this separate and sentient entity. When Greeley was away one time, President Johnson demanded the resignation of the great Stanton and the Tribune swung full force behind the demand for impeachment. Greeley did not believe in impeachment, because it might martyrize Johnson; but, because the Tribune had spoken, he held unflinchingly by its course. He used to say that he never picked up his Tribune in the morning without a thrill of excitement over what "the paper itself" may have done to him after he had made it up and gone home at 11 o'clock.

Another story to show you the feeling of helplessness which an editor experiences over a product which he may have planned out most carefully from beginning to end in all detail.

There was a copy reader on the old Chicago Record-Herald who rejoiced in the appropriate name of "Butch" White. One morning at 2 o'clock a reporter came rushing into the city room and said:

"Oh, Mr. White, I've got a very strange suicide story. A man was riding across the Clark street bridge in a trolley car reading a newspaper. He suddenly threw the newspaper on the floor, rushed out of the car, jumped over the bridge rail, and was drowned in the river below."

"Probably a managing editor looking at the first edition of his paper," said Mr. White.

I would give this paper of ours a wise universality. The New York Evening Sun, under the managing editorship of the brilliant young Mr. Arthur Brisbane, once gave New York the smartest, the most sophisticated, the wittiest paper that it has perhaps ever known. Yet Mr. Laffan and Mr. Brisbane disagreed, because Mr. Laffan said and said truly, I think:

"If we were running the Fifth Avenue Hotel and offered our guests a menu of only caviar and cabbage, you'd be surprised at the number who would order cabbage."

But the paper must have wit, probably the most dangerous of all characteristics, but, rightly used, the most effective. I mean wit that will take a present day happening and instantly throw it into a form that will give it background, understanding and ironic truth.

We had a delightful instance of this the other day, when lunching with a witty editor from the West. Before luncheon we were talking of the inevitable Eighteenth Amendment and the disregard of law. Just then, I regret to say, cocktails were brought in. He took the glass, held it up and instantly gave the toast:

"Here's to crime and Constitution, one and inseparable, now and forever!"

To get the public, I would give the paper enterprise—not only the enterprise that adapts itself to any situation instantly, but also the fundamental journalistic enterprise of digging, digging, digging for facts.

General Grant on his death bed handed to his physician a memorandum of his last wishes, saying: "Doctor, don't tell this to another living person. If you do, the newspapers will get it."

The paper, too, must be close to the well-springs of human feeling and experience, even to human superstitions. Another American newspaper man and I went to a luncheon party at the house of Lord Northcliffe 3 years ago. We were about to sit down, when we realized that there were 13 at the table and that Northcliffe was standing erect at its head.

"You know, your Lordship, that in America some people would be foolish enough not to sit down 13 at table," my American companion said, wishing to make the situation less strained.

"Foolish enough?" said Northcliffe. "Foolish enough? You can only say that because you come from a younger civilization. In England we know what happened to Sir Harry Furness, of Punch, after he started a Thirteen Club; we know what happened to Harry Lord; we know because we are an older civilization, that it is only the old beliefs handed

down from generation to generation that are altogether true and to be accepted. I shall not sit down, thirteen at table. And he didn't.

And when I had endowed a newspaper upon the formulae I have just sketched, I should by no means be sure that it might get the public. Because, in film or play, or newspaper, we are dealing not with reason or logic alone, but with those strange indefinable currents of human life which we class under the word emotion. And emotion cannot be put into rules or formulae.

Probably it is for that reason that newspaper success has never been formulated in a way to permit it to become an exact science. It is an ordinary fact, for instance, that no Bible of newspapering, so to speak—no great book, either technical or autobiographical, has been written, which gives to editors a hint as to the safe and standard way in which to lay their course.

Charles A. Dana said that he knew no secret formula for success—that the best rule of thumb he could recommend for creating a successful newspaper was to get into it able men and let them have their head.

Such a definition, I fear, leaves you exactly at the starting point. Nevertheless, I can only declare my belief that if you would make a newspaper in the form of the most wise, the most fair, the most enterprising, the most charming attractive and interesting person you can imagine, you might have at least a gambler's chance of "getting the public."

New Daily Enlarges Staff

Additions to the staff of the Hendersonville (N. C.) Daily Times, which recently became a daily under the editorship of John Temple Graves, were announced this week. They are: Henry Atkin, formerly Ashville Citizen, news editor; Henry Loop, circulation manager; W. S. Scott, formerly Winston-Salem Journal, mechanical foreman; Richard H. Mills, late of the Messengale Advertising Agency, Atlanta, Ga., advertising manager. John Ewhank, former owner, is in charge of the job printing plant, and will remain in this capacity until a permanent manager is obtained.

WHAT "GETS" THE PUBLIC?

JULIAN STARKWEATHER MASON offers the following rules for building circulation and maintaining reader interest:

1.—A newspaper first must have character—character that comes not only from honest service to the public, but also from the free development of its own individuality.

2.—It must have a wise universality.

3.—It must have wit, probably the most dangerous of all characteristics, but rightly used, the most effective.

4.—It must have not only the enterprise that adapts itself to any situation instantly, but also the fundamental journalistic enterprise of digging, digging, for facts.

5.—A newspaper must be close to the well-springs of human feeling and experience, even to human superstitions.

6.—In the words of Charles A. Dana the best rule of thumb is to get able men and let them have their head.

JACK LAIT MADE M. E. OF N. Y. AMERICAN

Versatile Newspaper Man, Short Story and Play Author Assumes High Executive Position—Victor Watson Assistant Publisher

Jack Lait, versatile newspaper man, short story and play author, has been appointed managing editor of the New York American.

Victor Watson, who has been holding both positions of managing editor and assistant publisher, remains as assistant publisher with added business responsibilities. He will continue to have general supervision over the news.

Lait, who is 42 years old, comes to his new work from 3 years spent as editor of International Feature Service's magazine and weekly feature story.

Starting newspaper work as a cub reporter on the staff of the Chicago Evening American in 1903, Lait, within 3 years, was appointed assistant city editor of that newspaper. In 1907 he became associated with the Chicago Examiner as night city editor, becoming city editor in 1910.

The following year, Lait left newspaper work to become press representative for William Morris and to manage the Harry Lauder world tours, and then returned to the Chicago Evening American as dramatic critic. He held this latter position from 1913 to 1916.

After this, Lait became a regular monthly contributor to American magazines, at the same time being the "Story a Day" writer for the Chicago Herald. During the year 1919-20, he conducted the column "Wake of the News" in the Chicago Tribune, and also wrote fiction for that newspaper.

Lait is the author of "Gus and Bus" and "Beef, Iron, and Wine," two short story volumes. He also wrote the following plays, "Help Wanted," "One of Us," "Spice" and other revues as well as about 60 one-act vaudeville sketches. Since 1918 he has been connected with the editorial staff of Variety, a theatrical trade magazine. In 1914 he founded the Chicago Saturday Evening Telegraph, a weekly theatrical-sports newspaper. He was born in New York.

CLEVER NEWSPAPER CAMPAIGN DREW CROWDS TO OHIO STATE FAIR

Attendance Broke All Records Following Drive by Fair Board and Merchants—"Attention-Getting" Copy Used Liberally

By CHALMERS PANCOAST

THE newspapers of Columbus put over the "Golden State Fair" of Ohio in a big way by giving it a lot of publicity gas.

Local advertisers tied up with a generous use of space which they paid real money for.

A great variety of clever advertising ideas, striking illustrations, novel contests and schemes were featured in the newspapers to make the State Fair the greatest in the history of Ohio.

The big problem for the past 50 years has been to get a crowd on the first day. According to custom the last days have always been the record breakers. The first day has always been an empty day—a day lacking in interest—therefore lacking in crowds.

But through a cleverly designed series of "attention-getting" newspaper ads the State Fair opening day this year broke all records. More than 50,000 people responded to the advertising appeal and made it the greatest opening day in the history of Ohio State Fairs.

For many years the Fair has been considered merely a frolic for country people. The idea this year was to make the opening day an exposition for Columbus people. The newspapers, Chamber of Commerce and local merchants got behind the plan—and using the power of newspaper advertisements made the city folks realize that the State Fair was not merely a show for their country cousins.

The Sunday newspapers carried ads from pages to fifty double, getting across the big idea for city people to "Fall In" on Monday.

The people were told to swing their old buses into the great "Driveaway"—a procession of decorated cars headed by the Governor and Mayor, which would start at the State House and travel toward the Fairgrounds.

The Governor rode in an antique auto of first vintage. Other models of 1900 carried out the "Golden Fair" idea.

The newspapers were sprinkled with small ads, showing a drum-major gaily marching away. The slogan was "Fall In—Columbus Day."

Nearly all local advertisers featured this "Fall In" illustration somewhere in their copy. It was a good tie-up. Then there were such cleverly designed ads as a calendar pad on which was written, "Gone to the State Fair," above the date of Aug. 25. Others were: "A picture of a tally-ho party, captioned "Heigho—Columbus Day." A picture of a laughing clown, with the words, "A Large Time—And I Don't Mean Maybe—Columbus Day." A comic picture of a family rushing along with a small boy in the lead, followed by the words, "Take the Boy Along." Then there was a smart picture of a young lady stepping out toward the Fair Grounds, with the slogan, "The Only Thing in Town on Monday." Another clever ad was a bottom of the page streamer showing feet and legs on the march, the headline, "Everybody's Going" carried the message forcibly.

Page advertisements illustrated with race horses, bathing beauties, stock judging, milking contests, track meet, tug of war, etc., carried a story to arouse the enthusiasm of Columbus people over a day set aside and widely advertised for their special enjoyment and benefit.

Large newspaper ads featured the Buick Sedan which was to be given away free. The contest was for the best slogan submitted for the 1925 State Fair. No more than 10 words were to be used.

The State Fair has been using two slogans: "The Sun Always Shines in Ohio," and "Fairs Mark the Progress of Our State."

For the 1925 exposition a new caption to describe Ohio's great Fair was desired. Suitable blanks were provided and the persons presenting suggestions had to attend the Fair during the week in order to enter. The newspaper ad was headed "Free"; and illustrated with a cut of the car.

Other prizes were a thousand dollar silver fox pelt for the best essay of not more than 150 words on what the State Fair meant to Ohio. This was open to women only. Full blooded Airedale pups were given away each day to boys and girls. The idea back of this contest was to suggest a name for the dog, using the letters in the words, "Ohio State Fair."

The State Fair management clearly demonstrated that a generous use of newspaper space, actually dominating the display advertisements, would pull astonishingly.

Other widely advertised attractions were: Nightly Horse Show; Beauty Pageant for New Miss Columbus; Baby Contest; Boys' and Girls' Club Exhibits; Band Contests; Dog Show; Auto Show; field meet; horse races; milking contest; horseshoe-pitching contests.

There were other unique and interesting features, such as: "Queen Fashion" elaborate style show and pageant spectacle, fireworks, etc.

The most interesting thing about the entire program of advertising was the generous subscribing of money by local concerns for publicity purposes. Usually

it is difficult to raise money to pay for advertising space. But in Columbus the banks, business houses and stores subscribed a sufficient amount of money to be used by the Chamber of Commerce in paying for pages of display advertising and also for prizes to be offered in the various contests. Naturally all Columbus newspapers featured the State Fair liberally in the news and editorial columns. Pages and pages were devoted to the stock and agricultural exhibits. And since the State Fair meant so much to Ohio commerce and industry the newspapers appreciated its far-reaching news and educational value. Even the cartoonists contributed liberally with clever ideas in big space.

But the most encouraging sign of right thinking was the proper use of paid advertising to sell the Fair to the people of Ohio and equally to the citizens of Columbus.

Local advertisers increased their space in the newspapers to talk about the State Fair and its educational value and interest as a show. Other concerns used newspaper space to call attention to their display booths at the Fair. Even the small advertisers combined to make their advertising attractive.

The Z. L. White & Co., a large department store, presented nightly a Fashion Revue, giving a good picture of the history of fashion down through the ages. Newspaper display space was used liberally to sell this feature to the public—and get people to the Fair.

Manufacturers of food products introduced new goods by giving one free with every one purchased. In fact the selling slogan at the booths of exhibitors seemed to be: "Buy One—Get One Free."

Numbered coupons by the score were given out as a chance on various articles given away free. Piano-players were sold to the highest bidder; vacuum cleaners given away on a lucky number; a washing machine given away each day on a lucky number; enough paint for

painting a house free for guessing the number of bristles in a giant brush. Everywhere contests, schemes, stunts, advertising something out of the ordinary. A coal company advertised two of its prize winning horses—named after popular brands of coal for publicity purposes. These horses were to compete for blue ribbons.

Everything seemed to be advertised, exploited, announced in some novel and unique way. Advertising was the force power, the attracting current back to everything. You could not side-step advertising. It was everywhere. Banners, signs, pennants, gay streamers with snappy slogans and slangy epigrams were publicity pullers of big value.

Flappers with noisy whistles, boys with fancy whips and shouting har-bands, children with balloons, blaring music of the merry-go-rounds, merry-mix-ups, and other contrivances and contraptions for thrills, all advertised the Fair.

"Newspaper Row" was a busy place—headquarters for Columbus dailies and agricultural publications. A free checking booth for the convenience of Fair visitors was maintained by the Columbus Dispatch. Ice water was furnished free, also telephone service.

Columbus business men certainly know the value of newspaper advertising. They had a big curtain to raise, they wanted to make the first day of the "Golden Anniversary" of the Ohio State Fair a "hum-dinger." They turned on the power of newspaper advertising, and the result was that a record-breaking crowd kept the entrance turnstiles whirling merrily in answer to the big "Columbus Day" advertising campaign.

YOUNGGREEN JOINS FIRM

Becomes Vice-President and Member of Milwaukee Agency

The firm name of Klau-Van Pietersom-Dunlop, Inc., Milwaukee, has been changed to Klau-Van Pietersom-Dunlop-Younggreen, Inc.

Mr. Younggreen becomes a member of the firm, dating back to Jan. 1, 1924. He assumes the duties of vice-president and general manager.

Mr. Younggreen has been with the company since July, 1923. Before that he served for several years as advertising and sales promotion manager of the J. I. Case Plow Works Company at Racine, Wis. He is chairman of the Sixth District of the A. A. C. W., and president of the Milwaukee Advertising Club.

The new officers of the agency are: W. F. Dunlap, president; C. C. Younggreen, vice-president and general manager; G. W. Klau, secretary; and A. Van Pietersom, treasurer.

90 Days for Fraud Ad

One of the first prosecutions under the new New York State fraudulent advertising law was conducted last week in Buffalo by the Better Business Commission. David Gardner advertised in the Buffalo Evening News that he would sell anthracite for \$10 a ton, \$3 under the prevailing price. An investigation revealed that he had no coal and had made no arrangements for delivery in the event of purchase. He pleaded guilty to a charge of publishing false advertising and was sentenced to a 90-day term in the Erie County Workhouse.

Newspapers Not Factories

Newspaper plants in the state of Washington are not to be classed as mechanical establishments under the state law governing the working hours of women, according to an opinion handed down recently by State Attorney-General John H. Dunbar. The opinion was asked following a complaint by the Typographical Union that the Seattle (Wash.) Post-Intelligencer, the mechanical staff of which has been on strike since the last of May, had violated the state statute by allowing a woman to work more than 8 hours in a day.

COLUMBUS DAY

STOCK JUDGING
MILKING CONTESTS
RACES
GREAT TUGO WAR
TRACK MEET
MISS COLUMBUS
CHOOSING

The Celebration of Half a Century!

Take all the four-ring crowns you ever saw—all the "greatest shows on earth"—all the "mammoth and stupendous spectacles" of the standard ring! Sell 'em all into one, shake out the shell, leave only the best and the cleanest—and there you have a part of what is waiting for you at the Fair Grounds tomorrow! It's Columbus Day, the golden anniversary of the State Fair in Columbus and the celebration of half a century!

No ordinary State Fair! This is a real celebration, a gala occasion with all of Columbus on hand, a fitting celebration of a fitting occasion!

The State Fair will be there in all of extraordinary magnitude. The exhibits will offer amazing, interesting sights. The displays will be finer than any you've ever known, for this is Ohio's greatest State Fair.

But on top of that is a big program arranged especially for you—a program of fun and frolic, with the folks you know taking part! A milking contest and a stock judging contest, before Columbus business men! A tug-of-war with local luncheon clubs battling to the finish! The final selection of Miss Columbus, the girl chosen to represent Columbus at Atlantic City next month. A mammoth field and track meet with hundreds of boys and girls from Columbus playgrounds participating! The governor and the mayor and all the city's notables, and at night the big, magnificent Z. L. White style revue, "Queen Fashion!" There's never been anything like it before!

You have a part in Columbus Day, too! Decorate your home or place of business with flags and bunting! Gather your family and your friends and get into the grounds! Swing the old bus into the great Driveaway, which starts at 2 o'clock, or spend the day and evening at the Fair Grounds! It's your party and a real one. Don't be missing when the roll is called!

Happy out your flags early tomorrow morning.

Every home and every place of business should be decorated in honor of this great occasion.

Aug 25th

Columbus Chamber of Commerce

COLUMBUS DAY

Ohio State Fair, Aug. 24-30

Turnstiles clicked up a total of 50,000 on opening day at the Ohio State Fair this year, following an intensive advertising campaign, breaking all records. Above is a typical full-page display.

WILEY LEADS A BOY TO GATEWAY OF SUCCESS

Wizard Business Manager of New York Times Candidly Tells a Youngster Rules of Journalism Which Yield Rich Rewards When Intelligently and Ardently Followed

By PHILIP SCHUYLER

FAITH. Interest. Ideals. Unremitting Energy. Resourcefulness. Study. Promptness. Judgment. Common Sense. Common Honesty.

Are these merely a string of neatly capitalized words to be festooned like college pennants about the brain room of a young and hustling newspaper man g-getter?

Or do they form a strong hemp rope, by which a man may haul himself upwards hand over hand from the lowliest newspaper position to the highest?

Negative answer to the first, affirmative to the second question came this week from Louis Wiley, business manager of the *New York Times*, who, at the request of Editor & PUBLISHER, played father to a hypothetical son, about to enter the newspaper business, and offered him advice as to the way to success.

It made an interesting game. Mr. Wiley did more to make these words, which he used, seem strong and stable. He uncovered intimate details of his own business career as proof that the words were not mere sounds, signifying nothing.

"There are no tricks of the trade," he told his imaginary son, "as there ought not to be.

"Stick to the fundamentals—try to use, as Mr. Ochs has used, that genius for applying the principles of common sense and common honesty to the conduct of a newspaper.

"There are no certain details which are vastly more important than others. One thing a newspaper man must soon learn is how tremendously important some trifle may be on occasions, and how relatively unimportant some apparently large things may be.

"I pay attention to a hundred details every day—they may involve an insignificant decision, or a policy of large concern to one of the several business departments.

"Promptness in making decisions and answering letters and inquiries; being at all times accessible to everyone in the office, trying always to stimulate the business departments by making or welcoming suggestions; endeavoring to be just and fair to everyone with whom the *Times* has business relations, are the rules of business life I try to follow.

"The young man starting out in the newspaper business," Mr. Wiley continued, "should remember that it is his duty to bring to the support of the newspaper all the circulation and advertising revenue to which it is entitled.

"They are the bone and sinew on which the newspaper must depend to continue giving its service to the readers and to increase that service.

"The *New York Times*, for instance, now spends a greater sum for news than any other newspaper. Mr. Ochs has put the increased earnings back into the paper as a policy constantly to make the *Times* a greater purveyor of news. Suppose the *Times* were forced to exist on the earnings of 15 years ago. It would not be able to give its readers what it now gives them as their daily fare.

"The young aspirant should bear in mind that the newspaper business is a calling which demands unremitting energy and resourcefulness. In no other business must the line of effort be so constantly maintained.

"It may be that after a period of time he will have built up an organization which will permit him some opportunity to leave for a vacation and rest. That will not come soon. A lazy man had best not go in for newspaper work. The work is never finished. Today's newspaper is only got out of the way in time to clean the desks for tomorrow's edition. There is always work to do.

"Study good newspapers, clean and wholesome ones. Strive to understand the fundamental, stable values of news-



LOUIS WILEY—He Attends to a Hundred Details Daily

papers. News comes first. There is no substitute for news. It is not a feature which can be bought away from you overnight by a rival.

"Study circulation building with an eye to permanence. Do not put into the structure of your newspaper a weak stone. Study your newspaper from the point of view of the reader and then from the point of view of the advertiser. Never be satisfied that there is nothing more to be done. Impress the policy and news excellence of your paper upon readers. Then attract honest advertisers by the number of the readers you have been able to win, and the confidence you have been able to gain and keep.

"Study newspaper costs. Spend money to improve the paper for the reader and to increase confidence. Be careful and prudent in other expenditures. Know the answer to every question a keen newspaper business man would be likely to ask you.

"The picking of assistants may be a gift, but I hardly think so. I believe that any intelligent manager should be able to appraise fairly accurately the qualities which employees should possess for the different positions. But everyone will make mistakes in selecting persons. All that anyone can do is to use good judgment in his first choice—give the ones selected a chance to work and grow—and watch them.

"What are the pitfalls to avoid, what are the opportunities to grasp?" was a question asked.

"The pitfalls to avoid," he answered, "in the business management of a newspaper may all be summed up as those which are a betrayal of trust.

"The newspaper, in its news, its editorials, and its business conduct, is all the fulfillment of a trust with the public.

"The temptations which will come to the business manager of a newspaper sometimes present themselves in insidious form. There will seem to be an easy way to obtain more advertising or circulation by methods which can be defended ethi-

cally but which will really be contrary to sound publishing principles. Whenever any temptation comes ask yourself the question, first, whether it is a betrayal of trust with the reader, and next whether it is a betrayal of trust with the advertiser or others with whom you have business relations.

"Never for any consideration attempt to influence or color the news.

"Honesty is the life and spirit of a newspaper. Never, to the best of your ability, permit a misleading or fraudulent advertisement to appear in your paper. The confidence of your readers is an asset with which you cannot afford to trifle. Never forget that you must defend the interests of your readers even before your own.

"The opportunities which the business manager of a newspaper can grasp are without limit. No newspaper ever has or ever will reach the full development of which it is capable. There are always new ways in which to serve the reader, new chances to develop legitimate sources of revenue from advertising.

"Never, however, miss an opportunity to gain and deserve the confidence of your readers. Be alert to know what interests the people in a clean and wholesome way."

