



EDITOR & PUBLISHER



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Managing Editor Asks Readers to Report Inaccuracies in News Columns

St. Louis Star Mails to All Persons or Institutions Whose Names Appear in Its Columns a Questionnaire as to Accuracy—98 Per Cent Reply and Many Appreciate Courteous Treatment

By MARLEN PEW

THIS is the story of a managing editor who is giving to the product of his staff the acid test of approval by the persons written about in the news columns of his paper.

If there is anything wrong with the reports he is publishing, if accuracy is not conserved, if reporters are incompetent, careless or disposed to exploit individuals for the purpose of creating sensations, this managing editor wants to know it and he goes to the original sources of information, the persons written about, and asks them to check-up on the statements his men have made in print.

It is one of the most interesting and progressive local campaigns for news accuracy and editorial responsibility which has come to the attention of EDITOR & PUBLISHER.

Frank W. Taylor, Jr., the aggressive managing editor of *St. Louis Star*, causes to be mailed to every local individual or institution whose name has appeared in the news columns of the *Star*, a questionnaire covering the subject of accuracy.

A blank form is used and the item, as cut from the paper is pasted in and the list of questions asked are as follows:

"Was your name spelled correctly?"

"If not, what is the correct spelling?"

"Was the street address correct?"

"If not, what is the correct address?"

"What statements in the article are inaccurate?"

With the questionnaire is sent a personal letter from the managing editor, which reads as follows:

"The *St. Louis Star* is striving constantly for accuracy in reporting the news.

"It is the purpose of the *Star* to reduce to a minimum any misstatements of fact, misspelling of names, incorrect reports of addresses, etc.

"Will you please indicate on the enclosed blank whether the news item which is attached was accurately handled, and mail the blank to me in the enclosed stamped envelope?"

"Your co-operation will enable us to set a higher standard of accuracy."

"This questionnaire was originally sent out to some *Star* readers four years ago," said Mr. Taylor. "We have since sent out many thousand, ninety-eight per cent of which have been answered. Every local item in the *St. Louis Star* in which the name of an individual or firm is mentioned, gets the questionnaire next day.

"Through this medium we have been enabled to weed out habitually inaccurate or careless members of the staff. At the same time it has served to break down the belief in the minds of thousands of citizens that a newspaper prints only what it believes to be of interest, regardless of facts.

"During the *Star's* nation-wide disclosures of the medical diploma mill doctors, I obtained ample first-hand evidence of why the public is justified in



Frank W. Taylor, Jr., Managing Editor, *St. Louis Star*.

doubting the report in many newspapers. Harry Brundidge, our star reporter, who at great personal risk, laid bare the medical crooks, is scientifically careful in collecting and writing his facts. To have seen his accurate, first-hand reports garbled and changed to suit the fancies or whims of what certain editors and reporters regarded as the best selling news angles of the situation, was to gain additional understanding of why the public doubts the veracity of a large section of the press.

"The *Star* observed that its disclosures,

the details of which were made available over the width and breadth of the nation, were reported inaccurately and carelessly in many leading papers and in one eastern newspaper, regarded as reliable and sometimes infallible, there appeared a half-page Sunday article which was hopelessly inaccurate on the available facts. The newspaper mentioned did not strive to present the facts carelessly, but the presentation was both careless and inaccurate. To readers who did not know, but who later might come upon the true facts, the paper was guilty of having pub-

lished 'newspaper stuff,' that term of opprobrium which justifiably attaches to so much that appears in print today.

"The *St. Louis Star's* questionnaire is not a panacea for all ills afflicting a news department. It will not prevent errors, it will not make A1 men out of Class B material, it will not bring any great number of new readers in a week or a month, but the newspaper which employs some method such as this to convince a representative proportion of the reading public day in and day out that it is honest and seriously intentioned in the matter of accuracy, will make progress and the men on that newspaper who stand under the shadows of the questionnaire will not allow their records to be blackened with preventable error. The careful and intelligent man's record stands in relief after a sufficient number of questionnaires have been returned on his work to indicate its quality.

"Many important promotions of young men in our news department have been determined through this medium for checking the *Star's* accuracy."

Mr. Taylor added that readers of his newspaper often commented upon the idea of a questionnaire in returning them. There was a general note of appreciation signifying that a bond of confidence has been established between newspaper and reading client.

