



EDITOR & PUBLISHER



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No. 37

"WORLD PEACE WILL COME—NEVER DOUBT THAT"

—Woodrow Wilson to Josephus Daniels, at their last meeting.

Brilliant Southern Editor, Secretary of the Navy in Wilson's Cabinet, tells newspaper profession through Editor & Publisher, of passing statesman's living faith that his "broken vessel" would be "made whole by the Master Potter."

By JOSEPHUS DANIELS

WE must not be doubtful of the issue. The things we have fought for, the world peace we have tried to secure, will come, never doubt that." This was



JOSEPHUS DANIELS

the substance of the words spoken to me by President Wilson the last time I ever saw him in the flesh. He added, with a brightening of the eye, showing his confidence that what he had sacrificed his health for would come, "and I will make this concession to Providence — it may come in a

better way than we favored." It was a beautiful day in Washington. I had called by appointment at his home on S street to see my old chief. It had been weeks since I had talked with him. Upon the occasion of my former call he had seemed tired and nervous, troubled over the awry conditions of the world, and seemingly fearful that the debacle that followed the Senate's destruction of the world's hope would go on. He did not say so much in words. But there seemed a lack of the faith in better conditions that depressed. The cynics had sneered when he had pleaded with America not to "break the heart of the world" as they proceeded to shatter the only practical hope of world stability. They did more than they planned; they broke the heart of Woodrow Wilson while they were sending the world into chaos and into autocracy.

But that feeling of hopelessness I had noted in my previous visit had passed. Upon this last occasion he had reached a higher plane of faith. He saw out of the darkness the ray of light. He was still weak in the flesh and unable to walk unaided. There was no infirmity that day and no cloud on his mental horizon. To him the invisible was visible. He saw that the miasma of isolation and ignorance would lift and that in His own way the Ruler of the Universe would bring the benediction of peace to mankind. He had reached the place where the goal was greater than the road. If he had believed the plan he brought from Paris was the best—and none comparable to it has yet been suggested—he was resting in the confidence that the great vision which possessed his soul would yet glorify mankind and that the light that shone at Bethlehem would give light to the pathway. To him Article X and all other pieces of machinery were but rungs in the ladder on which men would ascend. The day of conflict was over. He seemed to realize that for the immediate present nothing he could do



All through the anxious hours of Woodrow Wilson's illness, while the country waited for news from his bedside, Admiral Grayson was the newspapermen's best friend. He is shown (center) leaving the house of mourning, surrounded by newspapermen, immediately after the news of Mr. Wilson's death had been flashed.

would hasten the day for whose coming he had given his health and would later shorten his life. The one thing that I brought away to hearten me and gladden my heart was that Woodrow Wilson was not sitting in the silence or in the darkness, but that he was attended by the "vision splendid" and that the Voice of Hope and Faith made the way brighter and brighter to the perfect day he envisioned in the murky days at Paris. He, therefore, did not die with a dead hope, but with a living faith that the broken vessel he had put together with such infinite care would in the hands of the Master Potter be made whole.

Since that day, which will always stand out in my memory, I have had the feeling that he did not give his health in vain, and I now feel that his last days were passed in the serene confidence that

God in His own way would bring about what he had dreamed of and fought for and lost the while. Only those who know that Versailles, or the Peace he thought he saw in that treaty, was written on his heart, could appreciate the assurance of victory, coming to him in the shadows, would mean to his waking hours.

I am relating this with the feeling that it will bring him into the thought of mourning millions, not as the defeated man whose hopes the Senate deferred, but as the conscious victor, content to await its unfolding, in the certainty that it would fall as a benediction on a shell-shocked world. To me it meant more than a strengthening of my faith. It gave a happiness that, instead of seeing him in sadness, I could always be able to think of his spirit triumphing over the things of the flesh and his faith so per-

fect that it enabled him "to mount up with wings as eagles." More than that: the knowledge that he was comforted and supported in physical feebleness by the assurance of victory, will give a new impulse to the never-dying resolve of millions of Americans to carry on until the vision of Woodrow Wilson is a world possession.

* * *

The events after he was stricken are too fresh to need recalling. For days he hovered on the portals. The country rejoiced when it learned he had won and was to take up the reins again. But his intimates knew then that his body was "a broken machine," that the paralyzed limb prevented locomotion, that his speech was slow, and that he went about his great task laboriously and painfully. But he took them up with determination. Upon the great problems that had occupied his thought before he became ill, he had his old-time clearness and force. More than that: he was adamant and could not be swerved from his purposes. The Covenant was the hope of mankind. He would not suggest that it be mangled. He would not in advance propose or consider amendments. He believed none were needed. He would not suggest amendments that were not required. He had signed the treaty in good faith. He could not in conscience and with justice to his colleagues of the peace table initiate changes. This attitude was heralded as refusal to consent to any change. Indeed, it was often said by his enemies that he had declared he would not permit any change so much as the dotting of an "i" or the crossing of a "t." But that was an invention of his foes. He never made any such declaration or entertained any such thought.

Never since March 4, 1921, was Mr. Wilson physically able to undertake any sustained labor. Always a semi-invalid, he only now and then made brief public utterances. Only once did he write anything—his brief contribution to the Atlantic Monthly into which he compressed much of his philosophy. An occasional letter, a brief talk on two occasions when friends gathered on his birthday to make him feel their confidence and affection. His last address, given out by radio, gave hope to those not acquainted with his true condition, that he was coming back. It had the old-time ring, with the vigor of denunciation in which he occasionally indulged. "I have seen fools resist providence before," he said with the spirit of a prophet of old, "and I have seen their destruction, as will come upon these again—utter destruction and contempt." Of whom was he speaking? Of those only who for selfish ends had betrayed the pledge made to youth who made up the militant American forces. But—and here his voice rang with faith—he then rose to his old height, as in spite of his infirmity, he added: "That we shall prevail is as sure as that God reigns."



Faced by the task of covering the Wilson story at a point remote from their offices, press associations and newspaper bureaus quickly dominated the situation. To this little shanty, a block from the house on S street, special wires were laid by several press services, and newspapers, and from here the tragic news was flashed to the world.

NATION'S GREAT RETAIL STORES PLAN BETTER AND MORE ADVERTISING

"Truth Week" Endorsed, Newspapers Found Effective Medium, Radio Broadcasting Called Too Expensive; Crude Papers Condemned by Dry Goods Men

PROSPEROUS, and predicting future prosperity, more than 1,000 retail merchants from all sections of the country, representing annual sales of almost \$3,000,000,000, met in New York this week for the 13th annual convention, National Retail Dry Goods Association.

Sessions closed Feb. 8, and delegates returned to their home cities, prepared to advertise in their local newspapers in a larger and different way than ever before.

The wrong impression exists, it was disclosed in many addresses, that retail merchants are profiteering and the true facts of the situation will be told to the public by advertising copy in the newspapers—honest copy.

From Portland, Me., to Portland, Ore., these delegates, gathered together in wealthy New York, glowing with prosperity. The words of George B. Johnson, R. H. White Company, Boston, the association president, crystallize the general impression of prosperity given by his colleagues from other parts of the United States.

"The business conditions for the year, I think, have been, on the whole satisfactory, country-wide," he declared in his opening address, after a motion had been made and carried that the N.R.D.G.A. express sympathy and regret on the death of Woodrow Wilson.

"The country as a whole has had a pretty prosperous year, and I think we are facing a still better one."

Truth and honesty in advertising, which occupied no small share in the convention proceedings, was given a larger hearing by the Advertising Group, under the chairmanship of Gordon Schonfarber, Gladding Dry Goods Company, Providence, R. I.

Drives in this connection will commence all over the country during Truth Week, set for Feb. 16 to 23, the week of Washington's birthday. The week was proposed by the Associated Advertising Clubs of the World and has now been endorsed by the retail association.

The merchant delegates were advised to announce the celebration of Truth Week in advertising copy in Sunday papers, Feb. 17, with an editorial, and to carry an inset in the regular weekly advertisement or run small advertising copy daily during the week, emphasizing the importance of truth in the conduct of modern business. Delegates were also urged to co-operate, if possible, with the advertising clubs in their localities in preparations for the celebration.

During the early sessions of the Advertising Group of the Association, the name was changed to Sales Promotion Division. P. H. Black, advertising manager, Wm. Filene Sons Company, Boston, chairman of the constitution committee, pointed out the new name was adopted to allow for an expansion of activities.

Then Chairman Schonfarber outlined in detail the Truth campaign.

The whole purpose of such a campaign, he said, is to show the public the extent to which the "Truth movement" has entered into the conduct of business today, and further to show the people the precautions retailers take to guard against misstatements by employees, who are over-zealous in selling merchandise.

In Providence, Schonfarber said, where Truth Week originated last year, all stores by agreement eliminated all comparative price advertising. Each day was given a different name, signifying one of the major factors entering into the selling of merchandise. Thus Monday was named Style Day; Tuesday, Quality Day; Wednesday, Utility Day; Thursday, Economy Day; Friday, Service Day, and Saturday, Suburban Day.

Tuesday evening Richard M. Neustadt, managing director, Retail Merchants' Association, San Francisco, scored the "over-abundance" of sales, which merchants are everywhere advertising.

"The retailer has been cleared of the charge of profiteering," he said. "But the public is suspicious of the retailers for their extravagant use of newspaper space, their continual juggling of prices and values their seemingly greater interest in swirling crowds than satisfied customers.

"In San Francisco," he declared in closing, "one large store has publicly announced it will not again hold an Anniversary Sale."

Advertising in Sunday newspapers was an important topic discussed by delegates at a smoker, following Neustadt's address.

The question was raised:

"Is Sunday advertising as effective as it was 5 years ago?"

A representative from Providence won applause, when he said:

"I induced our store to advertise heavily on Sunday with the result in a few years, as I showed by figures, our Monday trade was the largest of any day in the week."

The subject of direct mail advertising, used in connection with newspaper advertising, next came under discussion. Opinion was about evenly divided as to its effectiveness.

The question of radio broadcasting as a profitable investment for retail stores was also discussed at the Tuesday Smoker.

Opinion seemed to rule that the method is at present far too expensive. The occasion of the Shenandoah when that giant airship broke loose from its moorings, and the radio station of L. Bamberger Company, Newark, followed the flight, was cited, however, as a time when a department store through radio received an enormous amount of free space in New York newspapers.

One speaker, S. R. Koons, Gimbel Brothers, New York, declared the belief that radio broadcasting should be viewed by stores more in the nature of a service, than an advertisement.

Wednesday morning A. Lincoln Filene, William Filene's Sons Company, Boston, came out strongly on the subject of the impression, said to be existing, that retail merchants were profiteering.

"The thing that is the matter with the retail distribution business is that it has never been sold to the public," he said. "The public is thinking in terms of things that affect them when we sell our goods over the counter. They would like to have them answered.

"We can afford to spend \$1,000 in newspaper and other advertising in this country telling the public what is in their mind about our stores. We have no secrets! Our expenses are all about the same, and we spend money for about the same things, and every man and woman in the country as far as I am concerned ought to know exactly what they want to know about every distributive business in existence."

Mr. Filene pointed out that advertisements of certain retail houses in this country no longer used superlatives or gave any kind of reason for a new kind of sale, and had six anniversaries a year.

Following Mr. Filene, Oswald Knauth, R. H. Macy & Co., told of a new name chosen for artificial silk, "Glos." He said a resolution was to be proposed, urging delegates to endorse a publicity campaign, and possibly a Glos week which will introduce the new name.

"We can swing enough advertising to put the thing through," he concluded.

A speech by Herbert J. Tily, Strawberry & Clothier, Philadelphia, defended advertising vigorously. His address was on: "Can the Cost of Distribution be Lowered and How?" He urged that more money be spent in employing skilled copy writers.

"We all know that skillful advertising

THE OTHER SIDE

"What I want to impress upon you is just where you as managing editors can help. Very few of you, if any, dictate the policies of your papers, but you do dictate the handling of news.

"Don't you think we have all been too prone to give too much prominence to the murderer and too little to the victim of the coward's bullet? Instead of sending a star reporter to interview the man who has just killed another man or a woman, why not interview those who have been made to suffer by the death of a loved one? Let us give word pictures of the sorrow in a home which some cowardly, murdering scoundrel has just entered.

"Why not devote the less space to the murderer and more to the person killed, or that person's family?"

"In Houston, Tex., recently a man killed his sweetheart without the slightest warning and with no excuse on God's earth. The victim of his bullet has been forgotten. The murderer has received column after column of notoriety. In the estimation of some poor, beclouded minds he has been glorified. Women sent him flowers, newspaper reporters printed his every word, and he had more prominence on our first pages than the president's message.

"I know the readers of newspapers grab for such stuff, but should we appease the appetite for criminality or such low curiosity?"

"Isn't there something we can do in our news columns to make the murderer hated and despised, rather than seemingly glorified? Can't we show the cowards in their true light?"

M. E. FOSTER, publisher *Houston Chronicle*, to *Texas Managing Editors*.

as a concomitant of successful merchandising reduces all other costs of the business, especially fixed costs, yet when one has said this he has only told half the story.

"The public has a very definite interest in the development of business through advertising other than its addition to the total cost of retail distribution. It has a most wonderful effect on the prosperity of the community and the economic life of the people as a whole.

"It stimulates demand, which in turn, stimulates production, and the two working together keep the wheels of industry moving with the resultant great benefit to all that makes for prosperity.

"But, we merchants must rid it of its vulgarities, its half-truths and its crudities generally. It is too fine a servant of civilization to be treated carelessly, lightly, and thoughtlessly.

"There is a growing disposition on the part of merchants to look upon page after page of screaming headlines, monumental figures, extravagant adjectives, cheap illustrations as a very harmful practice which is doing violence to the wonderful art which advertising has become.

"Any reasonable advertising bill will be paid by the public for information of value to it, but there will continue to be growing resentment against shouldering the cost of blatant claims for a monopoly in honesty and skill in merchandising."

On Thursday, Bruce Barton, of Barton Durstine and Osborn, New York, advertising agency, addressed the convention, on the subject, "I See by the Papers."

Eleven million morning papers and 19,000,000 evening papers are read daily in American homes.

MAIL UNDER CHARGES WHEN MUNSEY BOUGHT

"Seemingly Serious Irregularities" Alleged by A. B. C.—Munsey Notified, Says No Extra Charge Being Made for Circulation

The astounding fact that the New York Evening Mail was under the charge of "seemingly serious irregularities" by the Audit Bureau of Circulations when it was sold to Frank Munsey for consolidation with the New York Telegram, developed this week through an A. B. C. bulletin announcement, which also revealed the fact that Mr. Munsey was notified of the situation by Stanley Clague, Managing Director, in a letter dated January 25.

The Mail's membership in the Bureau was automatically cancelled, because the Mail had ceased publication as an independent newspaper.

A. B. C. auditor's reports had been released up to September 30, 1922. According to the "Publisher's Statement" for six months ending September 30, 1923, the condition of the Mail was as follows: Total city circulation, 155,681; total suburban, 10,582; total country, 4,100; total net paid, 170,340.

The official A. B. C. announcement said:

"Audit was attempted for year ending September 30, 1923, at same time as audits were made of New York daily newspapers, but owing to seemingly serious irregularities, had not been completed at the time the sale of the Mail occurred.

"Under date of January 25, 1924, the following letter was sent:

"Frank A. Munsey Company,
280 Broadway,
New York City.

Gentlemen:

We learned by this morning's papers that the Frank A. Munsey Company has purchased the New York Evening Mail.

To protect the interests of the Audit Bureau of Circulations, we beg to advise you that yesterday afternoon at 2:30 o'clock, the following telegram was sent individually to Mr. H. L. Stoddard, Publisher, Mr. Daniel Nicoll, Business Manager, and Mr. H. Wagner, Assistant Business Manager:

"This is to notify you that I will be in the office of the Audit Bureau of Circulations at 152 West Forty-second Street until 4:30 this afternoon to receive explanation of seemingly serious irregularities developed during the progress of audit now being made of Evening Mail. I have delayed return to Chicago to meet the appointment with Mr. Nicoll at 2:30. Resignation of Mail cannot be accepted at this time.

Audit Bureau of Circulations,
Stanley Clague, Managing Director.

"In view of these telegrams and in view of the findings of the Bureau at the time the audit was made a year ago, we wish to disclaim any responsibility for any circulation figures made by the New York Evening Mail under the name and authority of the Bureau in the Publisher's Statements from September 1922, to date.

Yours very truly,
Audit Bureau of Circulations,
Stanley Clague, Managing Director."

"The following reply to this letter was received.

"New York City,
February 2, 1924.

We know nothing definite of the circulation of the Evening Mail prior to Mr. Munsey's purchase.

He asked for no statement and none was volunteered.

We are carrying out all Evening Mail advertising contracts on the combined paper—The New York Telegram and Evening Mail at no extra charge for the added circulation of the Telegram.

The Frank A. Munsey Company.

"Because Mail has ceased publication as an independent newspaper, membership in the Bureau is automatically cancelled."

HOW NATION'S PRESS COVERED WILSON'S DEATH

Unparalleled Outpouring of Sympathetic Editorials and Fine Features Follow Sunday Extras in Many Cities—Wires Long Held for Flash—Washington Men Work Under Difficulties.

"WILSON dead."

Two words flashed over international net works of wires from improvised stations near Woodrow Wilson's S street home, Washington, at 11.15 Sunday morning, Feb. 3, set in motion hundreds of huge printing presses which gave the sad tidings to a sorrowing world.

Newspaper offices, usually silent ghosts Sundays, were suddenly galvanized into action.

In magical time extra editions were on the streets, and citizens were informed of the passing of their great war leader.

In New York, just 8 minutes after the flash, the Tribune was on the street. Ogden Reid himself had come down to the office and was in charge of issuing the extra edition. He was assisted by Edwin Logan, night editor.

The Tribune was the only New York newspaper, not printing Sunday, which announced Wilson's death with an extra. The New York Telegram and Evening Mail, which is printed regularly on Sundays, quickly rushed the sad news into type and into delivery trucks for distribution.

The Tribune's extra ran to 20 pages. Half of the front page, and 4 others were devoted to Wilson's death. Included in the columns was a complete biography.

Both the Chicago Tribune and the Chicago Herald and Examiner had news and mechanical staffs on hand ready for the news which was expected at any moment. Within a few minutes trucks were carrying the papers to all parts of the city.

Both of the morning papers made over a sufficient number of pages to carry several wire stories of the former president's death, complete biographies and full pages of pictures of Mr. Wilson. These made over main sections were circulated with all of the other regular sections of the Sunday papers as extras and sold at the regular Sunday paper prices.

The morning papers issued their regular evening street editions Sunday night.

Memphis handled the news of Wilson's death more fully than that of the death of President Harding.

The Memphis Press, which printed one extra on the death of Harding printed four on the death of Wilson. The Press sent its first extra into the street 3 minutes after the flash, and followed with three more, each giving more details, ending with a final extra which contained the complete story. The last edition was circulated in the residential districts Sunday afternoon.

The Memphis Commercial Appeal was also on the street with an extra within a few minutes after the news was received. It contains a good account of the last hours of the former President and many columns of prepared obituary matter.

Extra editions of both of the Chicago Sunday morning papers telling of the death of former President Wilson were on the streets within a few minutes after the news was flashed from Washington.

News of Wilson's death broke perfectly for Boston's morning newspapers. Forcing the inevitable, all of them had a large amount of biographical and other material ready to release.

The Boston Post, which seldom issues extras, claims the record of being first with a special edition containing the news, which saddened entire New England.

In San Francisco the sad news was received at 8.15 Sunday morning. The Daily News was the only paper issuing an extra. It came out at 11 o'clock. The 4 morning newspapers and the 2 other evening newspapers were content with posting a bulletin on office windows. Early editions of Monday morning news-

papers were on the streets at 7 o'clock Sunday evening, however.

The St. Louis Post-Dispatch issued an extra, which was on the streets 15 minutes after the flash, and followed with an edition giving additional details. The extra contained 8 pages, 5 devoted to the Wilson death. This included a 2 page article by Louis Seibold, an appreciation written by George S. Johns, editor of the editorial page, and a page of photographs. The St. Louis Globe Democrat's night edition contained additional details.

Dailies in the Michigan section handled the former president's passing the same as any other news. The regular Monday editions carried the full story.

the most approved manner with every development well in the hands of the men who were giving the news to the world.

The announcement of Woodrow Wilson's serious illness, which came Friday, after two days of disarming reports that he was suffering merely from a digestive attack, was a distinct shock. It took many hours, as hours are counted in the newspaper world, before the Washington corps was in full swing and equipped to cover this new assignment. All the natural difficulties of the "death watch" story—the reticence of the physicians, of the family—actual lack of knowledge of the situation outside of the immediate

which Mr. Wilson died, is not exactly inaccessible, but it is not fortunately situated from the cold standpoint of reporting news of the character and importance that developed. The first day of the death watch found the reporters fighting for telephones and installing ground wires and even field phones to keep in constant touch with their offices.

American Telephone and Telegraph Company wires run over the ground to a large vacant lot within 100 yards of the Wilson house finally served the Associated Press, the International News Service and the New York Times. The operators were placed in a contractor's shanty, equipped with a little old-fashioned stove, where from Friday night until late Sunday they were constantly on the job.

The United Press installed an extension telephone in the furnace room of a residence across the street from the Wilson house and with a relay of men kept open the direct line to their office. The Universal Service had much the same arrangement in the residence of Adolph C. Miller of the Federal Reserve Board, next door to the Wilson house. Telephones in the residence of Herbert Hoover at 2300 S street also were pressed into service, and before the day was half over the connections had been established. The Washington Star tried a field phone. The Washington Post was fortunate to find that their columnist George Rothwell Brown, lived just around the corner, and at night the Post had a relay of flashlight signals which promised to give the quickest service on the news of the death if Mr. Wilson expired in the hours of darkness.

For many of the men on the assignment it was something decidedly new, for strangely enough few big public men die in Washington and the "death watch" is not as frequent here as the general public might believe. The way of dodging the chill January nights was to park in automobiles held on the street curbing for that purpose. As many as ten or twelve lined the street Friday and Saturday night, and the long hours gave the men an opportunity to work out their signals and to perfect the machinery by which they intended to be first with the flash.

During the two days, virtually every man of the Washington corps numbering more than 200, had a hand in the story. Press association men, writers for New York, Chicago, Philadelphia, and other big town newspapers which maintain Washington wire services, and workers for news-selling organizations in Washington, were constantly on the job.

The brunt of the work for the Associated Press fell on Kirk Simpson, Clinton Coffin, Stephen Early, William Bruckhart, Paul Hauptert, Harold Oliver and Francis W. Stephenson, although L. C. Probert, superintendent of the Washington Bureau, directed the staff and was on the scene much of the time.

The International News Service staff in charge of George R. Holmes, consisted of H. C. Reynolds, Harry Ward and Sears Taylor.

For the United Press and United News were A. L. Bradford, Paul Mallon, William McAvoy and Thomas Stokes, with Lawrence Martin and Raymond Clapper taking an occasional hand in the game.

The Universal staff consisted of George W. Hinman, Jr., Cole E. Morgan, George M. Beatty and Philip Orme.

For the Philadelphia Public Ledger and the New York Evening Post, Robert Barry, Edward L. Conn, Ray T. Tucker and Samuel W. Bell kept a 24-hour service in motion.

The New York Times sent James T. Haggerty and Odell Hauser from New York to assist Hal Smith, Lewis Wood, Charles R. Michaels and Rodney Bean



To avoid the delay of telephoning bulletins from former President Wilson's home to the downtown bureau, one correspondent set up a latest outfit on the stoop of the S street residence. A reporter is seen dictating the Morse report from the sick room.

Newspaper readers in Spokane, Wash., did not learn of Wilson's death until Monday morning, the Spokesman-Review adhering to its usual conservative custom. The Walla Walla Union took the Associated Press report Sunday and printed a special edition Sunday.

By SAM BELL

(Washington Correspondent, EDITOR & PUBLISHER)

WASHINGTON, Feb. 7.—When the task of covering the recent illness and the death of Woodrow Wilson fell suddenly upon the Washington newspaper corps, they were engaged in reporting the Teapot Dome oil scandal and its ramifications throughout official Washington.

The Teapot Dome oil story was made to order for the Washington newspaper men. It is the kind of thing they thoroughly understand and handle with amazing speed and certainty. It started in the Senate, the place where most big Washington stories start and spread in

family and the physical problems of working a story from a place not intended to develop news had to be overcome.

In that connection it can be said, however, that Dr. Cary T. Grayson, Mr. Wilson's physician, and an old hand with the newspaper men, did everything within his power to see that the world received correct reports of Mr. Wilson's passing, and that the reporters be assisted on their big job in every way humanly possible. Without Dr. Grayson's patience, his sympathy and understanding of the situation from the angle of the newspaper men as well as the Wilson family, the task would have been more difficult. Virtually all the news came through Dr. Grayson and never once in the days and nights in which he seldom ate or slept did he neglect to do his best to answer all questions, and give complete reports of the condition of the former patient. He talked often without the physician's flair for technicalities, and thus saved the country from a varying report of the passing.

The house at 2340 S street, N. W., in

to cover the story, while the New York Tribune had Carter Field, Emmet Daugherty and Mason Maguire on the job. The World was served by Charles Michaelson, Washington bureau chief; Glenn I. Tucker, Nixon Plummer and Frank Conner. Don Craig, A. J. Montgomery and Thomas Stevenson served the New York Herald and Isaac Gregg the New York Sun.

Men from newspapers which maintain one or two-men bureaus in Washington came and went and some of them like James L. Wright of the Cleveland Plain-Dealer put in the night watches so that their papers got their own story.

The job of covering the funeral proved even more perplexing. At the private service at the house on Wednesday no reporters were admitted, and the Bethlehem Chapel in the National Cathedral where the public funeral was held proved so small that the press attendance was held to 20 men by a decision of the Standing Committee of Correspondents. The committee decided that the 5 press associations, Associated Press, United Press, International News Service, Universal Service and United News, the five local papers, Evening Star, Times, News, Post and Herald, the four New York morning papers, Times, Herald, World and Tribune, the Philadelphia Public Ledger, the Chicago Tribune and the Baltimore Sun should be allotted one ticket each and three other tickets making a total of 20 should be drawn for by other newspapers desiring to have a working reporter on the job. In the draw the Brooklyn Eagle, the Boston Post and Louisville Courier-Journal were successful. The Washington News announced they would surrender the ticket allotted them and the Newark News, which had been drawn after the Courier-Journal, was awarded the ticket.

AD MEN MOURN WILSON

Rankin Pays Tribute to President "Patron of Advertising"

On behalf of advertising men everywhere, William H. Rankin, head of the advertising agency that bears his name, paid tribute to "Woodrow Wilson, patron of advertising."

"For us it is to remember with gratitude that it was President Wilson who was the first Chief Executive officially to recognize advertising through his creation of the Division of Advertising, under the leadership of George Creel and his associate Carl Byoir," Rankin said.

"He went further in his recognition of advertising; for it was his specific direction that it was ordered that all employees of advertising agencies whose work is essential to that agency are exempted from conscription."

"Few advertising men, as we know, took advantage of that exemption, as the various advertising posts of the American Legion can testify, but the gesture remains as striking evidence of how highly the president, who gave his life for peace, regarded our profession. And in this hour of mourning for him and of sharing with the nation the deep sense of loss and bereavement, we of the advertising profession must realize that in Woodrow Wilson's death we have lost a faithful friend."

Columbia Bids for Harding Chair

Alfred Walling, editor, the Spectator, Columbia University, daily, New York, has forwarded a request to J. S. Frelinghuysen, president, Harding Memorial Association, Washington, that Columbia be endowed with the Chair of Diplomacy and Functions of Government of Warren Gamaliel Harding, which has been proposed as part of the memorial to the late President.

Woman Poet's Work Syndicated

Grace E. Hall of Portland, Ore., is perhaps the only woman in the United States holding a regular salaried position as staff poet of a daily newspaper, that paper being the Portland Oregonian. She has signed over rights to her entire output to the Bell Syndicate and the first release under the contract will be made about Feb. 15.

'OFF FOR ITALY'S SUNSHINE



Roy W. Howard, with Mrs. Howard and their two children, Jack R. and Miss Jane, are now in Southern Europe on a pleasure trip. They are shown on the liner Scythia, on which they sailed from New York, January 30.

MISSOURI JOURNALISM STUDENTS ADOPT CODE OF ETHICS

A JOURNALISTIC code of ethics defining phases of journalism and setting forth principles by which a journalist should be guided, made adaptable for usage by a cosmopolitan group, has been adopted recently by the class in newspaper direction in the School of Journalism, University of Missouri.

Students' suggested codes were combined through the process of elimination and assimilation and the following code resulted:

PREAMBLE

Believing that the profession of journalism seeks to serve humanity and that a profession accomplishes its greatest good through persons of integrity and fidelity, the members of the Class in Newspaper Direction, School of Journalism, University of Missouri, adopt the following code of ethics:

The products of journalism—journals for public consumption—if they are to attain their highest usefulness, must have justice as the underlying principle. No journalistic production is just that is not true, unbiased, thorough and accurate.

Furthermore, being a creative and constructive profession that strives for the welfare of the public, journalists should be actuated by a spirit of beneficence.

NEWS

News is a report of the activities of man and nature. It should be impartial, unbiased, thorough and accurate, losing its value when its presentation is offensive to moral sensitiveness of enlightened persons.

News socially detrimental is unfit for publication, but nothing socially advantageous should be suppressed.

The news report should be clean in lan-

guage and thought, without distortion and color, and the headlines should be borne out by the facts within the news article.

News which involves a confidence should not be printed.

Credit should be given to the sources of reprinted articles.

EDITORIAL

Editorial is an expression of opinion, whether as argument, interpretation or comment.

The editorial policy should be independent of power and greed, fearing God and honoring man and seeking social advancement and world peace.

The editorial policy, furthermore, should be firm, fearless, tolerant and open to conviction. It should support issues that promote public welfare and assail those destructive of public interests.

No journal should use its columns for personal controversies, nor should it seek to wreck the business of another to build up its own.

ADVERTISING

Advertising is printed matter that bears revenue to the journal. Advertising should not be sold except at specified rates upon cash payment or on credit when posted in books for that purpose.

Unreliable advertising should not be accepted.

All advertising should be clearly designated.

CIRCULATION

Circulation figures, regularly tabulated, should always be available to the public.

Increase of circulation should depend upon a permanent policy of merit rather than upon special campaigns involving elements of chance or giving of prizes.

HUSHED PRESS WIRES PAY WILSON TRIBUTE

Chattering Instruments Stilled for Two Minutes On Funeral Day—Ochs Pledges N. Y. Times to Universal Peace

Strange silence came to newspaper offices of the United States Wednesday afternoon, Feb. 6, when, at 3.30 the body of Woodrow Wilson was lowered into the tomb in Bethlehem Chapel, National Cathedral of St. Peter and St. Paul, Washington.

As was the case when President Harding's funeral was held, the Associated Press and International News Service for a moment ceased sending news over their wires.

On order of Kent Cooper, assistant general manager, Associated Press, the flash "Taps" was sent throughout the service at 3.30. It reached every state in the country. All wires were idle. All employees remained two minutes in silence.

United Press carried on as usual. This scene occurred in the New York Times office, between 3.30 and 4 o'clock Wednesday afternoon. Nearly 1,000 employees of the paper gathered in a room on the 11th floor. All activity ceased, even elevators. In silence they stood mutely paying tribute. Adolph Ochs quietly stepped on a dias and spoke simply, but with ill-concealed emotion, of the life of Woodrow Wilson.

"So far as I am able," said he, "I want to dedicate the New York Times to the cause for which Woodrow Wilson lived, worked and died, universal peace."

Editors, printers, circulation workers, reporters, artists, pressmen, office workers, then joined in a recital of the Lord's Prayer and the singing of the National Anthem.

Following a proposal made by the New York World, the principal ceremonial in New York marking the funeral was held in Madison Square Garden, under auspices of the Woodrow Wilson Foundation. More than 10,000 attended a simple service of tribute. George L. Berry, president, International Pressmen's Union, representing organized labor, was one of the speakers.

The men who covered the funeral services in the Bethlehem Chapel at Washington were: Kirk Simpson, Associated Press; George W. Hinman, Jr., Universal Service; Ray Clapper, United News; A. L. Bradford, United Press; Odell Hauser, New York Times; Charles Michaelson, New York World; Forest Davis, New York Tribune; Louis Seibold, New York Herald; Robert Barry, Philadelphia Public Ledger; J. Fred Essary, Baltimore Sun; Henry Suydam, Brooklyn Eagle; Charles Ross, St. Louis Post-Dispatch; John Coakley, Newark Star-Eagle; Aubrey Taylor, Washington Post; Ulric Bell, Louisville Courier-Journal.

E. Ross Bartley, Associated Press; George E. Durno, International News Service and Clyde Beals, United Press on the White House detail for their services covered the funeral at the house.

PRESS CLUB PAYS TRIBUTE

National Body Mourns Wilson, 13 Years Club Member

Tribute to Woodrow Wilson, for 13 years a member of the National Press Club, Washington, D. C., was paid by that organization in a resolution passed Feb. 5.

"Woodrow Wilson endeared himself to the membership of this club, not only upon the occasions of his many visits to the clubhouse, but in close professional contact with the members of the corps," the resolution reads.

"The National Press Club will retain the living memory of its distinguished fellow. It is with the conviction that his sterling character and his indomitable courage will be an inspiration to his countrymen for generations that the members of the National Press Club now record their deep personal loss."

RADIO DISCUSSED AS PRESS THREAT OR PROMISE

Broadcasting Now Called Unprofitable But Invention May Alter Situation, While Automatic Radio Telegraphy Portends Revolutionary Methods in News Service Operations.

By MARLEN PEW

SECTIONS of the people of the United States on last Sunday morning heard, by means of radio-broadcasting, the news of the death of Woodrow Wilson, at Washington. How many were listening in during the early morning hours of Sunday may only be guessed, but surely the total number would be only a minor fraction of the citizenship. As usual, it was the newspaper press that informed the whole population of this tremendous news event.

Approximately, fifty newspapers in the United States now operate, directly or through established stations, radio broadcasting outfits. It cannot be said, therefore, that American journalism has lacked vision and enterprise to participate in this wonder in an age of bewildering wonders in the communications field.

To date general broadcasting has had as its only commercial base the manufacture and sale of equipment. Newspapers which have been forward in publishing radio news and feature and have locally broadcast entertainment and information, have attracted the bulk of radio advertising, the lineage becoming interesting to some newspapers. The news service has been unsatisfactory, because the several great news agencies have, except in instances, prohibited the use of their despatches and the local news of Associated Press newspapers has been restricted by the usual safeguards.

The experience of the Detroit News, which claims to have been the first large newspaper to establish a national broadcasting station, has been unprofitable as a commercial venture, according to Lee A. White, representative of that newspaper, who recently informed the New Jersey Newspaper Institute that "radio costs the Detroit News \$150,000 a year, is a splendid service to the public, but we receive nothing in return. We have experienced no increase in subscription, and the advertising returns are negligible."

Mr. White pointed out that the Detroit News radio plant occupies 3,000 square feet of office space and cost the newspaper \$200,000 to install. It requires employment of six radio engineers. He thought newspaper proprietors should profit by the Detroit News' experience, and stay out of radio.

That practical advice again raises the question whether radio is a threat or promise to the established newspaper. As now constituted, there is absolutely no question that radio broadcasting is expensive without counter balancing revenue, leaving nothing for the venture save intangible good will and enterprise prestige.

However, the radio art is highly progressive, as the amazing developments of the past three years have shown.