But of primary importance, Mr. Wiley would have young aspirants believe, is steadfast faith in the opportunities offered by newspapering to "one who works hard and stands by the sound principles of newspaper making."

"I never lost faith or interest," he declared.

"I began, to go back to the very beginning, on a small weekly, the *Democrat*, in Mt. Sterling, Ky., when I was attending school there in 1884. My first real reportorial experience, however, was on the *Rochester Union and Advertiser* in 1887, although I made a slight beginning in Fort Wayne, Ind., in 1886.

"That was a great training school, both for the practical and the ideal in the newspaper business. Rochester, then as now,

had newspaper men of ability in charge of its journals, and Jacob A. Hoekstra, city editor of the *Post-Express*, which I soon joined, taught me the essentials of good reporting. I began on the *Post-Express* at \$6 a week reporting police court happenings and baseball, besides being dramatic critic. That salary was not out of scale for a beginner. The city editor of the *Rochester Herald* at that time drew \$25 a week for his work.

"Early in 1893 I became business manager of the *Post-Express*. There is no essential difference in the interest one should have in a news or business position, and the opportunities for service, while unlike in many respects, unite in the end in the task of producing a good newspaper in which the public can have confidence.

"It was while I was business manager of the *Post-Express* that I met Adolph S. Ochs. I can say with sincerity that my real newspaper experience, despite the 9 years that had gone before, began with my association with Mr. Ochs, to whom alone the greatness of the *New York Times* is due. I am proud to say that whatever success has come to me I owe to him. It has been an unending privilege to work with him and to watch the vision of a newspaper which he unfolded before us. Let no one think that the path of the *New York Times* was an easy one from the start. It was a hard road at the beginning, and only indefatigable work and the genius of Mr. Ochs for applying the principles of common sense and common honesty to the business of publishing a newspaper pulled the *Times* up the hills.

"I enjoy the work in which I have been engaged. I enjoy the multifarious contacts with persons and affairs. I enjoy the knowledge that I have the confidence of Mr. Ochs and those associated with him in the making of the *Times*."

PALMER JOINS CHRONICLE

Former Vice-President, Houston Post, Now Foster's Assistant General Mgr.

G. J. Palmer, formerly vice-president and associate publisher of the *Houston Post* which was recently sold and merged with the *Houston Dispatch*, this week was appointed assistant general manager of the *Houston Chronicle* by Marcellus E. Foster publisher.

After nearly 25 years' service as business manager of the *Post*, Palmer was made associate publisher last January. He joined the paper in 1889, in a clerical position.

During the war Palmer acted as a "dollar a year" man in charge of the newspaper section of the paper and pulp division. Since the war he has worked in an advisory capacity for the Texas Newspaper Publishers' Association.

McFAUL TO CHICAGO

St. Paul Business Manager Now Assistant Publisher, Herald Examiner

A. J. McFaul has assumed the duties of assistant publisher of the *Chicago Herald Examiner*.

Mr. McFaul was formerly sit-in man on the *Chicago Tribune* copy desk, but left there in 1915.

Since then he has served as advertising manager for several large firms throughout the country, and recently was business manager of the *St. Paul Pioneer Press Dispatch*.

Flint Daily Occupies New Home

Flint (Mich.) Daily Journal officially opened its new home Wednesday, Sept. 3. A special Progress edition of the Journal marking the event was printed Sunday, Aug. 31.

"LETTERS FROM PEOPLE" COLUMN VITAL EDITORIAL PAGE FEATURE

Creates Continuity of Interest and Acts as Safety Valve—
Sustains Itself After Careful Direction
at Start

By IRVING BRANT

A COLUMN of letters from subscribers has long been recognized as a valuable auxiliary to the editorial page. In it, those who admire the newspaper's position on public questions can flatter the editor with compliments, always graciously received and published with befitting shyness. Likewise, it serves as a safety valve, through which those who disagree with the newspaper can reduce their steam pressure. Many a threatened explosion has been averted by giving aggrieved subscribers a chance to get their views into print.

But while this function of letters from the people has been generally appreciated, few newspapers have discovered the possibilities of an expanded letter department for developing subscriber interest in the paper. Every publisher likes to think of his "family of readers." He is endeavoring all the time to strengthen the family ties. He would like nothing better than to have his readers so deeply attached to the paper that the cancellation of a subscription would be like a decision to leave home.

In buying features, the one thought is to create a continuity of interest. The best feature in that which not only makes today's paper interesting, but starts the reader to anticipating tomorrow's issue. A publisher will pay almost any price for such a feature, yet he has at hand a better feature than he can buy, and it is his virtually without cost. A letter department, built on both human interest and public interest lines, will go farther than any purchasable feature in establishing a continuing reader interest and cementing the subscribers into one big family.

Letters from the people can be built up most easily in connection with a liberal and spirited editorial page, because such a page will stimulate the readers, but it may easily happen that the letters will develop more interest than the editorials. When the letter department is built up to the extent of its possibilities, the editor is apt to find that four-fifths of the communications, telephone calls and visits relate to the letters he publishes, and about one-fifth to the editorials he writes.

A good letter department will not create itself, but, once established, it will sustain itself. All that is needed, after the growth is attained, is careful and sympathetic editing.

A letter department expands simultaneously in the number of letters received, and in their scope. It starts, perhaps, with regular contributions from a few cranks and egotists—sometimes readable, sometimes not. The first expansion is in letters condemning or congratulating the paper on its editorial policy. Next, it enlarges to cover a discussion of municipal problems and conditions. Then it broadens to include debates among readers on social questions, the morals of the day, fashions, etc. By this time, of course, the religious cranks are furnishing plenty of material for the waste basket. The well-rounded letter department embraces a selection from all of the earlier sources, and then expands to include a rich human interest offering. It is when this last field is touched that the department comes to exert a remarkable hold upon the readers, and to bring them into a great family circle.

Nearly all people who write to newspapers, do so because somebody else has done so first. They must see letters published before they offer their own ideas. Therefore, in creating a letter department from nothing, it is advisable for the editorial staff to contribute to the letter column, and to keep it up until the department is self-sustaining.

Reporters may be invited to write letters bearing on news stories they have handled. (Or the copy desk might be

asked to put its opinion of the editorial page into well expurgated communications.)

Nothing is more apt to bring a rise from readers than an occasional letter containing absurd over-statements and violent assertions of opinion. Get a controversy started, even if, at the start, you have to write both sides of it yourself.

A particular point should be made of publishing letters from subscribers attacking the newspaper's policies. This is the

The man in charge of letters should have a thorough knowledge of the law of libel. Letters that have a kick in them are likely to be chuck full of libel, and it has to be edited out. Occasionally there is a deliberate attempt to use the newspaper for purposes of libel. The editor of the letters must be able to fathom the motives of the people who write them. He must exclude the libelous, the unworthy, and those written in a spirit of villification. He must recognize the fellow who is trying to put something over, to get free advertising, or take up a collection.

Most letters require shortening or other editing, and the manner of it will make the writer a friend or an enemy. What can be said if the editing distorts the meaning, or destroys the force of the letter? A newspaper is in a mighty uncomfortable position if it has to apologize to a contributor for putting him in a false light before the public, or refusing to make a correction because it would be

spaced page reflects to some extent the training of the contributor. But in the letters which come to a newspaper editor's appearance means next to nothing. The editor has more to fear from a bulky written letter, usually dull in content and written by an insistent bore or a worse lawyer, than from the crudest long letter. The latter at least is genuine, simple and sincere.

In a letter department built for human interest and its wide appeal, the editor means nothing. The anonymous letters as good as any other, and perhaps a good deal better, because many a man, writing anonymously, will turn loose a personal record which never could be torn from him if he had to divulge his identity.

This, to be sure, is flying in the face of the conventional, parroted decree that "anonymous letters will not be published although names will be withheld when requested." Yet what is that rule but a relic of the day when letters to the editor were mostly vicious political libels?

Some groups have to be checked off too. Among them the religious cranks, Sap-headed young men and women who dish out forever from the shallow contents of their craniums, if they were given the chance. When two correspondents get into a verbal duel, they never stop voluntarily, and their personal remarks have to be cut out at the start.

As a letter department increases in size, range and appeal, it acquires a power of its own, independent of the newspaper's editorial influence. A complaint about specific conditions in the city, or the schools, will bring quick action, to forestall a critical discussion. A letter revealing family misfortunes or distress will lead to innumerable offers of assistance—but such letters need to be scrutinized closely, and usually should be investigated by a reporter or by the public charity organization before space is given them. Once, on the *St. Louis Star*, I received a letter from a man who was incapacitated for several months, owing to an injury. He wanted the readers of the letter column to loan him \$200, in amounts of \$1 each, for which he would give promissory notes redeemable after he was able to work. The letter was published because its preposterousness made it interesting. The man got the money.

Also, it is advisable not to publish street address of correspondents who are willing to have their names used. There are bright citizens who make a practice of writing threatening or obscene letters to everybody whose name thus appears.

The interest taken in letters from subscribers is attested in many ways, other than by a volume of correspondence. When a single letter will produce a dozen telephone calls in a forenoon, it evidently has not only been read, but has made an impression. Wouldn't an editorial writer be flattered if he had stirred such interest?

If the letter department is to be built up for full effectiveness, it must have at least two columns daily. This will seem large, to those who are familiar only with the conventional department, but it will seem painfully small when the department is going at its full possible capacity.

A full page of letters in the Sunday issue is not only valuable in itself, allowing fine opportunity for classification and display, but it will make it far easier to handle the letters in the daily. The Sunday page can take up the overflow on important subjects, and can absorb many long letters which are too good to throw away, but which would injure the daily department by reducing the number and variety of letters in it.

Any person who edits letters, in a department operated to give the subscribers the widest self-expression, will gain in his respect for the unlettered men and women who make up the unknown majority in our population. They are fast-keen judges of the newspapers than the editors would like to think. Most of them are lacking in education more than they are in intelligence, and they can be reached by aiming at their understanding. Nothing in a newspaper comes more completely within their range than the letter department. Perhaps this will suggest something to those who complain that only 2 per cent of the people can understand what they read in the newspapers.

SONGS OF THE CRAFT

(Copyright, 1924, by EDITOR & PUBLISHER)

By Henry Edward Warner

THE SPACE PIRATE

(Treated by request of half a dozen violent Editors)

You have heard of Robin Hood and Jessé James,
Of the Dalton Brothers riding on the plains,
And you've thrilled with that most spurring of games
That's connected with the holding up of trains;
You have known the summer landlord and the crew
In the tipping line, with bright, expectant face,
But did any bally bandit ever get the nerve of you
Like the fellow who is always snitching space?

He may be the man ahead of something wild
In imported shows; or some fast candidate
Who is claiming some delusion for his Child,
Or lawyer with a client on his pate.
He may wear the clothes of charity, and come
With the outland hand that never knows a shame;
He may come with rubber heels or beating madly on his drum,
But his ultimate objective is the same!

And the Editor, he softly swears and sighs
As he reaches for the wicker at his right;
He has grim assassination in his eyes
When another kind of Pirate comes to light.
And of all the office pests that ever land
There is none in all this struggling human race
Like the oily, silky Pirate with his copy in his hand
Who has just come in to make a plea for space!

(All sing!)
Brothers, soak him! Choke him!
Chuck him out the door!
Hurry up and get the lift in place!
Altogether now, let's hand it
To that bally brazen Bandit
Who is coming in to make a yell for Space, Space, Space!
To that fellow who is always snitching Space!

fair thing to do, anyway. It makes friends for the paper, and it is a great stimulus to letter-writing, for it convinces the people that the newspaper is conducting a genuine open forum, with a place for those who disagree with the editor.

As the letters increase in number, the same inside stimulus should be applied in other fields. Start controversies over politics, labor questions, jazz, bobbed hair, knickers, cake-eaters, spiritualism, woman's place in or out of the kitchen, the death penalty for reckless motorists and jaywalkers, auto lizards, and evolution. The letters on any subject should be strung out through successive days, while the interest lasts.

It will not be many months before the editor discovers that his readers are far more capable of guiding the department than he is. They can think of infinitely more subjects than he can, that will bring responses from the public. When the department really gets under way, there is no need to offer controversial leads. The question, rather, is when to choke off debate on any particular subject—for the writers of letters never know when to quit.

The letter department, if it is to be made an important feature, never should be turned over to a dub or a cub. If that is done, it will slump in quality, and may prove dangerous.

humiliating to do so. It may be said that the writer of the distorted letter is only one person in a multitude. But he can do a lot of talking.

What is the test of a letter's value? What should be published, and what rejected?

In some offices, the social or business standing of the writer seems to be the governing factor. Anything is published which comes from a well-known person. Everything painfully written in long hand goes into the waste basket without a glance. Such editing is grossly incompetent. It is the work of a cheap snob or a dullard. It puts cut glass above the uncut diamond.

Some letters have to be published out of a sense of duty, even though they are long and dull. Such are those written by public officials and prominent nuisances who think they have been wronged by the newspaper, and who can best be dealt with by giving them space to have their say out.

In general, however, there is just one test for the letter: Is it interesting? If it has interest for the general public—not merely for the man who wrote it—it ought to be printed.

In the magazine office, there is a direct relationship between the appearance of a manuscript and the probability of its acceptance. The well-typed, correctly

GONZALEZ VIEWS NOTABLES THROUGH THE LENS OF LAUGHTER

Young Brooklyn Eagle Caricaturist Blends Exaggeration and Humor in His Work—Drew Prince of Wales in Split Second Time

By PHILIP SCHUYLER

"PEOPLE are interested in many little things about personalities in the news, which the newspaper men often fail to mention."

Working with this idea in mind, a young Spanish-American caricaturist known to the general public merely by his last name—Gonzalez—has developed and brought to the American press something new and refreshing in caricature. He is now drawing for the *Brooklyn Eagle* and other newspapers, through an arrangement with the National Newspaper Service, Chicago.

"The public," Gonzalez reasons, "is vastly curious over such matters as the shape of noses, the twist of hair, the manner in which such-and-such a celebrity holds his or her cigarette."

"They want the predominate characteristics of the great carefully recorded and exaggerated for their benefit in the newspapers they read."

Gonzalez, therefore, with the quick eye of a natural artist, follows close behind newspaper men along the news trails. He notices details they overlook; microscopes the men and women behind the big stories, notes their characteristics and accentuates them in a humorous way in charcoal drawings for newspaper reproduction. In addition to his sketches, he writes down his conversation with his subject and obtains an autograph.

As the elements of good caricature are elimination of all detail and humorous stress of predominate characteristics, so the Gonzalez interviews are written caricatures of the various subjects who have posed for him.

I had watched with interest the Gonzalez caricatures which began appearing in the *Eagle* about the time when the National Democratic Convention opened at Madison Square Garden, New York. I met him for the first time on the Berengaria at the arrival of the Prince of Wales last Friday. This week I ran across him in the outer office, opening into the private sanctum of Flo Ziegfeld Jr., glorifier of the American girl. He was about to interview and sketch Will Rogers.

"Too bad you weren't able to sketch the Prince," I remarked, remembering



Rosendo Mauricio Gonzalez Has Something New in Caricature

the scrambled meeting between press representatives and the Royal visitor.

"But I did," he rejoined.

"What?"

"Yes, it is the way I work always. It never takes me more than a few minutes. Of course in the case of the Prince I was rather crowded. My ribs were nearly broken in the crush. But I managed to sketch in the few lines necessary."

"Didn't you work from a photograph afterwards?" I questioned with the usual, and perhaps pardonable, newspaper scepticism.

"No," he answered; and he spoke sincerely as he added, "I never do. If I did the result would not be a Gonzalez caricature. I always work from life."

"But I wasn't able to get his autograph as I usually do. It was a great disappointment. The *Eagle* is now trying to arrange a sitting for me. Then perhaps I will get his signature."

Here was a story certainly—the one American caricaturist who managed to sketch the Prince of Wales from life on this present American visit.

In the office in the New Amsterdam Theater building, New York, where Gonzalez was waiting to sketch Will Rogers, we began conversation which was concluded later in the young artist's studio on Riverside Drive, opposite Grant's tomb.

Both name and age are tender subjects with this young caricaturist. His name is far too long and foreign, he protests and he fears editors will consider him much too young.

"I am an American," he insists, "and I hate people to think otherwise."

His whole name is Rosendo Mauricio Gonzalez, and I personally can testify to the correctness of his assertion that he is "not yet 27," and would guess 21 was nearer. Gonzalez would prefer people to

think he has already arrived, is a veteran newspaper artist, whereas, one of his biggest charms is that he is now vigorously on his way, having just emerged from the scribble stage and having his great future ahead.

When I talked with him he was wearing a plain gray suit, quite lacking in Bohemian flare. Rebellious black hair, however, had a way of flopping down over his olive-skinned forehead and into

"Now I make all my drawings very good natured. And, so far as I can, I put in them an element of good will."

"I try to make people laugh at themselves and at others. It is very good business to make people laugh, is it not?"

"A caricature," Gonzalez believes, "is not simply an exaggeration of one's features. There is more truth in the caricature that catches the characteristic. The characteristic may be physical. More often it's an expression or attitude which constantly dominates the individual. This leaves an imprint on one's face. That's character. I take that and exaggerate it clearly and forcefully. Then the message will not be mistaken or avoided."

Gonzalez refuses to tell the story which must lie behind his trip from San Antonio to Chicago for study at the Art Institute there. He arrived in Chicago a raw young aspirant for newspaper fame about 2 years ago. Henry Justin Smith, then on the *Chicago Daily News* staff, became interested in him and his work, and gave him a position in the News editorial department which gave him sufficient funds to pay the expenses of his artistic education. He drew for several Chicago art magazines also, and then finally the National Newspaper Service offered him a position.

"I don't go around making thunderous affirmations about politics or the stage," he explained. "I just try to give as human an impression as I can, trying if possible to make my public feel they are sitting with me opposite my subject."

As an example Gonzalez produced the caricature of Harris M. Crist of the *Brooklyn Eagle*, which accompanies this article, and with it wrote this typical "Gonzalez interview":

"The secretary to Harris M. Crist calls me to the 'mat.' Mr. Crist gives out conceptions on art. I listen."

"The *Eagle's* managing editor has seen me sacrifice many notables at the altar of exaggeration. I sit and wonder how the nightmare of his own face will strike him."

"I have talked to Mr. Crist many times."

"One thing I always have in my memory of images after I leave Mr. Crist. That's the tightening of his mouth when he wants me to know he is thinking. Mr. Crist is about to make a decision when he does that. Two little dimples form on each side of his mouth."

"The design in the blue eyes is in the shape of little wheels. The pointed nose, the tightened mouth and the aristocratic remains of grey hair. That's the picture."

"I am about to be timid on this sketch of the chief, but it's no use. I am bound to tell things strongly. Editor or no editor, exaggeration is exaggeration. There is no happiness in soft pedalling, even with managing editors."

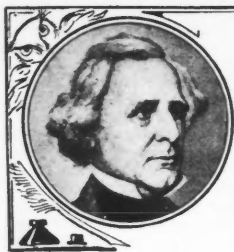
"Mr. Crist may return and order my long locks shorn and my ears pulled. I shall stand pat and still look through the grotesque lens of laughter."



No favors to the Boss, Gonzalez determined, but his job was still his after Harris Crist looked at this.



No artist has yet pictured David Windsor with these lineaments—but, then, no other artist worked with his ribs cracking in a jostling crowd.



NEW AND AUTHENTIC HISTORY OF THE HERALD OF THE BENNETTS

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

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(Continued from last issue)

The petty jealousies and envious attitude of several of his contemporaries were not overlooked by Mr. Bennett but he very rarely publicly referred to them, but an exception was made in the very flagrant case of the Tribune, which published a letter in March, 1851, from the widow of "One-Eyed" Thompson, a notorious character, declining to receive contributions for her collected through the Herald. The lady subsequently admitted to a Herald reporter that she was really glad to receive aid from any source, and had reluctantly consented to the publication of the letter; whereupon Mr. Bennett justly denounced the Tribune's "silly attempt to stop the subscriptions, and charged its insertion had been instigated by parties ready to sacrifice the good or the bad to promote their own selfish purposes."

CHAPTER EIGHTEEN

Remarkable Tribute to the Great Editor—Attempt to Murder Mr. Bennett—Presentation of a Service of Silver Plate to Him from New York Citizens

IN 1852 a South Carolinian anonymously issued a book, entitled "Glimpses of New York City," in which Mr. Bennett was discussed as follows:

"At the head of the heap stands James Gordon Bennett, and by his side stands that engine of terror to all evildoers, the Herald, and there they are likely to remain as firm as the Rock of Gibraltar. Bennett is undeniably the 'Napoleon of the Press.' Forrest in one of his pithy speeches, said 'he was the best abused man in the world'; but this remark will apply much more justly to Bennett. Since I have had a good opportunity to become acquainted with his private character, I will give you my idea of him as a man—it being utterly unnecessary to speak of him as an editor, for the world knows him in that light. In his habits he is as regular as the sun, or as the clock on Trinity Church; yea, more so, that sometimes varies—he never does! Moral in his conduct as any man you can find in a day's travel, even in this dense population; and I would rely upon his word with as much assurance of its being correct as I would upon John C. Calhoun's. To his family and friends his purse has no bottom, and I believe he has given as much or more to charitable purposes unostentatiously than Jenny Lind. I had as soon go to Bennett, though comparatively a stranger with no claims upon him, for a favor, as to any man I ever met. I do not speak this from the card, but from having heard others speak, who had received his benefaction. In his intercourse and dealings with his fellow men, he is particularly correct; he pays his printers, and, in fact, all who are in his employment, not only the best prices for their services, but promptly and without a wry face. It is proverbial with the printers that he who works on the Herald is 'sure of his pay.' I do not eulogize this as a virtue; I only mention it, because, from what has been said of Bennett, it is wrongly thought by some that he is tricky, and not disposed to deal squarely with mankind in general.

"Some few of his sub-editors (and he has lots of them) have from time to time, especially in his absence from the country, written and done things for which Bennett severely reprimanded them, when the facts came to his knowledge. I would as soon attempt to bribe Bennett to write or publish anything contrary to correct principles, as to induce the President of the United States to commit high treason.