This novel means of promoting newspaper accuracy appears to EDITOR & PUBLISHER as significant of the new trend in American journalism. Ruthless, or at least inconsiderate methods are giving way to the higher and keener science, which comprehends fair play to every individual, whether of high or low estate.

The practice, once scorned, of submitting interviews for check as to accuracy is growing among newspapermen. EDITOR & PUBLISHER itself practices it. No member of the staff of this journal believes he has a right to quote an interviewed person, particularly one who has spoken at length and without preparation on a subject, without giving that person an opportunity to see and, if need be, edit according to his final judgment the words that are to represent him before our reading public.

It is an old theory that such a practice would tend to denature an interview, but such is not our experience. Many manuscripts are unchanged, and many are improved by interlineation and addition. All submitted interviews represent the deliberate opinion or statement of the interviewed person and accuracy cannot be questioned.

Among the newspapers and very particularly among press service men, the day of fast and loose reporting, "wild-cat writing," is distinctly on the wane. Newspaper publishers are alive to the fact that reader confidence in the correctness of news reports lies at the foundation of newspaper success. We have, however, heard of no such admirable candor with the general public as that exhibited by *St. Louis Star* in its accuracy questionnaire.

SAYS KLAN WRECKED SAGINAW PAPER

Evening Star Suspends and Matters May Be Settled in Courts—Talk of Reviving Publication Under Another Name

On Monday the *Saginaw* (Mich.) *Evening Star* published a three-column display box on page one announcing that it would suspend publication with that issue.

The statement read:

"This announcement is made by the management after eleventh hour attempts to keep the business going have failed.

"The *Saginaw Evening Star* goes down with the flag of the *Saginaw Valley Publishing Company* at the masthead. The old *Saginaw Evening Star* Company members have been approached to take the business back, but decided today against assuming the management after an organized boycott, made up largely of present stockholders, had been launched against the paper.

"Nearly \$40,000 in unpaid *Saginaw Valley Publishing Company* stock subscriptions are now due. It is probable that the *Saginaw Evening Star* Company will launch suit immediately against the *Saginaw Valley Publishing Company* for failure to fulfill the purchase contract. Suit will also probably be started to force payment of the unpaid stock subscriptions.

"The management takes this opportunity of thanking the advertisers and subscribers who have stayed by the paper through the trial and tribulations that have been plentiful in recent weeks. Credit is also due to the working force of the paper who have fought and labored for it even after its own officers deserted.

"What disposition will be made of the equipment is not known, as no information is at hand from any of the directors of the *Saginaw Publishing Company*."

A. K. Alderman, editor and manager of the paper, in a statement to EDITOR & PUBLISHER, declared that the paper was broken up through a local fight among members of the Ku Klux Klan.

Mr. Alderman said:

"The *Saginaw Evening Star* was bought by the *Saginaw Valley Publishing Company* from the *Saginaw Evening Star* Company on March 26. A certain sum was paid down and a contract signed to pay the balance in six installments. No installment was ever paid after the original payment, although some payments were made on machinery debts. *Saginaw Valley Publishing Company* was made up of members of the Ku Klux Klan.

"A war among Klan members in *Saginaw* wrecked the paper and stopped revenue from stock subscriptions.

"The *Saginaw Evening Star* Company was approached to take the paper back, but refused. The *Saginaw Valley* is still in charge. The *Saginaw Evening Star* Company undoubtedly will launch suit immediately. A total of \$66,000 in stock was sold in the new company, and \$30,000 is now due in unpaid stock subscriptions.

"A new company composed of substantial *Saginaw* business men is planning to take over the paper, changing the name and publication may be resumed next week."

Butte, Miner Issues Survey

A general résumé of the business conditions in Montana has just been issued by the *Butte* (Mont.) *Daily Miner*. The publication, which is in the nature of a folder, designed to fit the usual filing case, contains in loose leaf form under departmental heads, useful information for the advertising agency when preparing schedules for the placement of advertising copy. The front cover is a replica in miniature of the front page of the paper. The *Miner* is under the management of B. E. Woolston. Benjamin & Kentnor are the foreign representatives, both east and west.