There is marked advancement at present, for instance, in so-called "wired wireless," meaning that radio impulses may be controlled and directed along wire routes, without any interference with the wire functions. Thus it might be possible to make a second or "phantom" use of telegraph, telephone or electric light wire systems, with controlled radio.

Radio experts are discussing inventions leading to a broadcasting service which could be so controlled as to make it commercially profitable. For instance, use of phantom control over a great city's electric light system. Everyone who has electric light wires might have a receiving outfit which would operate when "turned on" by a key, furnished by the service, for a weekly or monthly charge. No one could listen-in unless possessed of a key.

One promising commercial venture of this sort is now being promoted. It is believed that well known entertainment features can be cornered and new ones developed. On a commercial basis the controlled radio broadcasting concerns

would be able to pay for concessions at ball parks, race courses, opera houses and concert and lecture halls, and so forth. Of course, the promoters also have in consideration the transmission of various grades of news.

An interesting speculation is whether, if this scheme becomes scientifically sound, it is not something which newspapers themselves will sooner or later participate in as local auxiliaries of newspaper plants. The question also arises whether controlled radio will not be used in competition with newspapers, both on

printing machines. The Associated Press has also announced its experimentation with a similar system, and there are other rival systems in the offing.

Considering the huge costs of leased telephone or telegraph wires for Morse transmission of news, averaging perhaps \$12 or \$14 per mile per year, for various hours of the day, and wages of sending and receiving telegraph operators now the highest ever paid, the relative cost of installation and maintenance of the automatic radio systems is amazingly small. A sizable transmission plant, fit, for in-

WHAT ARE THE FUTURE USES OF RADIO BY THE PRESS?

WILL the day come when the average citizen will possess a radio receiver for which he will buy service as he now buys telephone, gas, water, electric light service? Invention tends in that direction. Radio broadcasting by newspapers is now declared unprofitable. Will science make it profitable? Huge volume of telegraph material is soon promised by news agencies through speedy radio telegraph printers.

the editorial and advertising sides, if it is independent of established newspapers.

The organized press has never shown excitement over any threatening aspect of radio, because no matter how much it may be controlled and commercialized, it possesses physical difficulties which, in general terms, makes it a poor competitor for the established newspaper. These difficulties include the impossibility of exercise of the selective processes of the reader—he sits at his radio and takes what is being sent, whether he likes it or not, and he takes the full dose.

With a newspaper the eye skips around on printed pages, selecting that which it desires as food. Who will be willing to sit through a radio reading of crop reports to get a craved baseball tidbit? Will men retire when women's features are being read, and will women turn to the phonograph for relief when tomorrow's racing entries are flowing from the loud speaker? Furthermore, will transportation companies equip their cars with radio to entertain the morning and evening trippers?

Broadcast radio news service is efficient when it deals with fixed, scheduled events. There is no question that radio reporting of a prize fight, ball game, President's speech, is in many respects superior to any reporting possible on the printed page. It is instantaneous. You feel in actual contact with the event. A clever observer tells you more than a reporter could write or a newspaper print. You get color, atmosphere and a sense of miraculous presence.

It is evident that the possibilities of local radio broadcasting run into the newspaper field, and however unprofitable the present stage of the art may be as a newspaper fixture EDITOR & PUBLISHER respectfully suggests that the organized press keep its eye on radio development, looking to invention that will make it as commercial as telephone, electric light, or gas service.

It is in the field of press service that radio promises to show early practical results. For two years, and more, the old dream of automatic transmission and reception of huge volumes of news without the use of wires has been a reality. The great Hearst organization possesses thoroughly tested and practical radio equipment which makes possible the transmission of hundreds of words per minute, over distances of hundreds of miles, with reception in Roman characters on the letter-width tape of standard telegraph

sender. If the news is of great national importance, Newark instantly becomes the news center of the whole nation.

With radio operation, all must flow from central sending stations, and this intimate news exchange feature is lost. The logical answer to this objection is that a possible 85 per cent of the news carried on press wires originates at New York, Washington, Chicago, New Orleans, San Francisco, Seattle and Los Angeles, and points where sending radio plants would naturally be located, and if 85 per cent of the product is being handled with such unprecedented speed and volume as 200 words per minute, the collection of the remaining 15 per cent from "way points" might very well be done somewhat slower than usual by means of long-distance telephone and "overhead" special wiring.

The ideal of a radio press service covering of the country is, of course, state units.

For feature services, such as financial and sporting wire services, where practically all sending is from a few central points, the exchange feature is not involved.

The advantages of owning and controlling transmission services without any dependence upon the crowded lines of the present large carriers, are self-evident, and in the larger, international aspects, independent automatic radio for press communications is today one of the most engaging promises of the future, worthy of the study of the organized industry.

GROZIER DENIES RUMORS

"Boston Post Not for Sale," is Editorial Announcement

Edwin A. Grozier, treasurer, Post Publishing Company, and editor and publisher, Boston (Mass.) Post, has taken occasion to deny rumors circulated around Boston to the effect the Post was for sale.

"The Boston Post is not and has not been for sale for 32 years," he declared in a signed statement appearing on that newspaper's editorial page.

"The large majority of stock in the Post Publishing Company, which owns and operates the Boston Post, is owned by the undersigned and is pledged to anybody or any institution. Moreover, neither the company nor the undersigned owes anybody a dollar, aside from current normal monthly bills."

Camden Daily Changes Hands

William A. Searle, president and general manager, Camden Publishing Company, relinquished control of the Camden (N. J.) Post-Telegram, Feb. 1. The former management, headed by F. F. Patterson, Jr., with Frank E. Albright as managing editor, assumed charge. Searle's company had directed the newspaper since Oct. 1, 1923. Searle leaves newspaper work to attend to other interests.

Glove Industry Plans Campaign

Newspapers are to be used in conjunction with direct mail in an intensive national advertising campaign to stimulate the wearing of gloves, the glove industries' advertising committee has announced. The drive will be conducted co-operatively by the glove industry and allied trades.

Celebrate 75th Anniversary

Publishers of the Hudson (N. Y.) Daily Star gave a dinner to their employees Jan. 26, in commemoration of the 75th anniversary of the founding of the newspaper.

OHIO DAILIES ASK LIBEL LAW REVISION

Appoint Committee to Confer With Attorney at Columbus Meet—
Snyder Re-elected President—
Hooper Secretary

(By Telegraph to Editor & Publisher)

COLUMBUS, O., Feb. 6.—The need of revision of the libel laws of the state and the advisability of editors laying more stress upon the kind of men who are elected to the state legislature, were two of the main points brought out by members of the Ohio Associated Dailies, who held their 39th annual meeting in Columbus, Feb. 4, 5 and 6.

A. E. Bergener of the Cleveland News; W. F. Wiley, of the Cincinnati Enquirer; Grove Patterson, of the Toledo Blade; Harry Taylor, of the Portsmouth Times, and E. C. Dix, of the Wooster Daily Record were appointed as a committee to confer with an expert libel attorney with a view to making recommendations to the state legislature. Action was taken on the matter after several editors had complained of being imposed upon by libel suers.

Roscoe Carle of the Fostoria Times urged the various editors to insist, through editorial opinion, upon the selection of better men in both parties to the legislature. A great stride can be made in this direction, he said if editors will only forget petty jealousies and work for the good of the public at large.

All officers of the association with the exception of the secretary were re-elected for another year at the annual election held the second day of the conference. Officers are: President, R. C. Snyder, Norwalk Reflector-Herald; first vice-president, E. E. Cook, editor-in-chief of the Ohio Group of Scripps-Howard League; second vice-president, George Taylor, Portsmouth Times; treasurer, Alfred Hazwell, Bowling Green Sentinel-Tribune, and secretary, Professor Osman C. Hooper, journalism department, Ohio State University.

Approximately 75 newspapers out of the 130 small city dailies in the state had representatives at the meeting. A committee was appointed to work out plans to get more of the papers into active membership next year.

A resolution in memory of Woodrow Wilson was offered by professor Hooper at the Wednesday morning meeting.

Speakers, Wednesday morning included W. T. Johnson of Findlay, Carlisle Adams of Canton, and Cecil B. Tracewell, president of the Columbus Advertising Club.

Other speakers on shop topics included Roy D. Moore, of the Marion Star; Ralph Peters, of the Defiance Crescent-News, and Frank B. Pauly of the Middletown Journal. Professor Hooper of the Ohio State University journalism department explained the method used in linking up the teaching of the department with actual practice on a newspaper.

Malcolm Jennings, Columbus resident and close personal friend of the late Warren G. Harding, gave a "toast to a departed brother" at the dinner which closed the conference. Karl Bickel, president, United Press, gave an extended account of his recent tour of Europe. He expressed the opinion that the near future will see a decided improvement in the status of Russia and nearby countries. Harry Hershfield, of New York, cartoonist for the International Feature Service, gave a short humorous address.

Speaking on "Editorial Direction" before the meeting of Associated Dailies Tuesday evening, Grove Patterson of the Toledo Blade gave an interesting division of the importance of news. By the great majority, news is read in the following order, he said: obituary notices, weather reports, fires, and domestic entanglements. He declared these four branches to be leaders in popularity, according to personal investigations he has made in Detroit and Toledo.

Mr. Patterson recommended that there

KANSANS LEAVE ROUND TABLE FOR "LONG GROANING BOARD"



Chefs waited impatiently while members of the Kansas Editorial Association paused at the brink of their banquet to have their pictures taken. The banquet was part of the program of the annual meeting of that organization held in Wichita recently. Editors and their wives were guests on this occasion of the publishers of Wichita and the local Allied Printing Trades.

be less display given to news and pictures of doubtful taste and tone than is now the custom by some papers.

Tuesday afternoon the publishers paid tribute to those of the newspaper profession who have died during the year. The report of the memorial committee honored Warren G. Harding, James W. Faulkner, and James V. McCann, and others who have been lost to Ohio Journalism.

Plans for the J. W. Faulkner Memorial Foundation were outlined. Contributions to the fund are being received and about \$8,000.00 is on hand.

The awards in the newspaper contest, chiefly for daily papers in cities of less than 25,000 population were as follows:

Class 6, headed local news—first, Findlay Republican; second, Middletown Journal; third, Hamilton Journal. Class 7, unheaded local news—first, Bowling Green Sentinel-Tribune; Findlay Republican; Defiance Crescent-News. Class 8, symmetrical front page make-up—first, Lorain Times-Herald; second, Hamilton Journal; third, Marietta Register. Class 9, un-symmetrical front page make-up—Wilmington News-Journal; Wooster Record; Defiance Crescent News. Class 10, editorials, Marietta Register; Findlay Republican; Troy News.

J. D. Chamberlain, managing editor, Marietta Register, carried off majority honors, his paper being awarded first place for editorials, third place in competition for the best symmetrical front page make-up, and honorable mention for headed local news.

The Toledo Blade was declared to maintain the best farm page of any large Ohio newspaper, closely followed by the Toledo News Bee and the Cleveland Press.

Awards in group 1, comprising weekly and semi-weekly papers, were announced by Professor Adams at the meeting of the Buckeye Press Association Thursday. They were: Class 1, best local news headed: Norwood Enterprise; Troy Miami Union; Putnam County Sentinel. Class 2, best county correspondence: Medina County Gazette; Mt. Gilead (O.) Morrow County Sentinel; Chardon (O.) Geauga Republican Record. Class 3, best symmetrical front page make-up: Waynesfield Chronicle; West Union Peoples Defender; Marysville Tribune. Class 4, best un-symmetrical front page make-up: Georgetown News-Democrat; Newton Falls Herald; Medina Sentinel.

N. Y. NEWSIES CELEBRATE

Annual Entertainment and Reception Set for February 12

New York's newsboys and newsdealers will hold their annual entertainment and reception at Webster Hall, the night of Feb. 12. Harry Walsh, president, Newsboys and Newsdealers Protective Association, will be master of ceremonies.

An elaborate program has been planned, featuring notochers in sport and theatre circles, including Harry Wills, challenger for the heavyweight championship; Eddie Cantor, star of "Kid Boots," and possibly Jack Dempsey.

Circulation managers of New York dailies who will attend the celebration include: J. M. Annenberg and Abraham Newman, New York Evening Post; James Winters, Telegram and Evening Mail; Louis F. Gautier, the Commercial; Julius Stolz, the Evening World; Claude Sandkam, the Tribune; E. T. Cox, representing Hearst magazines; Ben Bloom, the American; Joe Bannon, the Evening Journal; J. E. Hasenack, Sun & Globe; and Herald; and Charles D. Flanagan, the Times.

TENNIS GROUP BANS "AUTHOR PLAYERS"

National Association Will Class as Professional Members Who Write for "Substantial Compensation," Effective Jan. 1, 1925

The United States Lawn Tennis Association put a ban on "author players" at its annual meeting in New York, Feb. 2, when delegates by a vote of 47,196 to 6,250 favored a resolution offered by the Amateur Rule Committee making it impossible for players to make a business of the sport and still retain their amateur status.

Since a number of players have already entered into contracts for this year, the new interpretation does not go into effect until Jan. 1, 1925.

William T. Tilden 2d, national champion, who has expressed strong opposition to the anti-writing resolution, was not present at the meeting. Most of the opposition to the resolution was voted by Philadelphia, with 4,200-odd votes. Boston also is understood to have voted against the proposition.

The new interpretation of the amateur rule reads as follows:

"A player who writes articles on tennis for newspapers, magazines, periodicals, or pamphlets and receives therefor substantial compensation, pecuniary gain, or emolument contemporarily with his engaging in tennis competitions, violates the said provisions of the Amateur Rule and shall be declared ineligible to compete in tournaments held under the auspices of the United States Lawn Tennis Association. But it is not intended hereby to declare a person ineligible who has for many years been engaged in the business of writing articles as his permanent and only business, and whose income from such business is not substantially affected by his playing tennis."

Tilden and Vincent Richards have been writing regularly for newspaper publication.

TO WAR ON PRESS AGENTS

Wisconsin Editors Fight Free Publicity—Officers Re-Elected

Wisconsin editors declared war on the paid press agent at the annual meeting, Wisconsin Press Association, Milwaukee, January 31 to February 2. All officers were re-elected for 1924. More than 100 editors attended.

Stephen Bolles, editor, Janesville Gazette, lead the attack on free publicity. Newspaper editors constitute a veritable sucker list eagerly used by publicity agents as a dumping ground for their gold bricks, he said, and suggested the editors invest in a liberal supply of waste paper baskets.

Officers re-elected are: John A. Kuypers, De Pere, president; Merlin Hull, Black River Falls, vice-president; Louis

H. Zimmerman, Burlington, secretary-treasurer.

Wisconsin Franklin Club held joint sessions with the editors, electing the following officers: H. C. Hanson, Waukegan, president; F. A. R. Van Meter, New Richmond, vice-president; and Ed C. Goettmann, Oshkosh, secretary-treasurer.

WINTERS GIVEN DINNER

Circulation Manager, N. Y. Telegram and Evening Mail, Honored

James J. Winters, circulation manager, New York Telegram and Evening Mail, was given a testimonial dinner Jan. 2 by his friends and business associates. He was presented with a platinum watch. James Brady, circulation manager, New York City Record, was toastmaster.

More than 300 attended the dinner, including F. A. Walker, publisher, Telegram and Evening Mail; James Hasenack, director of circulation, New York Herald and Sun & Globe; Paul Sargent, circulation manager, New York Herald; and Peter J. Brady, supervisor of the City Record.

Contractors File \$25,000 Libel Suit

Campbellton Graphic Publishing Company, publishers of the Campbellton (N. B.) Graphic, have been made defendants in a suit for libel instituted by the Stephen Construction Company of St. John, N. B. Damages to the extent of \$25,000 are claimed, because of the publication of statements, alleged by the plaintiffs to be derogatory. The case will be heard in the near future.

Revised Journalism Text Issued

A revised edition of "Essentials in Journalism," by Director H. F. Harrington and T. T. Frankenberg of the Mead School of Journalism, Northwestern University, has just come from the press. The introduction to the volume is by Col. R. R. McCormick, co-editor, Chicago Tribune.

Four Cities Want A. A. A. A. Meet

Four cities are already clamoring to be site of the next convention of the American Association of Advertising Agencies, James J. O'Shaughnessy reports. They are: Cleveland, Chicago, Cincinnati, and Louisville. The meet is scheduled for Oct. 7.

Hecht-Smith Fined \$1,000 Each

Ben Hecht and Wallace Smith, former Chicago newspaper men and author and illustrator respectively of "Fantasia Mallare," were fined \$1,000 each by Federal Judge Lindley, Feb. 4. They had entered pleas of nolle contendere to charges of sending obscene matter through the mails.

Every day, everybody, everywhere reads American newspapers.

UNION ENDS PARLEYS WITH N. Y. PAPERS

Publishers Offer Renewal of Present Wages and Hours, but Printers Firmly Demand 6-Hour Day and \$14 Increase

Negotiations were broken off Feb. 1, by Typographical Union No. 6, ending six weeks' efforts to effect a new scale and working agreement with the Publishers' Association of New York City. Offers by the latter to continue the present wages and working hours were rejected by the union committee, which is standing firm for its proposed increase of \$14 a week and the reduction of the working period to six hours, as outlined in EDITOR & PUBLISHER recently.

Official notice of the rupture of the conference was given by the union in the following entry on the meeting of the joint committee last Friday:

"The union's committee, in face of the situation which confronts it at the present time, is agreed that there is no other course left open but to cease further negotiations and await instructions from the union."

Directions are expected from a general meeting of the union February 10, at which the scale committee will report.

Fifty-eight sections of the contract proposed by the union committee have been agreed upon by both committees, subject to ratification by union and publishers. Twenty-one sections are still open, after 27 conferences, totalling 77½ hours. Nearly all the open sections bear on wage questions. Differences which developed in the discussions became marked during the last two meetings.

The union committee asserted that any offer of increased wages must be accompanied by an offer of shorter hours, to which the publishers replied that they would not agree in conciliation proceedings in any reduction in hours.

The publishers then offered to continue the present wages and hours under the new contract. The union countered by requesting the publishers to put in writing their position on each section still in dispute. This the publishers refused to do, taking the position that the minutes recorded the action on all sections not yet settled.

President Leon Rouse of the union then asked what the publishers would offer as a counter-proposal to the union's proposed \$72 for 36 hours of night work.

The publishers answered that in the event that conciliation failed they reserved the right to submit any proposal determined upon in place of sections on which agreement had not been reached, and that they would make no statement as to what they would substitute for such sections.

In two sentences, the situation can be summed up as follows:

The union has not receded from its first demands for a six-hour shift and a wage increase of \$14 over the basic weekly wage now paid.

The publishers have refused to grant any change in the hours in conciliation and have offered renewal of the present arrangement.

MOVE TOWARD OPEN SHOP

Oklahoma City Employing Printers Form Groups to Investigate

Following organization of the Oklahoma City Employing Printers' Association late last month, 16 printing establishments are now seeking to put into effect an open shop plan for employing printers. A committee has been appointed to investigate the feasibility of the project.

Printing establishments making up the membership include the Harlow Publishing Company, the O. K. Printing Company, the Oklahoma Engraving and Printing Company, the Oklahoma Live Stock News, the Western Newspaper Union, the Western Bank Supply Company, the Warden Printing Company, the Walker-Taylor Company, Turnbull-Russel Company, Times-Journal Publishing

An Advertising Creed

By W. G. BRYAN

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I BELIEVE, with one of the foremost Apostles of Advertising, That the first requisite of success is not to achieve the dollar but to confer a benefit—and the rewards will come automatically and as a matter of course.

That when advertising makes a successful sale it must also make a friend. That falsehood makes for friction, while truth is a lubricant.

That the fraudulent withers before the fact.

That righteousness is a form of common sense.

That commerce is eminently a divine calling.

And that business is the science of human service.

I BELIEVE, with one of the foremost Sales and Efficiency Experts,

That Advertising is a Science, and the practice of it an Art worthy of one's best thought and effort.

That it pays to be a Booster always—a Knocker never—and to play the game like a Gentleman.

And that it is better to advocate a good cause with little reward than a bad one with big.

I BELIEVE, with one of the foremost Advertising Writers,

That an Advertisement is great or little as a whole, not because of certain paragraphs.

That men forget the wording in a moment.

That they must not forget the impression.

That the greatest stories are most simply told.

That the story of the crucifixion as told by Saint Matthew is the greatest story told in any language.

And that never was a story told more simply or with less affectation.

I BELIEVE, with one of the foremost Public-Service Corporations,

That "The Voice with the Smile Wins."

That when talking through type, as with the telephone, it pays to remember that the smile on the face, the twinkle in the eye, are invisible to our audience.

That this being so, it is well to try to put the smile and twinkle in the tone. And that a careful choice of words will enhance the value of what we say—never forgetting that scolding is non-productive of quick results.

I BELIEVE, with one of America's foremost Merchants, That if there is one enterprise on earth that a "quitter" should leave severely alone, it is advertising.

That to make a success of advertising one must be prepared to stick like a barnacle on a boat's bottom.

That advertising does not jerk—it pulls. And that the pull, though gentle at first, is steady and increases day by day and year by year until it exerts an irresistible power.

I BELIEVE, with the Associated Advertising Clubs of America,

That truth is the cornerstone of all honorable and successful business—truth not only in the printed word but in every phase of business connected with the creation, publication and dissemination of advertising. That there should be no double standard of morality involving buyer and seller of advertising or advertising materials.

That as Government agencies insist on "full weight" circulation figures, so should they insist on "full-weight" delivery in every economical transaction involved in advertising.

I BELIEVE, with other wise men,

That life is what we make it—and that business is a big part of life.

That unless we are in it to win, it is better not to be in it at all.

And that the man who labors for the love of it is the man who is doubly paid.

That advertising is the fire under the boiler of business, and we must keep these fires hot if we expect to attain and maintain success.

That one step won't take you very far—you've got to keep on walking.

That one word won't tell folks who you are—you've got to keep on talking.

That co-operation is the most far-reaching business word in the English language.

That to live up to its full meaning is to profit by advertising's mightiest power.

And that in advertising, as in all things, success has no foe but fear—no limitations save those that are our own.

That, therefore, courage and confidence and energy in advertising are as sure to win—as sure to bring prosperity to us in the New Year—as the dawn of tomorrow brings a new day.

Company, the Spenny Printing Company, the Smythe Printing Company, the Smith Type Shop, the Rice Print Shop, the Parry Printing Company, and the Industrial Printing Company.

Gathings Walker is president of the newly organized association and J. B. Landers, secretary.

ELECTROTYPERS STUDY SCALES

Committee Meets in Columbus to Outline Practical Cost Plan

Scale committee of the International Association of Electrotypers of America, whose headquarters were recently transferred from New York to Cleveland, were to meet at the office of H. G. Guiteras, secretary, Cleveland, Saturday, Feb. 9, to formulate a simple and practical cost plan for submission to the Western Conference, in Milwaukee, March 15. The committeemen are William Onink, of Buffalo, chairman; Frank W. Kreber,

Columbus, O.; and Fred W. Gage, of Battle Creek, Mich. Mr. Kreber is chairman of the association's cost committee, and the Cleveland meeting is in the nature of joint gathering.

As a starting point for the scale plan the committee will make use of data and preliminary plan developed in the industry two years ago. The committee will seek to improve upon this plan, boil it down to its most simple form, to express certain parts in such a way that the meaning will be brought out a little clearer, and to make such changes and additions as are deemed necessary to present the information and spirit of the plan in the most practical form for adoption by the industry in general.

The scale committee, at a Cleveland session, Dec. 15, 1923, adopted a resolution, requesting members to draw up and present in proof for consideration of the Milwaukee Conference, a new scale approximately on this basis: Basic charge will be an unmounted copper electrotype.

SLEET STORMS PLAY HAVOC WITH WIRES

Wireless Called in When Telegraph Communications Between New York and Chicago Fail—Mid-West Hard Hit

Fierce storms, sweeping eastward from the middle west, completely cut off wire communications between Chicago and New York early this week and made transmission of news between the eastern and western coasts difficult.

Associated Press reports it will be weeks before the service can be returned to normal, since hundreds of miles of poles have gone down under weight of snow and sleet, driven before high winds.

From Monday night until late Wednesday, Associated Press maintained connection with Chicago through a solitary line from St. Paul, which went down Wednesday morning, leaving Chicago in complete telegraphic isolation for several hours.

The East to reach Chicago had to route dispatches from New York to Atlanta, which relayed them to St. Louis. The Missouri city relayed them to Denver, and the Colorado city routed the dispatches back to St. Paul.

A. P. also relied on wireless, broadcasting dispatches from New York to St. Louis, where they were received by the Post-Dispatch station and relayed to the station of the Chicago Board of Trade.

The United States Government also helped in the transmission of Associated Press news. Through permission of the Postmaster General, the coast-to-coast wireless service maintained by the air mail was used, skeletonized reports going to and from Hazelhurst Field, Hempstead, Long Island, to the Great Lakes naval station, Chicago.

United Press maintained service to the coast by routing dispatches from New York to Montreal, where they were carried to Vancouver by way of Winnipeg over wires of the Canadian Pacific railroad and the Canadian Northern. At Winnipeg news was relayed to St. Paul and points south. Vancouver served all west coast points and relayed as far back as Hastings, Neb.

International News Service worked to undo the havoc wrought by the storm by using radio from station KYW, the Westinghouse World Crier, atop the Hearst Building, Chicago. International News Service dispatches, brought from the east coast over wires which had not been affected by the sleet storm, was broadcast in two 10-minute periods every hour.

The Chicago Daily News radio station WMAQ, on the roof of the Hotel LaSalle, was busy until after 2 o'clock Tuesday morning, transmitting dispatches of the Associated Press for morning papers which would have had little news but for radio. Again Tuesday morning the service was resumed for the Associated Press, and intervals were set aside for listening in on messages being sent to Chicago.

The Chicago Tribune News Service, which serves many newspapers between Chicago and the Pacific coast, transmitted its news reports through WJAZ, the Zenith-Edgewater Beach broadcasting station. There was only a slight delay before the dispatches were being transmitted with almost as much speed as under normal conditions.

New Paper Mill for Portland

Recently organized Portland (Ore.) Pulp and Paper Company will build a mill to cost approximately \$1,200,000, according to plans announced last week. Plans for the plant provide for a total of 10 buildings to be fitted with modern paper-making machinery. The mill is to be designed for the manufacture of kraft paper. The company is capitalized at \$1,500,000. Officers are Roy H. Mills, president, J. Kaster, vice president; U. G. Boyer, treasurer; and N. J. Sykes, secretary. It is expected that construction work will be begun in March.

KNOXVILLE SENTINEL SOLD TO TYSON

Tennessee Manufacturer and Associates Buy from C. B. Johnson and Stockholders—Consideration Withheld—Executive Staff Remains

(By Telegraph to Editor & Publisher)

KNOXVILLE, Tenn., Feb. 3.—General L. D. Tyson, a leading manufacturer of Tennessee and Brigadier General, 119th Brigade, 30th Division, A. E. F., and associates have purchased the Knoxville Sentinel from Curtis B. Johnson and associates. Consideration was not made public. Stockholders of the Sentinel, whose holdings Tyson acquired are Curtis B. Johnson, Hugh M. Johnston, D. C. Chapman, Wiley L. Morgan, Frank M. Haynes estate, H. A. Rouser, J. L. Clanton estate, H. L. Baker, A. J. Russell, and E. L. Clark.



CURTIS B. JOHNSON

General Tyson announced he purchased the Sentinel as a greatly-to-be-desired business investment. Organization of the daily is to be unchanged. Mr. Tyson is to be president and publisher, J. H. Moore editor, and Wiley L. Morgan, vice-president and managing editor, and H. A. Rouser, business manager. Mr. Tyson on Feb. 2, disposed of his holdings in the Knoxville Spinning Mills and Tennessee Mills to the Appalachian Mills, and will devote his time to his newly acquired newspaper.

Mr. Tyson was at one time Democratic candidate for the United States Senate. He has been a resident of Knoxville for 31 years. A graduate of West Point, 1883, he served 8 years in the regular army. He was commandant at the University of Tennessee. Later he studied law and entered law practice with the firm of Luckey, Sanford and Tyson, his partners being Major C. E. Luckey and United States Supreme Court Judge Edward T. Sanford. In 1898 he volunteered for the Spanish-American war and organized the Sixth U. S. Volunteer Infantry as its Colonel. For meritorious service he was breveted Brigadier General. After the war he operated the Nashville street railway, acquired the Knoxville Woolen Mills, later converting it into Knoxville Cotton Mills. Subsequently he established the Knoxville Spinning Company and Tennessee Mills. General Tyson volunteered in the World War, and was commissioned Brigadier General of the 30th Division. He went over seas and saw service in several drives.

Curtis B. Johnson, retiring largest stockholder, has served in various capacities with the Southern Newspaper Publishers' Association. He started his newspaper career as advertising manager of the Sentinel in 1897. He became business manager in 1902. He was associated with George Fort Milton in the purchase of the Chattanooga News in 1909, simultaneously acquiring a one-third interest in the Knoxville Sentinel. In 1912 he sold his interest in the News to Milton, purchasing outright Milton's two-thirds interest in the Sentinel. In 1916 he purchased the controlling stock of the Charlotte Observer, where, from now on, he will concentrate his time.

Wiley Morgan, 25 years managing editor of the Sentinel, will continue in the same capacity, and will personally represent General Tyson. J. H. Moore, present editor, and H. A. Rouser, present business manager, will continue in same capacity.

Advertisers invested over \$600,000,000 in American daily newspaper space during 1923.

FOR VALUE RECEIVED— ONLY

"Sears-Roebuck, the great mail order house, has devised another bureau, that of agriculture, whereby they hope to secure space in the various daily papers of the country without paying anything for it.

"Today we received from the Western Newspaper Union a page of what is termed the Annual Agricultural Reviews, featuring the cattle, corn, wheat, and other markets for the year. The newspapers of the country have never been utilized by Sears-Roebuck, and we would suggest that the large catalog that has played a major part in their success, be utilized for this free publicity. We have our own news agencies gathering statistics, and are well able to protect the interests of our readers with definite information upon all of the subjects outlined by Sears-Roebuck.

"If we would step into Sears-Roebuck's place of business in Chicago and ask them for free linoleum or a rug for our new building, we know what the answer would be. Our answer on this free publicity is identical."—Editorial, *Sheboygan (Wis.) Press-Telegram*.

ANOTHER TENNESSEE TRANSFER

Johnson City Staff Purchased by Chronicle Publishing Company

Johnson City (Tenn.) Staff has been purchased by the Chronicle Publishing Company, Johnson City, and effective Feb. 18, will be published from the Chronicle plant.

E. Munsey Slack, former publisher, the Staff, retains the mechanical equipment. He has not yet announced its disposal.



GUY L. SMITH

The Chronicle Publishing Company owns and operates the Johnson City Chronicle, a morning newspaper, founded as a weekly in 1921, and changed to a daily in 1922. They will continue publication of the Staff, an evening newspaper.

Executives of the publishing company are Guy L. Smith, president; Carroll E. King, vice-president, managing editor and publicity director; and W. Gerald Goode, secy-treasurer and business manager. Mr. Slack is the controlling owner of the Bristol (Tenn.) Herald-Courier.

His future plans have not been announced.

Chicago German Weekly Planned

"Weekruf" (The Rally), a German language weekly, will appear in Chicago soon. The purpose of the paper, according to its backers, will be to interest both capital and labor in the "Rathenau doctrine." Walter Rathenau, former foreign minister of Germany and one of the victims of the recent Berlin disturbances, urged the recognition of three factors in production—investment, management and labor.

Merchants Using Handbill Ads

Leading merchants of Lafayette, Ind., are co-operating in free distribution of a weekly four-page handbill, regular newspaper size, presenting the business of the different merchants by advertisements and news stories of the stores. It is entitled the Lafayette Store News. Church and lodge notices are inserted free as well as want ads from families.

Chicago Tribune placed a 4-page ad in the N. Y. Times, Feb. 8, containing stories of successful advertisers.

COAST ELECTRIC FIRM CHOOSES DAILIES

Placing 1924 Campaign in 119 Newspapers in Five States—"They Reach People in Their Homes," Official Declares

PORTLAND, Ore., Feb. 6.—Officials of the Pacific States Electric Company at a recent conference in Portland, announced an extensive advertising campaign to be carried on throughout 1924 in 119 newspapers of Oregon, Washington, California, Nevada and Montana, extending into towns of even 2,500 population and centering in city dailies.

The campaign is a continuation of similar efforts already made by this company, which is the largest distributor of electrical apparatus in the West. The campaign is aimed as a tie-up between the company, electrical contractors, dealers, and the public.

"In the fall of 1921," declared D. E. Harris, vice-president of the company and general sales manager, "the company recognized its responsibility to the public, as well as to the contractors and retailers it serves.

"The public would not accept the contractor or retailer as competent and eager to serve it economically, and the contractor lacked the overriding label with which to identify his service to the public.

"Our company, through the newspapers, went to the public with our 'check seal' program. This solidified the contractors and retailers into a constructive type of service, and it carried a message of this service to the public. That the complete program has been a success is proved by increasing business and particularly by the increase in the average number of outlets being installed per job. I attribute no small part of this success to the ability of newspapers to reach people in their homes and to deliver a message that will be read and understood."

Evans & Barnhill, Inc., is the agency in charge of the campaign.

LYONS TO BALTIMORE NEWS

Leaves Sun to Become General Manager, Hearst Newspaper

J. Thomas Lyons, national advertising manager, Baltimore Sun, has left that newspaper,



J. THOMAS LYONS

and Feb. 4 became general manager, Baltimore News, a Hearst publication. John E. Cullen, publisher of both the News and American since last April, will continue as financial manager of Hearst's Baltimore interests, and publisher of the morning and Sunday American.

Lyons was with the Sun 8 years, where he organized the service department for national advertisers. Before that he was in the advertising department of the News.

He is president of the Baltimore Kiwanis Club.

PULITZER ON FOREIGN NEWS

Reminds Paris Correspondents Responsibilities Have Increased

Newspaper readers in the United States appear to be reading European news with interest, which survives the war, Ralph Pulitzer, president, Press Publishing Company, declared in a luncheon speech before the Anglo-American Press Association, Feb. 6, in Paris. He reminded correspondents of their responsibilities in enlightening public opinion at home. Walter Lippmann, World editorial staff also spoke.

Realization undoubtedly is spreading

that the European situation affects conditions in the United States, Pulitzer said.

Lippmann pointed out the task of the modern correspondent is growing increasingly difficult.

Since the war, he said, the newspaper man abroad is required to deal with political personages, economic movements and financial entanglements in their interrelation.

A MOUNTAIN OF BOOKS

Six Thousand Received, 2,000 Reviewed Annually by N. Y. Times

Nearly 200 new books were received by the book department of the New York Times, during one week, recently, a new high record. The Times claims to receive each year more books for review than any other newspaper in the world. The list totals more than 6,000 annually.

These books come from all corners of the globe—from France, Italy, Germany, Russia, China, Japan and Australia.

Forty reviewers each week write 40 reviews. The rest of the books are discarded, receiving mention only in the "Latest Publications" columns.

To Brooks Atkinson, book review editor, falls the task of picking which book will have the distinction of a Times review.

"It's a hit or miss proposition," he said.

Mr. Atkinson is a young man, beautiful about his age. He was graduated from Harvard, class of 1917. To Editor & PUBLISHER he explained the difficulties of his job.

"Books are chosen for review for their subject matter and news value primarily," he said. "Literary merit is not the first consideration.

"We try to present our readers not merely criticism, but information, so that they will know whether or not they want to buy the book."