"As a politician (we cannot rank him as a statesman exactly), he has as clear perception and foresight as any editor in America. His course for the last half dozen years has been strictly national. The policy adopted by our Government, in many instances, originated with and was advocated by him. His ideas of retrenchment and reform of governmental abuses are lucid and practicable, and must, if our Government exists much longer, be adopted. The manner in which he advocates measures smacks of the Salamagundi, or *necessitate rei*, having various editors, and not infrequently is Jack-Randolphish! His style is not purely Anglo-Saxon, because he has not time to digest and critically correct his composition. His leaders are never stale or rehearsed, and nine hundred and ninety-nine editors out of a thousand in a month's time would become dumfounded, or be compelled to revamp their leaders. Not so with Bennett. He is always new—ever varied and spicy. Ridicule is one of his great fortes, which is the strongest lever to operate effectually on the minds of men. But enough of Bennett personally.

"The Herald is without doubt the greatest paper published in the world. It seems to me that it has its satellites, its newsgatherers, and its reporters at every point from whence an interesting paragraph can be scared up throughout the inhabitable globe. Its journalistic corps is practically ubiquitous, while the amount of its daily expenditures is truly astonishing, averaging over \$500. The multifarious and complex business of this mammoth establishment moves on as smoothly and regularly as the machinery of a Collins steamer. Notwithstanding the great efforts at competition made by the proprietors of other newspapers, the business and prosperity of the Herald seem to be as great as if it had no rivals whatever.

"The Sun, the pioneer of penny papers, has, according to affidavit, the largest daily circulation of any paper in the world. Since the late separation of its proprietors (the Beach Brothers), I think it has decreased in value and circulation. It is taken only by the poorer classes, and I have never seen it in any first class hotel, restaurant or reading room."

Atrocious Attempt to Murder the Editor of the Herald

About half-past eight on Monday evening, the 18th of October, 1852,

Mr. Bennett came from his hotel—the Irving House, to the office. A few minutes after, a parcel was brought to him by one of the clerks, who had just then received it from a hackman with the explanation that a gentleman in his cab had desired him to leave it in the office.

The parcel was of a cylindrical form, about 6 inches long, wrapped in common brown paper, tied with green ribbon and sealed with red wax. It bore the name of Mr. Bennett as clipped from a copy of the Herald, and pasted on the package with the addition of the words, "Private and with care." Just over the address, and printed with a pen were the words: "Native silver and copper ore from the Cuba Mountains with letter inside the box."

When the outside wrapper was taken off by Mr. Bennett, it disclosed a small pasteboard box; on its side was written: "Specimens and private documents from the interior of Havana for Mr. Bennett (only). Should he be out of town, keep for him." Mr. Bennett made one or two attempts to take the lid off the box; not succeeding, he gave it to Mr. Hudson, who with his penknife, made an incision in the rim of the lid, when a substance fell out which resembled white sand. Suspicion being aroused, Mr. Hudson took a pinch of the "sand" and threw it into the fire of a grate, when it exploded with a bright flash. The box was then locked up, and next morning Mr. Baker, a reporter of the Herald, soaked it in water and then with two detectives present opened it. They found it was a most ingeniously constructed "torpedo" or infernal machine and that it contained such a quantity of powder, that its explosion would have been certain death to all who might happen to be near it. It was a most diabolically constructed device, and had it exploded in Mr. Bennett's hands, as its maker intended, would have not only killed him but also Mr. Hudson and probably another gentleman then in the room.

Mr. Bennett again defied his enemies, saying: "For ourselves we will not be deterred from the performance of our duty, were we aware that there was a whole manufactory of torpedoes in full operation for our benefit."

New York Citizens Honor Mr. Bennett

On the evening of Dec. 30, 1854, while Mr. Bennett, who then resided at the St. Nicholas Hotel, was sitting in his parlor reading a book, a box addressed to him was delivered at the hotel from the famous old firm of Ball, Black & Frost, the jewelers. Mr. Bennett having in mind his previous experience and narrow escape from death while trying to open a package containing an infernal machine, declined to touch it, and finally, Mr. Black of the firm was sent for, who quickly opened the box, disclosing a magnificent service of ten pieces of silver plate, enclosed in a brass mounted mahogany chest, and valued at \$1,500.

Each piece had a separate testimonial sentiment engraved upon it, the whole forming a most impressive tribute to the recipient. The large salver bore the following inscription:

"Presented to James Gordon Bennett, as a testimonial to the editor of the truly National newspaper of the great American Republic; the firm and unwavering supporter of the Constitution; the opponent of the Spoils system of Government; the ready and effective advocate of the Rights of the People. New York City, January, 1855."

A water pitcher bore this sentiment:

"Presented to James Gordon Bennett as a testimonial of his independent and fearless course as editor of the New York Herald."

On another pitcher was a tribute from the mechanics, as follows:

"Presented to James Gordon Bennett for his unwavering support of the mechanics of the Metropolis of the Union."

Additional tributes to him were as follows:

On the coffee urn: "Presented to Mr. Bennett for the valuable assistance from the Herald for the advancement of the commercial interests of the Republic."

On the creamer: "Presented to Mr. Bennett, the truthful exponent of American interests."

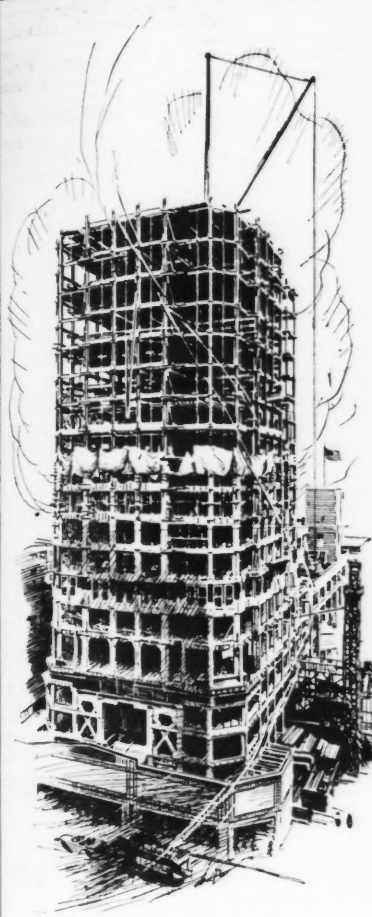
On the tea pot: "Presented to Mr. Bennett, the architect of his own fortune; an example to the rising generation."

On the hot milk pitcher: "Presented to Mr. Bennett, the most abused editor in America."

On the sugar bowl: "Presented to Mr. Bennett for his ability and fidelity in support of the Compromise Measures of 1850."

On the basin: "Presented to Mr. Bennett, the advocate of right and justice."

(To be continued next week)



Proof of *our* Faith

WE ARE building the world's finest office building in this Presidential Year. That proves our faith in the soundness of business.

We are developing new timber lands and constructing a new paper mill. The United States is going ahead and we don't want to be left behind.

As a result of aggressive advertising and selling, Chicago Tribune circulation is 50,000 ahead of last year. Our advertising revenue is also larger in 1924 than it was in 1923.

This prosperous, growing, aggressive institution is at *your* service, ready at an instant's notice to assist in increasing *your* sales and swelling *your* profits.

Let us help you to make *our* customers *your* customers also!

Others Also Are Building

Valuation of building permits issued in Chicago in May, June and July:

1924.....	\$85,608,000
1923.....	66,376,700
1924 Gain..	\$19,231,300

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

ALL IN THE DAY'S WORK

Drawn Exclusively for EDITOR & PUBLISHER

By R. W. SATTERFIELD

Claims He Was Kicked Into Art by a Cow



R. W. SATTERFIELD who draws daily and weekly cartoons for the John H. Perry services believes action is the backbone of a successful cartoon.



R. W. SATTERFIELD

In fact he ascribes his entry into art to the vigorous action of a cow back in his salad days.

"Kicked into Art by a cow—a rather inglorious entry. I'll admit, but after all I never did care much about milking cows," he relates. "You see, I was working for a dairy near Sharon, Pa., when one day Old Bossy went into a tantrum and planted her right rear hoof in my midriff. It was enough!

"I gathered myself up and decided then and there that my career would be newspaper art. It was less dangerous and the hours were shorter.

"The *Cleveland Press* gave me my first assignment. Later I went to the old *Kansas City World* where I became the complete Art Department. I drew every thing from a pair of pants to a political cartoon and did a little 'society' on the side. After considerable travel and some years with N. E. A., I came to New York with John H. Perry and am now drawing daily and weekly cartoons for his allied Services, Autocaster and the John H. Perry Service.

"My official 'hobby' is painting. And I actually get real money for the pictures. "Early in my newspaper career I learned that action with a big A is the battle cry in all cartoons and illustrations.

"Get action, my boy, get action! Them kind words were handed me one

day when I was drawing a cartoon on a municipal campaign. This editor, as a movie director, would make Doug Fairbanks look like John Drew. He could tell exactly how a trust magnate should be slaughtered.

"Hit him with a 50-pound sledge and make him like it," was his slogan. While I didn't always subscribe to his ideas, this editor theory of action made a lasting impression on me.

"A picture with a wallop will hold attention where a beautiful drawing, far more worthy, will fail.

"Looking around for a trade mark, I hit upon the idea of a little Bear. This bear has been my constant companion for years and all my cartoons include him. I wanted to advertise the bear some years ago so I went to the Cleveland Zoo and obtained permission to be photographed with a cub bear. This cub was hardly

as gentle as my 'Teddy' and he had me scared to death before the picture was finally shot. On another occasion a Michigan friend shipped me a cub bear for a pet. The bear arrived in a crate at the newspaper office. An office boy handling the crate allowed the door to swing open and Mr. Cub was dumped into the office. There was a general scramble for the exits and it took an hour to corral the thoroughly frightened animal. The office boy never did come back."

Service; Francis M. Stephenson, Associated Press, and A. J. Montgomery of the Republican National Committee publicity staff.

The scores of the newspaper men remain a secret. Bert Fox got a prize.

News Writers on Medill Staff

Several newspaper workers are named on the staff of instruction of the Medill School of Journalism of Northwestern University, which opened registration last week. Miss Genevieve Forbes of the *Chicago Tribune* staff is instructor of specialized news interests. Others on the faculty are Walter A. Washburn, city editor, and Michael W. Straus, assistant city editor, *Chicago Evening Post*; Lewis W. Hunt, assistant city editor, *Chicago Daily News*; O. L. Hall, *Chicago Journal*; and George P. Stone, *Chicago Daily News*.

Iowa County Bans Billboards

All signs along the public highways in Dubuque county, Iowa, including even signs tacked on fence posts, must be removed within 60 days as result of the decision of the board of supervisors. Such publicity methods were condemned as detrimental to the appearance of the highways, confusing to motorists, and a hindrance to the work of the highway officers. Merchants and the Chamber of Commerce have been enlisted in enforcement of the order.

Commercial Essays Banned

The Buffalo school department has announced that hereafter it will not lend co-operation to essay contests promoted as a means of advertising as commercializing any product or service.

POLITICIANS WIN AT GOLF

Defeat Washington Newspaper Men in Match at Burning Tree Club

Washington newspaper golfers ran true to form when they permitted John Barton Payne, formerly Secretary of Interior and a good Democrat, and C. Bascom Slemple, secretary to President Coolidge, an excellent Republican, show the way around the links of the Burning Tree Golf Club last week in a match in which newspaper men were in the majority.

The correspondents, consisting of the group that accompanied President Coolidge on the recent trip to Plymouth, Vt., were the guests of Secretary Slemple, but it was not politeness that made them shoot in the hundreds while Judge Payne got a 91 and Mr. Slemple a 94. In the match the team, led by Judge Payne and composed of Albert W. Fox, *Washington Post*; Carter Field, *New York Herald-Tribune*; Charles Michaels, *New York Times*, and William Losh, United Press, defeated the Slemple aggregation made up of Ralph A. Collins, *New York Sun*; George E. Durno, *International News*

Arthur Brisbane Recommends Shouting once Rather than Whispering many times

Brisbane's dictum that the wise advertiser shouts once so that all may hear, while the unwise advertiser whispers four or five times to small groups, is good sense.

In Cincinnati particularly it is folly to split a limited advertising appropriation into several pieces.

There is one Cincinnati newspaper that reaches the entire Cincinnati audience.

Through the columns of the Times-Star you can shout your message into every native, literate white household in the twelve Ohio and Kentucky towns that constitute the "local circulation area" of the Cincinnati newspapers, for less money than you would have to pay for a whisper in the four local newspapers.

Practically every national advertiser who uses two or more Cincinnati newspapers uses the Times-Star.

One hundred and sixty national display advertisers use the Times-Star exclusively in this field.

Experience has proved that the Times-Star blankets the entire Cincinnati market. Its local circulation exceeds that of its evening contemporary by more than thirty thousand and leads that of the leading morning daily by more than seventy thousand copies.

It doesn't pay to make two bites of a cherry. Four whispers never equaled a shout.

CINCINNATI TIMES-STAR

CHARLES P. TAFT, Publisher

C. H. REMBOLD, Manager

Member of Audit Bureau of Circulations

The Average Daily Circulation—

net paid—of The Baltimore Sun (morning and evening) for the month of August, 1924, was:

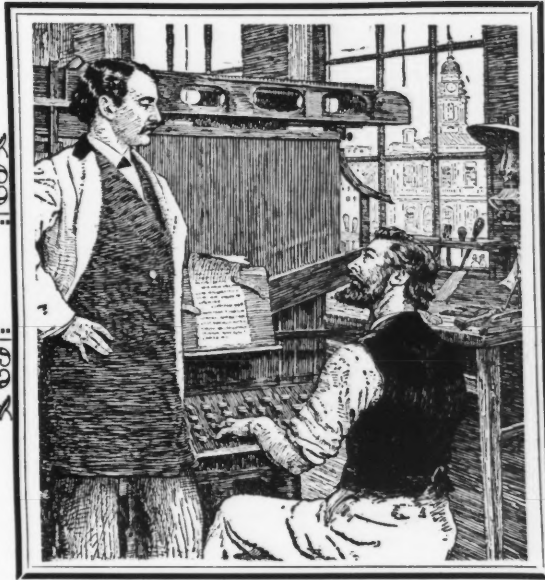
241,570

for the four Sundays in August the average net paid circulation of THE SUNDAY SUN was 176,873.

Everything in Baltimore Revolves Around

THE  SUN

Morning Evening Sunday



1886

1924

THE MACHINE THAT LASTS

Many of the early Linotypes
 are now well into their fourth
 decade of service and still in
 profitable operation.

TRADE **LINOTYPE** MARK

MERGENTHALER LINOTYPE COMPANY

Brooklyn, New York

SAN FRANCISCO

CHICAGO

NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World

820.24.9.F

NEWSPAPER MAKERS AT WORK

By J. C. LATIMER



ROBERT D. FORD: Believes in co-operation with weekly newspapers.

HOW Robert D. Ford, editor-in-chief of the Richmond (Va.) *Times-Dispatch*, happened to come to Richmond is a story which would fit well in a moving picture scenario.

College days were over. At Marietta College, Ford had won his degree and the feeling of all college graduates that the world was his to conquer.

But back home in his native state of West Virginia, things didn't seem too promising. He wanted new scenes, new faces and more responsibility.

Consequently, one night, as he sat at his desk he placed a map of the United States before him and holding a pin poised in his hand promised mentally that where the pin point stuck, there he would apply for a job. As a matter of fact, it did not carry him far from home. Perhaps he peeked under half-closed lids just as he let the pin come down.

Opening his eyes he found the pin rested nearer Newport News, Va., than it did Norfolk, and a telegram to the *Times-Herald* brought a request that he come at once.

That was 20 years ago. After 2 years on the *Times-Herald* Mr. Ford came to the Richmond *Times-Dispatch* and during his nearly 18 years of service has filled the positions of state editor, telegraph editor, managing editor and editor-in-chief. During that time he has enjoyed his hobby—raising fine chickens and pedigreed dogs. His home at Dumbarton, near Richmond, is one of the show places of the community, charm being added to it by the wonderful flower garden, which is supervised by Mrs. Ford.

Unlike many executives, Mr. Ford's door stands open constantly, and the humblest man on the staff may enter to

suggest something for the betterment of the paper, or to complain relative to a "masterpiece" which found its way to the waste basket. Harmony and co-operation have come to the editorial and reportorial staffs of the *Times-Dispatch* through the conservative rulings of Editor-In-Chief Ford, who, at all times, under most trying circumstances, has the paper well in hand.

Taking charge of the news departments at a time when State sectionalism was exceedingly strong—Tidewater, Piedmont, the Southwest, the Valley and the Eastern Shore being at loggerheads and hampering the progress of the State, Mr. Ford's policy to break up sectionalism soon began to have its effect through the columns of the *Times-Dispatch*. Standing for everything that is for the best interests of the old Commonwealth, the *Times-Dispatch* under Mr. Ford's guidance has always been strongly in favor of close communion with the editors of the weekly press. He believes that the weekly paper wields an influence in its community that cannot be estimated. Mr. Ford believes that the weeklies are not soon to be a thing of the past. On the other hand he holds that the weekly newspaper which is serving its community in an honest desire to better the conditions of the citizenry, to further the educational and spiritual advantages of the section it covers, will always have a strong backing, will move forward, not backward. Co-operation with the weekly newspapers has been one of Mr. Ford's chief ideas, and the special daily feature of quotations from State papers, daily and weeklies alike, has strengthened the bond of friendship between the *Times-Dispatch* and the rural papers.

One word sums up the success that has

come to Mr. Ford in his efforts to make the *Times-Dispatch* a paper representative of a Greater Virginia, and that word is "work," for he is to be found at his desk from early morning until late at night.

INDUSTRIAL AGENCY FORMED

O. S. Tyson and L. W. Seeligsberg Open Offices in New York

Oscar S. Tyson and L. W. Seeligsberg have incorporated O. S. Tyson & Co., Inc., to conduct an advertising agency with offices in the Hudson Terminal Buildings, New York.

Mr. Tyson, president of the organization, recently resigned as vice-president of the Rickard & Co. advertising agency. He was formerly Eastern sales manager of *Electrical World* and Eastern advertising manager of *Factory Magazine*.

Mr. Seeligsberg, vice president and treasurer of the new company, has for the past year been operating an agency under his own name. He was formerly business manager of several of the McGraw-Hill publications, as well as manager of the service department and assistant to the president.

O. S. Tyson & Co., Inc., will specialize on the market analysis, advertising and sales promotion of materials and equipment sold to the industrial field.

Bank Organ Moves

Southwestern Bankers Journal, heretofore published at Houston, has been moved to Fort Worth and in the future will be issued there. H. Lawson Hetherwick is editor and publisher.

Elias H. Cheny

Elias H. Cheny, 92, one of the oldest newspaper editors in the United States, died at his home in Lebanon, N. H., Aug. 27. Born in Holderness in 1832, Mr. Cheny had been connected with many New Hampshire publications and was senior editor of the *Lebanon Free Press*. He had served eighteen years in the United States Consular Service at Matanzas, Cuba, and Curacao, Dutch West Indies.

"Mother of Newsboys" Dies

Mrs. Ida Rosenhaus, called the "Mother of the Newsboys," by hundreds of East Side New York newsies, died this week. For 15 years, Mrs. Rosenhaus had mothered the newsboys in the lower part of the city. To her the newsies went when in trouble; she staked them when they were broke; and took them home and fed them when they looked hungry. Her son was a newsboy.

Smissen Joins Chattanooga Times

Ted. N. Smissen, circulation manager of the *Amarillo* (Tex.) *Daily News* and the *Evening Post*, will join the *Chattanooga* (Tenn.) *Times*, Sept. 1, in the same capacity. He has been city circulation manager of the *Houston Post* and the *Fort Worth Record*. Three years ago he became circulation manager of the *Amarillo Daily News*.

An idea presented in the columns of EDITOR & PUBLISHER penetrates the great world of advertising and journalism.

Who's Who in the CONSOLIDATED PRESS



HORACE EPES

HORACE EPES, Director of the Editorial Department of the Consolidated Press Association, is a trained newspaperman. He has spent many years as editor and reporter, beginning work on a small city daily of which he became managing editor and later editor and then for eight years serving as a member of the Washington Staff of the Associated Press. Throughout the World War he was "on the desk" day or night and during the Peace Conference he had charge of the Washington office and Southern Division of the A. P.

Joining the Consolidated Press Association four years ago as Western Superintendent, with headquarters in Chicago and returning later to Washington as Southern Superintendent, and later as business manager. Horace Epes gained a wide knowledge of the needs and problems of newspaper makers through contact with publishers and editors in the cities of nearly every section of the country.

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

INTERTYPE

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

INTERTYPE CORPORATION

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

Returning Vacationists Leave Millions In

New England

All traffic records were broken this week in New England. Thousands and thousands of New Englanders were returning to their homes, their factories and offices. Other vacationists were leaving for their homes.

The wheels of industry now begin to hum with increased energy. Labor Day marked the close of the vacation period. This increased energy will mean a greater increase in the development of wealth.

This same date—Labor Day—marked the exit of thousands upon thousands of vacationists from this land of mountains, lakes and seashore.

These vacationists have left millions and millions of dollars behind them. There are many localities where this wealth will be the spending money of the New Englanders during the Fall and Winter.

Are you, Mr. Advertiser, going to secure your full share of New England's millions of new wealth?

The greatest newspaper reading classes in America are in New England and every reader is only a few steps, or a few minutes trolley or auto ride from a wide-awake store through which you are assured unrivaled distribution.

There is only one big way to create the demand, Mr. Advertiser; that is through the columns of these powerful newspapers of New England.

Start figuring New England "in" on the Fall Campaign.