NAMES DIGNIFIED NEW MEXICO JUDGE CALLED EDITOR CARL MAGEE

Tom Sharp Reveals the Ugly Language—New Version of Magee's Hard Fight Which Earned for a Mild "Conservative" Sobriquet of "Radical"

"STAND up Carl Magee . . . stand over here . . . you lying, low-down un-American political harlot, . . . you remittance man, . . . cow thief, . . . horse thief, . . . low-down skunk, . . . lying, mangy, cowardly reprobate . . . What have you to say for yourself?"

—Words by Judge David Leahy seeking respect for his court.

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

—Editor Magee's reply to Leahy's direct question.

"For saying that I find you in contempt of court and sentence you to from three to six months in the common jail of San Miguel county."

—Judge Leahy meeting out "justice."

Seven minutes later the editor was in his cell.

* * * * *

The above version of what happened in a New Mexico court to the editor of the *Albuquerque State Journal* is given to EDITOR & PUBLISHER on the authority of T. E. Sharp, editor *El Paso Post*.

In his article in EDITOR & PUBLISHER three weeks ago, Carl Magee said that Judge Leahy "called names," but he did not specify. It is well, perhaps, to have the rough stuff known to the newspaper fraternity.

Mr. Sharp recently visited the scene of the judicial riot and has the following to say of Magee:

"In physical appearance he is a tall, heavy-set blond with light blue, quizzical eyes. He seldom is caught without a smile on his lips; at the slightest provocation this expands to a chuckle. He punctuates conversation with humorous anecdotes. He is a good conversationalist and talks in modulated, even voice, except when he tries to talk and laugh at the same time, then the words run into High C.

"He looks nothing like the motion picture conception of newspaperman, politician or militant reformer.

"He looks like a successful business or professional man, which is what he is. Magee was a successful and comfortably wealthy corporation lawyer and oil man before he came to New Mexico for health reasons. Not an environment or source of income that tends to make a man a 'radical.' In fact, Magee generally is considered a 'regular' in his politics and a 'conservative' in his economics.

"In New Mexico Magee found himself with a lot of time on his hands and considerable money in his pocket. He looked around for an investment and bought the *Albuquerque Morning Journal* from A. B. Fall. That was before Teapot Dome. Fall was hard up and needed the money.

"Going about the business of printing a daily newspaper, Editor Magee stumbled on to certain political and financial conditions in New Mexico. He thought things did not look right on the surface so he dug inside; there he found some festers of graft and corruption.

"The new publisher found himself up against this problem:

Whether to play in with the gang and keep quiet or to risk the deluge of libel suits and perhaps his life by attempting to expose the festers.

"Watch your step and you can go to the U. S. Senate easily in a few years," Fall told Magee after he turned over the *Journal*.

"Magee now was in a position to trade with the politicians. He had found the skeletons in their closets, he knew their secrets and was on to their tricks.

"Probably he could have had whatever he asked for as pay for keeping still.

"But Magee had a crazy idea that a newspaper editor owes a duty to his readers.

"He had to shoot in the dark. Often he was certain of his facts yet held no proof, so he would have to make his charge and risk the chance of a libel judgment that would put his paper out of business.

"But he had the moral and physical courage not to care if he lost his fortune while trying to fulfill his duty as an editor.

"Magee exposed wholesale graft and crookedness in public office in New Mexico. He exposed a financial hold-up ring that was bleeding New Mexico. He exposed the fact that the will of the people could count for little in that hoodlum-run commonwealth.

"And for doing this his enemies call him a 'radical,' a 'holshelvest.'

"Before the fight was ended, Magee had lost all of his money and was in debt besides. Yet he did not flinch. Twice the readers of his paper came to his assistance, loaning him approximately \$50,000 in \$100 amounts. Twice he licked the First National of Albuquerque crowd that tried to force him to the wall.

"Magee had to sell the *Journal* in order to protect the interest of the readers who had loaned him money.

"He paid all of his debts and had a trifle of money left over.

"Then he started a weekly which later became a daily—the *State Tribune*.

"He was obsessed with the opinion that man who had discovered as much as he had about corruption in New Mexico owed it as a duty to New Mexico to carry on.

"This is the 'radical' Magee.