Massachusetts Issues Billboard Rules

Highway division of the Massachusetts State Department of Public Works recently made public the rules and regulations governing billboards and other outdoor advertising signs, which it has had in preparation for several months. Under these rules no sign is permitted within 50 feet of a highway. A sign of not more than 32 square feet will be permitted within 100 feet and not less than 50 feet. A sign 12 x 25 feet will be permitted between 100 and 300 feet. Beyond 300 feet the size may be 14 x 50 feet, but this is the limit of size permitted. No billboards or signs are hereafter to be permitted within 300 feet of parks or public reservations. Under the new rules, painting or affixing of any advertising matter upon rocks or trees, or upon fences or poles within 50 feet of a public highway, or upon the walls of buildings will be prohibited.

England Missing Bok Publicity

Interest of the American public and the American government in the Bok \$100,000 peace plan is not shared by England, in fact, scarcely any accounts of the plan have been printed, S. K. Ratchford, London journalist, author and lecturer, said in an address on "England, France and the Future" at the Old South Meeting House forum, Boston, Jan. 27.

Zangwill Condemns U. S. Press

Israel Zangwill, speaking in Springfield recently, declared the press is "the worst feature of America." He said he had been maligned by newspapers "a great deal and often." He scored what he called "an air of 'let it slide,'" which, he said, he had noticed, especially in New York.

Pulp Hearings Continue

E. H. Finlayson, Dominion of Canada forester, and secretary, Royal Commission on Pulpwood, has announced the probable Quebec schedule of hearings as follows: Montreal, Feb. 11, 12, 13 and 14; Quebec, Feb. 18, 19, 20 and 21.

DAILIES DIFFER WIDELY IN DIVIDING LOCAL FROM NATIONAL COPY

Advertising Managers of Representative Newspapers Have No Uniform Rule for Classification, Survey Shows

HOW to determine satisfactorily what is local, what national advertising, is a question which continues to perplex many advertising managers. Hard and fast rules, once adopted, have been found inadequate to cover new situations governing later accounts. A wide divergence of opinion exists among various successful dailies.

Among accounts difficult to define are chain store advertisements such as Regal Shoes, etc., where the store is managed locally, but the copy sometimes is ordered by a national agency.

Automobile advertising, where 50 per cent of the charge is billed to the distributor, and 50 per cent is billed to the manufacturer, is another problem.

The appeal which a piece of copy makes should determine whether it is local or national lineage, according to a District of Columbia daily. Where the appeal is in behalf of general distribution and sale, then it should be rated national; when the appeal is in behalf of strictly localized selling, the lineage should be local, it states.

Just how representative dailies in various states are settling this problem of classification is shown in the answers to the following questions, propounded first by the St. Louis Post Dispatch, and submitted to a list of prominent sectional newspapers:

1. What are the factors determining whether an account is measured as local or national advertising?

2. If one of your local manufacturers places advertising with you through a local agency, is it considered local or national advertising?

3. How do you construe automobile advertising where the copy is ordered by the agency, but a portion of the cost is billed direct to the local dealer?

4. How do you construe the advertising of chain stores, such as Regal shoes or Truly Warner hats, where the copy is received from and billed to an advertising agency?

Replies from the various dailies follow:

Paper No. 1 (Indiana)—1. An account is considered local if it originates within our own local territory.

2. Copy of a local manufacturer placed through a local agency may be classed as either local or national, the choice lying wholly with the agency and their client. If billed at local rates no discounts whatever are allowed.

3. Automobile copy placed on a 50-50 basis and billed to the agency is national; automobile copy placed by the local dealer and billed entirely to him is classified as local.

4. Advertising of chain stores billed through an agency is classified as national; placed and billed to the local manager, earns our local rate.

Paper No. 2 (Kentucky)—1. We consider local advertising such advertising as is placed and paid for by local business concerns. National advertising:

(a) Such advertising as is placed by a recognized agency,

(b) Advertising which is sent to us direct by the national advertiser,

(c) That part of advertising placed by a local dealer, but part of which is paid for by the national advertiser.

2. Though we have no local agencies placing the advertising of local manufacturers, we are of the opinion that we would charge such an agency the national advertising rate.

3. Where automobile advertising copy is ordered by an agency and a portion of the cost is billed direct to the local dealer, we bill the agency for the company's part at the national rate and the local dealer at its local contract rate.

4. Where chain store advertising is billed to an advertising agency, our policy is to bill at the national rate, though there is some question in our mind as to the fairness of such a procedure.

Paper No. 3 (Pennsylvania)—1. Our practice in determining whether an account is measured as local or national advertising has been based purely upon the rate. Business ordered at the national rate is measured and charged as national advertising.

2. A local manufacturer is admitted to our columns at the local rates but in placing his copy through an agency he is not allowed any agency commission.

3. Automobile advertising is considered national even where the billing is divided between the agency and the local dealer.

4. The advertising of chain stores is considered as local.

Paper No. 4 (Texas)—1. We measure all advertising emanating from points outside of the city as national.

2. If local manufacturers place advertising through a local agency it is considered local unless manufacturer has national distribution.

3. Automobile advertising ordered by agency and a portion of the cost billed direct to local dealer is measured in national.

4. Advertising of chain stores, such as Douglas Shoe Company, etc., where copy is received from and billed to advertising agency is national.

Paper No. 5 (Oklahoma)—1. We consider any one located in our city conducting a retail, wholesale or manufacturing plant, as local accounts, providing advertising bills are paid for locally, and the concern is not a branch of a national concern.

2. Local manufacturers receive the local rate whether placed through an agency or not, but we do not allow an agency commission on local advertising.

3. Automobile accounts handled through an agency are considered national. If one-half the bill is paid by the local dealer or any portion of the bill, we consider local business only that which is paid locally. That which is paid by the factory or agency is considered national.

4. The chain stores that pay rent, taxes and operate as retail establishments are considered local accounts. If the copy

comes through an agency at the national rate they are considered national. Some chain stores have an agency prepare the copy but place it from the store. We consider a retail store entitled to the local rate no matter who owns the stock in the corporation.

Paper No. 6 (Mississippi)—1. We in a general view give account of local advertising all advertising that is placed locally and paid for locally.

2. Foreign advertising is that placed foreign by a local agent and paid for from the foreign fields. We make one distinction, and that is all automobile advertising placed through local dealers or through an agency is counted as foreign advertising, whether the dealer pays 50 per cent or the agency pays the entire account. In this connection we would like to go further and state that we believe the advertiser will receive greater benefits and secure the publicity desired if the agency was left to place the entire advertising, schedule same and pay for same.

3. We often find that where the local dealer has placed advertising on a 50-50 basis a greater portion of the copy has never been allowed to appear, as some dealers do not care to pay their 50 per cent of the prorated cost. This is practically true in cases where automobile advertising is placed on this basis.

4. Regarding chain store advertising, in our case this is invariably placed by the local manager and does not go through an agency of this class of advertising and is figured as local advertising.

Paper No. 7 (Canada)—1. (a) Advertising of retail stores and local concerns selling direct to consumer is classed as local. (b) National advertising embraces the advertising of manufacturers and others whose products are distributed by agents or retailers and whose products have general distribution.

2. National.
3. National.
4. National.

Paper No. 8 (New York)—1. We determine national and local advertising, first, upon its receipt from a recognized advertising agency where we allow agency commission and cash discount. This is comparatively simple with us inasmuch as we do not allow agency commission or cash discount on any purely local business. However, if the account is handled in a national way by either local or outside agency, we treat it as national, regardless of where the manufacturer

may be located. This, I believe, also answers question No. 2.

3. Where automobile copy is sent to us by an agency and half of it is billed to the local dealer, we charge half of it on the local basis and half of it on the foreign basis. This is ascertained by a system of check-up we have against our measurement with the local bookkeeping department and the foreign bookkeeping department.

4. We treat Regal Shoe and any other national chain store organization that is handled through a recognized advertising agency, billed and paid for by the agency as national advertising.

Paper No. 9 (Iowa)—1. All advertising originating outside the city is construed as national advertising.

2. Our rate to local manufacturers is identically the same as to all other manufacturers. If a local advertising agency handles an account we allow agency commission. If outside agency handles the account we allow commission.

3. Practically all of our automobile lineage is handled on the basis of 50 per cent billed to the manufacturer at national rate and 50 per cent to the local dealer. Our rate to the local automobile dealer is substantially 85 per cent of our national rate.

4. We construe all retail chain stores as local retail copy and consequently they are entitled to local retail rates. The account must be carried, however, in the name of the local store; we do not bill such business through advertising agencies.

Paper No. 10 (Illinois)—1. An account is adjudged local when the merchandise advertised is of a retail character. The copy must be in the shape of an appeal to the consumer, directing the reader to a strictly retail store or stores.

2. The above answers question number two because unless the manufacturer operates a retail store of his own and advertises as a retailer for a certain specific address, his copy is considered national in character and charged at the national rate.

3. All automobile advertising whether paid for in part or in full by the factory or local dealer, is charged at national rate—no automobile advertising is charged the local rate.

4. Such advertising as Regal Shoes, Truly Warner and other such chain stores operating in this city as retailers, is carried at the local rate. The basis on this being that their merchandise is not for sale in any other retail establishment in Chicago and only for sale in the strictly retail shops owned by such chain stores.

Paper No. 11 (Wisconsin)—1. Determining whether an account is local or national, depends whether the advertiser or the product are of national scope. If strictly of local character and having no interests as a national advertiser, it is considered local advertising.

2. If a local manufacturer has a product of national character, this advertiser must pay the national advertising rate. If on the other hand the product or advertiser is confined to local territory only, we consider that advertising as local.

3. Our automobile advertising rate is flat and happens to be the same as the national advertising rate. If an agency places automobile advertising with instructions to bill a portion to the local dealer, only the part paid for by the agency is measured as national lineage, the dealer's portion being local. The 50-50 arrangement is being overcome by many automobile advertisers through arrangements with their factories, in charging off the dealer's portion of space in accordance with the number of cars which are contracted for and purchased. This leaves the agency free to place the advertising schedule, and we find it to advantage for the reason that it does away with the reselling each piece of copy that comes through a local dealer.

4. We do not pay commission to advertising agencies on our local rates. If an agency places the advertising of a chain store and requires commission, our national advertising rate applies. These chain stores, however, are generally considered local, and like any retailers are entitled to the local sliding scale rates.

CARROLL WOULD MAKE "NATIONAL" APPLY SOLELY TO NEWSPAPER ADVERTISING

IRKED by the persistence of many agency men in terming advertising which appears in magazines "national" despite the fact that many national campaigns are carried out in the newspapers, Frank T. Carroll, of the Indianapolis News, president, Association of Newspaper Advertising Executives, has made a plea for a standard terminology to be adopted by newspapers generally to differentiate between newspaper and magazine advertising.

In behalf of his idea Mr. Carroll says:

"A few days ago I was talking with an advertising agency man who referred to 'national' advertising time after time with no other thought but that national advertising is necessarily periodical publication advertising. He knew that hundreds of truly national campaigns appear in the newspapers but to him 'national' advertising was the synonym for magazine advertising and 'local' advertising was the synonym for all newspaper advertising.

"We newspaper men are needlessly handicapped in the sale of national advertising by this unfortunate terminology. It is surprising to note how many manufacturers and agency men, even among those who regularly place national advertising in newspapers, unconsciously promote the sale of magazine advertising to the detriment of newspapers by the use of terms such as 'national magazine'

advertising and 'local newspaper' advertising. Even newspaper men in no small number contribute in this way to the impression that magazines are the primary national medium.

"It is within the power of newspaper men to counteract this natural advantage of the magazines and with little or no expense. But it will not be easy as it entails a change in habit both upon our part and upon that of advertisers and agencies.

"Here is my suggestion: Let us standardize all of our promotion advertising—trade journal, direct by mail, office advertising, etc.

"1. By the use of the words 'periodical publication' advertising when it is necessary to refer to magazine advertising.

"2. By the use of the term 'national' advertising in referring to national newspaper advertising. It will pay us to forget the word 'foreign'.

"I also suggest that we apply the same rules throughout our offices in personal solicitation of national advertising and in our regular correspondence with manufacturers and advertising agencies."

Mr. Carroll has embodied his ideas in a circular letter sent to the entire membership of the Association of Newspaper Advertising Executives. Hearty support of the move has been voiced by many members in reply.

NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



FRED A. WALKER

"THE most successful newspaper merger I can recall," is the way Fred A. Walker, publisher, New York Telegram and Evening Mail, this week characterized the Munsey consolidation of two weeks ago.

Walker, a newspaper man of 30 years' experience, spoke with authority. He is a newspaper maker with plenty of work at hand these days.

In his office in the remodelled building of the old Globe on Dey street, the telephone continually rings; department heads come in; questions are heard and answered; requests are made and carried out. Walker, at his desk, wearing his hat in approved newspaper style, answers quickly, concisely, and authoritatively. His voice, deep, with the tang of "down East," carries conviction.

The statement regarding the Evening Mail merger, nevertheless, was questioned.

"How about Munsey's Sun and Globe amalgamation?" he was asked.

"My first remark covered that, I believe," he replied firmly, but with a smile. "But, anyhow, it isn't wise to make invidious comparisons with a sister newspaper, is it?"

"The important fact is that the staffs of the Evening Mail and the Telegram were very easily combined. We are rapidly moving all necessary mechanical equipment from the Evening Mail building, to our plant here. Already we have moved 10 linotype machines.

"To get out the larger consolidated newspaper we are now operating 4 octuple Hoe presses at this office and two at the Sun. When necessity requires we also have the presses which were part of the Evening Mail plant."

Such matters of reorganization form only a small part of the present work of this extremely busy newspaper maker. Just to mention a few other angles, there are the negotiations now in progress between the various Unions and New York publishers, Mr. Walker representing all the Munsey newspapers in all labor negotiations.

Certainly, each day for Walker must now be a big day.

"Unfortunately one cannot add to the hours on the calendar," he will tell you in a whimsical way, "and I have always worked the limit—seven days of every week."

For 22 years, almost continuously in the service of Mr. Munsey, Walker has tried to make each day a big day, giving all he has in him to newspaper work. Three years of the 22, he was with Arthur Brisbane on the Washington Times and as editorial assistant to Brisbane on the Hearst publications.

It was Jan. 1, 1902, when Walker commenced this long term of service to one

man and his newspapers. On that date, Munsey purchased the Boston Journal. Walker was night editor of the Journal then, but, under Munsey control, soon became managing editor.

At the time of entering Munsey employ, Walker was already a newspaper man of enterprise and ability. Behind him were 8 years of gruelling experience.

Graduated from Dartmouth College, Class of 1888, he first had spent 6 years, for a while as electrical engineer, then in banking. But neither of these professions appealed to him sufficiently. He wanted action, and in 1894 started down journalism's street of adventure.

The going during the early neophyte years, was quiet enough. He was country correspondent, covering the vicinity around Rochester, N. H., for the Nashua (N. H.) Republican, a newspaper no longer existing.

But an able man is never long hidden in dusty country lanes. Soon Walker was called to the city staff of the Nashua Republican, and very shortly afterwards, progressed to the Worcester (Mass.) Post and to the Boston Herald. For the latter newspaper, Walker became Western Massachusetts representative, with headquarters in the office of the Springfield Union.

One day, while Walker was in Springfield, a curious story broke, which gave him his first chance at an executive desk.

A man died in a little country town nearby. As the coffin was about to be lowered into the ground a mist appeared on the glass just above the supposedly dead man's mouth. Immediately it was thought the corpse lived. What a story! A man, still living, about to be lowered to his grave!

Walker, covering for the Boston Herald, showed such enterprise and wrote the story so cleverly, that A. P. Langtry, who owned the Springfield Union was impressed. He sought out the young Boston Herald correspondent and offered him his first position with a title. True, the title was only that of night editor, but it was a step up.

The man in the country town had really died. The mist was never scientifically explained. Walker, however, is still rather glad it appeared on the glass of the coffin lid.

Once in an executive position, progress was more rapid. It was not long before Walker was managing editor of the Union. Then the larger city, Boston, claimed this young executive who was now prepared to start the long years of Munsey service.

Walker had been managing editor of the Boston Journal for several years, when he was transferred to Baltimore, where Mr. Munsey put him in editorial charge of the News. A year later he went

to the Washington Times, becoming publisher of that newspaper.

When Munsey sold the Times to Arthur Brisbane, Walker remained as editor for two years under the new ownership, a third year as editorial assistant to Brisbane on the Hearst papers. In May, 1920, he returned to the Munsey service as publisher of the Evening Telegram and has been there ever since.

Naturally, one so long associated with Munsey would be his champion. Walker answered all criticisms of the man he calls "a great publisher" emphatically.

"You will find that all insinuations about Munsey high-handedness and the like are 100 per cent. wrong," he insisted.

"Munsey is a man, who, during a romantic and colorful career of hard work has made money. He doesn't care for the ways of the idle rich, or living easily.

"Work is his pleasure. He would rather spend his wealth in creation than dissipation.

"Munsey is a far-seeing business man who never does anything by guess, he always sails a charted course," Walker concluded.

The publisher of the New York Telegram and Evening Mail has evidently made Munsey his ideal. About the walls of his office are Munsey quotations, neatly printed and framed.

One reads:

"There is no mistake so deadly, so damning, as to do nothing, when things are going wrong."

From his desk, Walker brought out another saying, which he said he liked very much. It was:

"There is only one real failure in life. And that is not to be true to the best one knows."

Thus, with this energetic, enthusiastic, apparently tireless man, Munsey, always before him, Walker has proceeded on his long newspaper career.

"Newspaper work is the most exacting work in the world," he says today, "because one never seems able to catch up. A man entering it needs great ambition, backed by great determination.

"The only recipe for success I can offer is that one have a specific object in view and a determination to work hard enough to attain it."

But, having said this, Walker went to the corner of his office, where a large ledger lay. He carried this to his desk and opened it. It was filled with editorials he had written under Brisbane on the New York Journal.

"I wrote an editorial once on success," he said, "and in it there was a paragraph, which I think sums up entirely the meaning of that elusive word and fact."

He gave it to me. And it shall be the conclusion of this story:

"He has achieved success who has lived well, laughed often and loved much; who has gained the respect of intelligent men and the love of little children; who has filled his niche and accomplished his task; who has left the world better than he found it whether by an improved poppy, a perfect poem or a rescued soul; who has never lacked appreciation of the earth's fine beauty or failed to express it; who has always looked for the best in others and given the best he had; whose life was an inspiration, his memory a benediction."

Mr. Walker is married and his wife, Abbie Phillips Walker, is a well known writer of children's books, Harper and Bros., having published twelve volumes of her stories and are making ready to issue two more books this year.

Iowa A. P. Members Meet

Members of the Iowa Associated Press Editorial Association held their annual meeting in Des Moines, Jan. 23. Editors of newspapers throughout the state served by the Associated Press were in attendance. W. H. Powell, managing editor, Ottumwa Courier, is president of the association. Edgar T. Cutter, superintendent, central division, Associated Press, spoke.

There are 2,036 daily newspapers and 547 Sunday newspapers in the United States.

GRIFFITH TO SEATTLE

Hearst Ad Director Now G. M., Seattle Post-Intelligencer

E. C. Griffith, former director of advertising, Washington (D. C.) Herald, and Washington (D. C.) Times, has been named general manager of the Seattle Post-Intelligencer.



E. C. GRIFFITH

Griffith's newspaper career was begun in Fargo, N. D., in the editorial department of a Fargo newspaper. Then followed seven years of work in the Twin Cities and Chicago and Milwaukee. From Chicago Mr. Griffith entered the

department of the Minneapolis Tribune, and from there he went to Grand Forks, N. D., to become advertising director of a paper there. He then spent six years as local advertising manager of the Chicago Daily News, at the end of which time he was appointed western manager of O'Mara & Ormsbee, Incorporated.

After three years in that capacity he was made vice president and western manager for Grandin, Dorrance, Sullivan going to Washington Feb. 1, 1922.

OCHS DEFENDS RICH OWNERS

New York Times Publisher Pays Tribute to Frank Munsey

Adolph S. Ochs, publisher, New York Times, came to the defense of wealthy owners of newspapers when he spoke Feb. 2, at a luncheon of the Foreign Policy Association, New York. Bruce Bliven, who was managing editor of the old New York Globe, and Will Irwin also addressed the association.

Mr. Ochs, speaking extemporaneously, following critical speeches by Bliven and Irwin, said he was disappointed that no one had referred to the freedom from corruption of the American press.

"American newspapers are much better than the readers who buy them," he declared.

"People may differ from Frank Munsey as regards his policies, but no man has more honest or higher ideals of what he considers the public welfare.

"It has been said Frank I. Cobb wrote splendid editorials from an independent viewpoint. It should be remembered it was the rich owners of the World who permitted him to so express his opinions."

Mr. Ochs declared he held no brief for William R. Hearst, "but undoubtedly he thinks he is serving the public as well as I, and nobody can charge him with venality."

The newspapers could do much to avert war Bliven declared by spreading the truth about foreign countries, encouraging a peaceful policy for their own government, telling the truth about the causes, horrible processes and ruinous effect upon all warring countries and encouraging international enterprises which are trying to put an end to war.

PARKER PROMOTED

Scripps-Howard Southwestern Chief Made General Editorial Executive

Appointment of George B. Parker, editor-in-chief, Southwestern group of Scripps-Howard papers, to general editorial executive of all the Scripps-Howard papers, took effect Feb. 1.

Mr. Parker will relieve William B. Colver general editorial manager of the Scripps-Howard newspapers of a mass of detail work.

Mr. Colver's editorial duties remain unaffected and he will continue to direct editorial policies and enterprises. For the present he will continue as editor-in-chief of the southwestern group.

Features that mean
LEADERSHIP
wherever they go!

**READY PRINT
COMICS**

For the first time in years,
Chicago Tribune comics are now
available in ready print form. Either
in eight pages or four pages full
size, or in eight pages tabloid. In
color.

COMICS IN COLORS

8 Chicago Tribune Comics offered in
an 8-page color comic section either
tabloid or full size

- THE GUMPS**
By Sidney Smith
- CASOLINE ALLEY**
By Frank King
- HAROLD TEEN**
By Carl Ed
- WINNIE WINKLE**
By Branner
- SMITTY**
By Beradt
- TEENIE WEENIES**
By W. M. Donahay
- MOON MULLINS**
By Willard
- THE GOOPFS**
By Gelett Burgess

**BLACK & WHITE
Strips**

The Gumps by Sidney Smith.
Casoline Alley by Frank King.
Harold Teen by Carl Ed.
Winnie Winkle by M. M. Branner.
Moon Mullins by Frank Willard.
Smitty by Walter Beradt.

GOOP ETIQUETTE
by Gelett Burgess

**W. E. HILL
PAGE OF COMICS**
in Gravure or Black and White

CARTOONS

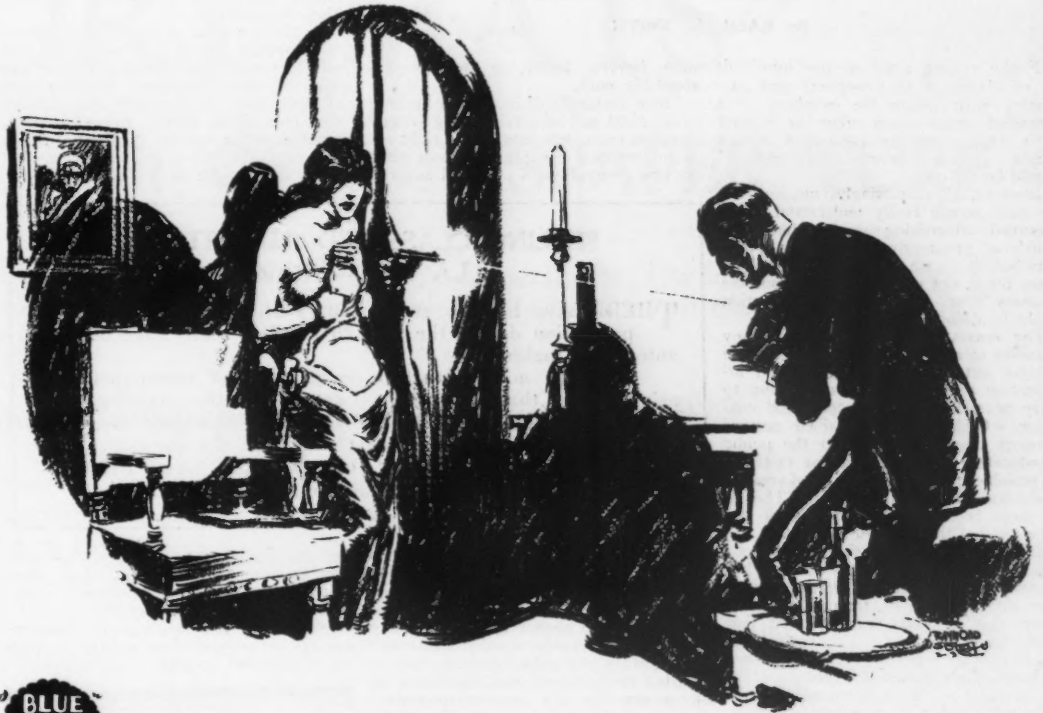
Jahn T. McCutcheon—Carey Orr
Gaar Williams

BURNS MANTLE
Weekly New York Theatre Letter

THE POTTERS
by J. P. McEvoy

GRAVEL PIT PUPS
Raymond Kelly

A WILL PAYNE THRILLER!



SHE managed to strike him . . .
broke away . . . watched him
crumble and fall . . . but she
did not see the hand that fired
the shot. . .

And so a girl of vivid beauty is
charged with the murder of the man
she had intended to marry . . .
precipitating a mystery story as

colorful as any Scheherazade
dished up to stay the kingly ax . . .
situations vibrant with suspense
. . . plenty of action!

The story that unfolds in this new
Blue Ribbon serial has been called
the strangest adventure in the world.
It starts February 17th in the
Chicago Tribune newspapers.

BEGINNING FEB. 17TH *The AFFAIR at OTHMAN'S* A WILL PAYNE Thriller!

Blue Ribbon

FICTION

First Run Work of First Class
Authors

Blue Ribbon Serials for Sunday
(one release a week)

Blue Ribbon Serials Week day (six
days a week)

Blue Ribbon Short Stories—from
8,000 words down.

Well Written Tabloid Short Stories
of 300-600 words

**"MY HALF CENTURY
IN BASEBALL"**

by Chas. A. Comiskey

DR. EVANS

The first and best of newspaper
medical writers

Daily and Sunday

Men's Fashions, Women's Fashions,
Woods and Waters, Farm and Gar-
den, Love and Beauty, Cookery,
Etiquette, Home Harmonious, Lina
o' Type, Sports, Science and Em-
broidering.

LEASED WIRE Service
Foreign—National—Local

PACIFIC & ATLANTIC
Photos

Organized by the Chicago Tribune
and The New York Daily News
25 Park Place, New York

Blue Ribbon Fiction has played a
major part in the dramatic story of
The Chicago Tribune newspapers'
march to circulation dominance.
When you buy a Blue Ribbon serial
or short story you buy the best
obtainable in contemporary litera-
ture—the first run work of first

class authors, backed by effective
promotion material.

The **AFFAIR at OTHMAN'S** by
Will Payne—a typically fine Blue
Ribbon weekly serial—starts a week
from tomorrow—February Seven-
teenth. Wire now for option and
rate!

THE CHICAGO TRIBUNE Newspapers SYNDICATE

Tribune Plant, Chicago

25 Park Place, N. Y.

Buy Leadership!

CLASSIFIED ADVERTISING

The New Public Service

V—"INFORMATION, PLEASE!"

By BASIL L. SMITH

IF the crying need of the hundreds of classified ad prospects and customers with whom the members of a classified organization come in contact each week could be condensed into a single phrase—"Information, please!" would be the one.

It's true, it's surprisingly true, how little most people really understand about classified advertising service like that which a progressive newspaper gives. And here is a case where what they don't know hurts, not only themselves, but the business that a classified organization might be doing with them.

The outstanding requirement of any classified worker is that he or she be able to give out this knowledge of and information about classified advertising to every possible sort of prospect and customer. Giving good classified service amounts simply to this—that the public be educated as quickly and as tactfully as possible to the essentials of result-producing classified advertising. That is all there is to the service side of the business—but that is quite enough.

Explaining and selling the sort of modern, scientific classified advertising that a newspaper provides is even a little more difficult, perhaps, than selling some service that is brand new and that few people have heard of. The reason for this is simple: whereas everyone knows of classified ads (which are thought of by a good many people as "want ads"), only a limited number of prospective advertisers know them as they really are, and of their service development as a public utility under modern methods of promotion. It is a good deal like trying to sell a new and different product under an old and inadequate name. It would be impossible to talk of the automobiles of today in terms of those of fifteen years ago—and it is equally impossible to consider well written, perfectly catalogued classified ads as anything like the old "want ads" of the past. Yet this association persists in the minds of thousands of the people of every city. Classified workers know that they encounter it every day, in every phase of their work. It is this mental prejudice, this illusion about classified advertising, that they have to overcome. And the only way to put it down forever is to explain and to continue to explain the groundwork and the simplicity of this conception of classified service that the newspaper is putting into operation in the community.

When people have grown accustomed to thinking about and doing things in a certain way, it does not follow that they will adopt a better way of accomplishing the same results, immediately upon its being represented to them. It is unfortunately true of human nature that it is slow to put off the old and a little slower to put on the new. This is the realization that should be in every classified worker's mind when he or she is dealing with discouraging conditions. The right vision of classified advertising is the pioneer vision, the forward look that sees the new day of fuller development and lends encouragement to persistent efforts to bring it to hand.

It is not enough for the members of a classified department to have this important information about classified "on tap." If they wait for customers to ask for enlightenment on better ways of getting results through classified, the amount of intelligent service they will be able to render will be negligible. It is the ad taker's and the ad solicitor's job to think for his or her customers, to decide what facts it is essential for them to know and then to present this information in application to their particular needs. The solicitor's part of the transaction amounts to selecting from his knowledge of classified and result-producing tactics that fit the special case at hand. And that is exactly the way in which any professional

man—lawyer, doctor, or architect—goes about his work.

These hundreds of individual instances of the right sort of service being given to classified customers, and of the right sort of information being given them about the new conception of classified advertis-

SELLING CLASSIFIED ADVERTISING A LA 1924—OR 1904?

THERE have been as great changes in Classified Advertising promotion during the past 20 years as there have been in automobile making.

But how many classified departments of newspapers are using tactics that were out of date when the manufacturers stopped making automobiles that opened with a back door?

Mr. Smith, in his article next week, asks the question, "This Is 1924—What's The Date Of Your Classified Sales Tactics?"—and makes many pointed comments on the situation.

ing, all go toward that general education of the public of a city to the outstanding value of a medium. The educational display ads about the possibilities of classified service that appear in a paper every day work effectively to this same end and plant in the public consciousness a growing realization of the importance of the service that the classified organization is equipped to give. But the strong points in this education of the public, the really conclusive arguments, depend on the actual service that the thousands of readers of the newspaper receive when they turn to the classified section to satisfy their needs or when they give ads of their own over the 'phone or at the counter. The classified organization is the beginning and the end of good classified service. On the efforts of its members, as individuals, is based the interpretation of modern standard principles into the terms of the everyday needs of a community. And when they give the best that they know growing reader-interest and results must follow the right building of the perfect medium in a newspaper.

Practically every prospective advertiser needs to be told briefly and tactfully, the foundation on which the newspaper gets results for its advertisers. Full description copy, correct indexing, catalogue classifications, multiple ads, and so on, are points that every advertiser should know before he decides what sort of an ad he will use. When an ad seller explains their practical purposes and advantageous results, the average advertiser is well on his way to being sold the right kind of ads. But this selling of the right ads is not an end in itself, and the adver-

tiser should not be made to feel that way about it, because it is simply a means to the one essential end—the best possible results for the individual advertiser. When an ad taker works with this idea in mind, and impresses it on every customer, all-round satisfaction is most likely to follow.

In the continual giving of this service to individual advertisers, ad takers and solicitors may come to feel that they are workers with little things. But the truth of their cases is that they are workers with one of the biggest things there is, genuine public service to all the people of a city. There's a great difference between doing little things in a little way

New Daily for Alabama

Edward Doty, formerly of Tuscaloosa and Lafayette, Ala., is establishing the Huntsville (Ala.) Star, a new morning daily. He recently announced the following personnel: W. R. Jordan, associate editor; Mrs. D. G. O'Neil, society editor; Thomas J. Bryson, city editor; R. C. Montgomery, advertising manager; D. G. O'Neil, secretary and treasurer; G. B. Langdon, circulation manager, and A. M. Thompson, mechanical superintendent. Publication of the Star is expected to begin some time in February. It will use the wire service of the International News and Universal service.

Press Club to Award Medals

Des Moines Press Club will award two gold medals, one in the police and one in the fire department, annually for heroic and meritorious service during the year. The awards will be made between Jan. 1 and April 1 each year. Judges will consist of one reporter from each of the 3 afternoon daily newspapers, the mayor, superintendent of public safety, fire chief and the police chief.

California Publication Changes

Torrance (Cal.) Herald and Lomita (Cal.) News Letter, published by G. C. Whyte and W. Harold Kingsley, have changed from the weekly to semi-weekly.

Times-Picayune Gets 8-Page Ad

New Orleans (La.) Times-Picayune recently printed an 8-page advertising section, bought by the W. T. Grant Company, which opened a new store there.

Cincinnati Newspapers in 1923

Break all Records for Display Advertising

With 32,107,719 lines of Display Advertising, an increase of more than 3,000,000 lines over 1922, the four Cincinnati newspapers truly reflected the general business activity of their field in 1923.

The two evening papers, published six days per week, carried 18,939,200 lines, and the two morning papers published seven days per week divided the remaining 13,168,519 lines.

In the field of national advertising the evening papers were conspicuously the leaders, the Times-Star with 2,300,137 lines, and the other afternoon paper with 1,670,648 lines, carrying considerably more than two-thirds of the total business.

Every Cincinnati newspaper broke its own best past record, but

The Times-Star's Record of Dominant Leadership Remains Unbroken after Sixteen Years!

Times-Star Total Display 11,710,139 Lines	Excess over Last Year 1,250,732 Lines	Excess over Second Paper 2,192,708 Lines
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CINCINNATI TIMES-STAR

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

Member of Audit Bureau of Circulations

FOR the calendar year 1923, the Baltimore Sun (morning, evening and Sunday issues) carried

32,092,298

agate lines of paid advertising, a gain of 3,075,862 agate lines over the year 1922.

Everything in Baltimore
Revolves Around

THE  SUN

Morning Evening Sunday

“DRY MATS”

RACE HORSE OF NEWSPAPER TURF

By J. Fremont Frey, Superintendent Stereotype Department, The Indianapolis News; organizer for the Stereotypers' Union and acknowledged expert in all matters pertaining to newspaper stereotyping.

From “Newspaperdom,” November 22, 1923

Note—After interestingly describing the evolution of the stereotype mat from the beginning of his apprenticeship on the now defunct Indianapolis Journal in 1878 Mr. Frey writes of the dry mat as follows:—

While we heard occasionally of a mat invented in Germany that dispensed with the drying tables we knew nothing definitely until about 1911 when the country was flooded with samples of the dry mat of German make which were to be molded, then lifted from the form and whatever moisture might be in the mat was to be eliminated by scorching upon some heated surface. Unfortunately these mats reached most of us in a “bone dry” state, which with the tough fibre of its makeup made it a very refractory molding material.

With many other stereotypers who attempted to use these mats with little or no success, I used all the natural expedients of placing them in contact with damp blankets, between moistened sheets of paper and hurried sponging with water direct, but all of these methods were only partially satisfactory.

One circular suggested keeping dry mats in a “cool damp place” and I placed our first shipments in a local cold storage plant. Another suggested placing them in a zinc-lined box with damp blankets. None of these methods brought the success we were so glowingly led to believe could be accomplished. The mats became too wet in spots while streaks remained as dry as before, the wet spots molding too deeply and the dry ones took but little impression with the result that plates cast from these mats gave crude, smutty, printing effects.