MASSACHUSETTS—Population, 2,852,856

	Circulation	2,500 lines	10,000 lines
***Attleboro Sun(E)	5,414	.0275	.0175
***Boston Globe(M&E)	278,618	.50	.50
***Boston Globe(S)	832,083	.55	.55
***Boston Post(M)	362,520	.60	.60
***Boston Post(S)	267,600	.55	.55
***Fall River Herald(E)	15,271	.05	.05
***Fitchburg Sentinel(E)	11,410	.055	.045
***Haverhill Gazette(E)	18,003	.055	.04
††Lynn Item(E)	18,517	.06	.045
††Lowell Courier-Citizen and Evening Leader(M&E)	21,270	.08	.08
***New Bedford Standard-Mercury(M&E)	32,565	.10	.10
***New Bedford Sunday Standard(S)	27,324	.10	.10
***North Adams Transcript... ..(E)	9,604	.04	.035
††Pittsfield Eagle(E)	17,073	.04	.035
***Salem News(E)	21,154	.09	.07
***Taunton Gazette(E)	5,551	.04	.03
***Worcester Telegram-Gazette(M&E)	66,049	.24	.21
***Worcester Sunday Telegram (S)	49,849	.18	.15

MAINE—Population, 768,014

***Bangor Daily Commercial..(E)	14,525	.05	.04
***Portland Press Herald..(M&S)	31,115(A)	.08	.08
***Portland Express(E)	28,400	.10	.07
***Portland Telegram(S)	28,734	.10	.07
(Sunday Edition Express)			
††Waterville Sentinel(M)	5,999	.025	.025

NEW HAMPSHIRE—Population, 443,883

***Concord Monitor-Patriot ..(E)	5,328	.0275	.025
††Keene Sentinel(E)	3,515	.03	.034
***Manchester Union Leader..(M&E)	28,846	.10	.07

RHODE ISLAND—Population, 604,397

††Newport Daily News.....(E)	6,124	.0336	.0298
††Pawtucket Times(E)	25,711	.07	.07
††Providence Bulletin(E)	54,075	.17	(B).23
***Providence Journal(M)	83,584	.10	(B).23
***Providence Journal(S)	61,142	.15	.15
***Providence News(E)	26,605	.07	.07
††Providence Tribune(E)	23,051	.10	.09
***Westerly Sun(E&S)	4,459	.025	.025
***Woonsocket Call(E)	13,652	.05	.05
(B) Combination rate Daily Journal and Eve. Bulletin.			

VERMONT—Population, 552,428

***Barre Times(E)	6,885	.03	.025
††Bennington Banner(E)	3,059	.0125	.0125
***Burlington Free Press.....(M)	12,898	.05	.05
***Rutland Herald(M)	10,548	.04	.04
***St. Johnsbury Caledonian-Record(E)	4,024	.0214	.015

CONNECTICUT—Population, 1,380,631

***Bridgeport Post-Telegram(E&M)	46,117	.15	.15
***Bridgeport Post(S)	20,565	.10	.10
***Hartford Courant(M)	31,940	.08	.08
***Hartford Courant(S)	50,247	.11	.11
††Hartford Times(E)	46,997	.12	.12
***Meriden Record(M)	7,212	.045	.03
††Middletown Press(E)	7,988	.0325	.025
††New Haven Register.....(E&S)	40,106	.12	.11
***New London Day(E)	11,341	.04	.045
††Norwich Bulletin(M)	12,494	.07	.05
***Norwalk Hour(E)	5,624	.03	.03
***Stamford Advocate(E)	8,994	.0375	.03
***Waterbury Republican American(M&E)	21,951	.08	.07
***Waterbury Republican(S)	15,181	.06	.05
*** A. B. C. Statement, April 1, 1924.			
†† Government Statement, April 1, 1924.			
(A) Circulation daily edition only.			

"COVER LOCAL FIELD" IS VETERAN'S ADVICE TO RADIO EDITORS

E. L. Bragdon, New York Sun, Tells His Experience in Building Tabloid Radio Section—Mail Service to Readers Invaluable—Avoids Theory

THE radio season is on—a season, which all authorities agree will break records.

Millions of dollars will be spent on advertising. The business office will see to it the newspapers get their share. In the editorial room the question is how to make the best radio section.

E. L. Bragdon, radio editor of the *New York Sun*, is a pioneer in the field. He was sought out for an answer to the question.

His suggestions to the radio editor, summed up briefly are:

Cover your own local radio field—syndicated features are no great help.

Behind the scenes mail service to reader fans, answering inquiries, is an invaluable aid to building radio sections.

Find out the direction towards which radio builders are pointing and lay future plans to that end.

Radio cartoons have little reader interest. They are better omitted and the space filled by an instructive article.

"How to Build It Yourself" articles are well received by readers.

Radio data sheets are popular.

Theory has been covered so often the public is tired of it. Don't bother with it.

"Generally speaking," Bragdon declared, "radio tabloids as now published fall in two classes; those catering to the experimentally inclined public and those making a specialty of the romantic and industrial phases of radio. In the former class the articles describe 'How to Make It,' while the latter class presents fiction and fact stories of the application of radio to ships, shore and commercial life.

"Since the radio section now published as a part of the *New York Sun* was the first in the field, making its appearance at a time when there were few manufacturers producing receiving sets for broadcast reception, we have been an outstanding exponent of the 'How to Build It Yourself' article. These articles stimulate the ingenious worker to further experimentation, thereby maintaining his knowledge of the industry on a par with its developments. At the same time such articles create a constantly increasing demand for parts and accessories, in this way fertilizing the field for the advertiser.

"And even though at first thought it might appear that when the majority of fans build their own sets the manufacturers of complete outfits would suffer, this is not borne out by actual facts. Most of the receiving sets described have their counterparts in some one or more standard sets. If the home builder completes a set, which, while not perfect, still demonstrates to him the worthiness of that particular apparatus he is apt to investigate similar professional sets and purchase one for the family use, feeling that the manufactured outfit would be more highly refined and more uniformly satisfactory than his own creation.

"The problem of obtaining material for a new radio tabloid is the same one encountered by every magazine in every field, namely, what would interest my readers-to-be? Because of the peculiar nature of radio this is a question that cannot be answered with a blanket reply. What interests the Chicago man may be old stuff for New York and vice versa.

"As a particular example, about two years ago a receiving set known as the Flewelling swept over Chicago like a storm, yet New York took no interest in it for six months, and even after this outfit was explained to metropolitan fans it

failed to make a hit, and is now only a memory.

"On the other hand, a set which is now one of the most popular in use was given its first baptism in New York and did not reach the crest of popularity in the Middle West for several months. An editor gathering material for a new tabloid should find out the direction toward which radio builders are pointing and lay his plans to that end. But these directions are constantly shifting, a condition which makes it impossible for any editor to plan his work more than two or three months in advance.

"Policies vary widely on the point of service to readers. The *New York Sun* believes that service is as important as the tabloid itself. As a result, at least half the time of the staff is consumed by answering queries through the mail or by giving personal attention to readers who come to the office with their troubles. Some tabloids answer queries only through the columns of the tabloid; others answer no more than is necessary and discard the remainder to the waste basket.

"We have always believed that service given freely and gladly to perplexed readers instills in them a favorable reaction toward our radio section. Results so far have not caused us to change our attitude. As a matter of fact, the reaction is a much happier one than we had anticipated. It is a frequent, almost a daily occurrence, for a puzzled radio man to bring to the Sun office a clipping from some other radio tabloid or magazine with a request that we help him out of his troubles. Questioning usually brings out the fact that the man has attempted to get aid from the paper publishing the material, but finding the process slow and difficult has decided to impose on our staff the work which should have been done by another.

"For some reason, yet unexplained, radio cartoons have never taken well with the radio audience. When we have tried it we have been met with requests to use the space for instructive material. Some tabloids have used cartoons, but considering the space allotted to radio such cartoons are almost negligible.

"Syndicated material likewise has found few purchasers. The reason for this has been explained in a preceding paragraph. In short, New York conditions are not those of the west coast. Middle west radio is a thing of a different style from that which is current in the extreme south. Only theoretical 'dope' is the same everywhere, and theory has been covered so often that the public is tired of it.

"But radio tabloids are forever searching the country for radio features. For

several years the Sun has been conducting a column called 'What Are the Waves Saying?' and the comments of its writer are widely followed. When it was dropped for two issues because of the author's absence from this country the daily mail carried many calls for its reinstatement.

"Another feature we have conducted for so long that radio fans consider it a part of their weekly pabulum is 'The Radio Data Sheets,' compiled by R. P. Clarkon. These sheets, four weekly, ar-

anged for clipping and indexing, have been saved by thousands of fans for more than two years. Manufacturers, too, hold the data in them, and are thereby held in close touch with the tabloid itself.

"But such features are difficult to obtain. All told, throughout the country I doubt if there are a dozen outstanding features. More are due this season but few have so far appeared. Features similar to those just described form the backbone of any radio tabloid and act as a flywheel to carry weak issues across."

UKERS' CREED FOR ADVERTISING MEN ADOPTED BY A. A. C. W.

A PERSONAL creed for advertising men submitted to the Wembley convention of the A. A. C. W. by William H. Ukers, editor and publisher of the Tea and Coffee Trade Journal, New York, was unanimously adopted by the general convention at its final session, July 17.

The creed, which expresses the obligations to be assumed by all members of the affiliated clubs, follows:

"BELIEVING that the peace and happiness of mankind lie in some form of international concert and that a great force in promoting human brotherhood is to be found in advertising, the Associated Advertising Clubs of the World acclaim and publish the following code of ethics for all those engaged in the business of advertising; WE PLEDGE OURSELVES

1. To dedicate our efforts to the cause of better business and social service.

2. To seek the truth and live it.

3. To tell the advertising story simply and without exaggeration; and to avoid even a tendency to mislead.

4. To refrain from unfair competition and criticism.

5. To promote a better international understanding based upon a recognition of our mutual responsibilities and on interdependence.

6. To conserve for ourselves and for posterity ideals of conduct and standards of advertising practice born of the belief that truthful advertising builds both character and good business.

Mr. Ukers is well known in advertising and publishing circles in the United States for his organization work and the promotion of the best interests of the advertising and publishing business. He drafted the original Standards of Practice subsequently adopted at the Toronto convention of the A. A. C. W. in 1914.

For Ads and News Heads

Ludlow is indispensable says
Supt. Parmiter of Utica (N. Y.)
Observer-Dispatch.

"THE Ludlow is indispensable for both ads and news heads." Leon W. Parmiter, superintendent Utica (N. Y.), Observer-Dispatch tells us by letter. He continues: "For true economy, low maintenance cost and capacity for unlimited output under tremendous pressure, we believe it superior to any other system.

"The Observer-Dispatch averages thirty-two pages daily. With late copy, customers' proofs required, and early editions, we demand every minute on productive work.

"This we get by using the all-slug system, thereby eliminating the bugbear of distribution and pulling sorts, and taking advantage of any number of short-cuts that are found practical with the aid of the Ludlow."

Ludlow Typograph Co.

2032 Clybourn Avenue

San Francisco
Hearst Bldg.

CHICAGO

World Bldg.
New York



LUDLOW QUALITY COMPOSITION

Radio Season is Here!

You Will Need the Weekly

WASHINGTON RADIO NEWS SERVICE

Used 2 years by Boston Globe,
St. Louis Post-Dispatch, Spring-
field Republican, Washington
Star and others.

Popular Features by

CARL H. BUTMAN

Room 201 1422 F Street

Washington, D. C.

ELIZABETH (N. J.) JOURNAL NOW HOUSED IN NEW MODERN PLANT



AFTER 36 years in one location the Elizabeth (N. J.) Daily Journal on Tuesday this week began publishing from its new two story modern home at 297 North Broad street.



FRED L. CRANE

The new plant spreads out, not up. The building is of Colonial architecture, with an exterior facing of red Ohio brick, trimmed with Benedict stone in imitation of limestone and granite. The framework of the structure is steel throughout, and the walls are of faced brick, backed by hollow tile. All floors in the building and the roof are of reinforced concrete.

Designs for the structure were completed after a careful survey of newspaper buildings throughout the East. An analysis of both the exterior and the interior of the building shows that it was sought to obtain that which would result in a minimum of exertion and the maximum of efficiency.

There is natural light in every room of the new Journal building. The large city news room is deadened to outside sounds and echoes from within.

The building is divided into two units, front and rear. The front half of the first and second floors are occupied by the business and editorial offices respectively, while in the rear are the press and composing rooms. The paper is being printed on a new Scott multi-unit sextuple press.

Frederick L. Crane is publisher.

MARKS TO BALTIMORE

Business Manager, Washington Post, Now American Publisher

Arthur D. Marks, business manager of the Washington Post for many years, has resigned to become publisher of the Baltimore American. Mr. Marks will take up his new duties with the Hearst organization within a few days. He will be succeeded on the Post by Donald A.

America's Best Magazine Pages

Daily and Sunday

Newspaper Feature Service

241 WEST 58TH STREET
New York City

Wiley, who came to the Post two years ago as circulation manager.

Mr. Wiley is the son of W. F. Wiley, general manager of the Cincinnati Enquirer and obtained his early newspaper experience on that paper.

Mr. Marks, a native of New Orleans came to Washington in 1898, and after short service in the capital as representative of the Dry Goods Economist became connected with the Post in the capacity of business manager. He has been an active figure in the business life of Washington serving as president of the Washington Rotary Club for a term and is a director of a number of corporations and banks in the capital.

After observing the state of things on this earth, no wonder little Mars sheered off as soon as possible.—Detroit Free Press.



94,150

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

Advertising Leadership

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

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

294 exclusive national advertisers first 6 mo. 1924	215 exclusive local display advertisers first 6 mo. 1924
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MAKE CENTRAL OHIO
YOUR TEST MARKET

The Columbus Dispatch
OHIO'S GREATEST HOME DAILY

Steady Flow of Wealth Comes from Farms of

IOWA

Iowa, from border to border, whether it be from east to west or north to south, is a great wealth producing area that is unequaled among states.

Iowa is a food state. Sixteenth in population, twenty-fourth in area, Iowa is first in food, producing one-tenth of all the food products in the United States.

Corn, the money grain of America, is Iowa's chief crop. The state lies in the very heart of the corn belt and is first in total corn production. Prices for corn and all other farm products have increased in Iowa so that the buying power exceeds last year as well as 1922.

Iowa leads the nation in hog raising, the number exceeding 9,000,000, or more than double the number of hogs in the second ranking state. Live stock produces the major part of the income of Iowa and it is quite profitable right now.

There can be no uncertainty of the buying power of Iowa. The whole state is prosperous. The people of Iowa will be quick to spend a part of the newly acquired millions. It will be necessary to present your product through advertising to secure your share of this business.

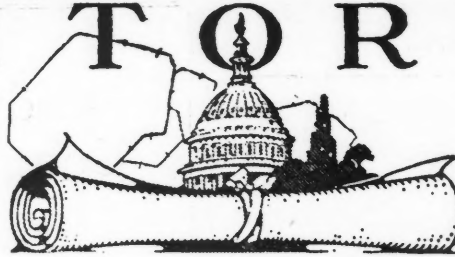
THESE NEWSPAPERS CAN GIVE YOU QUICK CONTACT WITH THIS HUGE MARKET

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

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

+++Government Statement, April 1, 1924.

EDITORIAL



SCIENTIFIC

AS it is in line with scientific development, the proposal of the American Advertising Agents' Association to investigate and publish the qualitative factors in newspaper and magazine circulations will be welcomed in principle by newspaper publishers with open arms.

The newspaper publishers of this country keenly desire that the advertiser shall get the full benefit of every dollar he spends to lay his product before the buying public. If there is duplication of newspaper and magazine circulations, if markets are unsuitable for certain items of merchandise, if any unfavorable condition exists, the newspaper publisher, taking the long view of his business, wants the advertiser fully protected from loss.

Newspaper publishers have been the leaders in the movement for an ever higher science in advertising during the past twenty years. They have cleaned up their own advertising columns, to protect their readers as well as legitimate advertisers. They are first in the ranks of progress.

The important announcement made in EDITOR & PUBLISHER last week by Stanley Resor, president of the four A's, that his organization was about to create a research department for the express purpose of making qualitative analysis of newspaper and magazine circulations, was well received by the business executives of leading newspapers. If the work is done well, by men thoroughly competent to judge values and conditions, always guided and protected by established rules running for all publications and precluding possibility of mistakes of individual judgment, it should be a high contribution to the advertising industry.

Particularly commendable is the feature of non-exclusiveness of reports. The findings of the new bureau are to be available at stated intervals for general inspection by agencies and client advertisers, and presumably for publishers whose properties or trade areas are under consideration.

The Audit Bureau of Circulations is now generally conceded to have been one of the most beneficial institutions ever created for advertising as well as sound media. It concerns only quantity. Quality is undeniably another factor, deserving full consideration.

Nothing is so harmful to advertising in general as a mistaken and losing campaign. Any institution which may be set up to foster effectiveness and reduce speculative hazards may be regarded as a refinement worthy of encouragement. Increasingly advertising is becoming as stable an investment as any known in modern business.

Ten gallons in the can, radiator full, tires hard, grease in every joint, clutch in high, all plugs firing—we're off on the last lap 'twixt Labor Day and Christmas.

MORE GOOD NEWS

MORE good news from Kansas. Take it from Victor Murdock, of *Wichita Daily Eagle*: "Yesterday 238 cars of wheat came to Wichita. That's 330,000 bushels. That's \$366,000. If you still doubt the prosperity of Kansas, just imagine 366,000 silver dollars dropping one at a time on a tin roof in a single day."

That's rattling!

It means that Kansas is proposing to the nation a 1924 toast in the form of bumper wheat and corn crops. Mr. Murdock estimates that the wheat will be worth \$130,000,000 and the corn will bring close to \$100,000,000.

"Suspended judgment" is the sappy talk of the money changers in the East, with minds fixed more on politics rather than on "business as usual." But in the corn and wheat belts and in hundreds of manufacturing centers the positive judgment of hustling, earnest actual producers is:

First class prosperity, dating from Labor Day!
To participate, you must first declare yourself in.

Play up the best story, whether it comes to you by radio or oxcart. The "best story" is the story which will be read and remembered by the largest percentage of subscribers.

ISAIAH

Chapter II—11

The lofty looks of man shall be humbled,
and the haughtiness of men shall be bowed
down; and the Lord alone shall be exalted in
that day.

FULL AND FREE

IF the people of this country do not select the right man for the Presidency, it is not the fault of the newspaper press, for the news is being carried impartially and with wonderful completeness for all parties by all news services and there is not a city in the land which does not possess one or more newspapers which are not only equipped to print every phase of the national canvass but are disposed to keep their news columns wide open for full, free and uncensored discussion of the issues of the campaign by the representatives of the competing political elements, so that the electorate may act upon information.

This is the rock on which our form of government rests. It is the greatest single function of the free press. It operates!

When tempted to reduce the retail copy price of your newspaper, remember that the greater the income from circulation, the greater will be your economic and therefore editorial independence.

CHURCH ADVERTISING

THERE is a common belief that church advertising is a distinctly modern and American institution. We have before us as we write a copy of a Saturday issue of the *Glasgow Evening Citizen*, containing eight columns of classified Sunday service announcements, a total of 308 separate advertisements, and we learn from J. D. Brown, the London manager of that newspaper, that the churches of Glasgow have been advertising in the *Evening Citizen* for more than half a century.

An ardent wish is that advertisement writers should substitute "mammoth" for "monstrous," to express size—"a monstrous sale" must be something awful.

September 6, 1924

Volume 57, No. 15

EDITOR & PUBLISHER

Published Weekly by

THE EDITOR & PUBLISHER CO.,

1115 World Building, 63 Park Row, New York

Marlen E. Pew, Editor

Arthur T. Robb, Jr., Managing Editor

Associate Editors, Warren L. Bassett, Philip N. Schuyler

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

Washington: Sam Bell, 26 Jackson Place.

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

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

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

Paris: G. Langelaan, 34, rue Thiers, 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

TRIAL BY NEWSPAPER

THE pious nonsense concerning "trial by newspaper" was classically shown up by an incident of the week in New York. The Pennsylvania Railroad Company, owning and controlling the Long Island Railroad, recently notified the thousands of Long Island commuters of a decision to boost the rate 20 per cent. Public hearings were begun by the Transit Commission. The railroad was well represented by high-paid lawyers and press agents. The unorganized commuting public found a champion in the person of Maurice Hotchner, a lawyer, who, without compensation, leadership of a fight against the rate increase.

Mr. Hotchner soon turned up some interesting information regarding the financial deals of the interlocking railroad companies. He made his findings public through the press. Ah, trial by newspaper! The volunteer lawyer on Wednesday came before the Transit Commission to proceed with his case and found a hot rebuke awaiting him. The Transit Commission indignantly denounced him for having given his evidence to the newspapers. The dignity of the body had been assailed. The charge was that the lawyer had committed a gross breach of professional conduct.

The *New York World*, in presenting this incident to the public revealed that, whereas Mr. Hotchner had frankly gone to the newspapers with statements of his findings, the railroad company had been doing precisely the same thing through its press agents. Said the *World*: "The Long Island Railroad set last night to the World, and presumably to the other newspapers, a statement of the hearing as interpreted by its publicity department. No mention of this was made by the Transit Commission."

Search this matter of "trial by newspaper" through and you find that for every incident of ill-advised conduct by a newspaper in affairs touching court proceedings there are ten thousand incidents where the press has stood at the rail of justice as the guardian and protector of the public right, the representative of the man in the street. The danger is not the newspapers shall take too great an interest in public affairs, whether in the courts or elsewhere, it is that they shall take too little.

Back dip of H. R. H.'s hat, was the week's best story and picture.

NEWS AS PROPERTY

WHEN does news lose its property value? The question has never been decided, but that news does possess a property value was decreed by the United States Supreme Court in the celebrated Associated Press-International News Service injunction case.

Common practice, although wholly unauthorized, appears to be that uncopyrighted news which is published by evening or morning newspapers may be republished in rewritten form after the newspapers have had ample time for general distribution and reading. Thus, news published by morning newspapers might be rewritten for evening newspapers of the same day, or news published by evening newspapers might be rewritten for morning papers of the following day.

On the fringe of daily journalism there exist numerous little periodicals and radio broadcasters which graft material from daily newspapers and press associations. Recently we noticed in one such publication many thinly disguised news stories which had been originally gathered in the four corners of the world by the representatives of United Press Associations, Associated Press, Consolidated Press Association, Universal and International Services and cabled and land wired at huge expense. The grafter used the stuff with the assurance of a cash customer. Credit lines were not in his scheme.

News pilfering is a worn-out game. Newspapers elaborately pay their way. Ultimately the wheels of justice will turn out a clear-cut definition of the property rights in news. In effect it will be that the enterprise which pays for the collection, writing, dissemination and publication of public information possesses in such information property rights equal to those governing any other commodity in trade.

WHAT'S WHAT IN THE FEATURE FIELD



RUBE GOLDBERG, cartoonist, with Edwin S. Friendly, business manager of the *New York Sun* and Mrs. Friendly, pictured above, whom he and Mrs. Goldberg entertained at their summer home on the Shrewsbury River, Red Bank, N. J.

"By Royal Command," Will Rogers, who writes for the McNaught Newspaper Syndicate, New York, attended the dinner given to the Prince of Wales at the Piping Rock Country Club, Sept. 4. The story behind the invitation is that Rogers in his articles syndicated to newspapers declared that reports to the effect that the Prince was a poor horseback rider were all bunk, that the Prince was a good rider, the horse he rode falling down and H. R. H. doing his best to pick him up afterwards. These articles, reaching Wales, pleased him so much, he insisted upon Rogers being a dinner guest.