"He had before him the history of six other editors who had tried to fight the gang. Each of the six was ordered to appear in Judge David Leahy's court at Las Vegas and within 48 hours after being ordered to appear each had been convicted and sentenced. Each of the six promptly ceased publishing a paper.

"Magee, however, thought he was fairly safe from strong-arm methods as his paper was not published in Leahy's judicial district.

"One day a sheriff walked into his office with a citation ordering him to be in court at Las Vegas, 133 miles away, to stand trial at once.

"He was charged with criminally libeling Justice Parker of the supreme bench. Justice Parker said he did not construe Magee's editorial as libeling him. That made no difference to Judge Leahy.

"Magee went to Las Vegas. He went before Judge Leahy at 9 a. m. and asked to be released on bond until he had time to prepare his case. Leahy told him no delay would be granted, that trial would start that afternoon.

"My attorney is on the way home from Chicago, I plead for at least enough delay to permit him to arrive" said Magee.

"Leahy replied there were plenty of good attorneys in Las Vegas and that the defendant should secure one and appear at 2 p. m. that day for trial. Magee secured other attorneys and managed to stall the case along by daily motions until his own attorney, Richard Hanna returned. Meanwhile Magee wrote for his newspaper the story of the trial. Each day he wrote an article, Judge Leahy cited him for contempt of court.

"Finally Magee entered a new plea. He stood up in court and personally accused Judge Leahy of 'railroading' him. He told Judge Leahy that he was corrupt and that if he would 'be man enough' to grant a change of venue to any other judge he would prove he was corrupt. Judge Leahy preferred to try the case himself.

"For 10 days Judge Leahy heard evidence Magee entered in an effort to prove that Judge Leahy was corrupt and a crook.

"The court had admitted that the truth would be a defense. It was up to Judge

Leahy to decide if the evidence Magee introduced was true.

"If he found Magee not guilty, Judge Leahy would have to admit that the evidence introduced by Magee was true. Leahy found Magee guilty and handed him a whole flock of fines and penitentiary sentences. This trial was held last year.

"Later when it looked as if Magee would have to quit the fight against corruption and for free speech because he had exhausted his money resources, the Scripps-Howard organization came to his financial assistance.

"But for two years or more, Magee had fought the fight against corruption with his own money, and lost the money.

"Yet they call him a 'radical.' He is a 'radical' because when he caught a crook in the act of robbery he grabbed the hand of the crook.

"As a matter of fact, in both politics and economics, Carl Magee is a blue-blood conservative."

The *New Mexican* daily newspaper published in Santa Fe, the capital of New Mexico, has this to say in an editorial published under the heading, "The End in Sight."

"Everybody in New Mexico is in contempt of court. In fact, Judge Leahy's court probably now enjoys the distinction of being the most contemptible one in America.

"Truulence has given way to hysteria and bull-dozer has been becoming amusing. Judge Leahy will resign. It may not be possible to put him in jail where he belongs and to which he is fond of consigning his superiors, but his disappearance from the scene will be a great blessing and sweeten the odoriferous political air of San Miguel county, like a halmy breeze from out-doors or a dozen spots of formaldehyde and remove a public nuisance from where it offends the eye of the passerby.

"The end is in sight for Judge Leahy. The effect of his retirement will be wholesome beyond doubt. Respect for courts will begin to pick up rapidly and the peace and safety of New Mexico will no longer be menaced by the curious phenomenon of the ass in the lion's skin terrorizing full grown men."

PRINT DESPITE FLOOD

Fond du Lac Dailies Issue Miniature Editions on Job Machines

Despite handicaps imposed by the most serious flood in the history of Fond du Lac, Wis., the *Daily Commonwealth* and the *Daily Reporter*, newspapers of that city, never missed an issue last week.

Press rooms of both newspapers were flooded shortly before noon Aug. 4, and until Aug. 7, the editions appeared in miniature form, printed on small job machines. The *Daily Commonwealth* was issued in 4 pages, measuring 7 inches by 10 inches, while the *Reporter* printed the same number of pages on 6 inch by 9 inch sheets.

The new Duplex 24-page press installed by the *Reporter* in June 1923, was under water 12 hours. Water receded during the afternoon and evening of Wednesday and by the morning of Aug. 7 two units, 8 pages, were ready to run the day's newspaper.