I increased pressure on my molding machine until it broke. This occurred twice. I

then came to the conclusion that dry mats could not be molded dry nor could satisfactory results be accomplished with the suggestions for direct moisture, i.e., placing mats in direct contact with watersoaked blankets or paper as recommended by the importers.

During the month of December, 1911, or January, 1912, the idea occurred to me that if dry mats could be humidified to the state of a properly conditioned cigar results might be different. I made several experiments and, finding that dry mats could not be humidified in the mass, introduced a separating device in my Dry Mat Humidor which did the trick and solved the dry mat. I immediately put it into service, leaving mats in the Humidor for 24 hours. The results were perfect and from that day to this the idea of humidifying the dry mat instead of applying moisture by direct contact has been generally accepted as the solution of the dry mat problem.

One of the Cleveland, Ohio, publishers, attending the Publishers' Convention held in New York in 1912 saw my dry mat *News* exhibits brought to this meeting. He was deeply impressed, wanted to secure the same results on his paper and induced me to place my Dry Mat Humidor on the market which I did.

The dry mat is the race horse of the newspaper turf and imagination halts in finding a better or still speedier method. Not only is it a time-saver, but it has met the requirements of half tone reproduction. It still has room

for improvement in letter press blacks, the solution of which lies in a facing that will obliterate fibre lines, but great advance has been made in this during the past two years and I think upon this perfection, which must include positive dependability for numberless easts, depends the future exclusive use of the dry mat on this continent.

I believe at least half of the American newspapers where four or less easts are required are already using dry mats exclusively. This large use, so early in the game, is due not only because the dry mat is practical, but because it rids the stereotype room of its hot and dangerous steam tables. With this splendid start it can be seen that its general use is near and is up to the dry mat itself.

In conclusion, permit me to refute the prejudice against dry mats with which many stereotypers are charged by certain interests. Having met brother craftsmen from one end of the country to the other, I insist they are the most progressive artisans in the printing trades. They welcome new ideas and go the limit to assist in developing them, but they resent any effort at coercion or having some of these ideas crammed down their throats without the opportunity for individual study and experiment.

The dry mat is here to stay, it deserves to stay, and every stereotyper will adopt it sooner or later, but he will do it his “own way and in his own good time.”

Mr. Frey has given the dry mat intensive study and knows whereof he speaks.

His dry mat humidor for conditioning dry mats was the first to appear and was the forerunner of the more modern and improved humidifying apparatus now in general and successful use.

When Mr. Frey concludes his article with the positive declaration that the dry mat is here to stay and deserves to stay he has, to borrow the language of a celebrated American lady who was once called upon to receive visiting royalty, “Said a mouthful.”

WOOD FLONG CORPORATION
501 FIFTH AVENUE NEW YORK

"ADVERTISING NEEDS MERCHANDISING TO SELL GOODS"—HINDLE

By ROSALIE ARMISTEAD HIGGINS

THE list of advertising agencies in New York City is long and imposing, even alarming one might think if one wanted to start an agency of one's own, but it did not frighten John C. Hindle, member of the firm of Groesbeck, Hearn & Hindle, when he decided to go into the agency business not quite two years ago, with Kenneth S. Groesbeck and Alfred S. Hearn as partners. During 1924, this firm will do approximately a million dollars' worth of business, and it will not celebrate its second anniversary until Feb. 11. A great part of its success is due to Mr. Hindle who occupies a conspicuous place among the younger advertising men of New York.

John C. Hindle is a native of Syracuse, N. Y., and he was born April 3, 1893, so success has really come to him quite young. When very small, his family moved to Newburgh, N. Y., and from there to Baltimore, Md., where most of his boyhood was spent. His first experience in the business world came during vacation, after he left high school, when for several months, he sold shoes. This contact with people gave him a taste of merchandising, and a glimpse into the field of advertising and it was then he decided the advertising business was the vocation he wanted to follow. He attended New York University, where he majored in advertising and selling and in research work, and on leaving there in 1914, he obtained a position with the H. E. Lesan Company, of New York.

He showed aptitude for the advertising business and was advanced rapidly. Three years later, in 1917, he was space buyer of that concern. In 1918, he resigned to enter the army, and do his bit in the World War. In March 1919, upon leaving the army, he returned to the H. E. Lesan Company, and resumed his former position of space buyer. He remained about a year, then resigned to become associated with the Harry Porter Company as space buyer and office manager. He remained with that agency until he founded his own business.

Mr. Hindle was just leaving the city on a business trip for one of his clients, when approached, and had only a few minutes in which to talk.

"What phase of the advertising business do you like best and why," was the first question asked him. His reply came instantly.

"I am interested primarily in that part of our business which has to do with the actual merchandising and selling problems of the various products of our clients. Of course I shall always have a keen interest in the buying of space

because that was my work, and still is to quite an extent. I don't think I shall ever want to relinquish it entirely because I have made so many good friends through my contact with the newspapers and magazines throughout the country. In merchandising and selling a product, however, you get to the heart of the problem. In this connection, there are several things that must be first considered.

"A manufacturer makes what he thinks in the finest product of its kind in the world. He shows it to his friends and they compliment him. But how does he know that it will be accepted by the majority of possible consumers?

"That is why we believe it essential to test out a product thoroughly before very much money is spent on large plants or in a sales and distributing organization, to say nothing of the advertising. Consumer tests bring out many valuable points such as commercial possibilities of the product, sales appeals, and very often show the correct advertising approach. Very often, we find that such tests are valuable for products that have been on the market for a considerable time. It is a well known fact that thousands of dollars have been spent on sales work and advertising of various products before the right appeal has been found.

"Then to advertise a product is not all that is necessary," Mr. Hindle was next asked.

"I am glad you asked me that question, because it brings out a point which I wish to emphasize," said Mr. Hindle. "We believe strongly in the fact that advertising is only a sales adjunct because though a product be well advertised, if it has not been properly merchandised, it will very seldom have as good results as it should. It must be properly merchandised to the trade and to the consumer. It is sometimes impossible to test out a product, because every product does not lend itself readily, but where it is possible we always recommend it.

"Some of the merchandising departments of the various newspapers have been of great assistance to both the advertising agency and the advertiser. Jobbers and distributors all over the country have come to realize the value of advertised products. This has come about particularly through the work of the newspapers and also because the jobbers have come to realize the value of an advertised brand. The dealer knows that an advertised article has cut down his cost of doing business. The purchaser is already sold when he comes into the store to buy some particular product."

Fire Levels Ontario Plant

Building and plant of the Norwood (Ont.) Register were totally destroyed by fire Feb. 3. The Register celebrated its 50th anniversary three years ago. Publication will be promptly resumed in a new plant.



JOHN C. HINDLE

A. A. C. W. MEN INSPECT LINER

Luncheon Held on Official Carrier Tyrrhenia in North River

Jesse H. Neal, secretary-treasurer, Advertising Clubs of the World, assisted by some of the leaders in the Truth in Advertising movement in the greater city, made an inspection on Thursday of the new Cunard liner R.M.S. Tyrrhenia at the Cunard pier, North River, Manhattan.

The Tyrrhenia is under charter to the Associated Clubs to carry the overflow from the Republic of the U. S. Lines, the latter ship being under contract to carry the general headquarters' staff of the associated clubs and about 700 delegates who are going to London to attend the big International Advertising Exposition at Wembley, July 14 to 19. The Tyrrhenia will maintain the same schedule as the Republic, arriving on the other side so that the delegates may reach London on July 12.

The Tyrrhenia, as a one-cabin ship, will have accommodations for about 500 delegates and friends. Other reservations have been made on the Leviathan. Total reservations to date number close to 1,300.

Captain A. H. Rostron, executive officer of the Mauretania of the Cunard line, presided at a little luncheon on the Tyrrhenia given by Cunard officials in advance of the inspection. Those present including Mr. Neal and Cunard officials were the following: Rose Stewart, Fritz J. Frank, A. C. Pearson, M. C. Robbins, James O'Shaughnessy, Frank Presbrey, James S. Martin, William J. Betting,

Frank L. Blanchard, Louis Wiley, Jesse H. Neal, Edwin F. Scott, Fred C. Hunt, James W. Brown, R. W. Lawrence, John Sullivan, Earle Pearson, Robert Ramsey, Malcolm Muir, John Chas. Oswald, Chalmers Pancoast, A. E. MacKinnon, H. L. Schwartz.

WORLD STAFF FROLICS

Sullivan Burlesque Staged at Annual Dinner, Feb. 2

More than 200 present and former members, editorial staff, New York World, met for the annual dinner, Metropolitan Hotel, New York, Feb. 2.

A burlesque, entitled "The Rymans Follies," written by Frank Sullivan, special writer, was a feature of the program. In the cast, Allen F. Reagan played the part of "Herbert Bayard Swope," Henry Pringle, "Jim Barrett"; Eddie O'Toole, "William Preston Beazell," and Harold W. Belcher, "Jim Clanson." Eddie O'Toole and Fred Benham acted in a skit, "Mr. Anderson and Mr. King."

Tageblatt Buying American News

For the first time since the war Germany is receiving news from the United States through an American wire news organization. Berliner Tageblatt is now carrying the cable report of Universal Service.

Newspaper File Brings \$840

A file of the Daily Victoria Gazette, Vol. 1, 1858, the first newspaper printed in the Canadian Northwest, was bought on order for \$840 at a sale held at the Anderson Galleries, New York.

Who's Who in the CONSOLIDATED PRESS



GEORGE T. HUGHES

GEORGE T. HUGHES writes the daily dispatch covering the New York Bond Market for the Consolidated Press Association.

Mr. Hughes is in close touch not only with the trading on the Exchange, but with transactions in the outside markets where the large blocks of bonds are bought and sold for banks and financial institutions. All the Liberty Bonds bought for the British Government were accumulated in this outside market. No other dispatch on the bond market attempts daily to cover as extensively this important phase of bond trading.

Readers of the dispatches of George T. Hughes have been kept accurately informed on new securities as well as on the conditions underlying the investment markets as a whole, such as the outlook for money rates and the latest available statements on earnings as affecting specific securities.

George T. Hughes is the foremost expert on the bond market in America and to have his dispatches in your paper is a mark of distinction.

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



CLARENCE

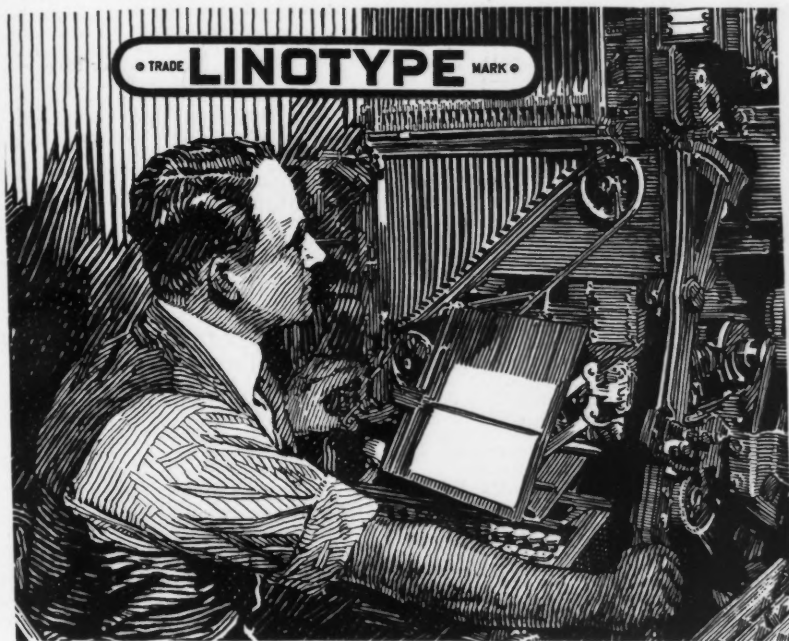
By CRAWFORD YOUNG

La Patrie, Montreal, Quebec, is the new paper this week.

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

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

THE LINOTYPE USER IS KEPT AHEAD OF THE PROCESSION



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

Multiple Distribution

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

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

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

MORE THAN 47,000 IN USE



THE MACHINE THAT LASTS

Mergenthaler Linotype Company

29 Ryerson Street, Brooklyn, N. Y.

SAN FRANCISCO

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NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World

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

THE MAJOR MARKETS OF AMERICA

A New and Exclusive EDITOR & PUBLISHER Service
to Space Buyers

XV—TOPEKA—City of "Class" and "Tone"

By HARRY R. DRUMMOND

WAY back in the pre-historic days of Kansas, when Kansas was a territory, knocking for admission to the Union, a band of abolitionists went from Boston and established Topeka.

Being from Boston they naturally knew practically all there was to know about narrow, crooked streets and, having practically unlimited space in which to work, they platted the city due north and south and due east and west, and made streets wide enough to accommodate traffic for many generations to come.

It may, perhaps be stretching things a bit to say that these hardy, highly emotional, deeply religious zealots from Boston foresaw the automobile traffic of today, but it is a fact that Kansas avenue, Topeka, as designed by them, and as it stands today, can accommodate two lines of automobiles parked on the bias, one on either side of the street, two street car tracks and four automobiles, all at one and the same time, without crowding the mourners, so that, while, commercially speaking, Topeka is a one street town, that street is some street.

Kansas pioneers, settling elsewhere than Topeka, as they prospered, became hectic with political ambition and, as they were elected to the legislature, put their farms in charge of tenants, or sold out and, after serving their county or senatorial district with honor and distinction, settled down "in the city" and joined the Country Club.

The Bostonians, fondly remembering Harvard and Wellesley, were responsible for Washburn College and Bethany College, and Kansas boys and girls were given superior educational advantages at Topeka—educational advantages which attracted Kansas fathers and mothers from all over the state, brought them to Topeka to educate their offspring. This early made Topeka the financial, political and social center of the great and sovereign state of Kansas.

Having successfully settled the Free State proposition and having had Kansas admitted into good and regular standing in the Union, Topeka settlers interested Boston capital in a plan to build a railroad, linking this young city to civilization.

In doing this it was naturally arranged to have the general offices and shops of that railroad at Topeka, and Topeka became the headquarters of the Atchison, Topeka and Santa Fe Railroad, the name Santa Fe being used to indicate western objective which might be reached some time.

Beginning as an asset, the Santa Fe Railroad finally became a liability, but later switched back to the asset side of the ledger and today the Santa Fe pay-

master blithely distributes \$1,500,000 each and every month to Topeka employees in the form of wages, salaries and remuneration for services, more or less valuable, but, under present wage arrangement, darned expensive.

In Topeka's suburbs and outlying districts stretch many square miles of the richest, finest farming land to be found anywhere—not even excepting Vermont, and that land has been settled by the greatest aggregation of profligate, poor farmers possible to find anywhere—farmers who are successful and well to do in spite of what they do not do, rather than because of what they do.

Topeka is, and always will be, the political center of Kansas—a more or less doubtful honor—for Kansas legislators have perpetrated some of the biggest fool legislation that has ever been foisted onto a long suffering public.

But the uplifting influences of the founders is to be observed everywhere in and about Topeka. It is one of the prettiest, most moral, best educated and most refined cities in the country.

Long known as a "tony" town, with a superabundance of "class," Topeka is extremely jealous of the little niceties and social usages which are frequently more or less of a matter of imagination in other cities the size of Topeka.

By the way, in 1920 Topeka had 50,053 people, 70 per cent being native born white, 14 per cent foreign born, and 16 per cent colored. There now are 54,000 people in Topeka, living in 13,400 homes, 6,400 of which are owned by the occupants.

There are 6,800 wage earners, and the average income per family is \$2,600 annually or \$50 a week.

Topeka people own 8,600 automobiles and these cars have 120 miles of paved streets to glide over within the city limits—well paved, wide streets, not to mention 7 miles of paved alleys—and a Topeka alley is wide enough to be called a boulevard in Boston.

There are 39 miles of street cars in Topeka—rides two for 15 cents. Eighty-six passenger trains a day on the Santa Fe, Rock Island, Union Pacific and Missouri Pacific railroads carry people in and out of Topeka.

Buses run north, south, east and west from Topeka and contribute materially to the "local" shopping public spending real money in Topeka.

There are some paved roads leading out of Topeka in each direction, and the dirt roads are no worse than dirt roads found elsewhere—which is a doubtful compliment—but Kansas people are used to them, and use them frequently and freely.

The retail trading area to Topeka ex-

tends some 30 miles north and east, fully 75 miles west and south, embracing some 130 towns and 165,000 people, mostly farmers who, as said before, are mighty comfortably well off, and could be a whole lot better off if they would farm even half as carefully and industriously as do the farmers of, say, Lancaster or York counties, Pennsylvania.

At that the people living within the trading territory, own 19,000 automobiles.

Within the trade radius are some half dozen millionaire farmers and stock men—big men who have really worked their farms and merchandized their crops, demonstrating what can be done by good management in Kansas.

There are 546 stores, large, small and medium in Topeka. Crosby Brothers Company is the largest and best department store in the city—the Altman in point of class. Warren M. Crosby Company is second in size and quality. The connection between these two establishments may be explained by saying Crosby Brothers Company was established by E. H. and W. T. Crosby, of Louisiana, while Warren M. Crosby was from Boston, Mass.

Pellitiere's is third, Scott and Company fourth, and J. E. Crockett fifth, both in class and volume. Collectively these stores sell some \$6,000,000 worth of goods annually.

The Santa Fe's monthly payroll of \$1,500,000 approximates one-half the payroll distribution of Topeka, making some \$3,000,000 paid out in wages in Topeka each month, most of which goes through the stores in payment for necessities and luxuries for Topekans.

Manufacturing is not highly developed in Topeka. There are two fairly pre-

tentious packing plants, one of which specializes on poultry and eggs; C. Eagle's famous "Silver Statue" hams are made in Topeka and smoked all the west, but Topeka is a railroad agricultural town, by and large, and extremely rich farming country surrounding it, and largely imbued with Boston idea of living—sanely, contentedly, comfortably and happily.

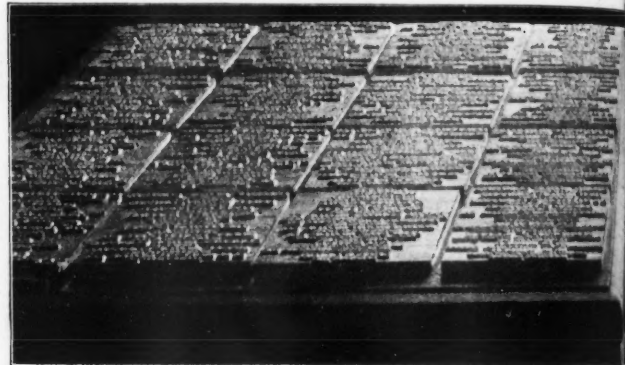
There has, for the past 40 years been crying need for a good hotel in Topeka. The only change in the National Hotel, Throop, relics of the past, is the change in rates, and they have changed mendously.

Kansas avenue, some three miles long, is about the best "Main Street" anywhere, in any city near the size of Topeka.

And, in conclusion, let it be said while Topeka is not the largest market it is a market too large to be overestimated by anyone.

Penton Resigns as Publishing Chief

John A. Penton, president, Penton Publishing Company, Cleveland, Ohio, who recently erected a \$1,000,000 printing plant and issues several international circulated trade publications, one of which is a daily, has resigned and has been elected chairman of the board. A. O. B. Penton succeeds to the presidency. Mr. Penton will continue active in his publishing business. Charles J. Stark, editor of Trade Review, another Penton publication, was made vice-president; H. Power, editor Power and Boating, a Penton magazine, was elected treasurer. H. Cole Estep, London representative, was made a director.



Ninety-six of the Thousands of Imprints all in big Caslon Faces*

UNLIMITED DISPLAY TYPE WITH THE LUDLOW

FROM 60 POINT DOWN

YOUR type equipment fixes the limit of your advertising. You can't make much of a spurt. Special issues must be carefully calculated, or you're stuck. With the Ludlow in your plant, all this is changed, because the Ludlow System gives you an abundance of bright new type-on-slugs in any style or size needed.

Unlimited type supply in every font enables your good compositor to "spread himself" and produce display effects of surprising effectiveness and beauty. With tons of standing forms up in advance or held over, his type supply is still 100 per cent—and without buying, precasting or storing a single pound of type.

*The stone full of Ludlow slugs in the illustration above shows 96 out of nearly 4,000 imprints set in 48, 42 and 36 point Ludlow Caslon and Caslon Italic. The illustration represents only about one-thirtieth of the space needed to hold the slugs. You, too, can have unlimited type supply with the Ludlow.



Ludlow Typograph Company

2032 Clybourn Avenue

SAN FRANCISCO:
Hearst Bldg.

Chicago

NEW YORK:
606 World Bldg.

Circulation Structure
**Ask the Publisher who
has taken my service.**

Louis T. Sparks
THE COURIER POST
Hannibal, Mo.

knows and will tell
Clifford Hewdall
ASAA (LONDON, ENGLAND) CPA (INDIANA)
ACCOUNTANT & AUDITOR
33 WEST 42ND STREET
NEW YORK CITY

Income Tax

System

Auditing

DOES THE PONY AUTOPLATE MACHINE

Make Plates Rapidly?



BUSINESS DEPARTMENT

The Akron Press

The Greatest Newspaper in One of Ohio's Greatest Cities

October 13, 1923

Answer: "I have kept an accurate account of our plate production, and here is the record of what a PONY AUTOPLATE MACHINE has done in this office every day this week: it has averaged 58 plates in 45 minutes. One man did everything."

J. J. Metker,
Stereotyper

WOOD NEWSPAPER MACHINERY CORPORATION
501 Fifth Avenue, New York City

The Trademark of Readability

"By United Press"

TWELVE million subscribers of nearly one thousand American newspapers regard "By United Press" as the label of accurate, interesting and well-written news.

UNITED PRESS

WORLD BUILDING



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By United Press
Washington, Jan. 31.—American warships today returned to "guard duty" off Vera Cruz.

Bridgeport, Conn., Feb. 2.—(U. P.)—Fire today destroyed the paint shop of Edging-Broth...

LOS ANGELES, Feb. 2.—Two Americans, both of California, are being held for \$10,000 ransom by Mex...

CHICAGO, Feb. 1.—Rev. Carl D. Case, pastor of the First Baptist Church...

(By United Press)
Des Moines, Ia., Feb. 1.—(United Press)—Demand for a senate investigation of the state insurance de...

By United Press.
Fort Worth, Tex., Feb. 1.—High financing by Mohareb Harb, 26, ended today with his arrest here...

DAVENPORT, Ia., Jan. 31.—"I want him, and I'm going to get him, dead, or alive. We can't go far or so far but what I'll..."

(By United Press)
MADISON, Wis., Jan. 30.—Gov. Governor John J. Blaine has demanded the resignation of R. G. Sharp, member of the Board...

BY ED L. KEEN
General European Manager United Press
LONDON, Feb. 1.—Great Britain today recognized the soviet government of Russia.

(By United Press)
LITTLE ROCK, Ark., Feb. 1.—Three men and murderers awaiting elec...

By United Press.
INDIANAPOLIS, Feb. 2.—The "Red" movement in the United States suffered a crushing defeat...

London, Feb. 2.—(British United Press Cable, by Harry N. Moore.)—The result of the by-election in the...

(By United Press Printer Telegraph)
Washington, D. C., Feb. 1.—Former President Woodrow Wilson, who served as the nation's chief during the World war, is near dea...

(By the United Press)
Floral Park, L. I., Feb. 2.—Two negro were killed and three others...

By LAWRENCE MARTIN
WASHINGTON, Feb. 2.—"I am ready" With these words on his lips, Woodrow Wilson, who was first...

By BETTY EDWARDS
Written for the United Press
Washington, Feb. 2.—Not even the reception accorded to her during the peace conference and in the capitals of the great Allied powers would have been sufficient to recompense Mrs. Woodrow Wilson for the years of tragic anxie...

By HENRY L. FARRELL,
United Press Staff Correspondent
New York.—For a young fellow trying to get along and learning Johnny Dundee, the only double title holder in the business, does surprisingly well. ... 15 years he ha...

By United Press
Cledo, O., Feb. 2.—Former Mayor Joseph Unger, who with 24 residents of Tiffin is on trial in federal court charged with operating an alleged "million dollar ring," denied the existence when he took the...

(United Press Leased Wire)
Madison, Wis., Jan. 30.—Willetta Huggins, eighteen-year-old blind and deaf girl, who created a furor in the scientific world when she claimed to be able to see through her sense of smell and hear through touch vibrations, was a victim of "hysterical deception" Professor...

By United Press
WASHINGTON — The House Military Affairs committee Friday favorably reported Henry Ford's offer for Muscle Shoals.

By United News
LONDON, Feb. 2.—The Labor government of Britain has stretched out the hand of friendship to the World Government of R...

By FRASER EDWARDS
United Press Staff Correspondent.
WASHINGTON, D. C., Jan. 31.—The Republican proposal to give all tax payers a deduction of 25 per cent in the taxes they will pay this year on last year's income was met in the House today by...

(United Press)
New York, Feb. 2.—Following the amazing return of 237 pearls estimated to be worth as high as \$120,000, stolen from Mrs...

The United News.
AKRON, Ohio, Jan. 31.—The city of Akron, with a population of 200,000, begins Friday the experiment of "conducting its business and moving its people without the aid of street railway service. Motor...

By United Press
WASHINGTON, Feb. 2.—Albert B. Fall former secretary of the interior, on Saturday declined to answer any questions ont...

Wilkes-Barre, Pa., Feb. 2.—(United Press)—"I know John T. King, but no one will ever wring from me or anyone else, the true identity of the man," Mrs. Maude Sev...

By PAUL R. MALLOX,
United Press Staff Correspondent.
WASHINGTON, Jan. 31.—The Senate this afternoon unanimously adopted the Walsh resolution directing President Coolidge to be in court action through special...

By United Press Leased Wire
PARIS, Feb. 2.—"Soon the great voice of the idealist, the Democratic pacifist, will be stilled forever"

By The United News.
ATHENS, Greece, Jan. 31.—Premier Venizelos, who came back to the macy, has resigned from office

By ROBERT J. BENDER
Copyright 1924 by the United Press
HARRISBURG, Pa., Jan. 30.—"Don't let all of the guilty be washed in the blood of Fall." This is the cry of conservationists, who fearing the senate...

(By the United Press.)
Chamonix, France, Feb. 2.—Haug, the Norse king of the ski jumpers, this morning when he defeated the world's greatest stars

ASSOCIATIONS

NEW YORK CITY

1924 YEAR BOOK BRINGS PRIZED PRAISES

International Number of Editor & Publisher Held Most Complete and Useful Fact Compilation in History of Press

That the 262-page International Year Book Number of Editor & Publisher, for 1924, is the most complete and useful compilation of facts and figures relating to newspaper publishing and advertising ever attempted, is the consensus of professional opinion, according to verbal and written expressions by representative men in all parts of the country.

EDITOR & PUBLISHER with pride acknowledges a sheaf of stirring letters, telegrams, and published notices, highly commending the effort and appreciating the result.

As might be expected in such a colossal assembling of facts and figures, from many sources, through many hands, several errors occurred, each deeply regretted. Corrections in a form to be attached to every Year Book, are being sent to all subscribers, thus we believe making the number 100 per cent accurate as well as complete in the field prescribed for the Year Book.

Those who made possible this huge number, with its marvelous evidence of prosperity, enterprise, public service and international progress, will happily share the following voluntary expressions:

To EDITOR & PUBLISHER:—I have just received the INTERNATIONAL YEAR BOOK number for 1924 of EDITOR & PUBLISHER, and hasten to extend my congratulations on the fine job you have done. It is splendid and I shall find occasion to refer to it a good many times. I already appreciate its value.

ARTHUR CAPPER, ·
UNITED STATES SENATE—
Committee on Claims.

To EDITOR & PUBLISHER:—Congratulations on the Year Book number for 1924, a fine big production.

WILLIAM F. ROGERS,
Advertising Manager,
EVENING TRANSCRIPT,
Boston, Mass.

To EDITOR & PUBLISHER:—Let me thank you for the copy of your YEAR BOOK for 1924, which came with your letter of January 31. It certainly is a monumental piece of publishing.

WM. H. JOHNS, President,
GEORGE BATTEN COMPANY,
New York.

To EDITOR & PUBLISHER:—I have been looking over your 1924 YEAR BOOK, which has become an indispensable adjunct of a newspaper office.

I note that you have paid considerable attention in this number to the foreign language newspapers. I think this is a very good feature. The full page announcements of various publishers give one the salient feature of journalism throughout the country.

With regards,
LOUIS WILEY,
THE NEW YORK TIMES.

To EDITOR & PUBLISHER:—YOUR YEAR BOOK number was a wonderful achievement. Congratulations seem feeble in such a mighty work. We consider this the most valuable book of the year, for it stays on our desk until the next one comes out—a fountain of valuable information. We constantly seek for facts inside of its covers.

WALLACE ODELL,
President Newspaper Editorial
Association.
TARRYTOWN DAILY NEWS.

To EDITOR & PUBLISHER:—INTERNATIONAL YEAR BOOK number just received. It is bigger and better than ever. The newspaper fraternity should be very grateful to you.

J. L. STURTEVANT,
RECORD HERALD, Wausau, Wis.

To EDITOR & PUBLISHER:—I want to congratulate you on this YEAR BOOK. It is certainly a splendid contribution to the advertising profession.

JAMES C. DAYTON,
NEW YORK EVENING JOURNAL.

To EDITOR & PUBLISHER:—We have just received the 1924 YEAR BOOK. We congratulate you upon this splendid publication.

H. B. TRUNDLE, Business Manager,
DANVILLE REGISTER, Danville, Va.

To EDITOR & PUBLISHER:—YOUR YEAR BOOK was a master job.

W. H. DODGE, President,
ALLIED NEWSPAPERS, INC.,
New York City.

To EDITOR & PUBLISHER:—You are certainly to be congratulated on the YEAR BOOK. Its usefulness increases from issue to issue and it continually reflects great credit on you.

JUSTIN F. BARBOUR,
ADVERTISING FORTNIGHTLY,
Chicago, Ill.

The EDITOR & PUBLISHER has rendered a very distinct service to the newspapers of the United States, Canada, England, Ireland, Scotland and Wales in the publication of its INTERNATIONAL YEAR BOOK for 1924. The task of accurately assembling 250 pages of information vitally important to newspaper publishers is no mean task, and the completeness of the 1924 edition places the newspaper fraternity under further obligation to its most important and progressive trade publication.—BROOKLYN STANDARD UNION.

To EDITOR & PUBLISHER:—I have just received the EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK number for 1924. Again I wish to congratulate you on the completion of this splendid edition and I sincerely hope it will be appreciated by every one as I appreciate this edition each issue.

I wish you continued success and every prosperity that is to follow, and with all good wishes, I beg to remain,

S. BLAKE WILLSDEN,
MANUFACTURERS' AND PUBLISHERS'
REPRESENTATIVE, Chicago, Ill.

To EDITOR & PUBLISHER:—Congratulations. The INTERNATIONAL YEAR BOOK

"AN enormous service is being done by the advertising agents, their artists and copywriters. They create an atmosphere as far in advance of older methods as the railroads and the automobiles are ahead of your old covered wagons. It is true that some men in business use covered wagon methods, and reach their destination sometime or other. But the time consumed is too great and they wear out too much shoe leather. The interests that advertise get there a whole lot faster.

"Advertising that does not claim too much does great good. It increases the turnover and pays for itself. It creates a great volume of trade and renders solid service to the public."

—Lord Leverhulme.

number grows better and better each succeeding year. It's a wonder.

G. P. TALBOT, Business Dept.,
THE NEW YORK HERALD.

To EDITOR & PUBLISHER:—The Enterprise & Journal wants you to know that the work of the EDITOR & PUBLISHER is very much appreciated.

O. S. BRUCK, Advertising Director,
ENTERPRISE & JOURNAL,
Beaumont, Tex.

To EDITOR & PUBLISHER:—Please accept our congratulations upon your splendid INTERNATIONAL YEAR BOOK, which has just come to us. It is worth many times the subscription price and we know it will prove invaluable to us.

We have been using the 1923 edition all during the year to refer to for information which we could not get from any other source and we had been looking forward eagerly to the 1924 edition. It is certainly a worthy edition and you are to be congratulated for placing within the reach of every publisher, this store of valuable information.

With all good wishes, we are,
THE LEADER PUBLISHING COMPANY,
Staunton, Va.
MRS. A. F. RIFFE.

To EDITOR & PUBLISHER:—The INTERNATIONAL YEAR BOOK number for 1924

arrived today. What a mass of valuable information it contains! Only an editor can appreciate the immense amount of work the gathering of this material involved. My hearty congratulations to the staff of EDITOR & PUBLISHER. This YEAR BOOK number alone is worth more than a year's subscription to the EDITOR & PUBLISHER.

HERMAN ROE, President
COUNTRY NEWSPAPERS,
Northfield, Minn.

To EDITOR & PUBLISHER: As a reader of the old "Journalist," and since its beginning, of EDITOR & PUBLISHER, I would like to say that any one of your readers can well afford to be content to wait not only days but weeks, for the Year Book.

It is a daily book of reference, and invaluable. An office with the Bible on one side and the Year Book on the other side of the executive is superbly equipped.

ROBERT E. LIVINGSTON.

To EDITOR & PUBLISHER:—Please accept our thanks for the copy of the EDITOR & PUBLISHER'S INTERNATIONAL YEAR BOOK for 1924, which reached our desk this morning.

The information contained in this YEAR BOOK makes it of everyday value to advertising executives and we are glad to have a copy on our desk for continual reference.

EDWIN S. WADSWORTH, Treasurer
THE THOMAS ADVERTISING SERVICE,
Jacksonville, Fla.

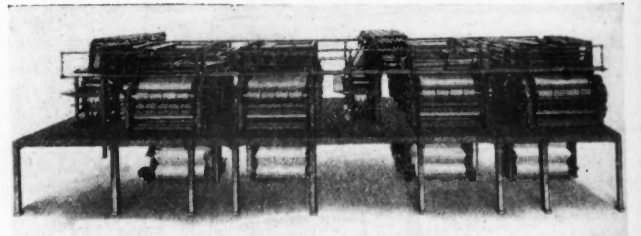
To EDITOR & PUBLISHER:—Again you have accomplished the impossible.

The INTERNATIONAL YEAR BOOK number for 1924 surpasses the remarkable editions which you have published heretofore. The present issue contains a type of information which is invaluable to the newspaper publishing interests and in previous years we have kept a file copy in use in the business office of the News for the purpose of information practically every day in the year.

Your organization is to be congratulated on the scope and detail of the present issue, and in publishing this YEAR BOOK you are performing an invaluable service for the newspapers of the world.

With best wishes for your continued success.

FRANK T. CARROLL,
Advertising Manager
THE INDIANAPOLIS NEWS



SCOTT UNIT PRESSES

either Straight or Tandem and "Multi-Unit" style, built to suit your requirements.

Solid Forged Steel Cylinders

Roller or plain bearings, fabroil, bronze and steel gearing makes the Scott Unit Press the strongest Unit Press built.

It Has a Real Folder

which always collects without ribbons and cuts clean.

IF YOU DO NOT USE IT NOW

YOU WILL EVENTUALLY.

WALTER SCOTT & CO.

PLAINFIELD, NEW JERSEY, U. S. A.
CHICAGO
1441 Monadnock Block
NEW YORK
1457 Broadway, at 42d Street

FIRST IN OHIO

LEADS ALL OHIO NEWSPAPERS IN PAID ADVERTISING

21,242,341 LINES

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

Largest Circulation in Central Ohio

The Columbus Dispatch.