Lowell Thomas, whose article "With Lawrence in Arabia," is being handled by the McClure Newspaper Syndicate, New York, has just left New York on a leisurely automobile trip to the Pacific Coast.

More than a million buyers of goods read the
**NEW YORK
EVENING JOURNAL**

Mildred Barbour's latest story, "The Surprising Sex" has been purchased by the Metropolitan Newspaper Service, New York.

Dr. Frank Crane, writer of daily editorials for newspapers, will return to New York from Europe, Sept. 10. He spent the entire summer on the Continent, leaving this country early in June.

Houdini has supplied the McClure Newspaper Syndicate, New York, with a series of articles on his investigations into the phenomena of spiritualism. The master magician is now engaged in tests of the Boston medium "Margery," whose claims are being studied by the *Scientific American*.

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

Vincent Wilcox has written a series of daily articles under the caption "Who Said Anything About Luck?" for the Readers' Syndicate, Inc., New York.

N. C. Ferguson, sales representative of the McNaught Newspaper Syndicate, New York, who is also a photographer, left New York this week for Boston to take pictures of the returning round-the-world flyers on their arrival in that city for the Central Press Association, Cleveland.

ASSOCIATIONS

SEATTLE PRESS CLUB members were guests of Admiral Robert E. Coontz, commander-in-chief, United States Battle Fleet, and honorary member of the Club, at a buffet dinner and dancing party on board the U. S. S. Seattle, flag ship of the Pacific fleet, Aug. 25.

Southeastern (Neb.) Press Club will hold a meeting at Tecumseh, Saturday, Sept. 13.

Portland (Ore.) Advertising Club's Better Business Bureau is conducting a drive for \$20,000 as an operating fund for the bureau.

Missouri Press Association will hold its regular fall meeting in Kansas City, Sept. 18-20. Headquarters will be at the Hotel Meuhlebach.

NEW PUBLICATIONS

DAVIDSON CITY (Cal.) *Harbor District Herald* has been launched, with J. B. Dixson, founder and former editor of the *Compton Tribune*, as editor.

IN THE AGENCY FIELD

FUNLEY H. GREENE, who has been directing partner of the Remington Advertising Agency, Buffalo, has organized a new agency in the Parsons building, Buffalo.

C. C. Younggreen, vice-president and general manager of Klau-Van Picters Dunlap-Younggreen, Inc., Milwaukee, has been appointed chairman of the publicity committee of the National Show.

Jordan Advertising Service, Minneapolis office, moved to new quarters in the Aero Club Building, Sept. 1. James Campbell, formerly division manager of Dartnell Corporation, Chicago, joined the Jordan staff.

W. D. McAdams, formerly of Williams & Cunningham, Chicago, has been appointed in the London Guarantee Building and is operating his own agency.

Henry Durham Sulzer, president of Vanderhoof & Company, advertising agency, Chicago, and Mrs. Sulzer returned from Europe to their summer home at the Chicago Club, Lake Geneva. Mr. Sulzer attended the A. A. C. convention in London.

Harry Varley has resigned as president and director of W. B. Brann, Inc., and organized an advertising agency under his own name at 13 East 47th street, New York. He will continue to direct the advertising of the United Alloy Steel Corporation; Home Owens, Rentschler Company; Henry T. Mali & Co., and Voss & Stern.

The Value of Human Interest

The appeal of pictures is universal. They offer the shortest route to understanding. For certain classes of products—especially those which lend themselves to beautiful illustrations—the pictorial quality of Artgravure has no equal.

The Artgravure Section of The Providence Sunday Journal

offers to advertisers an excellent opportunity for presenting their products in a high-class pictorial manner to more than 62,000 prosperous families in Rhode Island and the border cities in Massachusetts.

The steadily increasing number of both local and national advertisers testifies to the value advertisers attach to this section.

FLAT RATE 25c. A LINE
Closing Date 15 days in advance

Providence Journal Company

Providence, R. I.

Representatives

CHAS. H. EDDY CO.
NEW YORK

BOSTON

R. J. BIDWELL CO.

CHICAGO

San Francisco

Los Angeles

FIELD
 (Continued from page 19)
 Trenton (N. J.) *Times* advertising department, is spending several weeks at Wildwood, N. J.
 James E. Mullins, national advertising manager of the *Trenton Times*, has just returned from several weeks' vacation at Wildwood, N. J.
 H. L. Davidson, advertising manager, *Independence* (Kan.) *Free Press*, and Mrs. Davidson are parents of a daughter.
 T. S. Knowlson, formerly associated with George Creel in the Pelman campaign has joined the W. G. Bryan Organization as copy writer.
 Charles Kistenmacher, a graduate of the class of 1924 of the University of Missouri, has joined the publicity department of *St. Louis Globe Democrat*.
HOLDING NEW POSTS
 GEORGE LEMON SUGG, from city editor to managing editor, *Jackson* (Miss.) *Daily News*, succeeding Rex B. Magee, appointed state service commissioner and state adjutant, Am. Legion.
 C. B. Axford, from city editor, *St. Petersburg* (Fla.) *Times*, to staff, *Hendersville* (N. C.) *Times*.
 Phil Oby, from staff, *Sandusky* (O.) *Register*, to telegraph editor, *Marion Star*.
 George Diestel, from staff photographer, *Buffalo Commercial*, to *Buffalo Times*.
 John H. Moynihan, from staff, *Sandusky* (O.) *Register*, to news editor, *Jeffersonville* (Ind.) *Bulletin*.

David Harley has joined the organization as head of the engraving department.
 Donald Wick of the Pittsburgh office of Central News of America is in Cleveland for two weeks, substituting for Charles B. Carnall, of the Cleveland office of Central News.

SPECIAL EDITIONS

GALESBURG (Ill.) *Evening Mail*, 30-page Dollar Day edition, Aug. 23.
Dancville (Ill.) *Commercial News*, 24-page 1. & 1. Fair edition.
Jackson (Miss.) *Daily News*, 46-page edition, Aug. 31, heralding opening of the Enochs Lumber & Manufacturing Company.
Knoxville (Tenn.) *Sentinel*, a 10-page section marking the opening of the new Hall's Department Store building.
Marshfield (Wis.) *Daily News*, a Central Wisconsin State Fair section, Aug. 25.
Paducah (Ky.) *News Democrat*, 60-page Achievement number, Aug. 29.
Worcester (Mass.) *Telegram-Gazette*, 20-page, New England Fair edition, Aug. 23.

WITH THE ADVERTISERS

DAVID R. ERWIN, formerly automobile editor of the *Seattle Times* has succeeded S. P. Cook as director of the extension department of the Burroughs Adding Machine Company. Mr. Cook is now mid-western representative of Burroughs Clearing House.

NEW PLANTS AND EQUIPMENT

DANVILLE (N. Y.) *Express* has moved for the first time in more than 50 years. Its new location is 162 Main street. New mechanical equipment was installed.

SCHOOLS

ELMO SCOTT WATSON, formerly of the *Colorado Springs Courier* and an instructor of journalism at the University of Illinois, has joined the staff of the Medill School of Journalism in Chicago.

MARRIED

JOHN LOVE, industrial editor, *Cleveland Plain Dealer*, to Miss Margaret McRoberts of Oberlin, O., Aug. 30.

Mrs. Ruth Wood, former society editor of the *Pittsburg* (Kan.) *Sun*, to Major Robert William Voeth, U. S. M. C., at Oswego, Kan., recently.

Julian Pipe Anderson, of the *Chicago Daily News*, to Miss Mildred Dennis, Evanston, Ill., Sept. 6 at the home of Mr. and Mrs. Charles Henry Dennis, 1225 Michigan avenue, Evanston. Mr. Dennis is managing editor of the *News*.

Alexander Burger, police reporter for the *St. Petersburg* (Fla.) *Independent*, to Miss Nita Harper, entertainer, Savannah, Ga., at Clearwater, Aug. 23.

Donald D. Dalrymple, editor of the *Gowanda* (N. Y.) *Enterprise*, to Miss Thelma Mentley, of Gowanda, Aug. 29.

George T. Schreiber, rewrite man for the *Chicago Evening Post*, to Miss Edith Gallaher last Saturday in Oak Park.

John B. Stone of the *Chicago Evening Post*, to Miss Angeline Maris of Butte, Mont., Aug. 31.

Miss Marion E. Prentiss, woman's page editor of the *Worcester Telegram*, recently announced her secret marriage to Richard B. Smith of Lydeborough, N. H., in New York, May 7. Mrs. Smith will leave the *Telegram* staff on Sept. 30 after nearly four years service.

CHANGES OF OWNERSHIP

H. BAHNE, for 65 years in the newspaper business and part owner of the *Sibley* (Ia.) *Osceola County Tribune*, has sold a half interest in the paper to V. M. Vance, for the last four years in the advertising department of the *Des Moines Register and Tribune*. Raymond Bahne, the veteran publisher's son, retains a half interest in the paper.
Newcastle (Wyo.) *News-Journal* has been sold to the *News-Letter* of the same city. Both are weeklies.

L. D. Bell, linotyper, has bought R. E. Sutton's interest in the *Corvallis* (Ore.) *Courier*. Mr. Sutton will locate in Texas.

PRESS ASSOCIATION NOTES

JAMES MCGUIRE, Cleveland correspondent for the Associated Press, left on Labor Day for a 2 weeks' vacation. During his absence, A. A. Silverman, night editor, is acting in Mr. McGuire's place.

Jess Cargill, cartoonist, formerly with the *Kansas City Journal*, has joined the Central Press Association, Cleveland.

Area, square miles.....36,354.....37th in rank
 Population, 1923 est...3,030,000...11th in rank

Indiana

FACTS FOR ADVERTISERS

Indiana is one of the best prospect territories in the Union; it is an agricultural, a manufacturing and a business state.

Indiana's first great wealth came from its farms, and agriculture still plays an important part in its trade life.

Its agricultural value is great, ranking tenth of all states with value of all farm property exceeding

\$3,042,000,000

Indiana's industrial value is tremendous, ranking ninth in point of value of products with

\$1,901,846,000

Of the total population about 50.5% live in cities and towns of more than 2,500 inhabitants. The number of cities with at least this population is 93.

Over 47% of the entire population is employed in gainful occupation; a fact easily accounted for when it is realized that the per capita wealth is \$2,942.

Indiana was never more prosperous. Now is the time to reap your share of this prosperity.

Place your message for the selling of nationally advertised products before the people of Indiana in this list of daily newspapers and reach one of the greatest market units in the country.

	Circulation	Rate for 5,000 lines
+++Decatur Democrat	(E) 3,276	.025
***Evansville Courier and Journal..	(M) 27,040 } (E) 10,868 }	37,908 .08
***Evansville Courier and Journal.....	(S) 32,502	.08
***Fort Wayne Journal-Gazette	(M) 31,274	.07
***Fort Wayne Journal-Gazette	(S) 34,657	.07
***Fort Wayne News-Sentinel	(E) 41,412	.09
***Gary Evening Post-Tribune	(E) 11,410	.05
Hammond Times	(E) 15,436	.05
***Huntington Press	(M&S) 3,563	.025
***Indianapolis News	(E) 131,818	.25
***Lafayette Journal & Courier...	(M) 7,372 } (E) 12,875 }	20,247 .06
+++La Porte Herald	(E) 4,091	.025
***Newcastle Courier	(E) 4,603	.025
***South Bend News-Times.....	(M) 10,155 } (E) 12,884 }	23,039 .06
***South Bend News-Times	(S) 21,440	.06
***South Bend Tribune	(S) 19,718.....(E)	20,588 .06
***Terre Haute Tribune	(E&S) 23,608	.06

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

BENJAMIN & KENTNOR CO.

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 2W. 45th St. 900 Mallers Bldg. Chicago
 401 Van Nuys Bldg. Los Angeles

Obituary

JAMES H. FAUS, 63, owner and publisher of the Ottawa County (O.) Herald, died Aug. 24, at his home at Port Clinton, O.

MRS. WILLIAM F. GRAY, wife of the editor of the Bolivar (Miss.) Commercial, died recently at the family home in Cleveland.

ASA F. NORTON, 46, a linotype operator and brother of J. T. Norton, managing editor of the Nowata (Okla.) Star, died at his home in Fresno, Cal.

MRS. LOUISE D. SPROUL, 92, mother of Arthur Elliott Sproul, New York advertising man, died in Weymouth, Mass., Aug. 31.

WILLIAM F. BENTINCK-SMITH, a director of the Globe Newspaper Company, publishers of the Boston (Mass.) Globe, died recently at his summer home in Cotuit.

J. L. MURRAY, 37, executive secretary of the Philadelphia Real Estate Board and until 8 months ago a member of the Philadelphia North American staff, was drowned Aug. 28, at Spray Beach, N. J., while attempting to rescue a woman bather.

MRS. BLANCHE VALLE DILLON, 79, who died in South Orange, N. J., Aug. 29, was the widow of John A. Dillon, who owned the old St. Louis Post, which merged with the Dispatch owned by the late Joseph Pulitzer. Shortly after the merger, Dillon sold his interest in the paper to Pulitzer.

JOHN BAILEY BRUCE, 58, well-known Chicago newspaperman since 1888, was recently found dead in bed at his home in Chicago. He was a telegraph operator until 1895 when he started editorial work for the United Press. He was later employed by the Associated Press and other news services, as well as several Chicago newspapers.

TO LAUNCH SUNDAY EDITION

Fresno Bee Announces Addition of Sunday Paper Beginning Sept. 7

The Fresno (Cal.) Bee, evening paper, announced this week it would issue a Sunday morning paper starting Sept. 7. The Sunday issue will have a magazine section with cover, a colored comic section, a cable service, and weekly articles by writers of national note.

The Fresno Bee and Sacramento Bee are owned by Charles K. McClatchy. Carlos K. McClatchy is editor of the Fresno Bee.

Southbridge News One Year Old

The Southbridge (Mass.) News, celebrated its first anniversary with a special edition, Aug. 27. W. A. Niland is publisher and R. R. Baker editor.

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Daily Features

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

Fiction

WORLD'S FAMOUS AUTHORS Unexcelled selection, serials, novelettes, shorts. Service for Authors, 83 W. 42d St., N. Y.

General Features

A SMALL-TOWN-PAPER SYNDICATE Unique-Inexpensive-Complete Decker's Caricatures-Home Features-Daily Column-Comic Jingles-Other Specialties Tri Feature, 110 West 40th Street, New York Write for Complete Catalog with Service Rates

Radio

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

Religious Features

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

Weekly Comic Story

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

Weekly Pages

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

FORESHADOWED EVENTS

Sept. 9-10—Midwest Circulation Managers Assn., annual meeting, Lincoln, Neb.

Sept. 11-12—Editors of the 11th and 12th Congressional, District meeting, St. Charles, Ill.

Sept. 13—Southeast Nebraska Press Club, meeting, Tecumseh, Neb.

Sept. 13-19—Tri-State Editorial Assn., annual convention, Sioux City, Ia.

Sept. 22-25—Advertising Specialty Assn., annual convention, Chicago.

Sept. 27-30—Massachusetts Press Assn., annual outing, to Mountain View Hotel, Whitefield, N. H.

Oct. 4-6—Pennsylvania State Editorial Assn., Pennsylvania Associated State Dailies, and Pennsylvania State Weeklies Assn., annual outing to Delaware Water Gap and the Poconos, headquarters at Stroudsburg, Pa.

Oct. 7-8—National Publishers Assn., fifth annual meeting, Briarcliff Lodge, Briarcliff Manor, N. Y.

LONG BEACH PRESS AND TELEGRAM MERGED

Now Appearing as Press-Telegram With W. F. Prisk as President and Editor—Costly Duplication Given as Reason for

The Long Beach (Cal.) Press and the Long Beach Telegram, afternoon dailies, were combined into the Press-Telegram this week following the purchase of the latter by the former. The combined paper made its first appearance Monday, Sept. 1. Elimination of unnecessary and costly duplication was given as the reason for the merger by the publishers.

W. F. Prisk is president of the new Press Telegram Publishing Company, as well as general manager and editor, positions he occupied on the press. Miss Belle McCord Roberts and S. S. Conklin, former owners of the Telegram become vice-president and secretary-treasurer respectively, of the new corporation. Mr. Conklin will be assistant manager. Other directors of the paper are Charles H. Prisk, A. J. Hosking of the Pasadena Star-News, and Oscar Conklin who comes to the Press from the Telegram.

W. H. Hoskins, business manager of the Press, will continue in that capacity. The combined paper will carry Associated Press, United Press, and International News services.

"Greater service to the public and a better newspaper for the promotion of Long Beach," is the paper's stated aim.

FLASHES

Now that the Net Tourney is ended, there is time, before the Grid Tilts begin, to pay a little attention to the Air Magellans.—F. P. A. in the Conning Tower, New York World.

If he cusses when she shifts gears noisily, she is his wife.—Baltimore Sun.

The best example of America's genius for saying time was in coining the word "Blah."—New York Telegram and Evening Mail.

North Carolina man arrested for having, according to the local paper, "an empty bottle of whiskey." That, however, is the only kind worth having these days.—New York American.

It will be a hard winter. The hide on candidates seems unusually thick.—St. Thomas (Ont.) Times-Journal.

It is because fat years invariably follow lean years that the farmer is able to bring home the bacon—streaked.—Philadelphia Evening Public Ledger.

The reason so few widows bob it is because there is nobody to tell them not to.—Birmingham News.

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

Consumers make a great preference in studying gasoline values, but they don't read the bootlegger's word for it.—New York Telegram and Evening Mail.

Our idea of an educated man is one who understands what the information bureau tells him.—Oil City (Pa.) Record.

The fool and his motor are meeting locating the dangerous curves and collisions so that the wise may slow down when approaching them.—Columbia (S. C.) Record.

A free country is one where you average three brags to the thousand dollars.—New York Telegram and Evening Mail.

At any rate, the Prince of Wales is finding the American people cold and unapproachable—when they can find the Prince.—New York World.

Speaking of Mr. Young, "Owen" is highly appropriate first name for the professor who will have charge of the reparations payments.—H. I. Phillips in New York Sun.

"Eve was the first flapper," says a professor who may have been looking at the pictures.—Columbia (S. C.) Record.

Another mistake an efficiency expert makes is in thinking a steel file can be more important than a waste basket.—Ohio State Journal.

Norwegian Paper Mills Agency

(INCORPORATED)

33 West 42nd Street NEW YORK CITY

Telephone: PENNSylvania 7443

SELLING AGENT IN THE U. S. FOR

NEWS PRINT PAPER

Representing Seven Largest Norwegian News Print Mills with an Annual Capacity of 200,000 Tons.

SOLE SELLING AGENT IN U. S. FOR

Ankers Traesliperi & Papirfabrik A/S Bohnsdalen Mills, Ltd. A/S Randsfjord Tremasse & Papirfabrik A/S Holmen-Hellefos Hunsfos Fabrikker Union Paper Co., Ltd.

Agent for FOLLUM TRAESLIPERI

Prompt Shipments .. Inquiries Solicited

REPELLENT, BUT BETTER THAN MOST JOBS, IS COLYUMING, MARQUIS SAYS

New Yorker, Bored with Comedy, Years for a Shady Riverside Inn, with Red Wine, the Old Gods, and Leisure to Dream

DECLARING that column conducting, while "repellent as a way of life, obnoxious and debased" is better than most forms of business with the possible exception of the liquor business, Don Marquis, conductor of "The Lantern" in the *New York Herald Tribune*, this week for the first time indulged through his column in Personal Confession.

"We may drag along for a while yet

verses, jokes, paragraphs, anecdotes, whether they are really humorous or only try to be humorous, whether they are our own, or whether the author is somebody else. They nauseate us; they gag us. And we have not a friend nor an acquaintance who doesn't tell us all the funny stories he knows.

"Comedy is almost always cruel; we have felt it so when it has been directed against us, and we have felt it so when we have directed it against other people. It deals with imperfections, faults, crudities, incongruities, shortcomings; it strips away masks and pretensions; it affects a sympathetic understanding for the sake of betraying and exposing, and then mixes itself with sentimentality in order to hide its own cruelty; its basis is an exhibition of the flawed thing in juxtaposition to the ideal, the perfect; it takes sides with the irony of the universe; its climax and triumph is a frustration of some sort.

"Sufficiently mixed with other qualities, it may have a tonic and prophylactic value. But the trouble is that the habitual humorous practitioners become so pleased with the exercise of their own skill that they are as apt to strike at a good thing as at a bad, and there are very few living things that cannot be spoofed.

"In writing a column one acquires the habit of looking for the weak points of every proposition in order to say something amusing about them, rather than looking for the strong points. But we are not deserting the banner because of any suddenly awakened moral perceptions; we always knew the truth about column conducting and we never cared, and do not particularly care now, about the moral aspects of the hideous trade. It is not that we are deserting humor so much as that humor (and there are several very witty remarks you will make about it, of course) is deserting, or has deserted, us.

"We might as well be the first to say it in print, for before long, if we stick to this repellent job, everybody else will be saying it.

"Repellent as column conducting is, as a way of life, obnoxious and debased, it is better than most forms of business, with the possible exception of the liquor business . . . and that brings us to what we want to do with the rest of our life and how we want to spend our old age, if we are ever able to get away from this accursed grind of words. We want to have a shady little inn of our own, by a river, a small river, somewhere, in a country where civilization is not yet extinct and the sale of wine is not a crime. And we shall sit in the shade and drink red wine and think about the gods, the old gods that never were, in the early days of the world. And sometimes we

shall do a little cooking, and sometimes we shall do a little fishing, and we shall not do any reading nor any writing . . . and mostly we shall sit in the shade and drink red wine and think about the gods. The idea of the inn will not be to make money, and if you should come and offer yourself as a guest and we should not take a fancy to you, you could not remain. But we suppose we will never get it; it is the things like that which you really want and which seem as if they might be so simple to attain that you never do get.

DON MARQUIS."

Welsh to New York Evening Graphic

Orville A. Welsh has resigned from the desk of the *New York World* to become head of the copy desk of the new MacFadden evening tabloid, the *New York Evening Graphic*.



In The Nation's Capital

—that city teeming with representatives from every state and all important foreign countries, the *Evening Star* and *News* record history-making events a few minutes after happening. Always taking a stand for the public's welfare the *Star* and *News* have won high position in the life of Washingtonians.