OHIO'S GREATEST HOME DAILY

The Invested Capital in NEW ENGLAND

MASSACHUSETTS—Population, 3,352,356

		Circulation	2,500	10,000
		lines	lines	lines
**Attleboro Sun	(E)	5,344	.0275	.0175
†Boston Globe	(M&E)	282,437	.45	.45
†Boston Globe	(S)	222,418	.55	.55
**Fall River Herald	(E)	14,620	.045	.045
**Fitchburg Sentinel	(E)	11,191	.055	.045
**Haverhill Gazette	(E)	15,500	.055	.04
**Lynn Item	(E)	16,498	.06	.045
††Lowell Courier-Citizen and Evening Leader	(M&E)	21,696	.06	.06
**New Bedford Standard-Mercury (M&E)		22,425	.08	.08
**New Bedford Sunday Standard (S)		26,253	.08	.08
†North Adams Transcript.....	(E)	9,334	.0375	.03
††Pittsfield Eagle	(E)	16,007	.04	.035
††Salem News	(E)	20,702	.09	.07
Taunton Gazette	(E)	2,283	.04	.03
**Worcester Telegram-Gazette (M&E)		80,506	.24	.21
**Worcester Sunday Telegram..	(S)	46,539	.13	.15

MAINE—Population, 768,014

††Bangor Daily Commercial... (E)		14,448	.05	.04
**Portland Press Herald....		32,473	.08	.08
**Portland Express		23,400	.10	.07
**Portland Telegram	(S)	28,734	.10	.07
(Sunday Edition Express)				
††Waterville Sentinel	(M)	5,886	.035	.025

NEW HAMPSHIRE—Population, 443,883

**Concord Monitor-Patriot	(E)	5,178	.0375	.025
†Keene Sentinel	(E)	3,422	.03	.024
**Manchester Union Leader. (M&E)		22,277	.10	.07

RHODE ISLAND—Population, 604,397

††Newport Daily News.....	(E)	6,530	.0338	.0293
Pawtucket Times	(E)	25,070	.10	.07
†Providence Bulletin	(E)	61,238	.15	(A), 315
**Providence Journal	(M)	35,129	.09	(A), 215
**Providence Journal	(S)	58,167	.14	.14
††Providence Tribune	(E)	22,948	.10	.09
**Westerly Sun	(E&S)	4,601	.025	.025
**Woonsocket Call	(E)	13,553	.04	.04
(A) Combination rate Daily Journal and Eve. Bulletin.				

VERMONT—Population, 352,423

**Barre Times	(E)	6,719	.03	.025
††Bennington Banner	(E)	3,051	.0125	.0125
**Burlington Free Press....	(M)	12,230	.05	.05
**Rutland Herald	(M)	10,245	.04	.04
††St. Johnsbury Caledonian-Record (E)		3,310	.0214	.015

CONNECTICUT—Population, 1,380,631

†Bridgeport Post-Telegram.. (E&M)		45,201	.14	.14
†Bridgeport Post	(S)	19,926	.09	.09
**Hartford Courant	(D)	23,157	.08	.08
**Hartford Courant	(S)	50,185	.11	.11
††Hartford Times	(E)	45,125	.12	.12
**Meriden Record	(M)	7,355	.045	.025
†Middletown Press	(E)	7,897	.03	.025
††New Haven Register.....	(E&S)	37,063	.11	.10
**New London Day	(E)	11,350	.06	.045
††Norwich Bulletin	(M)	12,243	.07	.05
**Norwalk Hour	(E)	5,300	.03	.03
**Stamford Advocate	(E)	3,627	.0375	.03
**Waterbury Republican American (M&E)		22,337	.08	.07
**Waterbury Republican	(S)	15,298	.06	.05

† Government Statement, April 1, 1923.
 ** A. E. O. Statement, Sept. 30, 1923.
 †† Government Statement, Sept. 30, 1923.

Manufactures Has Increased Nearly 100 Per Cent

New England's industrial supremacy is shown by the last census figures. The invested capital shows a gain of almost 100 per cent and reaches a total of \$5,781,679,000.

New England manufactures two-thirds of all the clocks, fire arms, silver plated ware, corsets and boot and shoe findings in the United States.

There are six hundred and forty-one places in New England that can be termed manufacturing towns.

Here are communities where intelligent, productive people have made permanent homes.

These daily newspapers, covering the territory from east to west and from the north to the south, will carry your message to the buying public of this territory.

Succeed With These Newspapers

Ten West Florida Counties

are covered each afternoon by The Pensacola News, the leading newspaper of West Florida. It is read the day of publication and its pulling power is attested by the largest firms and best advertisers in its territory—advertisers who have tried other methods but who are now exclusive advertisers of The News.

When an advertiser buys circulation he should not only know the aggregate copies, but the territory into which these papers go and the total number in each section. When he has this detailed information he can buy space intelligently and know exactly what he is receiving for his money.

The circulation in each of the ten counties covered by The News follows:

Escambia County, including Pensacola and U. S. Air Station	5,550	} First in Circulation	
Santa Rosa County	617		
Okaloosa County	145		
Walton County	264		} First in Display Lineage
Holmes County	138		
Jackson County	142		
Washington County	154		
Bay County	67		} First in Class. Lineage
Calhoun County	17		
Franklin County	67		
All Other Mail	677		
Total	7,440		

State of Florida
County of Escambia
I, Percy S. Hayes, publisher of The Pensacola News, do solemnly swear that the above figures of the circulation of The Pensacola News are true to the best of my knowledge and belief.

PERCY S. HAYES,
Publisher.

Subscribed and sworn to before me this 15th day of January, A. D., 1924.

M. W. GONZALEZ,

My Commission Expires April 13, 1927. Notary Public, State at Large.

The Pensacola Sunday Morning News has not been sold to Jno. H. Perry, but only 2,600 prepaid exclusive Sunday subscribers. The Sunday morning issue has been suspended in favor of a Saturday afternoon feature issue.

THE PENSACOLA NEWS
West Florida's Greatest Newspaper
Pensacola, Fla.

Foreign Representatives:

GEO. B. DAVID CO.,
110 East 42nd Street,
New York City

A. R. KEATOR,
1411 Hartford Building,
Chicago, Ill.

CHESHIRE AWARDED LONDON
PUBLICITY CLUB CUP



John Cheshire, British advertising man, and his Publicity Club of London Cup, "the Nobel award in advertising," awarded him for the large part he played in bringing the A. A. C. W. convention to England. He was leader of the British delegation at Atlantic City last June. The Publicity Club gives a cup each year for the most signal achievement in the field of British advertising.

Paris Dailies Feature Lotteries

Strange characters in red above the title of Le Journal, Paris, grouped in two's and three's letters and figures together, looking like some cryptic message, are really only part of a prize lottery competition. Following Le Matin's determination to distribute a million francs during 1924, Le Journal has gone one better and will distribute to its readers a hundred thousand francs each month.

Stone Defends Bok Plan

Melville E. Stone, counsellor of the Associated Press, defended the Bok Peace award and poked fun at the investigating Senators in an address before the New York Federation of Women's Clubs, Feb. 1.

**TELL MORE, SELL MORE
STRESSED BY AD MEN**

Seventh District Delegates Representing 36 Clubs Meet in Kansas City—Johnson and Holland Speak

(By Telegraph to Editor & Publisher)

KANSAS CITY, Mo., Feb. 6.—Virtual every theory of advertising passed in review before the delegates who attended the third annual convention of the Seventh District, A. A. C. W., Feb. 5 and 6. At least a part of the district slogan "Tell More—Sell More in 1924" was fulfilled at the convention; if any group of 250 delegates can tell more than those who attended the meeting they have never heard from.

New Orleans was awarded the 1925 convention of the Seventh District at a meeting of club presidents held Thursday. No date was set.

The delegates represented 36 clubs and 5,000 members in the following 5 states: Louisiana, Arkansas, Oklahoma, Kansas and Missouri. The convention was a forerunner of the wide discussion that probably will take place at the world meet in London. R. W. Etter of Pine Bluff, Ark., president of the district presided at the meetings. Because of the approaching world convention, the address of Alfonso Johnson, Columbia, Mo. former business manager, Japan advertiser, was one of outstanding interest. Japan is aggressive and she is progressive because she is one of the best advertising nations in the world," Mr. Johnson said.

"Many American articles have been sold successfully by newspaper advertising in Japan, although all our goods are not adapted by service or price to the Japanese people."

Jumping back to Japan, the discussion centered about housewives who "read reports of explosions, murders and politics, but of the 10 per cent off, special inventory, or perhaps, the February basement bargains."

W. F. Cochran, advertising manager, Rorabach Drygoods Company, Wichita, Kan., said his every advertisement was written with the idea of interesting women. Among other speakers were Dr. Arthur Holmes, professor of psychology, University of Pennsylvania; Douglas Martin, Jr., manager of publicity, St. Louis Globe-Democrat; J. Mora Boyd, advertising manager, Kansas City Journal-Post.

New Orleans and Wichita came prepared to carry away the 1925 convention.

Samuel D. Reeke, president New Orleans Advertising Club; Carl F. G. Meyer, president St. Louis Club; A. S. Perry, Cuthbert, Ga.; Victor Murdock, Wichita, Kan.; Miss Hazel Ludwig, St. Louis; Miss Tennie A. Yates, Oklahoma City; Curtis M. Johnson, Rush City, Mich.; and Lou E. Holland of Kansas City, president, A. A. C. W., had prominent places on the program.

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

Beautiful Furs



In any language this is a beautiful and highly desirable fur coat.

No other method available to merchants at the point of sale offers Rotogravure's possibilities for perfect reproduction of beautiful merchandise.

Let Pictures Tell the Story

ROTOGRAVURE
Prints *Perfect Pictures* - the Universal Language

"AS YOU WOULD SEE IT IF YOU WERE THERE"

This advertisement, of which the preceding page is a part, is published to promote public interest in Rotogravure and the papers which carry Rotogravure sections. Kimberly-Clark Company, Neenah, Wisconsin, manufacture Rotoplate, a perfect paper for Rotogravure printing, which is used by the following papers:

CITY	PAPER	CITY	PAPER
Albany, N. Y.	Knickerbocker Press	Minneapolis, Minn.	Journal
Asheville, N. C.	Citizen	Minneapolis, Minn.	Tribune
Atlanta, Ga.	Constitution	Nashville, Tenn.	Banner
Atlanta, Ga.	Journal	New Orleans, La.	Times-Picayune
Baltimore, Md.	Sun	Newark, N. J.	Call
Boston, Mass.	Herald	New York, N. Y.	Corriere D'America
Boston, Mass.	Traveler	New York, N. Y.	Evening Post
Brooklyn, N. Y.	Standard-Union	New York, N. Y.	Forward
Buffalo, N. Y.	Courier	New York, N. Y.	Herald
Buffalo, N. Y.	Express	New York, N. Y.	Il Progresso
Buffalo, N. Y.	Times	New York, N. Y.	Times
Chicago, Ill.	Daily News	New York, N. Y.	Tribune
Cincinnati, Ohio	Commercial-Tribune	New York, N. Y.	World
Cincinnati, Ohio	Enquirer	Omaha, Neb.	Bee
Cleveland, Ohio	News-Leader	Omaha, Neb.	News
Cleveland, Ohio	Plain Dealer	Peoria, Ill.	Journal-Transcript
Denver, Colo.	Rocky Mountain News	Philadelphia, Pa.	Public Ledger
Des Moines, Iowa	Register	Providence, R. I.	Journal
Detroit, Mich.	Free Press	Rochester, N. Y.	Democrat-Chronicle
Detroit, Mich.	News	St. Louis, Mo.	Globe-Democrat
Erie, Pa.	Dispatch-Herald	St. Louis, Mo.	Post-Dispatch
Fort Wayne, Ind.	News-Sentinel	St. Paul, Minn.	Pioneer Press-Dispatch
Hartford, Conn.	Courant	St. Paul, Minn.	Daily News
Havana, Cuba	Diario De La Marina	San Francisco, Calif.	Chronicle
Houston, Texas	Chronicle	Seattle, Wash.	Times
Indianapolis, Ind.	Indianapolis Star	South Bend, Ind.	News-Times
Kansas City, Mo.	Journal-Post	Springfield, Mass.	Republican
Los Angeles, Calif.	Times	Syracuse, N. Y.	Herald
Louisville, Ky.	Courier-Journal	Syracuse, N. Y.	Post-Standard
Louisville, Ky.	Herald	Washington, D. C.	Post
Memphis, Tenn.	Commercial Appeal	Washington, D. C.	Star
Mexico City, Mex.	El Universal	Waterbury, Conn.	Republican
Milwaukee, Wis.	Journal	Wichita, Kan.	Eagle

Intaglio printing is variously called gravure, photogravure, roto-gravure and similar names. There are many printing plants in the important cities of America equipped to supply rotogravure sections to newspapers. Complete information furnished on request.

Kimberly-Clark Company

ESTABLISHED 1872
Neenah, Wis.

NEW YORK, 51 Chambers St. CHICAGO, 208 S. La Salle St. LOS ANGELES, 510 W. 5th St.

ROTOGRAVURE
Prints *Perfect Pictures* - the Universal Language

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WHEN IS ADVERTISING COPY UNETHICAL?

Philadelphia Jewish Forward Presents an Example for Analysis—"Your Previous Standard, The Judge," is Reply

When is advertising copy so unethical and harmful to another business that it should be rejected for publication by a newspaper?

A piano advertiser of Philadelphia recently submitted advertising copy for publication in the Jewish newspapers of that city, which was rejected by the Jewish Daily Forward as "unethical and in general harmful to the entire musical trade."

The rival Jewish newspaper, however, inserted the copy. A difference of opinion consequently developed between the advertiser and the management of the Forward, and it was jointly agreed to submit the copy to the editor of EDITOR & PUBLISHER for an expression of unbiased opinion.

The copy, headed "The Truth About Bargain Piano Sales," as translated from the Hebrew, follows in full:

"We want the Jewry of Philadelphia, who have in mind to buy a piano or player-piano today, tomorrow or in the near future, to carefully consider the following important facts:

"Can you get a good American \$100 bill for \$98? Yes, No?

"But you can secure a counterfeit bill no matter how many numbers it has on for bargain prices. The same applies to cheap pianos and player-pianos.

"Do you really believe that you can get a \$500 piano for \$300?

"No, a thousand times no! Do you think that a \$300 piano is made of the material, has the same workmanship, the same qualities as a high priced instrument? If the \$300 piano is just as good, why do the very same stores carry pianos for \$500 up to \$1,000 on the same floor? When you enter the store to see the cheap instrument why do they show you—higher priced pianos?

"We warn you again—don't let them fool you. Keep your eyes open.

"Business people and piano dealers are not crazy. They are not in business for fun.

"Up to this date we have never advertised cheap pianos at cheap prices for the purpose of attracting customers to our store, and then sell them a piano or player-piano for a higher price.

"We only sell the piano we advertise.

"When you pay \$300 for a piano, you get a \$300 worth only, and since you buy a piano only once in a lifetime (if the instrument is a good one), take our advice and be careful. We sell pianos for over 23 years, and today we are the biggest Jewish piano store in Philadelphia. We sell pianos today to the children of our first customers.

"This is the best proof:

"The children of our first piano buyers buy pianos from us."

In submitting the copy for opinion, L. A. Goldberg, manager of the Forward, requested the editor of EDITOR & PUBLISHER to consider the fact that "for those particular issues for which the questionable advertisement was ordered, advertisements of one of the largest department stores as well as other musical houses were scheduled, the copy in this case featuring a \$295 player-piano and a piano at a similarly cheap price."

The editor of EDITOR & PUBLISHER gave his opinion as follows:

"I should say that the advertiser would have no reason to present such copy in your columns if you were exercising your right to say what should and should not, what could and could not be said, in the advertising columns.

"Frankly, I would say that the advertiser is justified in presenting such copy if, on the other hand, you had permitted other unscrupulous piano houses to use false and misleading advertising in the columns of your paper. The standard is the thing.

"The copy that you were good enough to bring to my attention is strong and forceful and logical and it states self-evident truths. Now the situation may be that this advertiser is an honest man trying to maintain higher standards and that he is using the only weapon available to acquaint his public with the fact that there are some piano merchants who are unscrupulous. If the higher standards were being maintained, then I dare say there would be no necessity for such advertising."

A somewhat similar question may be seen in the recent advertisements of Postum cereal, reading in part as follows:

"Do you take orders from a coffee pot?" "It must be humiliating for thousands of people to confess that they lack the will power to stop coffee," etc.

The agents state that most of the magazines and most of the newspapers have adopted a policy of not accepting advertising that makes a point of attacking and running down another industry. They say, "The many coffee roasters in this territory are large users of newspaper space and are advertising their coffees on a high plane, and it seems to us the newspapers that require Postum to modify their statements about coffee and sell their products on its own merits rather than at the expense of another industry, are not only helping themselves, but are benefiting advertising in general."

FORESHADOWED EVENTS

- Feb. 9—Inner Circle Dinner, Hotel Astor, New York.
- Feb. 11—American Retailers' Assn. convention, St. Louis, Mo.
- Feb. 11—Penn State Editorial Assn. annual meeting, Harrisburg, Pa.
- Feb. 11—Pennsylvania Associated Dailies, Harrisburg, Pa.
- Feb. 11—11th District, A. A. C. W., Hotel Broadway, Colorado Springs.
- Feb. 12—Annual Newsboys Entertainment, New York.
- Feb. 14—South Dakota Press Assn. convention, Sioux Falls, S. D.
- Feb. 14—Georgia Press Assn., Cairo, Ga.
- Feb. 15—Minnesota Editorial Assn. meeting, Minneapolis, Minn.
- Feb. 15—Conference Oregon Newspaper Men, Eugene, Ore.
- Feb. 15—Boston Press Club Annual Frolic, Colonial Theater, Boston.

時事新報

1924

The Year Before Us

Promises business on an unprecedented scale for the American salesman in Japan. His products, always welcome in our country, have become imperative necessities for which our need is great and immediate.

Reconstruction of the unfortunate cities of Tokyo and Yokohama is proceeding rapidly, a fact which lends stability to business throughout Japan and encourages our people in their task of rebuilding all that was destroyed.

Japan was never a more eager customer than now. She requires immediately materials of every description for restoring her fire-ravaged cities, and has placed thus far only a small part of the orders which must be filled in foreign lands before her pressing needs are met.

American manufacturers, so well equipped to supply us, will forfeit the orders yet to come only by their failure to act at the present vital moment. They need only to offer their wares; Japan needs today what America has to sell.

There is one supremely effective method whereby American manufacturers introduce their products in Japan. The Jiji Shimpo, Tokyo's leading newspaper, carries the messages of its advertisers to the nation's wealthiest and most influential leaders and to that great class of progressive Japanese who are the first and most consistent users of Western things. The character of its circulation makes The Jiji Shimpo the foreign importer's most valuable assistant, his star salesman—the means by which he may talk every day with his best customers, wide-awake Japanese demanding the best America can produce.

In the American field The Jiji Shimpo is represented by the foreign organization of The Japan Advertiser. All the facilities of this organization and of our large staff in Japan are constantly at the service of American manufacturers and importers interested in the Japanese market.

American Headquarters:

JAPAN ADVERTISER SUITE

342 Madison Avenue

New York City

THE JIJI SHIMPO

Tokyo, Japan

"In Japan, the Buyers Read The Jiji"

In The Spring—

A publisher's fancy, sometimes not so lightly, turns to thoughts of advertising gains.

He knows that the success of his classified section has an important bearing on these gains in revenue and good will. But he doesn't always know just how that success is to be built.

The newspaper executives whom we are privileged to serve are counting on our Real Estate, Automotive and Business Service Campaigns for classified advertising promotion to give their business exactly the sort of Spring tonic it needs!

How about a prescription for your newspaper?

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

Industrial Development in

INDIANA

One force that has helped make Indiana's industrial development is the ease of obtaining power.

Although the Hoosier rivers are lacking in good dam sites and the supply of gas seems nearly exhausted, coal of excellent steaming qualities is cheap all over the state.

Another force is the geographical location. Included within her borders is the center of population and the center of manufacturing for the United States as a whole.

Indiana is superbly situated to capture wide markets and to secure cheap raw materials. Transportation facilities are exceptional.

These resources help make Indiana a state in which it is profitable to advertise merchandise.

In planning your next appropriation, figure on using generous space in this list of leading Indiana daily newspapers. No other mediums can so economically influence this Indiana market.

	Circulation	Rate for 5,000 lines
††Decatur Democrat (E)	3,186	.025
**Evansville Courier and Journal (M)	26,872	.08
(E) 11,402	38,274	
**Evansville Courier and Journal (S)	33,443	.08
**Fort Wayne Journal-Gazette (M)	26,812	.07
**Fort Wayne Journal-Gazette (S)	32,729	.07
**Fort Wayne News-Sentinel (E)	39,165	.09
**Gary Evening Post-Tribune (E)	11,292	.05
**Indianapolis News (E)	127,361	.23
**Lafayette Journal & Courier (M)	7,415	.06
(E) 12,360	19,975	
††La Porte Herald (E)	4,124	.025
**Newcastle Courier (E)	4,474	.025
**South Bend News-Times (M)	9,676	.06
(E) 11,987	21,663	
**South Bend News-Times (S)	19,776	.06
**South Bend Tribune (S)	19,107	.06
**Terre Haute Tribune (E&S)	24,084	.06

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

TIPS FOR AD MANAGERS

Ajax Advertising Agency, 20 Vesey street, New York. Making contracts with newspapers in various sections for Devoe & Reynolds Company, paints, 101 Fulton street, New York.

F. Wallis Armstrong, F. Wallis Armstrong Bldg., Philadelphia, Pa. Making 40,000-line contracts for Victor Talking Machine. Making 5,000-line contracts with some Pennsylvania newspapers for Stephen F. Whitman & Son, "Marshmallow Whip" candy, Philadelphia, Pa.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa. Will shortly place orders for a test campaign in one newspaper in Washington, D. C., and one in New York State and one in Connecticut for Charles Gulden Sons, "Gulden's Mustard Salad Dressing," 48 Elizabeth street, New York.

George Batten Company, 383 4th avenue, New York. Making contracts with newspapers, using practically the same list as last year for Armstrong Cork Company, Inoleum, Lancaster, Pa.; placing account for Philip Morris & Co., "Players Cigarettes," 72 5th avenue, New York.

Biddle Agency, 1827 Ranstead street, Philadelphia, Pa. Making 2,500-line contracts with some Pennsylvania newspapers for J. Jay Vandergrift, Inc., automobiles, 855 North Broad street, Philadelphia.

Campbell, Moss Johnson Agency, Hurt Bldg., Atlanta, Ga. Adding a new North Carolina dailies to their list for Royal & Borden Mfg. Company, Goldsboro, N. C.

Chambers Agency, 247 Park avenue, New York. Placing account for the General Phonograph Manufacturing Company, Elyria, Ohio.

Nelson Chesman & Company, 1127 Pine street, St. Louis, Mo. Making 2,800-line contracts for Nature's Remedy.

Nelson Chesman & Company, Goddard Bldg., Chicago, Ill. Placing schedules with Southern newspapers for Dr. J. H. Dye Medical Institute, Buffalo, N. Y.

Dorrance, Sullivan & Co., 130 West 42nd street, New York, N. Y. Placing orders with newspapers in selected sections for Charles A. Eaton Shoes Industries, "Crawford" and "Eaton" Shoes.

Erwin, Wasey & Company, 58 East Washington street, Chicago, Ill. Using one full page, one time for Goodyear Tires (Balloon Tires). Making 2,500-line contracts for Rat Biscuit Company; making 10,000-line contracts for Goodyear Tire & Rubber Company.

L. J. Finch Advertising Agency, 1367 Broadway, New York. Placing two-inch one-time orders with Southern newspapers for Albert A. Lewis, plants, seeds, etc., Roslyn, L. I.

Fonda-Haupt Company, 286 5th avenue, New York. Placing 50-line orders, 96 times for Morgan Drug, "Palmer's" Soap, hair dressing, etc., 1512 Atlantic avenue, Brooklyn, N. Y.

Albert Frank & Company, 14 Stone street, New York. Again placing orders for their annual statement for Mutual Life Insurance Co. of New York, N. Y.

Yaffe & Bond Corporation, 50 Madison avenue, New York. Placing orders with some Western newspapers for Onyx Hosiery, Inc., 1107 Broadway, New York.

L. S. Gilham Company, 843 South Julian street, Los Angeles, Cal. Using large space throughout the country for the city of Santa Barbara, Cal.

Goldman, Carrigan & Co., 565 5th avenue, New York. Contemplating using newspapers generally for American Beslin Corp., "Beslin" for Pyorrhea, 1457 Broadway, New York.

Guenther-Bradford & Company, 7 South Dearborn street, Chicago, Ill. Again placing copy with newspapers in various sections for Dr. R. B. Newman, medical, 286 5th avenue, New York.

Hanff-Metzger, Inc., 95 Madison avenue, New York. Making contracts with newspapers in New York, South and Western for H. & N. Development Co., "Volta" Medical, 95 Madison avenue, New York. Making 2,800-line contracts for B. M. Development Company.

E. W. Hellwig Company, 299 Madison avenue, New York. Making 15,000-line contracts for Kirkman & Son.

Hoops Advertising Company, 9 East Huron street, Chicago, Ill. Making 2,800-line contracts for Paige Detroit & Jewett Motors.

Dillard Jacobs Agency, Candler Bldg., Atlanta, Ga. Placing 1/2 page copy in a list of small town dailies in several Southern States for Aspiral Laboratories, Atlanta, Ga.

Thomas F. Logan, Inc., 680 5th avenue, New York. Making yearly contracts for the International Mercantile Marine Lines.

Lord & Thomas, 724 South Spring street, Los Angeles and Standard Oil Bldg., San Francisco, Cal. Placing orders with a few newspapers in metropolitan cities for Dollar Steamship Line, Robert Dollar Bldg., San Francisco, Cal.

W. B. MacKenney Company, 1830 Arch street, Philadelphia. Reported will use newspaper space during the coming year for Charles W. Young & Co., "Pearl Borax" soaps, soap powder and chips, and Young's hand and scouring soap, Miner's Soap, "Ternshoo" Softener and Parrot Textile Soaps.

Massengale Advertising Agency, 127 West Peachtree street, Atlanta, Ga. Placing a few orders and contracts with some Southern newspapers for Swift & Co., fertilizer, Atlanta, Ga. Placing new schedules with Southern newspapers for Southern Spring Bed Company, Atlanta, Ga.

McJunkin Advertising Company, 5 South Wabash avenue, Chicago. Again placing account for the Great Northern Railway Company, of St. Paul, Minn.

Metropolitan Advertising Company, 111 Broadway, New York. Placing orders with some Syracuse (N. Y.) newspaper for Reynolds Company, Shampoo, Binghamton, New York.

Newell-Emmett Co., 130 West 33rd street, New York. Placing schedules with Mid-West dailies and magazine sections in other parts of the country for American Chicle Company, chewing gum, Long Island City, N. Y. Will shortly place orders with newspaper generally for Liggett & Myers Tobacco Company, "Chesterfield" cigarettes, New York.

John O. Powers Company, 50 East 42nd street, New York. Making 10,000-line contracts for the Campbell Baking Company.

Prather-Allen Advertising Company, 355 East 4th street, Cincinnati, O. Reported to be placing advertising for Charles Tobias Bros. & Co., cap manufacturers, Cincinnati, Ohio.

Fred M. Randell Company, Book Bldg., Detroit, Mich. Reported to be placing accounts for Holland Furnace Company, Holland, Mich.

Wm. H. Rankin Company, Inc., 15 West 7th street, New York. Using newspapers for the present in New York, Boston and Philadelphia for the India Tea Campaign.

Redfield Advertising Agency, 34 West 34th street, New York. Reported to be renewing newspaper contracts for American Lead Pencil Company, 230 5th avenue, New York.

Roberts & MacAvinche, 30 North Dearborn street, Chicago, Ill. Sending out substantial campaign on W. A. Sheaffer Pen Company, sending out copy on women's merchandise to Bernard Hewitt & Co.; sending out orders for Walter Feld Company; planning large campaign for American Woolen Mills Company, and Chicago Tailors' Association, in mail order publications.

Ruthrauff & Ryan, 404 4th avenue, New York. Placing 1,000-line orders with newspapers in various sections for Walter Janvier, Inc., Kellogg Tasteless Castor Oil, 417 Canal street, New York.

Clyde H. Smith, Coca Cola Bldg., Kansas City, Mo. Using 42 lines, 24 times for Marx Pharmacal Company.

Snitzler-Warner Company, 225 North Michigan Blvd., Chicago, Ill. Reported to be placing account for Albert Dickinson Company, poultry food, Chicago, Ill. Reported to be placing account for American Rice Products Company, "Cream of Rice," New Orleans, La.

Southern Advertising Agency, Memphis, Tenn. Renewing newspaper contracts for Plough Chemical Co., "Black & White" toilet articles, Memphis, Tenn.

J. L. Sugden Advertising Company, 32 West Washington street, Chicago, Ill. Making arrangements with metropolitan newspapers who can handle half page space in comic sections in four colors for American Flyer Manufacturing Company, Sleds, Chicago, Ill.

J. Walter Thompson Company, 242 Madison avenue, New York. Will place account of the Standard Laboratories "Stacomb" Los Angeles, Cal., which have just been purchased by Wm. R. Warner Co., 113 West 18th street, New York.

Thresher Service, Advertising, 136 Liberty street, New York. Making 5,000-line contracts for Colgate & Company.

Wales Advertising Agency, 141 West 36th street, New York. Reported to be making up list of Southern Newspapers for Kohler Manufacturing Company, "Kohler's Antidote" and "One Night Corn Cure," Baltimore, Md.

Edwin Bird Wilson, Inc., 9 Hanover street, New York. Again placing newspaper copy for annual statement for the New York Life Insurance Company, in cities, where the company has branch offices.

C. C. Winningham, 10 Peterboro West, Detroit, Mich. Making 10,000-line contracts for Hudson-Essex Motors.

CLAIMS LARGEST AD

Toledo Blade Publishes 32-Page Willys Overland Section

W. Edward Myers, advertising manager, Toledo (O.) Blade, claims his newspaper established a new record for large advertisements with a 32-page section, contracted for by the Willys-Overland Company, appearing Feb. 4.

In addition to advertisements by the factory and Toledo branches, space was carried for dealers in Northwestern Ohio and Southern Michigan. Concerns which supply the Willys-Overland with parts such as Champion Spark Plug Company Toledo, were also represented.

New 40-Ton Mill for Wisconsin

Tomahawk Kraft Paper Company will start a new mill at Tomahawk, Wis. May 1, with a daily capacity of 40 tons.

“OHIO FIRST”

In Ohio five per cent of the population of the United States abides—more than 80 per cent of which is native born white.

Ohio is a state of producing farms, busy factories, rich petroleum, coal and natural gas fields. There are over 250,000 farms with 23,515,888 acres in farm land, most of which is improved.

It ranks among the leaders in every line of agriculture. The farm property is valued at over \$3,095,000,000. Land and buildings aggregate \$2,661,435,000, implements and machinery \$146,575,000, and livestock \$287,655,000.

Profitable business may be developed in Ohio—manufacturers with vision will think of “Ohio First” as an intensive area of population where advertising results are assured.

The papers here named are reaching the representative people of their respective communities. National Advertisers should choose “OHIO FIRST.”

	Circulation	2,500 lines	10,000 lines		Circulation	2,500 lines	10,000 lines
**Akron Beacon Journal (E)	39,177	.10	.10	††Newark American-Tribune (E)	7,643	.025	.025
**Akron Times (E)	24,591	.06	.06	New Philadelphia Times (E)	6,780	.025	.025
**Akron Sunday Times (S)	23,415	.07	.07	Piqua Call and Press Dispatch . (E)	6,071	.03	.03
††Bellefontaine Examiner (E)	4,631	.02	.02	††Portsmouth Sun and Times . (M&E)	17,746	.06	.06
††Cincinnati Enquirer (M&S)	75,017	.17-.35	.17-.35	††Portsmouth Sun-Times (S)	12,575	.04	.04
Columbus, Ohio State Journal . (M)	50,147	.12	.11	**Springfield Sun (M)	14,022	.035	.035
Columbus, Ohio State Journal . (S)	33,124	.12	.11	††Steubenville Gazette (E)	8,546	.03	.03
†Conneaut News Herald (E)	3,040	.0225	.0225	**Toledo Blade (E)	107,009	.27	.25
†Dover Daily Reporter (E)	4,771	.025	.025	††Toronto Tribune (E)	1,138	.015	.015
††Ironton Irononian (M)	3,400	.0179	.0179	**Youngstown Vindicator (E)	27,856	.07	.07
**Kenton Democrat (E)	2,500	.014	.014	**Youngstown Vindicator (S)	26,559	.07	.07
††Lima News and Times-Dem. . (E&S)	16,970	.06	.05				
**Lima Republican-Gazette . . (E&S)	10,545	.05	.05	†Government Statement, April 1, 1923.			
Lorain Journal (E)	4,866	.025	.018	**A. B. C. Statement, Sept. 30, 1923.			
††Middletown Journal (E)	5,279	.025	.025	††Government Statement, Sept. 30, 1923.			

TRADE MARK
FLEXIDEAL DRY MATS
REG. U. S. PAT. OFF.

PUBLISHERS HEAR PLEA TO REPLACE FORESTS

(From N. Y. Times, Jan. 26, 1924)

The conservation of our forests is a subject over which all newspapermen are concerned. The A. N. P. A. has issued a list of 20 ways to help in this worthy conservation movement by cutting down the consumption of newsprint paper.

Flexideal Dry Mats offer an additional way to save from 1 to 2% of your annual tonnage without stinting your paper or altering the size of your present forms.

If the equivalent of a cash discount of 1 to 2% on your annual bill for newsprint paper represents a worth while saving, you can accomplish it by stereotyping by the Flexideal dry mat cold process.

Ask us to tell you what Flexideals can mean to you in your plant, and how they can enable you to serve in the conservation movement to save our rapidly dwindling forests.

Here's an opportunity to Save and Serve!

The Flexideal Co., Inc.
Sole U. S. & Canadian Distributors
15 WILLIAM ST. NEW YORK

TRADE MARK
MAXITYPE DRY MATS
REG. U. S. PAT. OFF.

James Melvin Lee says:—
"BASTIAN'S EDITING THE DAY'S NEWS

covers the work of the copy-reader more adequately than any other book now in print."

A newspaper man's complete treatment of news analysis, make-up, headlines, leads, illustrations, Sunday Editions, syndicates, etc. Uniquely illustrated with halftones, diagrams, and type models. Dictionary of 275 newspaper terms.

"Invaluable for any one in the newspaper business."

W. A. Washburne,
City Editor, Chicago Evening Post.
Order from— 252 pages, \$2.75
THE MACMILLAN CO., NEW YORK

FLAT RATE and FAT MARKET good reasons for advertising in THE ADVANCE

Elizabeth City is the trading center of a rich cotton market that was fortunate in being located outside the path of serious Boll Weevil infestation.

Farmers are prosperous and the city wideawake.

It is easy to advertise in the one daily paper in its field—note the flat rate idea and the

2,300 CIRCULATION

List Your Features in the Editor & Publisher Directory—See page 41



OUR OWN WORLD OF LETTERS

By JAMES MELVIN LEE

HAROLD B. JOHNSON, editor, Watertown (N. Y.) Times, recently lectured at St. Lawrence University on the subject, "A dozen books for those who contemplate entering newspaper work."

At the head of the list was the Bible. Next came "Robinson Crusoe," which Mr. Johnson thought cultivated independence.