The Imperial Type Metal Company feels that the *Star* and the *News* paid it a distinct compliment in selecting the Imperial Plus Metal Plan as a step in making possible rapid dissemination of news.

One publisher likened this Imperial Plus Metal Plan to a mechanic whose job it was to keep type metal up to its highest point of efficiency, thereby adding years of life. We can think of no better description.

Have You Read the Plus Metal Plan?

If not, write and we will send you the complete plan. Read it carefully and see how this dependable and economical Plan can add years of usefulness to your type metal.



"Best by Acid Test"

Imperial Type Metal Co.

Philadelphia — Cleveland — Detroit



DON MARQUIS

doing a column," the confession reads, "and hating it all the time, but for the most part we won't even attempt to be humorous."

Personal Confession has become quite the fashion nowadays for the "hybrid, half-literary creatures known as columnists," is the way he explains his action.

"Heywood Broun, Frank Adams, Burton Rascoe, and others, are writing thousands and tens of thousands of words about themselves, their wives, their friends, their children, etc.

"We have always said we wouldn't do it. But today it begins to look as if we would have to—we can't find anything interesting to write about, so why not write about ourselves?" he continues.

"We have always avoided telling the truth in the columns we have conducted, except by indirection. It is nobody's business what we really think, or believe, about serious matters, and we think it is quite an achievement to have written and published between three millions and four millions of words in the last ten years without ever having touched directly, more than two or three times, upon what we are seriously and continuously interested in. It would not be an achievement if the stuff we do turn out were unread and unpopular—but it is read, and it is popular. How does it come that we have been able to turn out all that stuff, in which other people have been so interested, without being interested in it ourselves? God knows—we are just plumb gifted that way, we reckon; that's the only way we can figure it out.

"You can't have these personal confessions without the bad taste of such candid or coy self-praise as is evidenced in the foregoing paragraph.

"Our confession is not going so far as to reveal to you the matter which we are really interested in. It is only going far enough to reveal to you the fact that, as far as we are concerned, the humorous jig is about up. We may drag along for a while yet doing a column, and hating it all the time, but for the most part it won't even attempt to be humorous.

"We have grown to loathe, despise, hate and turn sick at the thought of all forms of humor . . . stories, novels,

Million Dollar Hearst Features

The World's Greatest Circulation Builders

International Feature Service, Inc. New York



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

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

The Washington Herald Largest Sunday Circulation Any Washington Paper

The Washington Herald morning and

The Washington Times evening

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

G. Logan Payne Publisher and Gen. Mgr.

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.

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PACIFIC COAST REPRESENTATIVE

M. C. Mogensen & Co., Inc.

Los Angeles—San Francisco—Seattle

PAPER PRICES IN FLUX PUBLISHERS FIND

Confidential Meeting Discloses Inside Scramble for Orders Among News-print Makers Responsible for Present Jumpy Market

Is a newsprint price cut war impending?

Such a possibility was a short time ago and still is flouted by the paper manufacturers.

Many newspaper publishers are of another mind, however, and are watching developments in the newsprint situation with increasing interest.

Recently a number of publishers in close touch with the market, who have been gathering information for their own personal use, met to exchange views.

Their findings form the basis for this article, which, on the aforementioned authority, will tend to show that quite an inside scramble for special orders is under way among the paper concerns, and that in consequence, prices are already fluctuating, and that publishers are not being treated alike, not only by the smaller but also by the larger mills.

Concerns with the greatest amount of paper for sale, the publishers suspect of hiring new sales representatives and of making arrangements with new wholesale houses to hide their inside scramble for orders.

The publishers blame the supposed upset in newsprint conditions to the report that one large concern took away a big contract from another, thereby making the other manufacturers nervous and jumpy.

The survey of the newsprint field from the viewpoint of the publishers who attended this confidential meeting may be summed up as follows:

1. More paper is being made than used.
2. Publishers, wholesale agents, manufacturers and bankers representing them are carrying more paper in stock than probably ever before in the history of the trade.
3. Overseas paper, said to be in good condition, is being sold at from \$3.30 to \$3.40 f.o.b., Atlantic ports.
4. Domestic and Canadian paper will continue generally to be quoted at around \$3.50 per hundred, and spot paper considerably lower.
5. Attempts are being made by some large paper firms, chiefly Canadian, to make 3 year contracts with certain eastern newspapers at \$3.50, with a freight allowance, equalizing nearby mills.
6. Belief persists among the publishers that this scramble for orders, followed as it has been by a price reduction, may result in the abandonment of several New England and other mills in the United States.

The men who attended the meeting picture the International Paper Company as playing a "watchful waiting" game, holding off, wondering just what the other fellows intend to adopt in the way of price change. They see this corpora-

tion turning its manufacturing capacity to Canada, where they expect to increase their output.

As playing a similar game, the publishers class the G. H. Mead Company in the west, holding on without change, expecting to follow Eastern lead, and the Booth Company.

Carthage, it is pointed out, is selling at \$3.50 now, and the publishers expressed the belief at the meeting that this price might be further cut. Belgo-Canadian, they expect, will change its contracts, but not until President Bierman returns from Europe.

DAIL MEMBER REBUKED BY IRISH NEWS MEN

Publicly Taken to Task for Questioning Competence of Correspondents on Floor of Assembly—Call Attack Unworthy

By HERBERT C. RIDOUT, London Editor, EDITOR & PUBLISHER

LONDON, Aug. 25.—There is a pretty row afoot in Dublin following a stupid remark made in the Irish Free State Parliament, the Dail, by a member, T. D. Johnson. He complained of newspaper reports and said, "Apparently the Dail, as a whole, has not impressed the newspapers with the necessity of appointing people who will give an intelligent summary of the work that is done in the Dail."

Promptly the Press Gallery Committee called him to task, and this was followed by the announcement that the Committee of the Dublin and Irish Association District of the Institute of Journalists strongly supported the action of the Press Gallery Committee in their protest against the insults offered to journalists by Mr. Johnson.

Indicating their strong attitude in the matter, the Dublin district committee described Mr. Johnson's remarks as an attempt to prove that the journalists who attend the Dail were incapable of giving intelligent summaries of the proceedings.

Subsequent explanations by the Dail member did not improve matters, the journalists' committee stating that "in trying to cover up his error he makes another outrageous suggestion—that reports are 'backed' by editorial staffs."

The committee has given publicity to the incident and its statement concludes with some biting remarks that may be taken as putting the offender in his proper place. They say: "Newspaper readers are already aware that hardly any member of the Dail—not excluding even Ministers—has been given so much space in the newspaper as Mr. Johnson. Apart from the unfounded and unworthy character of his insult to journalists, it is an ungenerous thing to select for his attack a place in which his victims cannot reply. If Mr. Johnson's vanity is wounded because the newspapers cannot find room for all his numerous speeches, he must learn that he cannot be permitted to vent his disappointment upon any section of journalists."

WHAT THEY ARE SAYING

ALL BUSINESS WILL SHOW FARMERS' GOOD FORTUNE

"THE sharp up-turn in the price of the principal agricultural products will increase the actual cash income of the farmers of the United States close to a half billion dollars. It is inconceivable that this additional ready money should not have an immediate effect upon the farmer's buying power and upon his state of mind. And business in general already is feeling the good effect of both. The state of Kansas, for example, now is marketing a wheat crop of high quality in excess of 150 million bushels. Our people are in better financial condition incidentally are in a more optimistic mood than they have been in several years. The income of the Kansas farms will be at least one-third greater than last year and this extra third makes the difference between good times and hard times. To a greater or less extent this same condition maintains throughout the nation. The farm market is a good market for the next twelve months and all business will share in the farmer's good fortune."—Sen. Arthur Capper of Kansas.

* * * * *

SPASMODIC ADVERTISING VALUELESS

"SO I say to you that there is a certain technique about this matter of dealing with the public, and if you have anything seriously the matter with you—whether it be a big advertising problem or merely a had letterhead (and some of you have wretched letterheads)—there probably is some advertising doctor in your town who has made a business of the thing, and it may be worth your while to call him in. But in the meantime, and in this very informal and necessarily general talk, I say to you, 'Be genuine, be simple, be brief; talk to people in language that they understand; and finally, and most of all, be persistent.' You can't expect to advertise in flush times and live on the memory of it when you are hard up. You can't expect to advertise when you are in trouble, or about to be in trouble, and expect to get anything in that direction. It is a day-by-day and hour-by-hour business. If the money that has been thrown away by people who advertised spasmodically was all gathered together it would found and endow the most wonderful home in the world for aged advertising men and their widows. Don't throw more of that money away. If advertising is worth doing at all, it is worth doing all the time."—Bruce Barton.

* * * * *

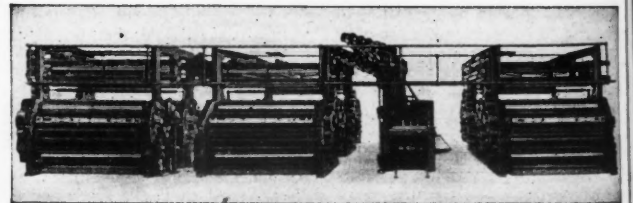
COMMANDING EDITORIAL RESPECT

"TO make a real editorial page you must first, know your facts; second, read reasonable conclusions therefrom, and third, state your conclusions with absolute honesty and fearlessness, regardless of who may or may not agree with them. Such a page will command respect, which is more important than temporary popularity. If you can conduct such a page and are not doing it, you are overlooking the most important part of your job and neglecting your greatest opportunity for community service."—Marey B. Darnall, editor, Florence (Ala.) Herald.

* * * * *

FAITH PLUS VISION

"FAITH plus vision, with reasonable schooling, are essential if a publisher is to win much success. This is true in a big city, in a small city, in a village in Montana or any other place where a newspaper can exist at all."—O. S. Ward, President, Montana State Press Association.



Scott Double Sextuple "Multi-Unit" Press used by Birmingham (Alabama) Age Herald

SCOTT "Multi-Unit" Presses and "Straight Unit" Presses

Each type of press has its peculiar advantage to suit special conditions but this is the only company who can supply you with either machine.

SEND US YOUR PRESS ROOM PLAN

tell us just what your special requirements are and we will submit a press layout for you to meet same.

DO NOT DELAY—DO IT TODAY

WALTER SCOTT & CO.

PLAINFIELD, NEW JERSEY, U. S. A.

CHICAGO 1441 Monadnock Block NEW YORK 1457 Broadway, at 42d Street

DAILY PAPERS FROM OTHER CITIES HOTALING'S NEWS STAND BROADWAY AND 43RD ST. NORTH END THE TIMES BUILDING

"Perhaps the most cosmopolitan spot in New York City is Forty-third Street and Broadway . . . Here is a mammoth news stand which sells newspapers from every city in the world. . . Every town has similar stands, but none as huge as this, and none as varied and as picturesque in its patronage."
—Boston Transcript, Oct. 29, 1921.

HOTALING'S NEWS AGENCY, 308 WEST 40th STREET, NEW YORK

AD-TIPS

J. W. Barber Advertising Agency, 80 Boylston street, Boston. Placing 14-line 35 time orders with some Pacific Coast newspapers for the A. J. Tower Company Brand slickers, Roxbury Crossing, Boston.

Barton, Durstine & Osborn, 383 Madison avenue, New York. Making contracts for the National Biscuit Company, "Uneeda Biscuit," New York.

George Batten Company, 383 Madison avenue, New York. Placing account of the Elliott-Fisher Company, manufacturers of accounting-writing machines, New York.

Brooks, Smith & French, S. E. corner John R. and Eliot streets, Detroit. Making contracts with California newspapers for the Reo Motor Company, Lansing.

Calkins & Holden, 247 Park avenue, New York. Placing orders with some Pacific Coast newspapers for H. J. Heinz Company, food products, Pittsburgh.

Duke Advertising Agency, 121 Second street, San Francisco. Placing account of Fitzpatrick Products Corporation, San Francisco, manufacturers of "K" stump pullers.

De Biasi Advertising Agency, 195 Center street, New York. Placing orders with newspapers in various sections for the Auto Rival Lever Lock Corporation.

Dornace, Sullivan & Company, 130 West 42nd street, New York. Placing account of the American Tobacco Company's "Herbert Tarleton" cigarette.

Erickson Company, 381 Fourth avenue, New York. Has secured account of the Duz Company, "Duz Soap Flakes," New York.

Erwin Wasey & Company, 844 Rush street, Chicago. Contracts on the Hoover Suction Sweeper Company for distribution in the eastern territory are now being sent out. Also preparing a list on Haley's Mineral Oil.

Fisher & Fisher, Law Building, Norfolk, Virginia. Placing orders with newspapers in various sections for Dwinell Wright & Co., "White House Coffee," Boston.

Foley H. Greene Advertising Agency, Parson Building, Buffalo. Reported will shortly place orders with a few Southern newspapers for the Galen Laboratories, "Cultur-Lac," Buffalo.

G. Howard Harmon, Inc., 171 Madison avenue, New York. Placing orders with some Pennsylvania newspapers for the Marinello Company, face powder, New York.

Inter-Racial Press of America, Inc., 342 Madison avenue, New York. Placing full page ad of the Brooklyn-Manhattan Transit Company in a list of foreign language papers.

Klaus-Van Pietersom — Dunlap-Younggreen, Inc., 417 Sycamore street, Milwaukee, Wisconsin. Now handling account of the Price-Hollister Company, Rockford, Illinois, builders of Ford transmissions, Ford brakes, etc.

Lord & Thomas, 400 N. Michigan avenue, Chicago. The account of the Auto Point Pencil Company, Chicago, has been secured, but nothing is planned on this until late in the fall.

McJunkin Advertising Company, 5 South Wabash avenue, Chicago. Again making some newspaper contracts for the Pillsbury Flour Mills Company, Minneapolis.

Harry C. Michaels Company, 113 Lexington avenue, New York. Placing orders for a try-out campaign with Syracuse and Oswego newspapers for the Whistle Deep Rock Corporation, "Deep Rock Dry Sweet" ginger ale, New York.

Mitchell Faust Advertising Company, 7 S. Dearborn street, Chicago. Now handling the account of S. O. S.

J. H. Newmark, Inc., Fisk Building, New York. Making contracts with newspapers in various sections for the Durant Motors, Inc., Long Island City.

Nichols-Evans Company, Cleveland Discount Building, Cleveland. Reported handling account of the United Electric Company, Ohio Electric Cleaners and Tuec Vacuum Cleaner, Canton, Ohio.

Nordia Perfume Company (National Trading Company, Chicago) is issuing orders for page copy to run in metropolitan newspapers on Nov. 16. Morris Harris Company is handling the account for the southern territory.

George Harrison Phelps, Inc., 110 Rowena street, Detroit. Renewing some newspaper contracts for Dodge Bros., automobiles, Detroit.

Porter-Eastman-Byrne Company, 22 W. Monroe street, Chicago. Placing the account of the Marietta Stanley Company, (Sempre Jovany) Cosmetics, Grand Rapids, Michigan.

William H. Rankin Company, 1 West 37th street, New York. Making some special contracts with newspapers for the Thomas J. Lipton Company, teas, New York. Smith, Sturgis & Moore, Inc., 1463 Broadway, New York, places the regular account.

Stewart-Davis Advertising Agency, 400 North Michigan avenue, Chicago. Placing 500-line 1 time a week contracts with newspapers until November 16th, for Wm. Wrigley, Jr., Company, chewing gum, Chicago.

Sweeney & James Company, 1632 Euclid avenue, Cleveland. Making 10,000-line contracts with newspapers in various sections for the Jordan Motor Car Company, Cleveland.

J. Walter Thompson Company, 244 Madison avenue, New York. Handling account of the Richardson Company, Lockland, Ohio, manufacturers of roofing.

W. I. Tracy, Inc., 31 Union Square, New York. Reported will later use some New York newspapers for Nat. Luxenberg & Bros., clothes, New York.

Tuttle, Greensboro, N. C. Placing orders in Southern newspapers for N. & W. overalls, Lynchburg, Va.

COLUMBUS (IND.) LEDGER SOLD

Purchased by R. S. Brown of Columbus Republican and Merged

Raymond S. Brown, publisher of the Columbus (Ind.) Republican purchased the Columbus Ledger, Sept. 1.

The Ledger has been combined with the Republican and the name Republican has been retained.

Associates Honor Retiring Veteran

Representatives from all departments of the *Spokane Spokesman-Review* gave a dinner, Aug. 28, in honor of F. J. Whaley, auditor of the paper, who retired Sept. 1, after nearly 35 years of continuous service. Associates of Mr. Whaley presented him with a complete golfing outfit. W. H. Cowles, publisher of the Spokesman-Review attended the dinner. Whaley joined the paper in 1890. He is 76 years old.

Peekskill (N. Y.) Star Sold

The *Peekskill (N. Y.) Evening Star*, was sold Aug. 30, by Richard E. Coon, Jr., to Donald F. Ikeler and E. Joe Albertson, both of Bloomsburg, Pa. Mr. Ikeler was formerly editor and general manager of the *Gettysburg (Pa.) Daily Times*, and Mr. Albertson during the war was trade advisor of the War Trade Board in Washington, D. C. Mr. Ikeler will be general manager and Mr. Albertson editor.

BRITISH PREMIER GIVING NEWS GRUDGINGLY

So Charges Sheffield Telegraph When MacDonald Takes Six Editors to Task for Alleged Inaccuracies in Reporting

By HERBERT C. RIDOUT, London Editor, EDITOR & PUBLISHER LONDON, Aug. 23.—A political situation rendered more complex by what the British Prime Minister described as inaccurate statements made in the English newspapers led to Ramsay MacDonald summoning the editors of six London papers for a personal interview at 10 Downing street, Aug. 14.

The premier told them that much damage had been done abroad by inaccurate reports made in our newspapers about the Reparations Conference, and he asked that every effort be made to prevent the possibility of a public scare by over-emphasis of any crisis.

That was Ramsay MacDonald's view of the situation, but the *Sheffield Daily Telegraph* turns the tables upon the political leader with the suggestion that he himself is responsible for any incorrect statements by reason of the starvation news-service of the Government.

"Apparently," says the writer in the *Telegraph*, "the Prime Minister does not realize that such rash or inaccurate statements are chiefly due to the inadequate, grudging, and unevenly distributed information provided by Mr. MacDonald and his officials. All through this Conference, British journalists have been forced to rely on French, and even on German sources, and have found that they were not only profuse in information but usually accurate and up-to-date."

"This very day," the paper adds, "the Germans at the Ritz were able to give the very words Mr. MacDonald employed in conveying to the German Chancellor the French message calling on the Germans to accept the year's delay in the evacuation of the Ruhr."

A Trio of Adhesives for the Newspaper



for Bundling use **QUICK STICK PASTE POWDER**

In a newspaper mailing room the paste must—mix quick—stick quick—dry quick. Quick Stick is the stickiest paste powder on earth. Just mix with cold water and have a clean, white paste with the adhesive strength of glue. It won't sour or mold in any climate. It won't smear or smudge. Dries quickly and speeds up the work in the mailing room. Made in a minute and a little goes a long way.

See for yourself—use the coupon space below.

for **Mailing Machines**

Our "705" Mailing Machine Paste works perfectly in any standard make mailing machine. Will not clog or gum, nor does it ever harden in the fountain. Absolutely free from lumps and flows freely for rapid labeling. The labels stick. The papers reach your subscribers. The boys in the mailing room will all be for it. Send for a trial order.

for Desk Use **COPASCO**

Copasco Liquid Paste never needs water, sticks quickly, dries fast, spreads smoothly and never dries out. The boys on the desks will appreciate Copasco for it's the perfect adhesive. Self closing desk jars—no screw caps or partly closed openings—just toss the brush into the jar and it seals itself. Made to order for the news room.

SEND FOR SAMPLES **The Commercial Paste Co.**

Makers of the Largest Line of Adhesives Dept. 51 COLUMBUS, OHIO

The Commercial Paste Company, Dept. 51, Columbus, Ohio.

Gentlemen: You may send us a small quantity of the items checked below. If not satisfactory we will return it for credit.

NAME
 TITLE
 PUBLICATION
 TOWN AND STATE

"Quick Stick" "705" "Copasco"

Judged by every worth-while newspaper standard *The News* holds unquestioned leadership in its field.

The Dallas Morning News

Supreme in Texas

WIRE NEWS

For Evening and Sunday Newspapers

International News Service

21 Spruce St., New York

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

first!

~in circulation
 ~in lineage
 ~in reader interest
 ~in proved results

The Indianapolis NEWS

Unexcelled as a Food Medium.

4 to 6 food pages every Thursday.

TRENTON (N.J.) TIMES

KELLY-SMITH CO.

National Representatives

Marbridge Bldg. Lytton Bldg.
 New York Chicago

WASHINGTON B. B. USING NEWSPAPER SPACE TO STRESS TRUTH IN ADS

Weekly Messages to Merchants and Public in Donated Space Has Built Confidence in Advertising, Bureau Man Declares

By LOUIS ROTHSCHILD

Merchandising Manager, Washington (D. C.) Better Business Bureau

"IT'S nothing but advertising. You can't believe what you see in the paper!"

This is the statement Better Business Bureaus of the country are trying to annihilate by an intensive campaign for "Truth in Advertising."

Not so long ago distrust of advertising, and the merchants behind it, was so marked as to bring business below its normal level in many cities.

In an investigation of 40 cities, the Business Bureaus found that the great bulk of advertising was sound and conservative, and only a small portion untruthful and intentionally misleading.

Realizing this, a news consciousness has come into the Truth in Advertising movement. Better Business Bureaus are not interested in technical truthfulness; they are interested in advertising that builds confidence and makes the public respect all advertising.

The most interesting feature of this movement to build confidence in advertising by advertising has been carried on by the Washington Better Business Bureau in the forms of display advertising in local newspapers. Washington newspapers during the past year have devoted an advertisement a week to a message from the Bureau for Truth in Advertising. These advertisements have been 4 and 5 columns wide and from 8 to 12 inches in length.

The messages from the Bureau have been directed to both the merchants and to the public. They are constructive and are really advertising that sells advertising to the public. In drawing up these advertisements there has been an effort not to say anything that will confirm the sentiment that advertising is truthful, but rather to emphasize that advertisements which conform to the recommendations of the Better Business Bureau are truthful. Of course, the fact that merchants read these advertisements and are influenced to follow the standards for Truth in Advertising makes them a double-edged sword.