The third book was "Years of My Youth" by William Dean Howells—"the biography of a young man who sought to establish himself in the newspaper profession, and who succeeded."

"A Son of the Middle Border" by Hamlin Garland ought "to establish a most valuable background for one who writes of the present from day to day in the newspapers."

The fifth volume was "Wake Robin" by John Burroughs. This should be read for the simplicity, directness, and charm of style.

Mark Twain's "Adventures of Huckleberry Finn" should be read "to see what a master can do with the simplest subject, the most meager plot, the most unpromising setting."

"Our Republic" by S. E. Forman will "impress deeply any student who is seeking to lay substantial foundations."

"The Young Man and Journalism" by Chester S. Lord is "a valuable record of his experiences and the lessons of his observation."

The ninth volume was "A Life of Abraham Lincoln." Mr. Johnson believes that to know Lincoln "is to understand sympathetically the great period of American history from the early 1850's on."

Number ten was "The Story of a Page" by John Langdon Heaton of the New York World—"a valuable history of events during the late years of the nineteenth century and the early years of the twentieth."

"The Life of William R. Nelson" of the Kansas City Star "should be an inspiration to the young man who wants to break into the newspaper game."

The last volume was "The Great Game of Politics" by Frank R. Kent—"a masterpiece in the thoroughness with which it treats the sources of Governmental power in this country."

The final comment made by Mr. Johnson was that not always, but usually, he can measure a newspaper man by his reading.

AS a title for the advertising year book of 1923, the editor, Noble T. Praigg has selected "Advertising and Selling" (Doubleday, Page & Co.). This book is a digest of the papers presented at the convention held at Atlantic City in June, and records the pivotal points made by some 150 advertising and sales executive who, putting their cards on the table face up, remarked, "This, gentlemen, is the way to do it."

A bulletin board about its contents would surely mention the chapters which record how advertising touches all human interest; give the sidelights on retail advertising; point out the benefits of advertising to insurance; show how advertising is an arm of industry; indicate the way to fill church pews as well as seats in the theater, etc.

As editor, Mr. Praigg has done a remarkably fine piece of work. What he has put into the volume is in every instance worth preserving for reference. Doubtless, he has committed a few sins of omission, but only those who attended the convention can tell what they are. A comprehensive index adds to the usefulness of the volume.

SOME newspapers which pay close attention to the equipment of the mechanical department overlook at times the needs of the copy department. A good

working book for the copy desk, just been compiled by John Matthews Manly and Edith Rickert, is "The Writer's Index of Good Form and Good English" (Henry Holt). Unlike most text books compiled by college professors, this volume is not so pedantic and academic that it cannot make a few concessions to newspaper English. For example, when it gives the rule for the use of capitals, it frankly says, "Most newspapers do not capitalize *street* or *avenue*, even where forming part of a name."

Exception might possibly be taken to this paragraph:

It has become customary not to regard the before the name of a newspaper or periodical as part of the title; it should therefore not begin with a capital.

EDITOR & PUBLISHER evidently has such a rule, for it constantly edits my copy that way. On making a careful study of the usage followed by what I consider the best newspapers I usually found that in referring to their own paper, they set the "T" of the in upper case.

Part VI, entitled "Good Usage in Words and Phrases" is possibly the most useful section of the book for the copy desk.

Taken as a whole, the book will be useful to any writer. Even the skilled literary craftsman sometimes needs to be reminded of things he already knows.

THOSE seeking criticism of American journalists need not turn to current periodicals for attacks on the press. Charles Dickens will oblige them. For example, in the concluding remarks of his "American Notes" will be found the following:

But, the foul growth of America has a more tangled root than this; and it strikes its fibres, deep in its licentious press.

Schools may be erected, East, West, North, and South; pupils be taught, and masters reared, by scores upon scores of thousands; colleges may thrive, churches may be crammed, temperance may be diffused, and advancing knowledge in all other forms walk through the land with giant strides; but while the newspaper press of America is in, or near, its present abject state, high moral improvement in that country is hopeless. Year by year, it must and will go back; year by year, the tone of public feeling must sink lower down; year by year, the Congress and the Senate must become of less account before all decent men; and year by year, the memory of the Great Fathers of the Revolution must be outraged more and more, in the bad life of their degenerate child.

BONI AND LIVERIGHT have just published "Crystallizing Public Opinion" by Edward L. Bernays. This is a book for executives, advertising men, publicists, publicity men, journalists, economists, social workers and business executives. A more detailed review will appear in a later issue of EDITOR & PUBLISHER.

THE newspaper press in Italy has been divided by a German correspondent, writing for *Kölnische Zeitung* (a conservative daily published in the British occupied territory) into three groups: the violently national, the hypocritically liberal, and the intelligently pro-English. The trouble with the press, according to this correspondent, is that all the ideas come from France and all the editors are Fascist.

A translation of the article is given in the *Living Age* for Feb. 2. How Mussolini regards newspaper men is thus told in the concluding paragraph:

The newspapers that now have the widest circulation or enjoy the patronage of the Government are opposed to Italy's active intervention in Europe's larger problems. Although Mussolini treats journalists with great respect and professes to consider them far better advisers than members of Parliament—and apparently than the diplomatic corps—and has even suggested that it would be well to substitute the press for Parliament in governing the country, none the less, newspaper influence has waned rapidly since the Fascist rose to power. This is because the Fascist dictator does not fear the press the way the Parliamentary ministries before him did; for he is not the plaything of every wind that blows.

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

WE spend much less time adjusting misunderstandings than we do in getting things right to start with. Snap judgment and taking chances are too much like gambling to be classed as real business—and we are business men.

BENJAMIN & KENTNOR
Newspaper Advertising Representatives
2 West 45th St. 900 Mallars Bldg.
New York Chicago
401 Van Nuys Bldg.
Los Angeles

For 23 Years
"COLOR PRINTERS TO THE NATION'S PUBLISHERS"
LIVE COLORS!
PERFECT REGISTRY!
BETTER PRINTED COMICS!
Write or wire for Samples and Prices.

The World Color Ptg. Co.
R. S. Grable, Pres.
Est. 1900 St. Louis, Mo.

We can increase your business—just want it increased.
You have thought of press clipping yourself. But let us tell you how your clippings can be made a business builder for you.

BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

"The African World" AND "Cape-to-Cairo Express"
Published every Saturday in London

RESULT PRODUCERS
See page 41

Obituary

HALL PACKER, 71, formerly editor and publisher, Seabright (N. J.) Journal, died Feb. 1, in Seabright. For 11 years he was mayor of Seabright.

Mrs. E. BARRY FARIS, wife of E. Barry Faris, associate editor, International News Service, died in New York, Feb. 4, after a long illness. At one time Mrs. Faris was connected with the United Press Associations.

LOUIS H. BRINK, 53, foreman, mailing department, New York Daily News, died Jan. 25, in Brooklyn.

Mrs. EDNA S. ALLEN, 27, wife of Don Allen, moving picture editor of the New York Evening World, died Jan. 24, in Queens, New York.

Mrs. GERGIANNA RATCLIFFE LAFFAN, widow of William M. Laffan, at one time an owner and editor of the New York Sun, died Jan. 23, in Lawrence, N. Y. She lived in Baltimore before her marriage. There she met her husband, while he was art critic on the Baltimore Bulletin.

W. H. ROGERS, 67, manager of the Western Newspaper Union, Sioux City, Ia., for 33 years, died at St. Petersburg, Fla., Saturday, Feb. 2, following 6 years' illness. Rogers worked up to position of manager from office boy.

WINFIELD B. GORTON, editor, Islip (N. Y.) Press, a weekly, died recently.

CAPT. ARTHUR H. BATTEY, 70, managing editor, the American Officer, and an associate editor of the Marine Journal, died in Brooklyn, Jan. 27. He was one of the best known marine writers on the North Atlantic Coast. Beginning work as printer in a newspaper office in a small Massachusetts town, he came to New York, where, for many years, he was shipping editor of the New York Tribune.

JOSEPH SANFORD JONES, who served on the old New York Sun for 30 years, died in Brooklyn, Jan. 25. Besides the Sun, he was also connected with the New York Tribune for some time.

DAVID BLAIN KERR, telegraph editor, Toronto Mail and Empire, died suddenly, Feb. 2.

R. E. ROBINSON, 48, advertising manager, Youngstown (O.) Vindicator, died in that city, Jan. 28. Prior to his 11 years' service with the paper he had served in an editorial and advertising capacity for papers in New York, Chicago, Philadelphia, and Newark, N. J. He was once employed on the New York Times.

WILLIAM ROBERTSON, for several years real estate editor, Cleveland Plain Dealer, died at the home of his father-in-law, in Kansas, a few days ago.

REV. ROBERT M. OFFORD, 77, formerly managing editor, the Christian Herald, died in Passaic, N. J., Jan. 30.

JULIAN H. STERLING, 79, newspaper correspondent and writer, died in West Haven, Conn., Feb. 4. He was one of the first publicity agents for the late P. T. Barnum. He was a graduate from Yale, Sheffield, class of '68.

RICHARD BARND, editor, Ness County (Kan.) News, died at a government hospital in Kansas City, Mo., from disability received in the World War. Youngest son of J. K. Barnd, pioneer Kansas editor, he left the News to enlist in the 5th Division, contracting tuberculosis following exposure in France.

C. E. GOODSSELL, publisher, Chelan (Wash.) Leader, died Jan. 23.

ROSS G. WHEATON, 21, city editor, St. Joseph (Mo.) Gazette, died following a surgical operation. His father is an Associated Press operator on the Gazette. Mr. Wheaton formerly was with the Pittsburg (Kan.) Headlight and the Topeka Capital.

WILLIAM H. DINWIDDIE, 55, veteran Associated Press telegraph operator, died at St. Louis, Mo., recently.

HORACE G. VINES, editor, Cedar (Kan.) Enterprise and former editor, Almena (Kan.) Plaindealer, died last week.

F. W. LAXTON, 58, former publisher, Manhattan (Kan.) Mercury, died last week.

CHARLES FRANCIS CONNOR, 73, pioneer advertising man of Kansas City, died last week. He had been identified with the advertising business for 50 years. He was with the Gunning Advertising System, later the Cusack Advertising Company, and at the time of his death with the Mullins Company.

FREDERICK T. GREBE, 49, founder of the Grebe-Ziegler Company, Peoria, Ill., printers, died Jan. 30.

Mrs. ALICE NOBLE MCKAY, 78, mother of A. N. McKay, general manager, Salt Lake City Tribune, died recently in Canada.

Mrs. A. H. MONTGOMERY, 46, wife of the editor and manager of the Clinton (Ill.) Public, died Jan. 28.

OTHELLO M. EVERETT, 80, a captain in the Civil War, and for many years employed by the Burlington (Ia.) Gazette as office manager and cashier, died Jan. 27, at his home.

VISCOUNT HILL, member of the British nobility, who died recently in England, was in his younger days editor of the Paris (Ont.) Star-Transcript.

SANDY LOCKINGTON, 42, editor, Port Hope (Ont.) Guide, died Jan. 30, after a long illness. He entered employ of the Guide in 1900.

Mrs. ANNA DERTINGER, mother of James E. Dertinger, editor, Bushnell (Ill.) Record, died in that city Jan. 26.

Mrs. HARRY E. WOOD, wife of H. E. Wood, head of the art department, Kansas City Star, died recently following a six weeks' illness.

E. P. STONE, reporter on various Chicago newspapers including the Tribune, died last week at the home of his brother, C. A. Stone.

Mrs. SUSAN HAYES WARD, 87, for many years conductor of a department in the New York Independent, died at her home in Arlington, Mass., Feb. 4. She was a sister of Rev. William Hayes Ward, D. D., long time editor of the Independent.

THEODORE BAUER, formerly publicity agent for the Boston Opera Company and Columbia Phonograph Company, and Mrs. Bauer died Jan. 31, overcome by smoke while attempting to escape from their apartment in New York City. A cabaret, the Club Petrouska, beneath the Bauers' apartment and which they managed, was badly damaged.

THOMAS E. LEYDEN, former Boston newspaperman, evangelist and printer, died Feb. 4 at a hospital in Somerville, Mass., his home.

HOWARD AUSTIN, 72, formerly commercial editor, Philadelphia Record, died Feb. 1 in Philadelphia. Native of Philadelphia, Austin entered service of the Record as reporter in 1877. Becoming commercial editor a few years later, he was one of the first men in America to make up complete produce report. As a mark of respect for him, the Philadelphia Produce Exchange closed its doors Feb. 5, the day of his funeral.

MISS MARY E. COMSTOCK, 83, at one time in charge of the religious departments of the New York Evening Mail and the New York Evening Sun, died in New York Feb. 6. She was the first woman writer to report the proceedings of the Presbyterian General Assembly, being sent to Albany by a group of newspapers in the early '80's.

CURTIS ENDOWS MUSIC SCHOOL

Philadelphia Institute to Rival Old World Institutions

A great music school, which will rank with institutions in Germany and France, has been endowed in Philadelphia by Cyrus H. K. Curtis through the Curtis Foundation Fund.

The school will be known as the Curtis Institute of Music. Mr. Curtis is head of the Curtis Publishing Company, and a leading stockholder in the Public Ledger Company of Philadelphia and the New York Evening Post.

The object of the institute is to give students who study music in any form advantages which will not be exceeded by any school in the world.

IOWA

Manufacturing Facts

The capital invested in various forms of manufacturing amounted to \$233,000,000 in 1914. Only five years later, the investments in manufacturing plants amounted to \$403,200,000—this is an increase of 73 per cent.

In the same year the value of manufactured products equaled \$745,400,000—an increase of 140 per cent over the previous figure.

Among Iowa manufacturers are:

- the largest basket factory in the country.
- the largest broom factory in the country.
- the largest macaroni factory in the country.
- the largest sash and door factory in the country.
- the largest cream separator factory in the country.
- the largest cereal factory in the world.
- the center of the pearl button-making industry.

This manufacturing field offers a rich market to advertisers.

Gratifying results will reward the advertiser who cultivates this market.

THESE NEWSPAPERS COVER IOWA LIKE A BLANKET—USE THEM.

	Circulation	Rate for 1,000 lines
**Burlington Gazette	(E) 10,706	.04
**Cedar Rapids Gazette.....	(E) 20,668	.06
**Council Bluffs Nonpareil.....	(E&S) 15,797	.05
**Davenport Democrat & Leader.....	(E) 14,801	.06
**Davenport Democrat & Leader.....	(S) 17,660	.06
††Davenport Times	(E) 24,447	.07
**Des Moines Capital.....	(E) 61,288	.14
**Des Moines Sunday Capital.....	(S) 28,150	.14
**Iowa City Press-Citizen.....	(E) 6,176	.035
**Keokuk Gate City.....	(E) 5,656	.03
††Mason City Globe Gazette.....	(E) 12,330	.04
**Muscatine Journal	(E) 7,961	.035
**Ottumwa Courier	(E) 13,045	.05
**Waterloo Evening Courier.....	(E) 16,636	.05

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

††Government Statement, Oct. 1, 1923.



"A National Campaign in Itself"

Britain's Dominant Weekly

JOHN BULL is a paper with a purpose. Imbued with the real Crusading spirit, it fights fearlessly for Truth and Right against the forces of Ignorance, Tyranny and Dishonesty wherever these be found. Its pages are a forum from which prominent public men speak to the people. Every week it carries a wave of sane Optimism throughout the length and breadth of Britain.

That is why JOHN BULL has such a hold on the British Public. It is read by the man who walks to save his car-fare and the magnate who goes to his office in his own Rolls-Royce; by the parson in the pulpit and the woman at the wash-tub.

To advertise in JOHN BULL is to cover the whole country and to reach every spending section of the community.

Latest Certified Net Paid Sales per issue (less all Free Voucher and Return copies)

830,197

an increase of over 42,000 in six months.

JOHN BULL

WEEKLY 2d

Write for Advertising Rates (which are based on a 600,000 Net Sale) to:

Philip Emanuel,
Advertisement Manager
ODHAMS PRESS, LTD.
57-59 Long Acre, London, W.C.2. Eng.

PRINCE OF WALES PATRON OF 1924 WORLD CONVENTION

Announcement Through Viscount Burnham Contained in Cablegram Just Received by EDITOR & PUBLISHER



H. R. H. the Prince of Wales, who gives official recognition to the great Wembley convention, is personally known to many American newspaper men for characteristics of good fellowship, unspoiled by the pomp of royal station.

OFFICIAL stamp of approval by the British Government of the 1924 Convention of Associated Advertising Clubs of the World, at Wembley, has been given by H. R. H. the Prince of Wales, according to a cablegram from Herbert C. Ridout to EDITOR & PUBLISHER, dated Feb. 1.

The dispatch reads: "Viscount Burnham, President of the International Advertising Convention of 1924, has received a message from the Prince of Wales containing his consent to become patron of the International Convention at Wembley.

"It is considered probable that the Dec. 24 cablegram of greeting, addressed to the Prince by American advertising men, was largely responsible for His Royal Highness' act of recognition.

"It is felt here that this endorsement sets the final seal upon what promises to be the greatest advertising convention in the world's history."

Prominent advertising men and publishers of the United States, backers of the On-to-London movement, sent a cablegram to the Prince, Dec. 24, expressing regret that he would not be in England at the time of the convention in July, due to a proposed South African engagement and expressing hope of offering greetings in person if, by any chance, the Prince might change plans and be present in London.

Whether his expressed desire to act as

patron of the convention indicates that the Prince will be present in person is not made clear in the announcement, but it is believed that such is the intention.

Cost of space in the International Exhibition of Advertising to be held in connection with the London Convention, July 13-18, was set this week at \$5 a lineal foot, coincident with the announcement that the exhibit will become part of the \$50,000,000 British Empire Exposition, continuing at Wembley Park until October.

John H. Logeman, general chairman, International Exhibit Committee, who spent a month abroad arranging details, brought the word back.

Large rooms at the huge stadium in Wembley Park have been obtained for the advertising exhibit, Logeman stated. Exhibit fixtures will be uniform, each unit being 3 feet wide and 6 feet high. The price quoted is for one side only, and does not include the cost of installing or attaching the exhibits to the fixtures. Provision has been made for this service, for which each exhibitor will be charged the actual cost.

Exhibits, Logeman announced, must reach London before June 14. They should be shipped to G. Bernard Smith, advertising director, A. & F. Pears, Ltd., 71 New Oxford street, London, W. C. 1, England.

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

If you want Evening Circulation in Baltimore use

THE NEWS

If you prefer Morning Circulation use

THE AMERICAN

That is what the local merchants are doing and that is what we offer you.

NO FORCED COMBINATIONS when you buy

THE BALTIMORE NEWS and The BALTIMORE AMERICAN

EVENING HERALD

Los Angeles, Calif.

Gained 29,347 Daily Average Circulation. Sworn Government Statement, Six Months Ending March 31, 1923, 168,300 Daily Average Circulation. Six Months Ending Sept. 30, 1923, 197,647 Daily. Increase in Daily Average Circulation, 29,347.

IT COVERS THE FIELD COMPLETELY!

REPRESENTATIVES:

H. W. Moloney, 604 Times Bldg., New York
G. Logan Payne Co., 401 Tower Bldg., North Michigan Ave., Chicago
A. J. Morris Hill, 710 Hearst Bldg., San Francisco, Calif.

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

In New Orleans it's

THE ITEM

1,740,929

Daily Mail

LONDON, ENGLAND

NET DAILY

SALE

LARGEST IN THE WORLD

London, 9th January, 1924.

We certify that the average net daily sale of "The Daily Mail," after deducting all unsold and free copies whatsoever, for the six months ended 31st December, 1923, was as follows:

July, 1923	1,763,285
August	1,734,986
September	1,741,187
October	1,733,953
November	1,722,397
December	1,740,929

(Signed) LEVER HONEYMAN & CO.
Chartered Accountants.

(Signed) E. LAYTON BENNETT SONS & CO.
Chartered Accountants.

DAILY MAIL OFFICES
280 Broadway, New York
Telephone - Worth 7270

EDITORIAL



ANNOUNCEMENT

WITH this issue, Marlen E. Pew becomes editor of EDITOR & PUBLISHER, thus renewing an old and profitable association.

For his works he is known in journalism.

Few names carry greater justified confidence to newspaper makers in the various departments. His skill as a writer, enterprise as an editor and devotion to practical idealism as a journalist fit him to edit the newspaperman's newspaper.

With his aid EDITOR & PUBLISHER confidently looks forward to fresh and worth-while achievements in its field of service.

JAMES W. BROWN.

SINCERE NEWS REPORTING

AN earnest young man, student of his job, asks: "How can a reporter make characters human in newspaper copy?"

Humanity is still the most interesting subject to human beings and the blood is drying in the veins of the general newspaper which does not supply this interest. Ordinary folks go on packing motion picture houses twice or thrice daily, craving satisfaction mainly for their emotions, and photoplay writers strive, yet do not often succeed in imagining character material comparable to the wealth of thrilling dramatic human situations which life, in every city, every day, yields freely for observant newspaper reporters.

There are varying ideas of so-called "human interest." There is the nearly obsolete "sob" style; the still used "slop-over," that nerve-racking effort of the amateur with big words and small thoughts; the story with a super-heated "lead" and tame "follow," and, then, there is the grand flourish, made incredible by adjective and superlative. Finally, there is the true story of a human event, written by a person of sympathy and understanding, for an audience of simple human beings who desire and have a right to know certain things of their neighbors.

Common minds perceive and write of life commonly. Common news is a thin product. Uncommon people see and comprehend the uncommon features of life and make excellent newspaper copy. Reporters who possess fine sensibilities, have sound knowledge of the psychological and physical processes of the human family, and are good humored and constructive, practice the deeper technique of newspaper work.

To make characters human in newspaper copy requires merely accurate, plain and sympathetic description, and this calls more upon instinct than training.

"Hokum" is no substitute for sincere, profound, comprehending characterization of news subjects. You might fool your general public with flabby writing on special subjects, but in human affairs you must remember that the average reader is an expert by instinct.

SAY IT AND STOP!

WE asked William B. Colver how he accounted for the rapid circulation increases of some of the tabloid enterprises. Was it the mere form? Was it pictures? Was it novelty, brevity, what?

"More than anything, brief and to the point writing," he replied, adding, "They are like clever people, who have something to say and say that something clear and quick. We admire the trait in people and court their society. There is no bore to compare with the long-winded person, however sincere he may be. Same is true of newspapers, I think."

The thrice-told news story, once in the lead, once in the description and again in an appended interview, is in our opinion a bore to many readers. We do not advocate for all newspapers the choppy style of the tabloid or bulletin newspaper, nor neglect of interesting and important details, but we do deplore over-written, oft-repeated news accounts, with the meaning obscured by egoistic language.

Why inflict an unwelcome burden upon a busy world?

OUR HERITAGE

THE ONLY THING THAT EVER SET ANY MAN FREE, THE ONLY THING THAT EVER SET ANY NATION FREE, IS TRUTH. A MAN THAT IS AFRAID OF THE TRUTH IS AFRAID OF THE LAW OF LIFE. A MAN THAT DOES NOT LOVE THE TRUTH IS IN THE WAY OF DECAY AND OF FAILURE.

WOODROW WILSON

at the Associated Advertising Clubs of the World Convention, Philadelphia June 29, 1916

REVOLTING BRIBERY CHARGES

IF you are a correspondent in Paris for American newspapers and attempt to publish disagreeable facts as they occur, like as not you will find yourself on the green carpet of the Foreign Office, in the gesture of an accused man attempting to defend the truth. You enjoy your job and want to retain it. You do not want a fuss with the officials of a foreign country. You are anxious to conserve courtesy. You see no wrong in cabling news facts, even if they do rock the boat of the tourist trade, interfere with the momentary expedients of some politician in power or concern affairs which are being manipulated behind the curtains of secret diplomacy. You feel that you are an American newspaper man, charged with a plain duty, and the stuttering, threatening, high-and-mighty diplomatic secretary who is calling you down for having sent the admitted truth, is an enigma to you, as probably your idealism is to him.

As one official of a press organization recently said, the French press has no conception of American newspaper ethics and the browbeating that our correspondents in Paris persistently endure is merely a reflection of the Government's notion that our newspapers are as venal as is the Paris press, with some exceptions, of course, to prove the rule.

The peculiar ideas of professional morals and honor of French journalists, as a class, are now the subject

of wide discussion due to a sensational expose, in the Paris newspaper l'Humanité, of apparently authentic documents taken from the secret archives of the old imperial government of the Russian Czar. They are being republished here in such newspapers as the Living Age, New Republic and Nation, and, if true, reveal what we call systematic bribery of the press, from 1904 until the advent of Lenin.

For reasons unexplained, but understandable, the newspaper correspondents at Paris did not cover this story, which is now weeks old. At least, the story is news in the weeklies. It is conceivable that the American correspondent who would have used this material would have had a hot fight on his hands, both from government sources and French newspaper men. Indeed, if we are not mistaken, the foreign correspondent's association at Paris would have had only a chilly shoulder for the man who would have been as courageous, or tactless, as you will, to give this press bribery story to the public in detail. There is also the fact that the revelations came through the Communist party, and naturally were viewed as highly partisan and perhaps of doubtful accuracy. However, if anyone was sufficiently interested and had the will he would have found a way to cover the story for what it was worth.

If the documents are not authentic, the silence of the many great French newspapers and editors accused therein, is strangely significant.

The credit of the Russian government was low, following the Japanese defeat and subsequent revolutionary outbursts, until 1917, and the concern of the government appears to have been to reassure and sell Russian government securities to the French people. So, it appears, the French and Russian governments joined hands with the bankers and lined up the French press to silence adverse criticism of Russia's true plight.

In a single year, 1905, it is alleged, the official bribes, for suppression of unfavorable news and promotion of untruth, to an amazing list of great daily newspapers and journalists of all degrees, totaled 3,796,861 francs, then at par. The way the editors groveled, with their hands out for more and more, is a sickly chapter for American minds.

The public "fell for" the gold bricks and the world has been listening to the shrieks of the defrauded ever since the Peace Conference. How much of a part this grossly corrupt, as we regard it, practice has played in the diplomacy of the world since the Peace Conference can only be imagined, but surely it has accounted for many French political gestures which have been wholly mysterious to the people of this country.

The French government, or any honest government, may very profitably examine and encourage the American newspaper code of ethics, which as its first point condemns to the dust the revolting practice of subsidy for the suppression of news or the publication of fraudulent and deceptive reports. As the French government itself has stamped with approval the French practice of press subsidies, by itself keeping newspapers lined up by bribes to editors, we think it entirely appropriate to speak our minds. Our sympathy is with the American correspondent at Paris who is fighting to get the facts to his paper as best he can without a row, and we seek to do our part by making American newspaper men in a measure understand the problem.

LESSON IN SIMPLICITY

A SIGNIFICANT little classic of the city-room told by Heywood Brown, New York World star writer, in a recent number of The American Magazine, George Burdick might city editor was "sitting up waiting for an important news story and the reporter assigned to the job had suddenly become style-conscious.

"Again and again the reporter wrote the first half of a lead, and each time tore it up. It didn't have just the tang and sparkle which he desired. Burdick endured the strain of waiting as long as he could, and then tiptoed across the room and tapped the man on the shoulder. 'Mr. Curtain,' he said, 'if you please just one little word after another.'"

February 9, 1924

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James Wright Brown, Publisher.

Marlen E. Pew, Editor.

J. B. Keeney, Business and Advertising Manager.

Arthur T. Robb, Jr., Managing Editor.

Fenton Dowling, Promotion Manager.

George Strate, Circulation Manager.

Washington: Sam Bell, 26 Jackson Place.

St. Louis: Roy M. Edmonds, 1638 Arcade Building.

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

London Editor: Herbert C. Ridout; Special Commissioner: H. 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. Craich, 60 Lymstone Avenue, Lawrence Park.

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

PERSONAL

FREDERICK ROY MARTIN, general manager, Associated Press, who with his family is making a tour of South America, was the honor guest at a banquet at the Union Club, Santiago, Chile, Feb. 2, given by the staff of El Mercurio, headed by General Manager Perez de Arce and Chief Editor Carlos Silva Vildosola. Prominent members of diplomatic, newspaper and business circles were present.

John P. Dwyer, vice-president and managing editor, Philadelphia Record, is in Atlantic City recuperating from an operation performed several weeks ago in the Misericordia Hospital, Philadelphia.

W. C. Conley, one of the directors of the Hagerstown (Md.) Herald-Mail Publishing Company, and manager of the National Cash Register Company at Hagerstown, has returned from Bermuda with members of the "Hundred Point Club" of the Cash Register Company.

William Randolph Hearst called on President Coolidge, at the White House, Feb. 4.

E. E. Burson, publisher, Litchfield (Ill.) News-Herald, suffered a stroke of paralysis Jan. 28, while confined to his home with a cold.

Dr. J. H. Finley of the New York Times, former president of Knox College, Galesburg, Ill., and S. S. McClure will be speakers at the 87th Founders' Day celebration at Knox, Feb. 27.

Edward H. Butler, publisher Buffalo (N. Y.) News, has been selected as representative of the 40th New York district at the Republican convention.

Edouard Fortin, publisher, Beauveville (Que.) L'Eclair, and president, Canadian Weekly Newspapers Association, has been elected mayor of Beauveville.

J. V. Barstow, publisher, Brownsdale (Minn.) Six Town News, has been appointed postmaster.

J. W. Magers has resigned as president of the Norristown Herald, Inc., publishers of the Norristown (Pa.) Times-Herald.

Abraham Cahlan, editor, New York Jewish Daily Forward, sailed from New York, Feb. 2, on board the S. S. Majestic for London at the invitation of Philip Snowden to attend the opening of the new Parliament.

IN THE BUSINESS OFFICE

JOHN CREMMEN, formerly of the William Filene's Sons Company, Boston, advertising department, has been appointed advertising manager of the Boston American.

Donald L. Weaver has joined the service and copy department of the Christian Science Monitor, at Boston. He has been associated with N. W. Ayer & Son, J. H. Cross Company, and the Richard A. Foley Advertising Agency in Philadelphia, and was for some time advertising manager of Gladdings Department Store in Providence, R. I.

William E. O'Brien has been appointed advertising manager, Buffalo (N. Y.) Courier and Buffalo Enquirer, filling the vacancy caused by the death of Malcom R. Clissold. O'Brien has been a member of the advertising staff of the Courier and Enquirer for the past 5 years in charge of financial advertising.

R. S. Sheridan, for many years in direct charge of the management, Capital News Publishing Company, publishers of the Boise (Idaho) Capital News, is taking a year's leave of absence, due to ill-health. H. A. Lawson, managing editor, and John Veatch, business manager, are in charge.

C. Clifford Kuh, for the past year and a half Eastern representative of Midweek Pictorial, published by the New York Times Company, has been appointed advertising manager of that magazine.

Miss Edith Chapman, a graduate of the University of Washington School of Jour-

nalism, has joined the staff of the Longview (Wash.) News. She will install a cost-finding system.

Theodore Edson, business and circulation manager, New Bedford (Mass.) Sun, has resigned, effective Feb. 9.

Donovan Haislet has become business partner of his father, H. W. Haislet, editor, St. James (Minn.) Independent. He has been recently with the Woodstock (Ill.) American and a suburban paper at Chicago.

Paul Sargent, circulation manager, New York Herald, is convalescing at St. Luke's Hospital from an operation for appendicitis.

Michael H. Doherty has resigned from the circulation staff, Boston Telegram.

James W. Fisk, merchandise counsel, Milwaukee (Wis.) Journal, and formerly of the Dry Goods Economist, has been elected president of the Civitan Club of Milwaukee.

C. L. Perkins, manager classified advertising department, Chicago Herald and Examiner, has gone to California on account of the death of his father.

Newcomb F. Thompson has succeeded Fred. M. Fugazzi as advertising manager, Camden (N. J.) Post-Telegram. He was formerly on the staff of the Allentown (Pa.) Chronicle & News.

George F. Nieberg, formerly with the Hearst papers in Chicago and recently with the Boston Herald, has been appointed director of advertising of the Washington Times and the Washington Herald.

S. H. Somerton, formerly proprietor and editor of Eastern Commerce, Yokohama, has become senior vice-president of the World Wide Advertising Corporation, New York. Mr. Somerton will be actively identified in both the domestic and foreign business of this corporation.

Wayne Carrington Smith, business manager, Meriden (Conn.) Record, and Mrs. Smith announce the birth of a son, who will bear his father's name. Mr. Smith is the son of E. E. Smith, vice-president and publisher of the Record.

G. W. Preston, advertising director, Buffalo (N. Y.) express has resigned. Mr. Preston has not yet announced his future plans.

Chester Nolan, formerly classified advertising manager, Omaha World-Herald, has joined the Brooklyn Eagle as promotion manager. He was at one time connected with the classified advertising department of the Eagle.

IN THE EDITORIAL ROOMS

EDWIN GORDON LAWRENCE has been appointed editor, Palm Beach (Fla.) Times. Lawrence was feature writer on Women's Wear, New York, from 1915 to 1919. He was also at one time editor, Athol (Mass.) Chronicle, and editorial writer on the Miami (Fla.) Herald.

Roy E. Fairman, managing editor, Gloversville (N. Y.) Herald, has resigned to enter the advertising field. He will conduct his own agency.

Edwin F. McEwen, of St. Joseph, Mo., graduate of the University of Missouri School of Journalism, and lately with the Washington (D. C.) News, has sailed for Japan to join the staff of the Japan Advertiser.

Warren Storey Smith has been appointed musical critic of the Boston Post to succeed Olin Downes, who recently went to the New York Times.

Malcolm T. Waldron, formerly of Hartford and more recently of the Bridgeport (Conn.) Telegram, has gone to Stamford as editor of the Stamford Sentinel. Ernest A. Davies, of the Telegram, is now covering the county courts. Davies' father, a former member of Parliament in England, is visiting him and he has been writing American articles for the Statesman, in London.

Jesse A. Linthicum has been named city editor, Baltimore Sun, to succeed David C. Gibson, who recently resigned to associate himself with the J. M. Daiger Financial Advertising Agency. Mr. Linthicum has been with the Sunpapers

FOLKS WORTH KNOWING

VICTOR MURDOCK, editor, Wichita (Kan.) Eagle, resumed his place Feb. 1, in the sanctum of the Eagle office, following his resignation Jan. 14, as member of the National Trade Commission. He is a good example of the saying "the hand that dabbles in printer's ink, never gets its off."



VICTOR MURDOCK

Mr. Murdock tried to forget printer's ink first in 1903. He was elected a member of the 58th Congress that year and served continuously until 1915. In 1917 he was appointed a member of the Federal Trade Commission by President Wilson and reappointed in 1919. His present term would not have expired until 1925.

Before entering public service, Murdock had a long and brilliant career as a newspaper writer. He began work in the Eagle print shop at the age of 15 under the direction of his father, the late Col. M. M. Murdock, and worked in every department of the newspaper from devil to editor.

Later he went to the Chicago Inter-Ocean, where he soon became an outstanding figure as reporter and writer. He soon returned to Wichita, however, to resume his place on the Eagle. He has been editor-in-chief or managing editor since 1894.

Printer's ink won't rub off. If you think it will, ask Victor Murdock.

for over 13 years. He began as assistant sporting editor and has filled the positions of night editor and night city editor. Charles P. Trussell is the day city editor, and Harry L. Beckner is the night city editor.

Sidney Sutherland, telegraph desk, Chicago Tribune, won a total of \$105 in prizes with his headlines during 1923. Joe Dorney, telegraph desk, was second with \$94, and Paul Purman, telegraph desk, third with \$92. The Tribune offers three weekly prizes, \$10, \$5 and \$3, for the best heads.

R. M. Scofield, editor and manager Uniontown (Wash.) Journal, has been made secretary of the Uniontown Commercial Club.

Frank Franciscus, city editor, Mankato

(Minn.) Free Press, has been made telegraph editor succeeding John C. Wise, who died recently. L. S. Imm, formerly of Jordan, Minn., takes the place of Franciscus on the city desk.

Frank Wasson, news editor, Cedar Rapids (Ia.) Gazette, returned last week to his desk after several months' absence following an accident in which he suffered a fractured leg.

C. L. Chalfant, formerly of Springfield, O., is the new editor, Canton (Ill.) Ledger. He succeeds Fred Austin, resigned.

Walter Markley, court house and police reporter, Topeka (Kan.) State Journal, has been made a member of the publicity staff of the Kansas Co-operative Wheat Marketing Association.

Miss Clare Ferguson has been made woman's editor, Wichita (Kan.) Beacon.

William E. Jones, for 40 years editor, Frankford (Mo.) Chronicle, was stricken blind recently. His son, George E. Jones, owner, Cowgill (Mo.) News, is issuing the paper. Mr. Jones is more than 70 years old.

Miss Florence M. Foreman, associate society editor, Trenton (N. J.) Times, has returned to her desk after several weeks' absence caused by injuries received in an automobile accident.

Harry P. Wilson, night city editor, Philadelphia Record, left Feb. 8 for Charleston, S. C., where he will join the newspaper party visiting Panama.

Hugh Savage, editor, Duncan (B. C.) Cowichan Leader, is convalescing from a serious illness.

James C. Isaminger, sports editor, Philadelphia North American, has returned from a two months' trip abroad. He brought home a number of special articles about English and French sport.

William T. Hamilton, Jr., former newspaper man, and son of the late Governor Hamilton of Maryland, for many years owner of the Hagerstown (Md.) Mail, has published his first novel, "The Three Stages of Clarinda Thorbold."

William B. Wilson, former Chief of the Bureau of Claims in the City Solicitor's office, Philadelphia, who retired the first of the year, is back in newspaper work as reporter on the Philadelphia Record.

J. Duville Pollard, editor, Seneca County (N. Y.) Courier-Journal, has been elected high priest of Salem Town Chapter 175, Royal Arch Masons.

Frank Evans, editor, Sedro-Woolley (Wash.) Courier-Times, has been elected secretary of both the Commercial and Rotary Clubs in Sedro-Woolley.

Frank Francis, former editor, Ogden (Utah) Standard-Examiner, and for the past 4 years mayor of the city, will re-

"I am gratified at the results shown in your last report. It is a confirmation of our belief that the Haskin Feature is the best one of its kind the paper carries, and contributes toward the success of the Telegraph." T. W. Ross, News Director, The Colorado Springs Evening Telegraph.

turn to the Standard-Examiner staff as an editorial and feature writer. He will conduct a daily column under the heading "News and Views."

William T. Iglehart, city editor, Salt Lake City Tribune, has been elected vice-commander of the Salt Lake City Post of the American Legion.

Randolph Marshall has assumed the duties of managing editor of the recently reorganized Edmonton (Alta.) Bulletin. He was for some time on the staff of the New York Herald, later with the Philadelphia Public Ledger and more recently scenario editor for the Famous Players Lasky Corporation at Portland, Me.

Sidney Stall, former makeup editor, Buffalo (N. Y.) News, has been elected to the editorial board of "The Pennsylvania," the University of Pennsylvania's daily. Stall is a freshman in the Wharton School of Finance.

Gerald K. Rudolph, former managing editor, Buffalo (N. Y.) Enquirer, has been appointed Buffalo manager for the Fox Film Corporation.

E. K. King has resigned as librarian, Minneapolis Journal, and has succeeded Harry L. Pratt as librarian, St. Paul Dispatch-Pioneer Press.

George C. Dworshak, reporter, St. Paul News, has resigned to start a community paper.

Roscoe Fawcett, former sporting editor, Portland (Ore.) Oregonian, now engaged in magazine publishing in Minnesota, has been visiting his former home in Portland.

Clayton E. Hildum, formerly of the editorial staff, Jamestown (N. Y.) Journal, has been elected a vice-president of the Lehigh Valley Railroad Company. He won his promotion from a minor position in the freight department.

Louis DeBord, reporter, St. Paul Pioneer Press, has been promoted to editorial writer.

Charles J. Gormley, representative of Buffalo newspapers at Mount Morris, N. Y., and Mrs. Gormley were painfully burned when their stalled automobile caught fire while Mr. Gormley was using a match to locate engine trouble.

Frank Long, former star guard of the Swarthmore football team, has joined the staff, Philadelphia Bulletin.

Burton L. Smith, of the Los Angeles Times, was a visitor in Philadelphia recently. He made the acquaintance of General Butler, who is "cleaning up" Philadelphia, and carried back a special story.

Al Klein, Philadelphia Inquirer, has rejoined the staff of the newspaper after conducting a campaign for funds for the Jewish Welfare Association.

Gordon Jost, of the staff, Philadelphia Bulletin, narrowly escaped injury recently when the automobile he was driving plunged down a hill in Fairmount Park. His companion was injured.

William W. Roberts, lately photographer for Post Publishing Company, Bridgeport, Conn., has joined the staff of the Bridgeport Sunday Post as feature writer.

Harvey S. Brown of Bridgeport, Conn., has joined the county staff of the Bridgeport (Conn.) Telegram, in charge of the Westport bureau.

E. B. Smith, copy reader, Philadelphia Public Ledger, has been confined to his home because of a severe illness.

Dan Lenehan has joined the staff of the Scranton (Pa.) Sunday Dispatch.

James G. Mackin, labor reporter, Scranton (Pa.) Times for the past 6 years, resigned recently to become news editor of the Montrose (Pa.) Republican.

P. M. Barrett, until recently publicity representative for the Edna Park Players, San Antonio, Tex., has joined the copy desk, San Antonio Express.

Jack Specht, former San Antonio News staff photographer, has left for New York to enter motion picture photography work.

Leroy Eisenhour, formerly of Brooklyn, is now working on the telegraph desk at the Scranton (Pa.) Times. He

is acting as assistant to Tom J. Brislin, who has been telegraph editor of the Scranton Times for the past 4 years.

William Berger and William Barry have joined the staff of the Philadelphia Public Ledger.

Huston McCollough has been appointed political reporter, Philadelphia Public Ledger.

James O'Connor, staff member, Scranton (Pa.) Times, was seriously injured Feb. 3, when he fell down a flight of stairs in the Times building. Mr. O'Connor was telegraph editor of the Scranton Times for a number of years, but for some time has been writing the "Personal and Pertinent" column.

Henry Morehouse, formerly Sunday editor, Chicago Tribune, has been made assistant to Harvey Duell, managing editor of the new weekly magazine to be started in May by the Chicago Tribune.

Walter Healy, formerly in newspaper work in Richmond, Cal., is now a reporter on the Bellingham (Wash.) Reveille.

HOLDING NEW POSTS

JOE COHN, from political writer, New York City News Association, to staff, New York Times.

Ward Moore, from Kansas editor, Topeka (Kan.) Capital, to assistant telegraph editor, Atlanta (Ga.) Constitution.

Robert J. Knight, from classified manager, Scranton (Pa.) Republican, to advertising manager, Lexington (N. C.) Dispatch.

Fred Norris, from copy desk, Toledo (O.) Blade to city copy desk, Toledo (O.) News-Bee.

J. J. Shores, from staff, Philadelphia North American, to copy desk, Toledo (O.) Blade.

Lew Klewer, from Toledo (O.) Times, to staff, Toledo Blade.

P. L. Trussell, from Washington (D. C.) Post, to assistant city editor, Philadelphia Public Ledger.

Franklin Yeutter, from staff, New Orleans (La.) Times-Picayune, to staff, Philadelphia Bulletin.

John O. Shirley, from San Antonio (Tex.) News to city editor, West Palm Beach (Fla.) Times.

Charles Minord, from Philadelphia Bulletin staff, to staff, Philadelphia Public Ledger.

John P. Miles, from reporter San Antonio (Tex.) News, to staff, Los Angeles (Cal.) Illustrated Daily News.

Lawrence Sheppard, from San Antonio (Tex.) Express staff, to sporting editor, Houston Dispatch.

Ben Baines, from staff San Antonio (Tex.) Light, to reportorial staff, San Antonio News.

Miss Fayette Krum, from Chicago Tribune staff, to sports writer, Chicago Daily News.

D. D. Richards, from copy desk, Chicago Daily News, to editor, radio section, Chicago Evening Post.

H. A. MacGowan, from Middletown

(N. Y.) Times-Press to editorial department, Middletown Herald.

MARRIED

GEORGE SCHERCK, sports reporter, Seattle (Wash.) Post-Intelligencer, to Dorothy Cowan, formerly of the editorial staff, Seattle Union Record, Jan. 2. The marriage was not announced until Jan. 27.

Bernard Leo Flanagan, night editor, Salt Lake City office, Associated Press, to Miss Lili Morgan of Grand Junction, Co.

Charles E. Harner, former Chicago Tribune reporter, now with the Springfield (Ill.) Illinois State Journal, to Miss Virginia Paxton, Jan. 30, at Champaign, Ill.

Miss Thelma Gruber of the Hagerstown (Md.) Herald-Mail clerical force, to Edward Scott of Allentown, Pa.

NEWS ASSOCIATIONS AND SYNDICATES

MORRIS J. HARRIS, formerly of the Japan Advertiser, has joined the Washington bureau, United Press Association.

Universal Service has closed its San Antonio, Tex.; bureau.

Captain W. W. Murray, night editor, Canadian Press, Montreal, is off duty suffering from appendicitis. He is replaced temporarily by T. F. Rhude, from Halifax, N. S.

W. P. Ainsworth is relieving William Johnson, financial editor, United Press

Associations. The latter is ill at home.

J. M. Snyder has been appointed manager, Cleveland bureau, United Press, succeeding Bryant Harbert. Harbert has been transferred to the Columbus, O., bureau, where he has taken place of E. J. Johnson, who joins the U. P. business office. Snyder was formerly state editor of the Columbus (O.) Citizen.

L. D. Harrop, manager, United Press bureau, Lincoln, Neb., is recovering from a major operation. He is being relieved by John Sharp of the Chicago office.

Executive committee of the Associated Press will meet March 3. The meetings which were to have been held Feb. 27, and March 26, have been combined in this meeting. At this time the next meeting of the board of directors will be decided upon. The annual meeting of the Associated Press will be held April 22, at the Waldorf Astoria.

IN THE AGENCY FIELD

WILLIAM T. GREY, former assistant managing editor, Louisville (Ky.) Courier-Journal, has joined the copy staff of Edwin Bird Wilson Inc., advertising agency, New York.

J. F. Held Agency, Seattle, Wash., has moved to new quarters in the recently completed Bigelow Building.

H. G. Penman, the "Adman," has started new and larger quarters at 408 Main street, Seattle, Wash.

Strang & Prosser, advertising agency of Seattle, Wash., has moved from the Empire Building to the L. C. Smith

Church Copy For Every Paper

The Church Advertising Department of the Associated Advertising Clubs of the World is interested in having newspapers and churches cooperate in use of constructive announcements urging church attendance.

Because of request for good copy, the Department began offering several years ago constructive copy for newspaper use. Some papers are willing to pay a small fee for use of exclusive copy. Series No. 3 and No. 4, fifty-two and twenty-five ads respectively, will answer this need, obtainable from Herbert H. Smith, 518 Witherspoon Bldg., Phila., Pa. Special advertisements for special church days, available to only one paper in a town.

Other papers desire copy without charge. Series No. 5, obtainable from E. H. Harris, The Richmond Palladium, Richmond, Ind., answers this need. Any paper may use this series at any time.

Proofs on request

CHURCH ADVERTISING DEPARTMENT

A. A. C. W.



Hol-Nord Features

500 FIFTH AVENUE
LONGACRE 0867 CABLE "NORDHOL"
NEW YORK CITY

1,367,279
lines gain
in
1923

Record of

The Washington Times
Washington's Growing Evening Newspaper

Also publishers of

The Washington Herald
Morning and Sunday
Dominant in Its Field
G. LOGAN PAYNE
PUBLISHER AND GEN. MGR.

FIRST IN PUBLIC SERVICE

The Evening World
Established 1887

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

Advertise in Newspapers by the Year

The Evening World

Pulitzer Building, New York
Maller's Building, Ford Building,
Chicago Detroit

Few Papers—(if any)—surpass the
TRENTON NEW JERSEY TIMES
AS

A Food Medium

A recent reader survey indicates that among the housewives of the city our Thursday Food Feature Department—upward of four pages devoted to food recipes and news and food advertising—is the best feature carried by the Times

Circulation 30,237 Member A. B. C.

KELLY-SMITH CO.

Marlborough Bldg. Lytton Bldg.
New York Chicago

A MARKET MAGNET

for

Electrical Sales

Buffalo—where cheap electrical current rates, made possible by Niagara Falls power make electrical appliance selling easy when combined with judicious newspaper advertising. All you need is the pulling power of the **BUFFALO EVENING NEWS ALONE.**

A. B. C. Total Net Paid 119,754 September 30, 1923

BUFFALO EVENING NEWS

Edward H. Butler
Editor and Publisher
KELLY-SMITH CO.

National Representatives
Marlborough Bldg. Lytton Bldg.
New York, N. Y. Chicago, Ill.

Building, where the entire 25th floor has been taken over. The space buying and copy production departments are in charge of Frank C. Doig; art is handled by George P. Semple and George Hager; Miss Alice Roote directs the department specializing in food production and domestic science subjects; and auditing, credit, and checking are in charge of Mrs. K. S. Wilson.

Maurice Elgutter of the Elgutter Advertising Service, Toledo, O., is conducting a class in advertising at the University of Toledo.

F. Harvey Morse, formerly advertising manager, Corno Mills and National Oats Company, and for the past three years with the Fisher-Brown advertising agency of St. Louis, resigned Feb. 1, to join the sales promotion department of the Ralston Purina Company of St. Louis.

A. B. Rand, formerly with the McJunkin Advertising Company, Chicago, and with the Shuman-Haws Advertising Company, Chicago, has joined the standard Rate & Data Service, also of Chicago.

Howard T. Graves for the last 4 years with Sherman & Lehair, Inc., New York, has advanced to the position of space buyer.

Harry E. Wade has joined the Thresher Service Advertising, New York, as account executive.

Robert D. McMillen, recently director of sales and service of Albert Frank & Company, New York, has joined the staff of Barton, Durstine & Osborn, also of New York.

Henry S. McLeod has joined the staff of Charles Daniel Frey Advertising, Inc., Chicago.

John D. Cole and Dwight W. Jennings, both of whom have been with the Chicago office of Lord & Thomas, have been appointed to direct the new office which that agency has started at San Francisco.

Harris L. Corey has been elected a director and secretary of The John S. King Company, Cleveland, O.

Edward T. King, M. Heintz, Francis Reeser, Donald Schaffer and B. Miller have recently joined the staff of John S. King Company, Inc., Cleveland advertising agency.

H. L. Ellenbogen has established a new advertising agency at 116 Dove street, Albany, N. Y., under the name of the Albany Display and Advertising Service.

Dorrance, Sullivan & Company, upon the closing of their special service offices at South Bend and Chicago, are transferring part of the staffs of these offices to New York and Boston. H. F. Murphy, art director at South Bend, becomes art director at Boston, and G. C. Jefferson, space buyer at South Bend, has been transferred to their traffic department, New York.

WITH THE SPECIALS

JAMES P. WEST, formerly of the Chicago Daily News and John B. Ellison & Sons, Philadelphia, has joined the Chicago office of William J. Morton Company, newspaper representatives of New York and Chicago.

Frank L. Dales, formerly assistant advertising manager, Chicago Herald, and later in the advertising department, Chicago Daily News, has joined the staff of the Chicago office of Cone, Hunton & Woodman, Inc.

Frost, Landis & Kohn, New York, have been appointed national advertising representatives of the Wilmington (N. C.) News-Dispatch.

ON THE MECHANICAL SIDE

PAUL B. WHALLON, formerly in charge of the job printing department Ft. Madison (Ia.) Democrat, has been made head of the west end advertising and news section. Ben Conbrock has succeeded him in the job plant.

William Hemmer, member of the composing room staff, Cedar Rapids (Ia.) Gazette, and Mrs. Hemmer, are parents of a daughter born last week.

Joseph A. Falcey, a compositor on the Trenton (N. J.) Times and Mrs. Falcey, are parents of a daughter, Edna Veronica.

WEEK'S CLEVER PRESS
FLASHES

New York—"McAdoo out; Doheny to Wash! (Unassisted)"—*Phillips in the Sun and Globe.*

Berlin—Paul Miller, Chicago Tribune correspondent was refused passport to visit Russia because he refused to accept the censorship conditions proposed by Bolshevik embassy here.

Chicago—"HOORAY! and three rousing cheers for the G. O. P., the GRAND OIL PARTY."—*Tic Tac. Chicago Tribune.*

Boston—"If Mr. Munsey could only abolish taxes as easily as he abolishes newspapers!"—*James J. Montague in the Globe.*

New York—Evening Journal editorial, characteristic of Brisbane, calls Frank Munsey "one game guy," for spending \$6,000,000 to clean up the New York field, and sarcastically suggests consolidation of Sun and Globe with Telegram and Evening Mail.

Washington—"Peace at last for a lover of peace," was W. A. Rogers caption for his memorial cartoon of Woodrow Wilson, in the Washington Post.

New York—"You can fool oil of the people some of the time, some of the people oil of the time, but you can't fool oil of the people oil of the time."—*Evening World.*

New Orleans—Times-Picayune publishes comparative photographs of Woodrow Wilson taken in 1912, 1917 and 1921, showing shocking physical deterioration due to cares of state and years of war.

New York—"Newspapers are filled with scandalous stories about people who deem it perfectly scandalous that such stories be published."—*James K. McGuinness in the Sun and Globe.*

Chicago—Herald Examiner publishes two solid graphic pages "Pictorial Story of the Life of Woodrow Wilson."

Baltimore—"The less a man knows, the more he delights in picking out folk who know even less and calling them ignorant asses."—*Sunbeams in Baltimore Sun.*

Philadelphia—"The Republicans naturally fear that Fall will lead to the winter of their discontent."—*Philadelphia North American.*

San Francisco—Examiner features photographs and scientific description of an astronomical excursion at Mt. Hamilton Observatory, turning the attention of readers to the skies.

St. Louis—"In New York the subway addict comes out of his hole on Ground Hog Day, and if the weather is fine he predicts spring."—*St. Louis Globe-Democrat.*

Houston—"The New York newspapers are welcome to run their cable news as they please, but it looks to us as if European royalty stuff has about forfeited its place on the front page."—*Houston Post.*

Fort Worth—"When General Butler gets through chasing the crooks out of Philadelphia he can get another job in neighboring cities chasing them back again."—*Fort Worth Star-Telegram.*

Kansas City—"We suppose if the worst should come to the worst, we could go to New York and knock out a modest living raising young newspapers to sell to Frank A. Munsey."—*Starbeams. Kansas City Star.*

IN NEW ORLEANS NOW
IT'S THE STATES

Largest afternoon city circulation.
Largest afternoon circulation in New Orleans trading territory.

Total daily over 52,000
Total Sunday over 77,000
1922 advertising gain, 1,825,432 agate lines.

Greatest record in the South.
Get complete information on New Orleans situation before deciding on advertising campaign.

Represented by
JOHN M. BRANHAM CO.
Chicago, Atlanta, St. Louis, Kansas City, San Francisco
and
S. C. BECKWITH
SPECIAL AGENCY
NEW YORK CITY

TACOMA

Is the center of a territory of 280,000 consumers which is one of the five major markets of the Pacific Northwest. Advertisers cannot cover this territory by using outside newspapers. In the city of Tacoma the Seattle morning paper has only 667 copies on week day mornings. One Seattle evening paper has 486 copies on weekday evenings while the other Seattle afternoon paper's circulation is even more negligible.

THE TACOMA NEWS TRIBUNE
EVERY EVENING EXCEPT SUNDAY

Blankets this territory. The ABO Audit of the past year gives a net paid daily average for six evenings a week of \$2,648.

Tribune Publishing Company

Frank S. Baker President Charles E. Welch Editor and Gen. Mgr.

Advertising Representatives:
David J. Randall Ford Parsons Co. R. J. Bidwell
341 Fifth Ave. 360 No. Michigan & Co.
New York City Avenue 742 Market St.
Chicago, Ill. San Fran., Cal.

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

THE
Salt Lake Tribune

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

FOREIGN REPRESENTATIVES

The S. C. Beckwith Special Agency

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

PACIFIC COAST REPRESENTATIVE

M. C. Morgensen & Co., Inc.

Los Angeles—San Francisco—Seattle

170
Pages

Every department store in Des Moines, individually and collectively, used more space in The Des Moines Capital in 1923 than was used in any other Des Moines newspaper. The excess in favor of the Capital amounted to 170 pages.

THE DES MOINES CAPITAL

Lafayette Young, Publisher

Special Representatives:
OMARA & ORMSBEE, INC.
New York—Chicago—San Francisco

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

Your New Building Should Pay Its Way

A building that assures faster production at lower unit costs is self-amortizing—it pays its own way. To obtain this quality in a newspaper plant requires the study of several often overlooked problems that are outside the field of the architect. This organization knows those problems.

S. P. WESTON

Newspaper Buildings
Plant Layouts
Production, Operation

120 West 42nd St. New York

PORTSMOUTH, OHIO

EVENING TIMES
MORNING SUN
SUNDAY SUN-TIMES

They cover South Central Ohio Completely.

Foreign Representative
ROBERT E. WARD, INC.

5 So. Wabash Ave. Chicago 501 Fifth Ave. New York

Use the evening paper New York merchants prefer

NEW YORK EVENING JOURNAL

New Haven Register

is New Haven's Dominant Paper

Circulation over 37,000 Average Bought every night by More New Haven people than buy any other TWO New Haven papers COMBINED.

New Haven Register
The Julius Mathews Special Agency
Boston — New York — Detroit — Chicago

ASSOCIATIONS

O. H. WOODY, editor, Okanogan (Wash.) Independent, has been named chairman of the executive committee, Washington State Press Association, to take the place of Chapin D. Foster, editor, Grandview (Wash.) Herald, who became president at the death of N. Russell Hill, former president. Mr. Woody is succeeded as a member of the executive committee by R. M. Scofield, editor, Uniontown (Wash.) Journal. Fred L. Wolf, editor, Newport (Wash.) Miner; L. C. Weik, editor, Odessa (Wash.) Record; and Grant C. Angle, editor, Shelton (Wash.) Mason County Journal, have been appointed by President Foster to draft permanent memorials for the late N. Russell Hill and the late Dan Cloud.

Buffalo (N. Y.) League of Advertising Women started a 10 weeks' course in the fundamentals of advertising Feb. 5. J. Jay Fuller, of the Fuller Advertising Agency, is the instructor of the course.

New York School Reporters' Association, recently organized, will hold a dinner at the Commodore Hotel, Feb. 20. Harold Strickland, of the Sun and Globe, is president of the association, which numbers 20 reporters.

Daniel E. Derr, vice-president, Baltimore (Md.) Advertising Club, has been chosen toastmaster for the 16th annual banquet of the club, scheduled for Feb. 14.

First official convention of the second district, Associated Advertising Clubs of the World, will be held May 12 and 13, in Philadelphia. Rowe Stewart, business manager, Philadelphia Record, is general chairman of the committee of arrangements. Paul V. Barrett, Scranton, Pa., is district chairman. The second district comprises advertising clubs of New York, Pennsylvania, New Jersey, and Delaware.

Annual meeting of the Cleveland Graphic Arts Club was held Jan. 29, when 9 directors were chosen to govern the Ben Franklin Departmental of the club. George H. Gardner was re-elected president and the other directors include B. H. Noyes, James A. Cannon, J. F. Berkes, B. B. Eisenberg, Joseph Gideon, C. A. Randall, C. H. Jackman, and George F. Buehler. George H. Hebb, of Detroit, vice-president of the United Typothetae of America, was the principal speaker.

Buffalo Printing Trades Council has elected the following officers: President, W. J. McLaughlin, Typographical Union No. 9; vice-president, Thomas Calvert, Stereotypers' Union No. 25; business secretary, Joseph McKimmie, Bookbinders' Union No. 17; treasurer, Norbert Berger, Pressmen's Union No. 27.

Annual meeting and dinner of the Kansas Democratic Press Association will be held in Topeka, Feb. 22.

New York Newspaper Women's Club gave a housewarming tea at their new club house last week. The club now has 75 members.

Philadelphia Sporting Writers' Association plans to hold its annual dinner, Feb. 19, at the Hotel Walton. At a recent election, Neagel Rawlins was chosen 1924 president; Edwin J. Pollock, vice-president; Lawrence McCrossin, secretary, and Louis Jaffe, treasurer.

Hutchinson (Kan.) Ad Club will observe the national "Truth in Advertising" week, Feb. 17 to 22. The week will be spent in an educational campaign, closing with a banquet Feb. 22. The Ad Club committee is composed of W. N. Sudlinger, chairman; Harry Smith, E. E. Ellsworth, Ray Streeter, Charles Nicholson, and L. H. Whiteside.

Northeast Nebraska Editorial Association held its annual convention last week at Lincoln, Neb. E. A. Frye, of Niobrara, was elected president. Other officers are Mark Murray, vice-president, and J. P. O'Furey, secretary and treasurer. E. M. Vorseggern and Charles Kuhle were named directors.

Four hundred of the leading business men and political leaders of Des Moines were present at the Gridiron banquet of the Des Moines Advertising Club held at the Hotel Fort Des Moines, last week.

Twelfth annual winter meeting of the Washington State Press Association will be held March 13, 14, 15, in Seattle at the University of Washington, with the School of Journalism acting as host. R. W. Jones, acting director and associate professor of journalism, is in charge.

Marco Morrow, assistant publisher of the Capper Publications, Topeka, Kan., was elected president of the Agricultural Publishers' Association at the annual meeting in Chicago last week. Other officers include: First vice-president, Alfred Jones, Farm Journal, Philadelphia; second vice-president, Horace C. Klein, the Farmer, St. Paul, Minn.; secretary, J. Lewis Draper, New England Homestead; and treasurer, C. A. Taylor, Farm Life, Spencer, Ind.

Editors of King and Kitsap Counties, Wash., entertained their wives and a group of newspaper women at the last monthly meeting of the association in Seattle. Harrison W. Mason, president of the group, and editor, Seattle (Wash.) Rainier Valley Times, presided.

Kansas Afternoon Publishers' Association was organized in Kansas City recently with the election of J. T. Moore of the Pittsburg (Kan.) Headlight as president, and F. W. Brinkerhoff, also of the Headlight, as secretary. Membership is limited to papers receiving the Associated Press leased wire report. There are 21 papers eligible. Twelve papers had representatives at the first meeting.

Lantern Club of Boston, composed of advertising solicitors, held their annual meeting recently. Murray Purves of Red Book was elected governor, and D. V. O'Connell of Hardware Retailer, secretary-treasurer.

In celebration of the 39th anniversary of the Boston Press Club a housewarming was held by the members Jan. 30. Mayor James M. Curley was guest of honor, and presented Charles E. Young, president of the club for the past 4 years, a life-sized photograph of the latter. James H. Vahey, toastmaster, introduced several former presidents of the club. Plans were made for the annual Press Club Frolic to be held at the Colonial Theatre, Feb. 15.

Twenty-five members of the Scranton (Pa.) Advertising Club are planning to attend the coming convention of advertising clubs to be held in London. Twelve already have made reservations.

Joint Committees from the Six Point League and the American Association of Advertising Agencies held a luncheon Feb. 6, at the Advertising Club of New York, at which time it was decided that the two organizations would give a dinner March 24, at Hotel Commodore. A committee with Collin Armstrong as chairman was appointed to decide upon the details. Members of the committee are Richard A. Dunne, Frank M. Lawrence, F. H. Hubbard, George R. Katz, W. H. Lawrence and F. W. Zorna.

Sphinx Club at its dinner Feb. 19, at the Waldorf Astoria, will be presided over by J. S. McCulloh, of the New York Telephone Company. It will be "Telephone Night," with a switchboard demonstration.

For the first time since its organization, the Advertising Club of New York will be open on a holiday on Feb. 12, Lincoln's birthday, when a membership luncheon will be held at 12.30 o'clock.

Art N. Apple has joined the staff of the Audit Bureau of Circulations, Chicago, as promotion manager. Mr. Apple was recently general sales manager, Victory Bag & Paper Company of that city.

League of Advertising Women, New York, held a luncheon Feb. 6, at which members were addressed by Baroness Katherine Evans Von Klenner, president, National Opera Club.

Tampa, Fla., Rotary Club entertained the members of the Florida Press Association Feb. 2, with a press breakfast at the Tampa Bay Hotel. B. C. Forbes, editor, Forbes magazine, and James O'Shaughnessy, secretary, American Advertising Agency Association were speakers.

AUTOMOBILE FEATURES

The Big Things Moting Written in a Big Way

Write for specimens

The Ullman Feature Service

Home Life Building
Washington, D. C.

Satisfied Subscribers

is the result all Circulation Departments strive after.

This result is certain, and easy to effect, when The Multi-Mailer System is used in the keeping and addressing of the mailing list.

The Speed-a-matic

Company
MANUFACTURING
THE MULTI-MAILER SYSTEM
617-625 WASHINGTON BLDG.
CHICAGO

FINING PRESS SYNDICATE

1161 Arcade Building, St. Louis

Features * Editorials * Special Unusual, Illustrated Features for Every Holiday Expansion Plans Now in Preparation. Standard in Every Respect.

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 Deseret News

SALT LAKE CITY, UTAH

The mouthpiece of the great Mormon church—loyally read by Mormons—a power—

Foreign Representatives
CONE, HUNTON & WOODMAN
New York Chicago Detroit
Kansas City St. Louis Atlanta

Pacific Coast Representatives
CONGER & JOHNSTON
Los Angeles San Francisco

DOLLAR PULLERS

Advertising and circulation managers are always on the lookout for new ideas that will increase advertising receipts and win new circulation. Your idea for increasing advertising or circulation may not appeal to your manager, but it may be just the thing that some other manager wants. EDITOR & PUBLISHER will pay \$1 for each idea printed under this head. The fact that the idea is now being used in your city does not bar it from the department. Address your communication to the DOLLAR PULLER Editor. When they appear clip them and mail them in and receive payment. Unavailable ideas will not be returned.

"KNOW them by their 'trade mark,'" was the streamer over a double page spread of advertisements of various stores which had some "earmark" as for instance, unusually-colored fronts, etc., by which they are easily recognized. One result of the advertisement was an increased use of such "trade marks" by local stores.—Bert A. Teeters, Lock Box 295, Springfield, Ohio.

displays an item in his window, it is seasonable and he wants to sell it. Then, it follows that newspaper space will help. This refutes the cut and dried statement. "I haven't anything I want to advertise now."—Donald O. Ross, Washington, Iowa.

Here's a suggestion that will bring you extra lineage from one of your shoe stores: Small sizes in women's footwear are a problem for the majority of merchants in this line, for they accumulate faster than they sell. Suggest grouping all small sizes in stock, and advertising a Cinderella Day, with prices sufficiently reduced to attract women who can wear these sizes. An extra inducement, if desired, can be provided by offering a classy pair of 2-A pumps free to the first grown woman able to wear them.—V. M. Kerr, 68 Rosedale avenue, Ottawa, Ont.

By presenting a neat sketch of a large business building to the tenants, a Boston paper recently secured a number of the firms as advertisers. The front of the building was divided into spaces of uniform size and the card of a business firm appeared in each space. The appeal of the advertisement obviously was to the curiosity of the reader, who was led to study the sketch and familiarize himself with the firms tenanted in that building.—C. W. Whittemore, 58 Magnolia street, Arlington, Mass.

Classified advertising employes, as a rule, receive less training than any other selling organization known. Usually he is sent out to call upon hard accounts that have proven hard nuts to crack, without more than a vague knowledge of what he is selling or why—if he sells it he is sent out again, if not he becomes discouraged and gives up. Office employes receive about the same amount of attention. They have no more idea of what the Audit Bureau of Circulation or the many different newspaper terms are than the person to whom they are trying to sell. A "pickup," a "streamer," etc., may mean something to some people but it is all Greek to them. The Fort Worth Star-Telegram is publishing a booklet for the information of the classified employes, setting forth the different terms used in newspaper work, the regulations governing the taking of classified advertisements, the functions of classified ads, a summary of the more important facts and figures of the Star-Telegram and general information that will enable an employe to converse intelligently with a prospect who expects him to know what he is trying to sell.—J. E. Withers.

"Where to Eat in Indianapolis" is the four-column caption of a new space-getting department running daily in the Indianapolis Star. On the first page of its second section, the Star groups small ads solicited from hotels, restaurants and cafeterias. Below the caption is a chatty little letter from one mythical traveling man to another, commenting on the help the feature affords in selecting a place to snatch a hasty noon lunch or to dine that evening. The beauty of the plan is that it gives prominence to a number of small ads from usual non-advertisers, encouraging space buying among a class that ordinarily stays out. For any good sized city, a shopping center or railroad point, the plan seems worth copying.—Robert L. Beard, News-Sentinel, Fort Wayne, Ind.

The Evanston (Ill.) real estate board will run a series of advertisements during 1924 on the relation of the realtor to his community, owning one's own home, realty investments and similar subjects. The board is running the advertisements without solicitation. The value of the newspaper to the real estate men and to the community is constantly before the real estate dealer. Each week he is called by telephone or person to get his real estate transactions for the real estate page which appears every Tuesday with a complete review of the real estate business done during the previous week. The service of the Evanston newspaper is rewarded with the advertisements of the real estate board.—S. K. D.

An advertising solicitor for an Ontario paper recently obtained considerable new lineage by selling a series of ads to three merchants in different lines of business but all having the same name—Hill. Under the heading "Three Great Hills," one was told that they were Hill the Mover, Hill the Baker and Hill the Rubber Man. It happened that the solicitor overlooked another Hill, who decided to cash in on the advertising by the trio, and informed the public that he was the greatest Hill of all.—V. M. Kerr, 68 Rosedale avenue, Ottawa, Ont.

A leading Boston jewelry store recently ran advertisements in all of the city's newspapers stating that it would refund all money paid for purchases on a certain day of the month, that day to be determined by the number (1 to 31 inclusive, representing the days of the month) drawn from a hat by a feminine star of a musical comedy company playing at a local theatre. Unusual interest was shown in this contest by all concerned. The store received big space in all papers for the unusual news story, both at the time of announcement of the contest and later when the award was made. The store was so well pleased with the success of the plan, that it will be made an annual event.—C. L. Moody, Lynn, Mass., Telegram-News.

Barber shops are poor advertisers. Find a good shop in your city and see if the proprietor won't advertise. Point out to him the different features of his shop that are not found in other local establishments. Number of barbers, sanitary conditions, prices, location, etc., are all strong advertising points. The first shop to advertise has the "pick" of the slogan field without fear of the chosen phrase being copied by others. "The Most Sanitary Shop in The City," should mean something to the better class of men. Get the first advertiser and the rest will fall in line voluntarily.—R. C. Bolton, Jr., 315 West 97th street, New York City.

One of the best plans I have found in selling space to small advertisers is to watch their display windows and then lay out an advertisement featuring the items displayed in the window. It has been my experience that if a merchant

Our Features:
 Samuel G. Blythe
 Irvin S. Cobb
 R. L. Goldberg
 Ed Hughes
 O. O. McIntyre
 Penrod and Sam
 Will Rogers
 H. J. Tuthill
 Albert Payson Terhune
 and others

The McNaught Syndicate, Inc.
 Times Building, New York

Detroit

Fourth
 Largest
 City

Complete coverage with
 one paper.