The first 9 of these advertisements printed last summer were published shortly after the reorganization of the Washington Bureau with Howard M. Cool, formerly of the Cleveland Bureau, as director. These introductory advertisements established a series of technical standards covering comparative prices and like questionable, though unintentional, use of trade terms. The advertisement "Lest We Forget" summarized these standards. In introducing them they should be disseminated 10 days prior to publication to the merchants so that when

the advertisement to the merchants and to the public appeared, advertising would conform. The public could therefore see that merchants were making an effort to co-operate together for Truth.

A typical advertisement of those printed since the technical stories were completed, and one that clearly shows the constructive trend, follows:

"AN ADVERTISEMENT OF ADVERTISING

"Twenty years ago advertising was an experiment. Today it is a necessity; it is the logical means by which the seller may acquaint the buyer of his merchandise.

"Advertising is truthful. An untruth cannot stand the test of time. Advertising by its very vitality and growth demonstrates its merit to warrant the confidence of the public.

"Over four years ago representative Washington business men realized that some advertisements misled the public. Realizing that in a barrel of apples one spoiled one could easily contaminate all, the Better Business Bureau was organized to prevent contamination of advertising.

"It is gratifying that the Better Business Bureau can report that generally Washington Advertising is truthful and warrants the confidence of the public.

"THE BETTER BUSINESS BUREAU OF WASHINGTON"

The newspaper space devoted to these advertisements is donated by the various newspapers. The messages are printed in Washington's two leading afternoon papers on Saturday and in the two morning papers the following Monday.

The Washington Better Business Bureau has discovered that the most efficient way to build public confidence in advertising and to make advertising warrant confidence is by advertising. A similar campaign is being planned for the coming year in which messages to the public from the Bureau for Truth in Advertising will sell the believability of the printed word to the 450,000 residents in the capital.

Porter Buys Barber Interests

Harry Porter, formerly advertising manager of the Pepsin Syrup Company, Monticello, Ill., has purchased the interests of the Earle S. Barber Company of Chicago. A branch of the Earle S. Barber Company will be established at Monticello, and for the present contracts will be issued from that office. A list of newspapers on the Pepsin Syrup Company is now being prepared by Mr. Porter, who will divide his time between the Chicago and Monticello offices.

SCIENTISTS TO INVESTIGATE NEWS SOURCES

(Continued from page 3)

ing associations and of the American press as a whole. Nobody is more eager than the newspaper editor for a ruthless exposure of all doctorers of news, especially those which touch foreign affairs.

Officials of the American Society of Newspaper Editors, it is known, have had in contemplation on behalf of the profession just such an investigation. It is wholly probable that this organization will co-operate practically with the movement of which Professor Miller is the directing head.

Such a step would prove the open-mindedness of the American press. It would deliver the project from unthinking criticism by the papers. It would remove the stigma of "muck-raking" from the committee. It would materially aid the scientists in their work. And, most important of all, it would go far to remove in advance the widespread suspicion of the good faith of the press.

Newspaper men, because they know the facts, do not take seriously enough the current criticism of the newspapers and press associations, as tools of a variety of special interest. Again and again I have heard clergymen and educators, as well as ordinary laymen, declare that the Associated Press is controlled by a certain religious influence, or by specified financial interests. Only this week the alert young pastor of a large congregation asked me if this is not true. He was greatly surprised when he learned the facts.

Reassurance such as every newspaper man is called upon to give to suspicious and misinformed individuals would be conveyed to the whole world by the findings of the commission. Such a need for heartening of public confidence in the press is of no small importance in the day of distrust of most of the constituent agencies of a democracy.

That is the public side of the subject. Professionally, all makers of newspaper may give thanks for this wholesale search into the sincerity and disinterestedness of foreign news especially; because all of them are unwilling victims of pernicious propaganda from abroad. Editors, above all others, want to be laid bare the centers and methods of news-coloration.

This commission of scientists may be expected to tabulate, fearlessly and fairly, which foreign governments exercise censorship over news, and to what extent. Also it will reveal the existence of propaganda agencies and their methods. In all the wide world there are no men so eager for the cold facts about Germany and France and Italy and Armenia and Japan and China and Russia and Zionism and a score of other subjects of international news as the men who sit at the desks of the daily newspapers of America.

Let the scientists point out the crooks; the editors will promptly describe to their elimination. Then public confidence in the press will be reestablished and world concord will be promoted. For peace can never come to the world so long as liars may tinker with the complicated machinery of general information.

New Church Copy Ready

Proofs are now available, free on request, of Series No. 6 of Church advertisements.

This series has 52 pieces of copy designed to be used on behalf of all the churches in a community to urge men to attend the church of their choice. It is undenominational, avoids controversial subjects, can be used in any town.

Use of this copy is sold to only one paper in a town. The price is almost nothing: 3 cents per thousand circulation per week. Thus a paper with 10,000 circulation would pay \$15.60 for this year's supply.

There are special ads for special days.

Write for proofs at once. See if you cannot arrange to use them, either as a contribution of your paper toward a better community and good will, or in space paid for by a group of merchants and professional men.

Herbert H. Smith, 723 Witherspoon Bldg., Philadelphia, has the proofs.

CHURCH ADVERTISING DEPARTMENT

A. A. C. W.

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

Associated Advertising
383 Madison Ave.



Clubs of the World
New York City

The Business Men

of your community will value the authentic statements of

ROGER W. BABSON

on the business and financial situation, above any other single piece of news that you can print.

Supplied weekly through the Babson News Service, Division of BABSON INSTITUTE, Babson Park, Mass.

SPECIMEN RELEASES AND RATES ON REQUEST



OUR OWN WORLD OF LETTERS

By JAMES MELVIN LEE

If I were asked to select for the newspaper library the most important acquisition for 1924 I should unquestionably name "These Eventful Years" just published by the Encyclopedia Britannica. Briefly, these two volumes tell the story of the twentieth century in the making—told in this instance by many of its makers. At a time when propaganda is put forth in such gigantic proportions it is especially important to have a set of volumes where the truth can be printed without fear of an editor's blue pencil. "These Eventful Years" will, of course be reviewed more in detail in this department.

An editorial in *The Nation* for Sept. 3, is headed "The Helpless Associated Press." A recent ruling of that organization is discussed to the extent of a column and a quarter, but a review of "The Principles of Journalism" by Casper S. Yost, president of the American Society of Newspaper Editors, (D. Appleton & Co.) fills 7 lines. It is described as "an innocuous volume which should get a handsome reception from the daily press." The fairness of this review would be a good topic for discussion at the next meeting of the American Society of Newspaper Editors.

This issue of *The Nation*, however, has an interesting answer to the question "Has the old-fashioned clam-chowder vanished?"—a question recently asked the *New York World* by a correspondent.

The only fault *The Nation* finds with the novel "I'll Show You the Town" by Elmer Davis (Robert M. McBride and Company) is that the yarn should have "been condensed to two-thirds of its present length." Until recently Mr. Davis was a member of the editorial staff of the *New York Times*.

KEITH PRESTON, who conducts a weekly column of literary criticism, "The Periscope," and a daily column of humor, "Hit or Miss" in the *Chicago Daily News*, does an interesting skit on teaching Greek for the September issue of *The Bookman*. Whether one has ever read Xenophon's "Anabasis" or not one will like this skit by Preston. Personally, I have always thought that Xenophon's account of the retreat of the 10,000 Greeks could be made interesting to a class if handled as a bit of war correspondence for the information of those who watched the bulletin boards—or to be more exact, the wax tablets—on the thoroughfares of Athens.

Speaking not as a newspaper man, but as a teacher of Greek, Preston naively concludes his skit:

We always labored not to be gored on either horn of G. Bernard Shaw's wicked thrust: "Few of them know Greek and none of them knows anything else."

WILLIAM ALLEN WHITE, who edits the *Emporia (Kan.) Gazette* will publish this fall through the MacMillan Company "Politics The Citizen's Business." Bill, being a good editorial

writer evidently feels the need of a good look on a topic which occupies so much space on the editorial page, and so has undertaken to prepare one.

ELMER DAVIS, who once did such excellent work on the staff of the *New York Times*, contributes to *Harper's Magazine* for September "The Deduction of Mr. Jinks." It will be found in the department headed "The Lion's Mouth."

THE weekly news magazine, *Time*, in its issue for Aug. 25, elaborates at some length on the editorial in which EDITOR & PUBLISHER reported a decision of the Berlin Chamber Court that a newspaper has no right to print a person's picture contrary to his will.

Time cites a number of illustrations of which the following is typical:

Another was the travesty of Anthony Comstock, famed moral crusader, published in *The Masses* for June, 1915. A naked man, in the labby paunchiness of inactive middle-age, suddenly exposed by the parting of curtains, shrank shamedly away to cover his condition. The title of the picture was: "The Nude is Repulsive to This Man."

AS "Joseph Pulitzer As He Was" by Don C. Seitz in the *Atlantic Monthly* for September is simply a portrait taken from the biography of Mr. Pulitzer soon to be published by Mr. Seitz, I shall not comment on the article, but wait for the publication of the book. I do want to mention another article in the *Atlantic*, "So This is Tammany Hall," by William L. Cheney, until recently editor of the *New York Telegram-Mail*. In submitting his article to the editor of the *Atlantic* Mr. Cheney wrote:

I have long believed that journalism—in New York, at any rate—would be much sounder if editors, or better, owners, understood why it is Tammany has never been divorced from the affection of the people.

A PICTURESQUE glimpse of the press in Chile will be found in an article published in the *Christian Science Monitor* for Aug. 22. Its author, Wallace Thompson, discusses not only the native press, but also the English press. In his opinion, Chilean cities have the most interesting press on the west coast of South America.

THREE articles in the *American Magazine* for September might very appropriately be marked "Must" for newspaper men. They are: "Your Face is Perfectly Simple, But I Can't Place Your Name" by H. I. Phillips, who won his spurs on the *New York Globe*; "I Have Met 10,000 Ships in New York Bay" by Samuel A. Wood, who is deaf of the ship news reporters covering the port of New York, and "This Cartoonist Gives Us a Look at Ourselves" by John Monk Saunders—an article which is a thumbnail sketch of H. T. Webster, who draws "The Thrill That Comes Once in a Lifetime," "Life's Darkest Moment," and other cartoon series syndicated to many newspapers.

Of these three articles possibly the most interesting to the working press is the last. In speaking of one of his most famous cartoons Mr. Webster says:

I still hear about a cartoon I drew on Lincoln's Birthday 6 years ago. It represents two neighbors of Abraham Lincoln's father commiserating with each other over the fact that "nuthin' ever happens around here. A boy was born over at Tom Lincoln's cabin this morning, but that's all."

EARL H. Emmons, who is news editor of the *American Printer*, is a good newspaper man. I see no reason why I should whisper it softly that he is also a poet with a message. If you don't believe it glance through his recent book of verse, "Mavericks" (Oswald Publishing Company). While you have the book in your hand you should not skip the two pages introducing Bill Hooker, who edits the *Eric Railroad Magazine* and is the author of that classic of the plains, "The Prairie Schooner."

By the way the prairie schooner was the invention of Gail Borden, real founder of journalism in Texas.

REPORTERS will find some valuable tips on the value of direct approach in securing interviews if they will glance over the article by O. O. McIntyre in *Liberty Magazine* for Sept. 6. Two typical illustrations are when McIntyre obtained an interview with Northcliffe and when Irvin S. Cobb obtained a big story for the *New York Evening World* from William Travers Jerome.

The same issue of *Liberty* contains "The Battle Royal in the A. P.," by Harper Leech. It describes somewhat in detail the attempt of the *Baltimore Evening Sun* and the *Rochester Times-Union* to obtain memberships in the Associated Press. It was this same attempt that drew such a hot shot from *The Nation* in an editorial.

H. L. MENCKEN reviews "Cobb of the World" (E. P. Dutton and Company) in the *American Mercury* for September. To be perfectly frank, the book is a peg on which Mencken hangs his hat while he harangues readers about editorial writers. His views about those who conduct editorial pages are thus summed up in his concluding paragraph:

Editorial writers, in the overwhelming main, are men with nothing to say. They write about public affairs every day, and yet have no ideas about them. Most of the fruitful thinking about the matters that concern them professionally is done by men outside their ranks.

John Farrar, who edits *The Bookman*, also reviews "Cobb of The World" in the September issue of his magazine. Farrar describes Cobb as one of the most striking and most modest men he ever met. The two reviews ought to be run in parallel columns. It is hard to imagine two reviews of the same book farther apart in their mode of treatment.

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 September CURRENT HISTORY MAGAZINE

Now On Sale

Circulation 80,311

World Events of the Month By 35 Eminent Authorities

Read by "The Pick of the Nation"

In New Orleans it's THE ITEM

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

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

J. B. Woodward 110 E. 42d St. NEW YORK

Woodward & Kelly 350 N. Mich. Blvd. CHICAGO

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

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

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.

The New York Times published 16,473,712 agate lines of advertising in eight months of this year, a gain of 564,708 lines over the corresponding period of last year and 5,589,240 lines in excess of the second New York newspaper.

WOOLLEY DEMOCRATIC PUBLICITY CHIEF

Veteran of 1912 and 1916 Campaigns Placed in Charge With Linthicum, Snider, Kerans, Mrs. Bannister and R. S. Jones Assisting

By SAM BELL
(Washington Correspondent, EDITOR & PUBLISHER)

WASHINGTON, D. C., Sept. 3.—Robert W. Woolley, who directed the publicity for the Democratic party in the national campaigns of 1912 and 1916, has been appointed chairman of the committee on publicity of the Democratic National Committee and will have general charge



R. W. WOOLLEY

of the work in the 1924 campaign. Woolley worked on the *New York World* before he became active in Democratic politics and was Director of the Mint in the first term of the Wilson administration and later a member of the Interstate Commerce Commission.

The active staff in charge of publicity at the Washington headquarters of the committee will be Richard Linthicum, director of publicity; Clifford Snider and Grattan Kerans, assistants; Mrs. Marion Bannister, vice-chairman of the publicity committee in charge of women's publicity, and Richard S. Jones, organizer of the Davis Clubs.

Linthicum came to the Democratic National Committee from the editorial staff of the *New York World* where he served 9 years, following his Chicago experiences which included the managing editorships of the old *Chicago Times* and the *Chicago Journal*.

Kerans is a newspaper man who has seen service in Chicago, St. Louis, Columbus and Toledo, and was connected with National Catholic Welfare Council News Service for two years before joining the present national committee in 1922.

Mrs. Bannister is of the Glass family of Virginia newspaper fame. She is sister of Senator Carter Glass, publisher of the *Lynchburg News*, and daughter of Colonel Robert H. Glass, an editor for 50 years. Mrs. Bannister conducted two departments on the *Lynchburg News* and corresponded for Virginia papers before she essayed the publicity game in Wash-

EVENING HERALD

Los Angeles, Calif.
Gained 7,249 Daily Average Circulation. Sworn Government Statement, Six Months Ending March 31, 1923, 166,800 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.

ington. During the war she was on the editorial staff of the information service of the Department of Labor conducted by Roger Babson. She came to Democratic National Committee in 1921 and is editor of "The Fortnightly Review," a Democratic publication for women voters.

Speakers Feature London Meet

The international A. A. C. W. convention held in London last July was to be recalled in 10 minute speeches to be delivered by advertising men at a meeting at the Advertising Club of New York, Friday, Sept. 5. Speakers chosen and their subjects were: Harry Tipper, on "The General Sessions"; Fred M. Feiker, "Departmental Sessions"; Philip L. Thomson, "Social Features and Outside Incidents"; James Wright Brown, "The English Provincial Tours and the Paris Reception"; and C. K. Woodbridge, "The Value of the Convention to the Future Activities of the A. A. C. W."

Goodrich Joins Newark Star Eagle

Calvin Goodrich, recently chief editorial writer for the *Toledo Blade*, assumed the editorship of the *Newark (N. J.) Star Eagle*, Thursday, Aug. 29, succeeding W. S. Hunt, who becomes general manager of the *Newark Call*. Goodrich was a member of the *Toledo Blade* staff for 11 years, and for 5 years was editorial writer for the *Detroit Journal*.

Editors Guests at Exhibition

Representatives of 25 daily, 125 weekly and 25 trade newspapers were guests of the directors of the Canadian National Exhibition, Toronto, on Press Day, Aug. 29. At a luncheon tendered the pressmen, speeches were delivered by George E. Scroggie, *Toronto Mail and Empire*, vice-president of the Canadian Daily Newspapers Association; Lorne Eddy, *Walkerton (Ont.) Telescope*, president of Canadian Weekly Newspapers Association, and Newton McTavish, editor of the *Canadian Magazine*.

Thompson to Succeed Deming

John Charles Thompson, Jr., on Oct. 1 will succeed William C. Deming as editor-in-chief of the *Cheyenne Wyoming State Tribune-Leader*. Duties of the presidency of the United States Civil Service Commission compel Mr. Deming to retire from active guidance of the *Tribune-Leader*. Thompson has been a *Cheyenne* newspaperman since early youth. G. Winkler, formerly telegraph editor of the *Pueblo (Colo.) Chieftain*, succeeds Thompson on the desk.

Middletown Herald Sold

E. Roland N. Harriman, Tuxedo Park millionaire, this week purchased at private sale for \$60,000 the *Middletown (N. Y.) Daily Herald*, which has been in financial trouble for several weeks. The new owner has not yet announced his plans nor the staff which will conduct the paper. R. M. Cox, former owner and a heavy creditor of the old company, is also silent regarding his future work.

"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 page line gross, subject to contract discounts. These two papers are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated 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. General Motors Bldg. Chicago Detroit

START LAYING ROME CABLE

Newcomb Carlton and Cyrus Field Descendants at Ceremony

Laying of the first cable from New York to Rome was begun Tuesday at Hammel, Rockaway Beach, N. Y. The new cable will extend from Rockaway to the Azores, thence to Malaga, Spain, and to Italy.

It is to serve not only Italy but Southern and Central Europe, but is to be connected ultimately with a cable to be laid from the Azores to Emden, Germany.

The American end of the cable was brought ashore from the Italian cable ship *Colonia*, anchored three miles at sea. It is expected to transmit 1,500 letters a minute, whereas the highest speed so far reached is only about 300 letters a minute.

Among those who attended the landing were Newcomb Carlton, president of the Western Union Telegraph Company; J. C. Welliver, vice-president; J. Lister, United States cable manager of the Western Union; F. E. Jewett, vice-president of the Western Electric Company; Edward M. Field, son of the late Cyrus Field, who laid the first trans-Atlantic cable; Col. William Field Judson, grandson of Cyrus Field; Col. Cyrus Field Judson, another grandson, and Cyrus Field Judson, jr., great-grandson.

Writings Listed as Capital Stock

For the first time in Texas, part of the capital stock of a publishing corporation is represented by the contract of an author to deliver his future writings for a period of ten years to the company. Texas historical works of Sam Houston Dixon, both copyrights and manuscript, were included for \$60,000 of the \$100,000 capital stock of the Texas Historical Publishing Company of Houston, incorporated this week. Incorporators are Sam Houston Dixon, J. Elmer Sieber and S. Hayne Dixon.

WHY SOME TEXAS CAMPAIGNS FAIL?

Because

The BEAUMONT ENTERPRISE

AND

The BEAUMONT JOURNAL

were not on the list. Some Sales Managers think they can cover Texas with four papers. They can not.

Ask Beckwith—He Knows.

On and after September 6th, 1924

The New Orleans States

Will be represented in the East and West by the

JOHN M. BRANHAM COMPANY

New York Office—Canadian-Pacific Bldg.
Chicago Office—Mallers Bldg.
Also in Detroit, Atlanta, St. Louis, Kansas City and San Francisco

Amalgamated Press Profits High

The Amalgamated Press, Ltd., which Sir George Sutton is chairman, always watched with interest in British newspaper and publishing circles because it is the section of the late Lord Northcliffe business in which were concentrated the popular periodicals upon which the great publisher founded the *Daily Mail*, the original being the paper *Answer*. Over half a million sterling profit (the exact amount is £540,403) has been made in the year ending June 30, and the report states that the revenue derived from advertisements has again exceeded that of any previous year.

Fire Wrecks Texas Plant

The plant of the *Odell (Tex.) News* was burned Aug. 28, with a loss of \$2,000. Building and paper were owned by H. H. Weimbold. None of the machinery was saved.

Over—
200,000
CIRCULATION
in less than 3 years.

—because Detroiters want it.

DETROIT TIMES

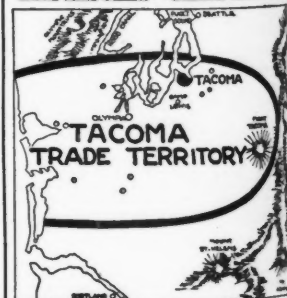
Ahead on its Merits

Circulation and lineage increasing by leaps and bounds—news satisfaction—advertising results. These merit the growth of newspapers. It's the answer for the continued great growth of

The Mt. Vernon, N. Y. Daily Argus
AND
The New Rochelle, N. Y. Standard Star

Write for information, how to cover this rich field.
WESTCHESTER NEWSPAPERS, Inc.
T. Harold Forbes New Rochelle

THE TACOMA NEWS-TRIBUNE



Frank S. Baker President
Charles E. Wald Editor and Gen. Mgr.
ADVERTISING REPRESENTATIVES
David J. Randall Ford, Parsons Co.
341 Fifth Ave. 360 No. Michigan St.
New York City Chicago, Illinois
R. J. Bidwell & Co.
San Francisco and Los Angeles, Cal.

DOLLAR PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

BUSINESS TICKLER

PUMPKIN ready for a dash of frost.

The next big station is Christmas.

Everyone on the job, vacationed and keen for business.

Line up dealers on campaigns which run consistently to Christmas holiday trade.



Think in the terms of Fall and Winter. Think also in the terms of prosperity. You know that nothing serious is going to happen to this country this year, whoever may be elected in November. Smart merchants are doing business "as usual."

The automobile is becoming more popular every day. If you are seeking a contest idea that is just a little different and one with a universal appeal, listen. In opening a new accessory house, the local management selected the names of six well known motor cars. The letters composing each were jumbled with results similar to this: 1. Darkcap, and 2. Dankevo, which are disguises for Packard and Overland. An attractive ten-day campaign written around this funny looking list told of the five valuable prizes offered, to motor car owners only, for the most original and nearest correct list brought in person to the store. The response exceeded, by far, all expectations.—Ellis Loveless, *Norfolk* (Va.) *Ledger-Dispatch*.