The Detroit News

Offers advertisers
 unusual opportunities

First

The New York Times in January published 2,138,912 agate lines of advertisements, an excess over the next New York newspaper of 783,832 lines.

THE RECORD

	Agate Lines
THE NEW YORK TIMES	2,138,912
Second New York morning newspaper	1,355,080
Third New York morning newspaper	1,250,766
Fourth New York morning newspaper	982,140
Fifth New York morning newspaper	905,316

The Syracuse Herald

SYRACUSE, N. Y.

Is first in Syracuse leading the second paper by 2,158,316 lines for total advertising for 1922.
 First in total; local; national lineages.

Special Representatives

PRUDEN, KING & PRUDEN, Inc.
 226 Fifth Ave. N. Y. City
 Stager Bldg. Chicago, Ill.
 Globe Bldg. Boston, Mass.

Right Now

The Hollister Circulation Organization, indisputably supreme in the circulation building field for many years, is right now at the pinnacle of its career. Never before has there been an organization so thorough, so competent, so large. It offers you an unrivalled opportunity to gain thousands of NEW, paid-in-advance subscribers immediately.

Wire or Write Care of
 THE KANSAS CITY JOURNAL
 POST

HOLLISTER'S CIRCULATION ORGANIZATION
 Largest in the United States
 300 MERRITT BLDG., LOS ANGELES, CAL.

The Indianapolis News is different

The home delivered circulation of the News in Indianapolis exceeds that of the morning daily and the other evening paper combined.

The Indianapolis NEWS

Get the 1923 population figures for Detroit—then you'll know why the

DETROIT TIMES

is over 200,000 daily and over 210,000 Sunday.

1920 census figures are "moth-eaten."

Behind the Scenes in the Business World

Papers that have taken it this week:

WORCESTER POST
 ROCHESTER HERALD
 WILKES-BARRE RECORD
 WATERBURY DEMOCRAT

A real business service that advertisers will read. Used daily by such papers as The N. Y. Evening World, Cincinnati Times-Star, Newark Evening News, Toledo Blade.

Write for particulars to Edward F. Roberts, Ed. Dir.

U. P. C. NEWS SERVICE

243 W. 39th St., New York City

SUPPLYING 75 NEWSPAPERS

CHANGES OF OWNERSHIP

W. G. HUNTOON, Springfield, Ill., newspaper man, has purchased the Delta (Ia.) Press from J. B. Crouch and will be editor and publisher. Mr. Crouch, who published the Press two years, plans to remove to Golden, Col.

A. R. Finkenbinder has purchased the Warrensburg (Ill.) Times from Mrs. Minnie B. Herrod, executrix of the Clara M. Ritchie estate.

Miller and Critz, publishers Riverside (Ia.) Leader for many years, announce hereafter the firm will be Miller and Cummings. Critz has sold his interests to Russell Cummings, for many years an employee in the office.

Harry Holder, of Huntsville, Ala., has purchased the Russellville (Ala.) Franklin County Times, a weekly.

Andrist and Herringer have sold the Noonan (N. D.) Miner to F. A. Herringer of Crookston, Minn.

Fayette (Ala.) Banner was recently purchased by Judge W. P. Pruitt of Chatom, Ala.

A. E. Clark has purchased the Alliance (Neb.) News from Frank Broome.

H. E. Blair has purchased the Elkhorn (Ia.) Record and will assume management this month.

M. L. Weeden has given up his lease on the Washington (Kan.) Palladium to the former owners, the Clark Brothers.

N. H. Johnstone, formerly foreman, Kinsley (Kan.) Mercury, has purchased the Lewis (Kan.) Press.

J. R. Bush & Son have purchased the Osceola (Mo.) Democrat from Ross B. Fields.

Sturgis (S. D.) Record has been sold to Tom H. Johnston of Marcus, Meade county, S. D.

Walter Cox, a Newton (Ill.) newspaperman, has purchased the Stonington (Ill.) Star which has been published by J. T. Boyd the last four years. Mr. Boyd will relinquish control March 1, and retire.

J. T. Walker has sold his interest in the Elsberry (Kan.) Democrat to Gordon Crank, and has retired after 25 years' partnership with Mr. Crank in the paper.

B. W. Elkins and M. C. Page have purchased the good will, printing plant, and subscription list of the Benton (Ill.) Evening News from H. L. Frier. Both men were formerly connected with the Frankfort (Ill.) American.

C. V. Pierce, of the mechanical force, Cedar Rapids (Ia.) Republican, and Norman Graham, former city editor of the Republican, have purchased the Walker (Ia.) News.

Walter H. Keller has leased the Summerfield (Kan.) Sun to Miss Eva Dunkle.

Judge Wallace P. Pruitt, formerly of Berry, Ala., has purchased the Fayette (Ala.) Banner. He succeeds T. A. Wilson, who has been editor of the Banner for 14 years. Recently the Banner celebrated its 72nd year.

Wilkes-Barre (Pa.) Sunday Telegram

has leased the plant of the Pittston (Pa.) Press and will publish its editions there in the future. It is said the Telegram has a six-year lease on the Press plant. The Press plant was the scene of a fire several months ago. It did not resume publication.

West Frankfort (Ill.) Independent has been sold by Ralph Yearwood to the Ku Klux Klan of Williamson and Franklin counties. The plant has been moved to Herrin, where a Klan paper is to be started Feb. 15.

Blaine (Wash.) Press has been purchased by J. W. Sheets, publisher of the Blaine Journal, and the papers will be consolidated. Both are weeklies. The new paper will be called the Journal-Press.

A. Jones, owner and publisher, Lyons (Kan.) News has purchased the Lyons Republican, semi-weekly, from Clark Conklin, who founded the paper in 1879.

L. A. Anderson has purchased the Goltry (Okla.) Leader, formerly printed by E. A. Dixon, owner of the Lahoma News.

Mulvane (Kan.) News, owned by Sam W. Davis, has been sold to Stanley S. Swenson.

SUSPENSIONS

WHITEHORSE (Yukon T.) Star has suspended publication and Frank H. Dores, publisher, has joined the staff of Cordova (Alaska) Times.

Hyder (Alaska) Miner has suspended publication as a daily and will appear as a weekly for the remainder of the winter.

Wheaton (Minn.) Traverse County Star Farmer-Labor, a branch of the Ortonville Star, has suspended publication.

NEW PUBLICATIONS

I. C. ROSA, former publisher, Spearville (Kan.) News, and other publications, has begun publication of the Dodge City (Kan.) Southwest News, a semi-weekly.

Algona-Pacific City (Wash.) News issued its first number on Jan. 12. It is an 8-page weekly, published by K. Kirby.

NEW PLANTS AND EQUIPMENT

COLUMBUS (O.) Dispatch will erect a new building to house the publication, which has outgrown its comparatively new home at Gay and High streets. Publisher Robert H. Wolfe has acquired a new site on Third street and plans for the building are being drawn.

Vancouver (Wash.) Columbian has just installed a Ludlow system of all-slug composition.

Summer (Wash.) American-Standard will have a new, modern, fireproof building late next spring, according to C. Garrett, publisher. It will be two stories and basement, 18 by 100 feet, of concrete construction with ornamental front.

Sarnia (Ont.) Canadian Observer is now publishing from its new plant. The building is 43 by 90 feet and located at the corner of George and Front streets. Recently a 20-page tubular stereotyping press, capable of printing 30,000 papers an hour, was installed.

Gregory (S. D.) Times-Advocate, G. G. Warner, editor and publisher, has moved into its new home.

Manhattan (Kan.) Mercury and the weekly Republic are now being published from the new plant of Fay N. Seaton, owner. Built of skeleton steel and stone, the Mercury building is two stories high and 45 by 140 feet. New linotypes have been installed.

Warren (Pa.) Tribune has purchased a building at 412 Pennsylvania avenue, Warren, and will remodel and improve it for occupation as its publishing house.

SUPPLIES & EQUIPMENT For Newspaper Making

For Sale. Late model Goss Comet, delivery at once. Roy C. Goodwin, Geneva, N. Y.

For Sale. Goss Sixteen Page Press with complete stereotyping equipment. Prints 2, 4, 6, 8, 10, 12, and 16 pages, 7 or 8 columns wide. Press is in excellent condition and can be seen in operation. Roy C. Goodwin, Geneva, N. Y.

For Sale. Unusually good Westinghouse transmitting and receiving set with complete equipment for newspaper broadcasting station, nearly new, which has been heard on radius of two thousand miles, in perfect condition. New Edison phonograph and piano player included if desired. Double cage aerial 126 feet long. Ideal for newspaper desiring to install broadcasting service. Satisfactory results guaranteed. Reasonable price and terms to responsible paper. Address Evening Press, Muncie, Indiana.

Printers' Outfitters Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

Cline-Westinghouse Double Motor-Drive with full automatic push button control. USED BY THE SEATTLE TIMES Seattle, Wash.

We refer you to them for their opinion.



MAIN OFFICE Fisher Building 343 S. Dearborn St. CHICAGO EASTERN OFFICE Marbleidge Building Broadway at 34th St. NEW YORK

R. HOE & CO.

For One Hundred Years the Leading Designers and Manufacturers of Newspaper Presses and Printing Machinery of All Kinds

Quality First—Progress Always

We always carry a full line of press and Stereo-room supplies, including blankets of all kinds, knives, rubbers, cheek woods, matrix paper, imported and domestic tissue, brushes, chemicals, counters, paper roll trucks, etc., all at the lowest prices consistent with Hoe high quality.

504-520 GRAND STREET NEW YORK CITY

No. 7 Water Street Boston, Mass. Tribune Building Chicago, Illinois

SPECIAL EDITIONS

ASHTABULA (O.) Star-Bureau 44-page Farm Bureau Jan. 28.

Indianapolis (Ind.) Star, Insurance Section, Jan. 16.

Connersville (Ind.) News-Exchange 12-page Farm Bureau Edition, Jan. 16.

Lansdale (Pa.) North Penn. and Lansdale Reporter, tri-weekly page Automobile Edition, Jan. 16.

K. C. Star Printing Early Edition

Kansas City Star last week publication of a new early edition of the afternoon paper, designed to reach its subscribers in towns within a radius of 200 miles on the day of publication.

N. Y. DAILY NEWS

HALF-TONES Best in the World

Made by POWERS NEW PROCESS

REBUILT LINOTYPES AND INTERTYPES FOR SALE

Write us for information and prices on Rebuilt Linotypes and Intertypes. These are machines traded in for new and more versatile Linographs and are sold with our guarantee. Be sure to state model wanted when writing.

THE LINOGRAPH COMPANY DAVENPORT, IOWA, U. S. A.

GOSS "COMET" NEWSPAPER PRESS

FOLDS AS IT PRINTS 3,500 FOUR, SIX OR EIGHT PAGE PAPERS PER HOUR FROM TYPE OR FLAT STEREOS AND ROLL-PAPER. A 5 H. P. MOTOR DRIVES IT. A 12 x 12 FT. FLOOR SPACE ACCOMMODATES IT. SEND FOR CATALOG.

The GOSS PRINTING PRESS 1535 S. Paulina St. Chicago

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Adventure

EXPLOIT AND ADVENTURE, a weekly service. Takes readers into strange lands and dangerous encounters; authentic articles by widely known explorers, etc.

METROPOLITAN NEWSP. SVS., 150 Nassau St.

Comic Strips

FAMOUS FANS—in 3 col.; great stuff. KIDDIE KAPERS—in 2 col.; real kids. Columbia Newspaper Service, 799 B'way, N. Y.

Fiction

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

Fiction

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

Photo News Service

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

Weekly Cartoons

KESSLER'S DAILY CARTOONS have a human interest message for that big reader family of yours. Send for your sample week's release. METROPOLITAN NEWSP. SVS., 150 Nassau St.

The Market Place of the Newspaper

SITUATIONS WANTED

A WORD for advertisements under this classification. Cash with order. For unemployed one insertion (adv. not to exceed 50 words) FREE.

Advertising Manager. Married man, now employed, desires position as advertising manager with a medium daily paper. Eight years' experience as advertising manager and solicitor. Best of references. Address A-580, care Editor & Publisher.

Advertising Manager looking for a connection as advertising manager in a city of 50,000 or less where publisher is convinced that his field has greater possibilities from a standpoint of advertising volume. Sixteen years' experience in cracking the hard ones. I know how to get under a proposition and put it to present advertising manager in a city of over half million population. I want to get into a smaller city. For complete details and references address Box A-532, care Editor & Publisher.

Advertising Manager Wants Situation. Experience on morning daily and Sunday advertising manager for concern that has three general advertising managers for whom same intention was to operate 10,000, same failing for the want of capital. produce the very best of references. Am years old. Can report at once. Will go where. Prefer small daily or weeklies. Can get in organizing. Write or wire. Harry Smith, 88 E. Market St., Elmira, N. Y., George R. Ferris.

Advertising Manager Pacific Coast Publishers! Manager who has created and developed classified selling and accounting organization on second paper in town of 100,000 population increasing earnings from \$11,000 to \$150,000 yearly, rising from third to first in line and number; establishing a minimum classified inch value of \$2.64 as against R. O. P. display value of 84c is anxious to join Pacific Coast organization where classification is low in volume, poor in financial return, experience as solicitor and assistant executive, metropolitan dailies of 351,000; over 500,000 and circulation. Thirty-one years of age; married, two children, earning \$4,500; prospective \$5,500. Have life-time position intended making future on Pacific Coast open for equitable salary or percentage offer. Have changed positions but once 10 years. Address Box A-553, care Editor & Publisher.

Executive or General Manager executive and consider change in near future, seeking a permanent opportunity only. Salary and bonus basis, or opportunity to acquire an interest after a reasonable period. 35 years of age, married, successful record. Provincial and Metropolitan experience, and now business manager of afternoon paper in hundred thousand territory. Address Box A-586, care Editor & Publisher.

Advertising Manager. Publisher, an investment of two cent stamp in a few moments time will bring you the circulation of a successful circulation manager. 35. Address Box A-575, care Editor & Publisher.

Advertising Manager employed seeks position with paper in Texas or Oklahoma. Has reached the limits possible promotion in present location. Can show the best of references as to character and ability. A-57, Editor & Publisher.

Advertising Manager. Liberty immediately. Capable of highest action possible in your territory, installing high system, cutting overhead and introducing modern methods. Not a believer in paper. Member I. C. M. A. Best of references. A-579, Editor & Publisher.

Advertising Manager and Assistant. During the years 1922 and 1923, have produced an increase of 25,000 net paid or 23% present total circulation of the newspaper which they are now employed desire opportunity to build an organization and increase circulation for you. Can you use us? "Alt. Producer," A-57, Editor & Publisher.

Advertising Manager. Man, 22, experienced street and phone salesman, writing of promotional copy, familiar with classified promotion, now employed. Like to make connection with a newspaper, New York, New Jersey, Conn. or North Pennsylvania, preferably a paper with circulation of about 15,000. Salary to start, \$40 week. Address Box A-581, care Editor & Publisher.

Advertising Manager and Publisher and publisher, 33, with three successes on credit, available for connection in city of 100,000 or more. Converted two papers in newspapered towns into profit earning enterprises. At present employed. Address A-533, care Editor & Publisher.

Advertising Writer. Female, whose work has appeared in Currier and Ives, McFadden periodicals and who had varied newspaper experience, wants job position; likes editorial writing of punchy style; can also serve well as advertising editor. Sunday editor or feature writer. A-555, Editor & Publisher.

SITUATIONS WANTED

Editorial Executive. Now actual although not titular editor of weekly of national importance and 700,000 circulation; two positions in fourteen years, first of nine years on newspaper of quarter-million circulation included all desk work; fully equipped to direct editorial activities of aggressive, clean paper. Opportunity to obtain part interest would be appreciated. My age is 34. Address Box A-567, Editor & Publisher.

Energetic Reporter. Thirty, hustler, accurate, colorful if desired; dependable. Twelve years every kind of assignment, unemployment explainable. Sports, humor, unquestionable letters. Anxious for place where appreciation shown in weekly check; where originality is encouraged; the efforts being to make the daily more readable each edition. Complete details first letter. Ready at once. A-576, Editor & Publisher.

General Business Executive Now at liberty. Thoroughly trained in all departments of newspaper making from the duties of the devil in a small provincial daily to business manager of one of New York City's prominent newspapers. Also experienced in national field through trade paper and newspaper brokerage affiliations. Prefer Eastern territory but will consider other locations. Correspondence invited and strictest confidence observed. Address Box A-532, care Editor & Publisher.

General Mechanical and Production Superintendent. Open March 1. Practical, all-around, technically and University trained; young. Consider newspaper syndicate or what have you? A-543, Editor & Publisher.

Manager Man, 33 years old, 10 years on business side of good country daily, real success record, seeks management of country daily in town of 6 to 10,000. Pleasing personality with ability to create friends and business. Willing to invest after locating and making good. Address A-582, care Editor & Publisher.

Mr. Publisher, or Business Manager, are you in need of the services of an advertising manager who has been through the mill, a prodigy who in the small amount of space occupied here, cannot go into details but he knows the answer to the problems that confront the head of the advertising department of a daily newspaper. Has had experience on both morning and evening papers published in cities from one hundred to five hundred thousand population. Is nationally known. For logical reasons is desirous of making new connection. Would entertain proposition to take the advertising management of progressive paper published in city 25,000 to 50,000 on basis of nominal salary and commission on increase in advertising earnings. Terms and details covered in a three year contract. Full details on request. Address C. W. P., 419 Huntington Ave., Buffalo, N. Y.

News Editor and Reporter. Experience on small town daily and large city paper. Young. Careful, tactful and understands. Hard worker and can write news. Address A-524, Editor & Publisher.

News Executive, Editorial writer, successful, highly identified, open to offer. Record and references speak for character and ability. Address Box A-551, care Editor & Publisher.

News Executive. Man who will work with associates and show results daily available for reasonable compensation; congenial atmosphere chief requirement; married. P. O. Box 1936, Birmingham, Ala.

Practical Printer. Now open for situation either as manager or foreman. Thirty years' experience in newspaper and job departments of country weeklies and small city dailies. Go anywhere; East preferred. Address Box A-570, Editor and Publisher.

Reporter. News, dramatic, desk experience on New York dailies six years. Anywhere. Wire. A-578, Editor & Publisher.

Situation Wanted as Pressman or Stereotyper or combination. Have had considerable experience on most modern equipment. Would like to locate in eastern Indiana or western Ohio. Address M. H. C., 1315 North E Street, Richmond, Indiana.

Situation Wanted. Assistant advertising manager on 3d daily, city 200,000, having outgrown present connections, wants to connect with live publisher city of 20,000 up who believes his advertising revenue should be doubled. Constructive business builder, not copy-chaser. University man, 28 years, married, Protestant. Record upon request. A-1 references. Box A-558, Editor & Publisher.

Situation Wanted. Newspaperman, 28, with publisher's experience is now free to assume charge, wholly or in part, of afternoon daily newspaper in small city of less than 25,000 population; will consider immediate proposition on salary basis only until ability proven when desire make small investment; prefer Southern location. Address, Publisher, 719 W. Peachtree St., Atlanta, Ga.

SITUATIONS WANTED

Telegraph Editor. Single. Desires change to afternoon daily post in city of 50,000 up, anywhere. Two weeks necessary. A-563, Editor & Publisher.

Young Man with ability and a willingness to work wants job as advertising solicitor on a newspaper where there is a chance to advance. Several years' experience. Capable layout and copy man. Married. Central West preferred. Address A-569, Editor & Publisher.

Young Woman. College graduate, experienced, now employed as feature writer, desires feature writing position on east or middle west paper. Write A-536, Editor and Publisher.

Young Woman, broadly educated, conscientious worker, thoroughly acquainted with the mechanics of writing, has assisted in writing several books; had considerable experience among newspapers, magazines, in publicity, research and general literary work; background of several years as office worker, correspondent-executive; desires position utilizing literary ability; highest credentials. A-568, Editor & Publisher.

Experienced Newspaper woman, university graduate, desires position. Wire Besse Marks, 3431 Independence avenue, Kansas City, Mo.

Editorial Writer with international experience and keen practical knowledge of domestic affairs is desirous of establishing connection with paper west of Chicago with circulation of between 10,000 and 100,000, with chance for expansion, in city of between 50,000 and 500,000 population. Production of high quality material averages lead editorial and two general per day, daily column of musical, dramatic and literary critical discussion, sometimes in facetious vein, and one weekly feature article. My clip book shows the quality of work and I will forward it to responsible concern interested in securing a high grade man at a reasonable wage rate. A-589, Editor & Publisher.

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

Representatives Wanted throughout country to obtain subscribers for Daily News sheet. Liberal commission. Room 801, 132 Nassau Street, New York City.

Salesmen Wanted by Largest Circulation Building Organization in the Country. Road men, Salesmen, Solicitors who are experienced in newspaper work, we are operating fifteen campaigns with many more to start this year. Splendid opportunity for permanent connections with rapid advancement to producers. Strictly commission basis. Must furnish clean record and intend making permanent connection. Address Desk R., The Fred Cox Service, Coatesville, Pa.

Trade Journal Wants Newspaper Men or free lance writers in every city of 10,000 or more to write special articles of successful retail merchandising. Write for instructions. Box A-584, care Editor & Publisher.

Wanted. Live young fellow with ability to write, edit and make up sports. Must be experienced. Address Box A-564, Editor & Publisher.

Wanted— Advertising manager for evening paper in West. Man must have successful experience, able to write copy and sell. Good salary to man who knows the business. State salary wanted. Reference, age. Address at once A-516, care Editor & Publisher.

Wanted. Steady, reliable, experienced news man with some knowledge of advertising to handle clean, progressive weekly in Western Pennsylvania town. This is a good position for the right man. State full particulars and give references in first letter. A-559, Editor & Publisher.

Wanted Advertising manager for afternoon and Sunday morning newspaper, must be thoroughly familiar with all details of foreign and local advertising, write convincing copy and must be a hustler. State age, experience and salary expected. High Point Enterprise, High Point, N. C.

Wanted— Prosperous afternoon daily newspaper, Southern city, population 50,000, has room in its advertising department for experienced man who can write and sell copy. Must have initiative and be able to produce. Write in detail about yourself. Send samples of work and photograph. Address Box A-585, care Editor & Publisher.

BUSINESS OPPORTUNITIES

6c A WORD for advertisements under this classification. Cash with order.

Afternoon Daily Wanted. Want afternoon daily in city of from 7,000 to 50,000 in Oklahoma, Texas or California. Can pay from \$10,000 upward in CASH. Brokers may get in on this. Action desired. Hy Garland, 2104 Pembroke Drive, Fort Worth, Tex.

Sales Appraisals

NEWSPAPER PROPERTIES

PALMER, DE WITT & PALMER 350 Madison Ave., New York

Pacific Coast Representative
M. C. MOORE 515 Canon Drive
Beverly Hills, Calif.

Unusual Opportunities

Daily & Weekly NEWSPAPERS TRADE PAPERS

HARWELL & CANNON

Newspaper and Magazine Properties
Times Building, New York
Established 1910

WE CONNECT THE WIRES

HAVE YOU SOLD magazine color pages to national advertisers? Do the big space buyers give you the glad hand when you call? Are you free to make new salary contract in the five-figures class? If yes, tell us your story fully. We may be of great service to you. We have the Opportunity.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L BLDG., SPRINGFIELD, MASS.

BUSINESS OPPORTUNITIES

Advertising and Circulation Campaigns. Satisfactory Campaigns Where Results Count. Our campaigns are successful regardless of your competition, weather or local commercial conditions. Endorsements and affidavits of results gladly furnished. Write for dates available. Indiana Circulation and Advertising Co., Shelbyville, Indiana.

Premiums. Sherlock manufacturer of circulation building premiums sells direct to newspapers. Articles used with success from office or with canvassers. Write for particulars. Geo. K. Sherlock, Jr., Mr., 513-529 Court street, San Bernardino, Calif.

Newspaper Radio Broadcasting Station complete with tubes, generator, all equipment, fully tested, for sale at very attractive price owing to combination newspapers. Address Radio A-588, Editor & Publisher.

HARRY BLACK RETIRES

Leaves St. Paul Dispatch After Forty Years' Service

Harry T. Black, editorial writer, formerly editor, the St. Paul (Minn.) Dispatch and Dispatch-Pioneer Press, has resigned, planning definitely to retire from newspaper work. The Dispatch Printing Company gave him a testimonial dinner Feb. 4.

Black first came to St. Paul in the early '80's as city editor, St. Paul Globe. When the late Lewis Baker disposed of that newspaper he became city editor on the Dispatch, in 1893. Later he became managing editor and finally editor, resigning the latter post a few years ago to become editorial writer.

Mr. and Mrs. Black will join the newspaper party visiting the Panama Canal zone, as guests of Navy Department, returning to New York March 2. Then they will move to California to live.

Fashions
and the **Home**
are still the
Chief Interests for
Women
THE MARY MARSHALL
DAILY AND SUNDAY SERVICE
is
Attractive and Authentic
in Styles
Progressive and Practical in
Household Matters.
Let us send samples
THE McCLURE
NEWSPAPER SYNDICATE
373 Fourth Avenue, New York City

NEA **NEA**

WITH special writers
and photographers
covering all parts of the
world, NEA furnishes
Full Service clients the
best of news pictures and
news feature stories.

Write for samples and rates.

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

Million Dollar Hearst Features

The World's Greatest Circulation
Builders

International
Feature Service, Inc.
New York

Thomas W.
Briggs
Company
General Offices
Memphis, -Tenn.

We increase your
Local Display
10,000 lines Monthly
With Our
Permanent
Weekly Business
Review Page
Look us up in
Dun or Bradstreet's

HUNCHES

Managing editors and city editors are always on the lookout for news and feature ideas that can be used locally. Editor & Publisher will pay \$1 for each hunch published under this head. The fact that the hunch is now being worked successfully in your city does not bar it from this department. Address your contributions to the HUNCH Editor. When they appear, clip them and mail them in and receive payment. Unavailable hunches will not be returned.

THERE is one city editor who is patting himself on the back. During a lucid interval he framed a little box like this: "If you see anything unusual, funny or startling—anything that is news—today, phone The News. If your information proves to be correct The News will pay you for the item." Now he has everyone in the city looking for news items for his paper and everyone in town reading every line to see if their stories made the paper.—Roger W. Foster, Cleveland Times.

A news article that helps the insurance business as well as numerous persons gives interesting information about the insurance features. For instance, one can get a two hundred dollar policy which insures the holder against loss by fire or theft. There are features about automobile policies which the public and many car owners are ignorant of. In this city a news story on insurance side-lights has been highly commended.—W. C. Stouffer, The World-News, Roanoke, Virginia.

Assign one of your reporters to stand on what is recognized as the busiest corner in your city during the hours from midnight to about 6 a. m. Have him write a story telling how many automobiles, street cars and pedestrians passed each hour as compared to the heavy traffic during the rush hours of the day. If the man on your staff can inject into his story the lonely atmosphere around what is usually a bustling neighborhood, it will prove entertaining to all your readers who will, doubtless, be familiar with the vicinity.—David Resnick, St. Louis Times.

Wanted—Perfect Dad

Newspapers who have conducted contests for the best article describing the perfect mother will find overwhelming interest in a similar contest devoted to describing the attributes of the perfect father. The response to the offer of one small prize by a Cleveland newspaper for letters on "Dad" was instantaneous.—Roger Foster, Cleveland, O.

Have a reporter spend about an hour in some busy drug store and report what he sees and hears. If he doesn't get a feature, it's not because the material isn't available.—Bert A. Teeters, Lock Box 295, Springfield, Ohio.

Do you like your carrier? Your reporter interviews people in various parts of the town and use the commendatory replies. This will quiet the grumblers and it goes without saying, that it will tickle the carriers, too.—Regina Roth, 634 N. Jackson avenue, Joplin, Mo.

Do the churches in your city advertise? If so, has the attendance increased since the first ad? What is the clergyman's opinion of church advertising? Does it pay? Is church advertising carried on the same as theatre advertising? Is the ad changed every week, announcing the current Sunday's sermon topic? Get the opinions of the clergy of your city.—R. C. Bolton, Jr., 315 West 97th street, New York City.

The Detroit News carried a very interesting Sunday article on the great number of styles of hair-dressing a good barber must know, lit up with little anecdotes from one artist of the comb and scissors. Women's demands on the barber make his position now no sinecure, was the idea.—E. T. L.

How are the schools in your city named and why? In Mobile they are usually named for local heroes thus keeping Mobile's history alive among the school children. Every time a school is christened there is always lively controversy among the members of the board of school commissioners who do the christening. This is a timely feature.—Rose Kahn, Mobile Register.

Do the people in your town ever see themselves as others see them? The public stenographer in the hotel could give you some sidelights on human nature that you never dreamed existed. Get her to tell you how men from different parts of the country dictate, what they write about, characteristics of different nationalities and races, the different subjects she covers in a day's work, women versus men as dictators, etc., etc., and given a snappy stenographer and a clever reporter you can make a story that will be clipped and pasted in the scrap books of a number of your readers.—Thelma Stillson Fisher, Duplex Printing Press Co., Battle Creek, Michigan.

A Providence (R. I.) paper recently devoted a half-page to the excuses and alibis given by motorists who were haled into court for speeding and so forth. Some of the excuses were distinctly unique and many were pathetic. A reporter with a sense of humor and a recognition of pathos can work up a very good feature with this subject and with the comments of the court officials on the alibis. The views of a traffic officer can also be worked in to advantage.—Harry T. Lansing, P. O. 65, Elmwood Station, Providence, R. I.

Boys and girls of today are the newspaper readers of tomorrow. Your newspaper can easily make them readers today, so interested they will insist on buying only your newspaper in future years, by a "Current Events" column such as is now being run in the New York Evening World. Publish each day a series of questions on current events, offering small prize awards for the best answers. As an example: "How much is the Bok Peace Plan Award?"—P. N. S.—New York.

A prosaic, everyday sight often has the potentialities of a highly interesting news story for a discerning writer. New York Times recently ran nearly a column on the telephone lineman, who, perched precariously at the top of a high tension pole, calmly makes repairs among wires carrying thousands of volts of electricity. He thinks himself safer than pedestrians dodging automobiles on the streets, the story, which carried an interview with a lineman, revealed.—W. L. B., New York.

Whether schools are having too many holidays is a question under scrutiny in New York. Local discussion might prove an interesting feature. Superintendents of Manhattan say work is interrupted by frequent vacations and are displaying concern. Perhaps your superintendents have this same matter in mind. Ask them; but don't forget the other side.—H. B. S., New York.

Paris is no longer asylum to the matrimonially tired. Divorce laws there have been drastically changed. Now, in order to obtain a favorable decree, the American plaintiff must present ground similar to requirements in his or her home state. Chance to bring out your state's divorce laws, and print a story on the difficulties or facilities of ending wedded bliss.—A. S. O., New York.

NOW IS YOUR CHANCE
To Grab Off
The New Ten-Strips
of the Comic Field

KESSLER

"A Look is a Laugh"

Six Times a Week
3-Column or 2-Column Size

METROPOLITAN
NEWSPAPER SERVICE

Maximilian Elser, Jr., General Manager
150 NASSAU ST. NEW YORK

BILLY STIFF

by ALEXANDER

is appearing
daily in the

ASBURY PARK
PRESS

Say the word and we'll
send proofs and prices!

ART CRAFTS GUILD
INC.

510 N. Dearborn St.
CHICAGO

WIRE
NEWS

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

America's Best
Magazine Pages
Daily and Sunday

Newspaper Feature Service
241 WEST 58TH STREET
New York City

The Dodobird
and The Dinosaur

By Henry Edward Warner
a 2 col. daily comic—
verse, illustrated by Gibbons

THE INTERNATIONAL
SYNDICATE

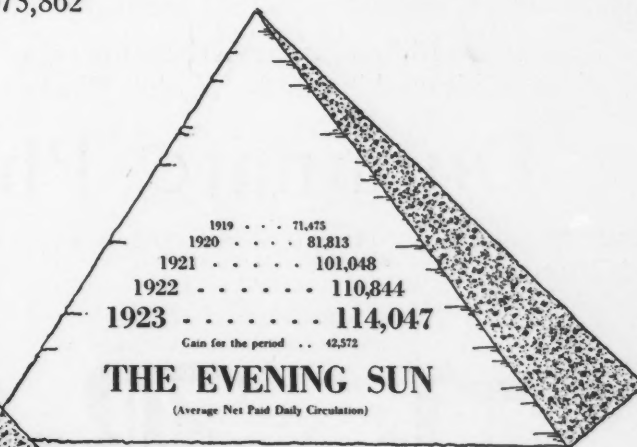
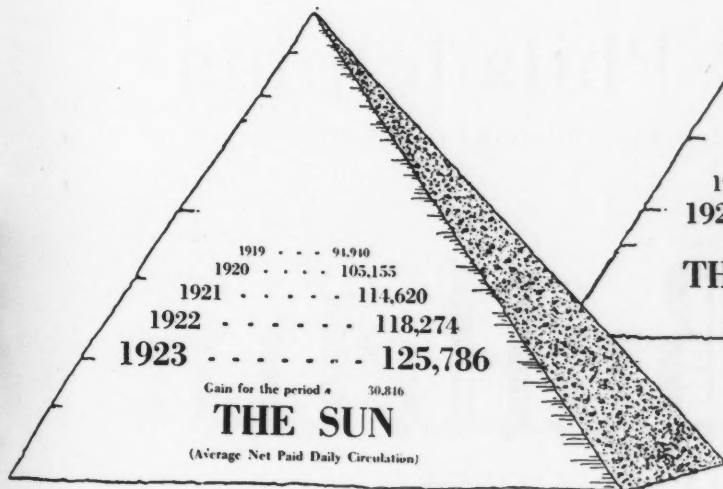
213 Guilford Ave., Baltimore, Md.

Baltimore Pyramids

The circulation of The Sunpapers for the last five years looms big.

Morning, Evening and Sunday, The Baltimore Sun continues the even tenor of its way, gaining and holding a host of new readers every year. The circulation of The Sunpapers is solidly founded.

Equally as notable progress is recorded in paid advertising—with The Baltimore Sun (morning, evening and Sunday issues) carrying 32,092,298 agate lines in 1923, a gain of 3,075,862 lines over 1922.



Everything in Baltimore Revolves Around

THE
MORNING



EVENING

SUN
SUNDAY

JOHN B. WOODWARD
Bowery Bank Bldg., New York

GUY S. OSBORN
Tribune Bldg., Chicago

Baltimoreans Don't Say "Newspaper;" They Say "SUNpaper"

America's Largest Saving Fund is in
Philadelphia

There is a curious and interesting explanation for the profitable results achieved in Philadelphia by advertisers.

Philadelphians are thrifty and well able to buy anything they want. For instance, one of its Savings Funds is the oldest and largest in the United States,—it has 267,210 depositors with total deposits of \$266,059,000.

In addition there are in Philadelphia 33 National Banks, 46 Trust Companies and 15 State Banks. Deducting the money deposited by Philadelphians in Savings Funds, these banks and trust companies in 1923 handled \$1,115,761,000.

Most of this Billion Dollars is the turn-over of Philadelphia's thousands of manufacturing plants and is working in the World's Workshop—Philadelphia.

Dominate Philadelphia

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

The Bulletin

PHILADELPHIA'S NEWSPAPER



Net paid circulation for the year 1923—

505,035 copies
a day

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

NEW YORK

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

CHICAGO

Verree & Conklin, Inc.
28 East Jackson
Boulevard

DETROIT

C. L. Weaver
Verree & Conklin, Inc.
117 Lafayette Boulevard

SAN FRANCISCO

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

LONDON

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

PARIS

Ray A. Washburn
5 rue Lamartine (9)

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