A good idea is "The Mysterious Mr. Raffles" stunt conducted by a Tennessee paper. The upper half of the page was used to impart the information. A picture of "Raffles" himself adorned the center. Of course, Mr. "Raffles" back is turned to the reader. A head announced that Mr. "Raffles" had arrived in the city this morning 8:55 Southern Station. A minute description is given of this man and \$50 reward offered to the first person who identifies him. Besides the prizes the stores advertising announce that "Mr. Raffles" will appear in their places of business at designated hours and offer prizes to the first persons in the store who are able to identify this personage. This is a real producer and for novelty cannot be excelled.—George C. Marceley, *Ogdensburg* (N. Y.) *Republican-Journal*.

The Worcester Telegram-Gazette is publishing a full page of small advertisements, mostly of firms which otherwise seldom buy space. A somewhat new slant is given to the familiar "Ad-writing" contest by having the reader "look for the ad which is starred." Each time the page appears, one advertisement has a star in it. The reader has to look through the page to find that advertisement and in so doing reads all, a good

talking point in selling the stunt. The reader who writes the best advertisement wins a prize and is featured editorially.—James M. Mosely, Boston, Mass.

When school opens in your city get advertisements not only from the downtown merchants who are anxious for school patronage but also from the stores in the neighborhoods of the various schools. In fact, a couple of pages might be devoted to ads of these neighborhood schools, with the adds of the stores around each particular school grouped under the name of that school.—Frank H. Williams, 813 South Van Ness avenue, Santa Ana, Cal.

A group of private school and college ads comprising a complete section was recently secured for openings by the *Washington* (D. C.) *Herald*, and used with reading matter furnished by some of the leading local educators.—C. M. Littlejohn, Washington, D. C.

In many cities, laundries are among the hardest of the prosperous businesses to convince of the merits of newspaper space. Laundries, however, are eager for public good will. For example, the term "mangle" has been barred from laundry parlance. The machine that wrings is now referred to as the extractor. A good piece of copy featuring this or other changes in the laundry business, that is to say, explaining modern laundrying, ought to sell to some good laundry in almost any city.—T. E. Steward, 4921 Pleasant avenue, Minneapolis, Minn.

A paper at Chariton, Ia., is running a feature of a half page with ads at the side and in the center is a cartoon depicting one of the advertisers. For instance, Jones may be shown delivering his pasturized milk and at the side is a man who says, "Jones sure sells good milk." As there are about a dozen ads in the feature, it means a nice amount of space.—Donald O. Ross, *Washington*, (Ia.) *Democrat*.

Garage men and tire dealers are prospects for some space right now before winter is here.

This is the time to buy tires and avoid tire trouble all winter long.

Prices are right now, too. So go after these prospects with this suggestion. You can get a few hundred lines out of almost every dealer if you try.—R. John Gibler, 2100 Pine street, St. Louis, Mo.

INSURANCE AD MEN ELECT COLLINS

Advertising Manager National Surety Company Named President—Former Newspaper Man—Campaign in Dailies Pittsburgh Topic

Edward A. Collins, advertising manager and assistant secretary of the National Surety Company, has been elected president of the Insurance Advertising Conference, an association of advertising and publicity managers of all of the insurance companies in this country and Canada. Mr. Collins was formerly vice-president.

Leon A. Soper, advertising manager of the Phoenix Mutual Life Insurance Company of Hartford, the retiring president, becomes one of the Commissioners of the Advertising Council, the committee of delegates representing all of the departments of the Associated Advertising Clubs of the World. Mr. Soper is a former president of the Advertising Club of Hartford.

Roosevelt L. Clark, advertising manager of the Continental Insurance Company group, was elected vice-president, and Stanley F. Withe, Aetna Affiliated Companies, Hartford, Conn., was elected secretary-treasurer. The Executive Committee consists of Clarence A. Palmer, Insurance Company of North America, Philadelphia (chairman); E. L. Sullivan, Home Insurance Company, New York; Luther B. Little, Metropolitan Life Insurance Company, New York; J. G. Mays, vice-president of Royal Indemnity Company, New York, and Arthur H. Reddall, Equitable Life Assurance Company.

The Insurance Advertising Conference was organized at the Atlantic City Convention of the Associated Clubs in 1923, and is the twenty-second departmental. Mr. Collins, who has been one of the most active of the insurance advertising

men, was formerly a newspaper man. He was on the reportorial staff of the *Providence* (R. I.) *Journal* for 8 years; assistant sporting editor of the *Hartford* (Conn.) *Courant*; and was on the staffs of the *Pawtucket* (R. I.) *Times* and *Providence* (R. I.) *News*.

Mr. Collins will preside at the forthcoming sessions of the Insurance Advertising Conference at Pittsburgh in October.

East Liverpool, O., Papers Merged

Effective Sept. 2, the *East Liverpool* (O.) *Morning Tribune* was suspended and consolidated with the *Evening Review*, the combined afternoon edition to be known as the *East Liverpool Review-Tribune*. This consolidation leaves only the afternoon edition in East Liverpool after having had morning and evening service for a number of years. Louis H. Brush, owner of both *East Liverpool* papers, and the *Salem* (O.) *News*, and who is also one of the owners of the *Marion* (O.) *Star*, purchased the *Tribune* in 1919. He has owned the *Review* for 25 years.

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.

Our Features:

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

The McNaught Syndicate, Inc. Times Building, New York

life love marriage

Covered in a series of daily Talks that make a tremendous feature for your Woman's Page, entitled

"THE LOG OF THE GOOD SHIP LIFE"

By Estelle Lawton Lindsey

In connection with her question and answer department, Mrs. Lindsey's feature is a proven circulation builder. Let us show you letters from publishers who are using it.

Readers' Syndicate, Inc. 799 Broadway, 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 Ulman Feature Service Home Life Bldg., Washington, D. C.

A Security Market

with complete newspaper financial service.

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

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

Cover the Buffalo Market with the

BUFFALO EVENING NEWS

*Present average circulation 128,708 Edward H. Butler, Editor and Publisher Kelly-Smith Company, Representatives Marbridge Bldg. Lytton Bldg. New York, N. Y. Chicago, Ill.

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 Philadelphia Newark

In Salt Lake City and Utah

The Desert News

Is read in more homes than any other evening newspaper.

Foreign Representatives

CONE, HUNTON & WOODMAN
New York Chicago Detroit
Kansas City St. Louis Atlanta

Pacific Coast Representatives

CONGER & JOHNSTON
Los Angeles San Francisco

30,000 families use the "News" as their daily guide.

THE MARKET PLACE OF THE NEWSPAPER

Situations Wanted

Circulation Manager.
Fifteen years' experience on Morning, Evening, Sunday and combination papers; at liberty now; go anywhere. Address Box B-770, care Editor & Publisher.

Circulation Manager.
Due to merger I am expecting to change positions. Have a record of past achievements that is hard to equal. For past seven years have been with company owning several newspapers ranging in circulation from 5,000 to 30,000, and have more than doubled the circulation on three of these newspapers. Have been especially successful in installing the Independent boy plan of delivery. Age 40, married, no children. Will go anywhere on a good proposition where results will be appreciated, but prefer the Pacific coast. Best of references. Box B-808, Editor & Publisher.

Classified Advertising Manager.
(Basil Smith System trained) 12 years' newspaper experience, last five in New York City serving two leading metropolitan dailies. Exceptional record for efficient, economical and aggressive management. Desire permanent connection with newspaper promising a worth while future to a man willing to work for it. Highest credentials. Address B-779, Editor & Publisher.

Desk Man.
Mr. Publisher: If you want to put your classified business on a permanent growing basis, at a profitable rate, with perfect service to readers and advertisers—read further. A good man, with university training and experience in reorganizing and directing entire classified department, including training of counter, telephone and street solicitors. Am capable salesman and can produce real business. Promotion work also. Collection losses, I can keep under 2%. Am employed at present; desire greater opportunity. Address B-800, Editor & Publisher.

Classified Advertising Manager.
Mr. Publisher: If you want to put your classified business on a permanent growing basis, at a profitable rate, with perfect service to readers and advertisers—read further. A good man, with university training and experience in reorganizing and directing entire classified department, including training of counter, telephone and street solicitors. Am capable salesman and can produce real business. Promotion work also. Collection losses, I can keep under 2%. Am employed at present; desire greater opportunity. Address B-800, Editor & Publisher.

Cartoonist.
Young man just originated a comic strip; something out of the ordinary; desires connection with syndicate or newspaper anywhere. B-780, Editor & Publisher.

Cartoonist Plus.
Cartoonist experienced in retouching, layouts, advertising art, desires change, where there's a future if he works for it. B-797, Editor & Publisher.

Circulation and Advertising.
Will be at liberty Oct. 1 to personally conduct circulation campaign for some publisher of a daily in a city of 10,000 to 20,000. Wire or write at once. Toney E. Black, Indiana (Circulation and Advertising Co., Shelbyville, Ind.)

Circulation Manager.
Fifteen years' experience on morning and evening papers; capable, resourceful and thoroughly familiar with all detail. Prefer city under one hundred thousand; any location. Address Box B-775, care Editor & Publisher.

Circulation Manager.
Wants connection at once. Past two years with chain organization. Handled two of their papers, Austin, Texas, American and Wichita Falls Record, during which time increased the subscription price plus largest percent of circulation gain in the state. Thoroughly experienced in large and small field. Want permanent connection as have family. Age thirty. Address W. P. Allen, 251 Fifteenth St., Milwaukee, Wis.

Circulation Manager.
Hard hitting, aggressive young man, who knows game intimately, seeks immediate connection. Am terminating present connection September 15th. My 13 years' experience covering work on both metropolitan and small town dailies includes 5 years as subordinate, getting actual working experience every subdivision of department, 8 years circulation manager for which can show nice clean record of accomplishment. I can handle department with extreme intelligence, promote circulation economically. If you are publisher in city of from 50,000 to 150,000 and are in need of services of man of higher type who knows what to do, the cheapest, best and quickest way to get it and who will see that it is done. If you are willing to pay such a man a fair living wage or gamble with him on combination salary and commission basis I will be pleased with the opportunity to tell you more about myself. Am 29 years old. Married. Can come for interview. Answers strictly confidential. Address "Advertiser," care Box 162-Station N, New York City.

Desk Man Available;
speedy and accurate; university graduate; ten years' experience; now on desk staff of leading Philadelphia daily. Box B-807, Editor & Publisher.

Desk Man.
Capable and experienced young man who would rather have hard grind on paper of highest standards—one on which news is invariably handled without regard to advertising or selfish interests—than easy job on paper which half-heartedly heeds rules of honest journalism merely as good business. University graduate, 24. Giving full satisfaction in responsible position. Box B-810, Editor & Publisher.

Situations Wanted

Dramatic and Literary Editor.
Young man ten years of newspaper and magazine experience, five in New York, wishes combined post as dramatic and literary editor in medium or large sized city. Has thorough knowledge of his subjects, and writes in a manner to interest the man in the street. Will make his departments vital parts of the newspaper, with features to attract and hold readers. Samples of published writings and references. Box B-796, Editor & Publisher.

Editor and Reporter.
Experienced, wants position on afternoon daily. Now telegraph and state editor on one of leading papers in state. Want to leave night work. Married, 29. References from employers. B-790, Editor & Publisher.

Editorial Writer
who can increase circulation desires connection with first class democratic or independent newspaper, east of Mississippi. Box B-769, Editor & Publisher.

Editorial Writer.
College graduate, specially trained in journalism, and with seven years of practical experience in all departments, desires a position as an editorial or feature writer or assistant to busy executive. Married, healthy, energetic. Will guarantee results. Demand starting salary of \$600. Only permanent positions considered. Address B-805, Editor & Publisher.

Feature Writer
can fuse his knowledge of business economics, finance and history with human interest. Married, healthy, steady and a hard worker. Would consider syndicate or magazine work, but prefer position on daily or trade magazine. At present employed. Samples and references on request. Address B-804, Editor & Publisher.

General Desk Man.
Thoroughly experienced desk man, telegraph editor, makeup, etc., desires position on daily in Southern state. Address B-794, Editor & Publisher.

General Manager.
An experienced newspaper man wanted to take entire charge of daily newspaper in New England city of 20,000. Must invest \$10,000 cash to buy present manager's stock. Owner of majority stock has other interests that take his entire time. Address D. F., Room 823, 100 Boylston St., Boston, Mass.

Mechanical Superintendent or Assistant to Publisher.
There is a large Metropolitan Newspaper, possibly a Newspaper Syndicate, which has a place on its staff for an aggressive, forceful, young, all-around practical man, well versed in all mechanical departments. Am going to make a change as soon as I can find the opportunity where there is an unlimited chance for advancement. Served as printer, operator, machinist, pressman, composing room foreman, reporter, and traveled on the road selling printing machinery. Want connection where ability, reliability, ambition, loyalty and honesty mean something. Union; ex-service man. Main object for seeking this change is to be where my past varied experience will be of value to my employers. Present connection with Chicago daily. Box B-737, Editor & Publisher.

Newspaper Executive,
married, 34, made remarkable success small city daily, doubling circulation and increasing revenue 30% in three years, doing successful editorial work in larger city, wants back in executive work. Worth \$100 a week to paper needing executive who can produce; good mixer, university graduate, public speaker, newspaper experience abroad. Will consider any size city if conditions right for progress. \$80 minimum. Address Box B-806, Editor & Publisher.

Pictorial Editor.
Roto or daily picture page. Age 30. Ten years newspaper experience, including 5 in present location. Was successively reporter, copy-reader, telegraph editor, now pictorial editor. Reason for change: I need \$60 a week. Box B-803, Editor & Publisher.

Reporter
for a New York daily, college man will cover Metropolitan New York for out of town papers. General, feature and amusement. Space rate or straight salary. B-802, Editor & Publisher.

Superintendent or Foreman.
Of composing room wishes position on morning or afternoon daily. Have had experience in charge of several composing rooms; superintendent in one place over 2 years. Am capable and efficient; can give reference. Now located in Middle West, but willing to go any place. B-746, Editor & Publisher.

Superintendent or Foreman
Mechanical department or composing room, afternoon paper, 22 years at game, including foremanship and owning. Can give reference. B-771, Editor & Publisher.

Sales Appraisals

NEWSPAPER PROPERTIES

PALMER, DEWITT & PALMER

350 Madison Ave., New York
Pacific Coast Representative
M. C. MOORE 515 Canon Drive Beverly Hills, Calif.

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of PURCHASE, CONSOLIDATION, SALE AND APPRAISAL of newspaper and magazine properties throughout the U. S.
HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

CAN YOU SELL display advertising space and create retail copy and lay-outs? If you have newspaper experience in this line and are ready for new connection at around \$40-50 we have openings that will interest you. Tell us your story. Ask for our free registration terms. We make money—or we make nothing.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L BLDG., SPRINGFIELD, MASS.

Some newspaper will display World Series Baseball this year on our complete electric score board which we are replacing with Magnetic Player for sake of novelty. Present board good as ever. An opportunity at \$65 f. o. b. Address Box B-793, Editor & Publisher.

Situations Wanted

Syndicate Salesman.
High powered go getter. Past sales never less than two thousand dollars a week. Enjoys confidence of editors and publishers all over. Travel U. S. and Canada; anywhere; state your proposition in first letter. Box B-733, Editor & Publisher.

Wanted to Find:
Owner of small daily needing a junior partner, who can qualify as publisher and may ultimately buy. Thirty-five years old, married and now located in the Middle West. Can furnish references. Address Box B-752, Editor & Publisher.

HELP WANTED

Advertising Manager
wanted for new illustrated society-sport weekly in one of the fastest growing cities in Florida. Must be an experienced advertising man, reliable, energetic, good mixer, and efficient. Give details regarding experience, etc. I. Clifford Macdonald, P. O. Box 2032, Tampa, Fla.

Contest Manager
or assistant wanted. Best references required. State age, experience, etc. The Bird Syndicate, Madison, Wis.

HUNCHES

ONE DOLLAR
WILL BE PAID
FOR EACH
"HUNCH"
PUBLISHED

THE *Boston Post* is having a letter contest on "Which event in childhood taught you the most valuable lesson?" This already is drawing human interest letters.—James M. Mosey, Boston.

Romance, comedy and tragedy have all been found by the *Washington* (D. C.) *News* in articles between the pages of circulating books returned to the public library by borrowers. What messages are in such volumes in your town?—C. M. Littlejohn, Washington, D. C.

Readers of the *Greensburg* (Ind.) *News* have been getting a lot of laughs out of the Anglers' Column which appears in that newspaper as often as the fishermen tell 'em. Fishermen are always willing to talk and many good yarns result.—Yandell C. Cline, *Columbus* (Ind.) *Republican*.

"What They Saw Last Week" is the title of a novel Sunday department of the *Minneapolis Journal* in which "Journal readers try reporting." Anything odd, novel, tragic or comic is fit for the column, the accounts printed winning \$1 for the contributor. The department is a first-class indication of what readers believe interesting and gives many hints regarding what the public will read. Some live news tips are possible through such a column.—A. C. Regli, Eau Claire, Wis.

With the approach of fall and winter, many readers are giving thought to indoor social functions, particularly dances. It has been 10 years since the World War started and much of the dance craze has been blamed on the war. Get from your city clerk the number of licensed dance halls in 1914 and the number in 1924. It might be well also to get the figures of 1918 when the war ended. A comparison of these figures, making allowance for population increases, should determine whether the jazz era is or is not on the decline in your city.—George R. Dye, *Trenton* (N. J.) *Times*.

A suggestion which has worked out well in the *Providence Sunday Journal* is to give a series of articles on how the papers and records of great value belonging to the cities and state are kept safe in the city halls and the State House. In some states these papers are kept in security which insures them against theft, fire and dampness. In others, the papers are left in places that are not by any means secure. How are the state and city papers kept in your state?—Russell H. Sharpe, 2 Gallatin street, Providence, R. I.

The *Lebanon* (Ind.) *Reporter* is making news gatherers out of its carrier boys. A special column appears in the paper several times each week and each carrier is given credit along with his news by a number which represents him. It keeps the boys on their toes, gives them a new interest in the paper, occasionally

discloses some good stories and will in time develop reporters to fill the breaches when they are needed.—Yandell C. Cline, *Columbus*, (Ind.) *Republican*.

The *Seattle Star* ran a series of front page features on modern crime detection methods. The series ran for about six days and described every step in the unraveling of a modern murder mystery from the time the victim was found to the arrest of the criminal. In order to make the story vivid and concrete, readers were asked to suppose that a Star reporter had been found murdered at his desk in the Star office. The best detective in the city worked on the case and later articles described his methods in detail. The point of the series was to show how an up-to-date detective uses the same shrewd reasoning in every-day work that is commonly ascribed only to the Sherlock Holmes type of detective in popular fiction. The series was illustrated with cuts and diagrams.—Norman J. Radder.

"Who's Who in Northfield," is the content of a single column box head used above a cut of H. J. Bekert, "veteran Northfield business man." Below the cut in italics are the following questions concerning the subject, the answers given after each in regular body type: "When and where were you born? When did you come to Northfield? What induced you to come? What was the earliest event of your life you recall? What was your boyhood ambition? What is your favorite sport? If you were counselling a young man about to start out in life for himself what would be your advice? What aided you most in attaining success? What one thing does Northfield need most?" This is a good editorial page feature taking from 8 to 9 inches a week and costing little compared to the interest it draws from your readers.—Sumner J. Harris, Sturgeon Bay, Wis.

WHAT OUR READERS SAY

Advertising Newspaper Advertising

TO EDITOR & PUBLISHER:—May I compliment **EDITOR & PUBLISHER** on the very constructive editorial "Missionary Work" in **EDITOR & PUBLISHER** for Aug. 9.

If all publishers in all cities would follow the suggestion of this editorial, it would mean a tremendous and immediate increase in national newspaper advertising lineage.

Unfortunately, however, the number of publishers who will follow this suggestion will probably be measured on the fingers

The Business Week

A weekly mirror of the week's business and trade written so that the layman can understand what it's all about. Averaging about a column weekly.

Hugh Farrell

will give your readers a complete weekly resumé of the happenings as they really were without coloring to fit conditions. Ready for the wire or mail early Friday evening this feature released on Monday in your publication will be eagerly scanned each week.

INTERSTATE COMMERCIAL NEWS SERVICE
38 Park Row New York

of one or two hands. Because each of them is so wrapt up in the success of his own undertaking that he thinks that he has very little time for missionary work. He naturally thinks first of the source of his biggest income and that is local advertising, and most of the cultivation that he does in one way or another is with the big local advertiser or the prospective local advertiser.

It has seemed to me that another suggestion (I think made by **EDITOR & PUBLISHER**) offered the very best means of overcoming this ever present human element.

It is my recollection that in your columns I first saw the thought of a consistent and constant campaign of education to be run in all newspapers in the United States and to be run all the time. The campaign to talk about and give the reasons for the superiority of newspaper advertising for the selling of most all kinds of merchandise.

Do you not believe that every newspaper in the United States should every week receive a mat from some central organization, such as the Bureau of Advertising of the A. N. P. A.,—the mat to contain some one specific argument for newspaper advertising?

Don't you think that this is about the only way to overcome the human element?

Whereas one out of a hundred publishers would be likely to talk to the national advertiser in his own home town, or the prospective advertiser, regarding the superiority of newspaper advertising, don't you think that at least one in ten might run a good part of the mats supplied to him from some central organization, such as the Bureau of Advertising of the A. N. P. A.?

It would, of course, be possible for publishers in each particular city to mark the few paragraphs regarding newspaper advertising and send such marked copies to his local, national advertiser, or prospective national advertiser.

Do you not believe that a mat service

such as this would do a great deal to create national newspaper advertising lineage in the course of a few years. At the same time would be of tremendous benefit to many national advertisers.

A. W. HOWLAND
HOWLAND & HOWLAND
Publishers' Representatives

Editing Excellent

NEW YORK, Aug. 29, 1924

TO EDITOR & PUBLISHER:—I want to thank you for the way you handled the article on radio in this week's issue. **EDITOR & PUBLISHER**, and I want to congratulate you on the way you got my ideas in the first paragraph. Your editing was excellent.

H. S. WOODMAN

Daily Awards R. O. T. C. Cup

The *Chicago Tribune* cup for the colleg who students at the sixth area R. O. T. C. camp make the average rifle score goes this year Ripon College, Ripon, Wis.

- (1) Great Cities
- (2) Medium-Sized Cities
- (3) Little Cities

All tell us of the steady success of Kessler's comic

METROPOLITAN
NEWSPAPER SERVICE
Maximilian Elser, Gen'l Manager
150 Nassau Street, New York City

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