The *Commonwealth* printed in tabloid form of Monday and Tuesday. On Aug. 6, the flood had subsided sufficiently to permit use of the steam table, but not the press. The issues of Aug. 6 and 7, were published through the courtesy of the *Oshkosh* (Wis.) *Daily Northwestern*. Mats were sent to Oshkosh and the papers returned by truck.

P. B. Haber is president of the *Daily Commonwealth*, and A. H. Lange, president of the *Daily Reporter*.

Lenahan to Milwaukee Sentinel

T. L. Lenahan, recently local advertising manager of the *Chicago Herald Examiner*, has been appointed advertising director of the *Milwaukee Sentinel* and the *Sunday Sentinel-Milwaukee Telegram*.

BRILLIANT FETES MARKED A. A. C. W. PARIS VISIT

London Meant Work, Paris Play for American Delegates—Impressive Services Held at Tomb of Unknown Soldier—Receptions and Banquets Tendered

By G. LANGELAAN

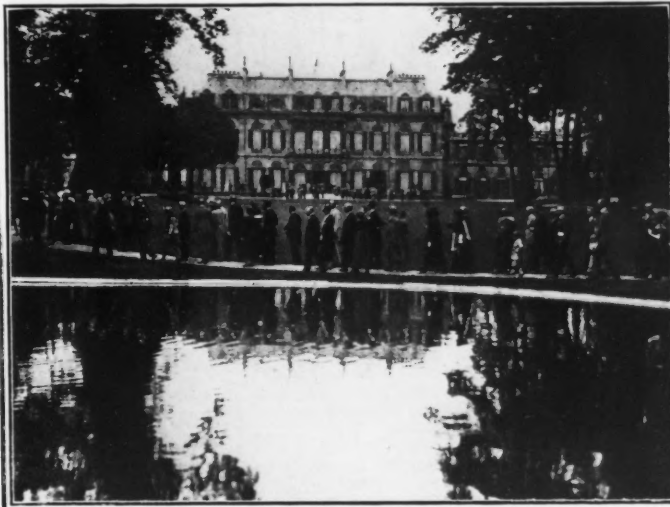
(Paris Correspondent, EDITOR & PUBLISHER)

PARIS, July 31.—Delegates of the A. A. C. W. who came to Paris on July 26 had four glorious days in France which must have filled with envy those who did not make this part of what has been a wonderful trip. London meant work. But Paris meant pleasure, and the clever French people in charge of the arrangements set the note right from the start and made the delegates feel they had only to let themselves be entertained with all that grace that the French know how to put into such occasions.

Long before the first special train drew into the Gare du Nord on the evening of July 26, the reception committee in full force were waiting on the platform beneath the rows of French and American flags for the American advertising delegates. M. Paul Dupuy, with M. Léon Bailby, of *L'Intransigeant*, the principal evening newspaper in Paris, and M. Marcel Knecht, secretary general of *Le Matin*, with many other notabilities of the French Press, were present, to say nothing of a crowd of reporters, French and American. Among the latter were Mr. Raymond B. Carroll, of the *Philadelphia Public Ledger*; Hudson Hawley, of the *Associated Press*; Lorimer Hammond, of the *Chicago Tribune*; A. Haskell, business manager of the *New York Herald-Tribune*, and James R. Morrison, of the Paris edition, *New York Herald*. With trains arriving at different platforms it was a little confusing getting the delegates and the reception committee to the right spot, but eventually formal presentation took place, and then the American advertising men were taken in autocars to their respective hotels, a large number of them being housed at the Hotel Continental, where a permanent information office for their use had been set up.

Next morning the delegates began the day by a visit to the tomb of the unknown French soldier beneath the famous Arc de Triomphe, at the top of the Avenue des Champs Elysees. The ceremony was intensely impressive as the visitors walked to the grave notes of Chopin's Dead March across the wide space of the Place de l'Etoile. There have been many wreaths laid up the tomb of this unknown soldier of France. Statesmen, soldiers, kings have paid their homage before the simple slab bearing the words that there an unknown soldier lies who died for France. But of all the ceremonies, except perhaps the first when the simple coffin was lowered into the ground, never has there been one more impressive and which touched the hearts of the French more than the spontaneous way in which the delegates of the A. A. C. W. all knelt around the sacred spot led by the Rev. James M. Kirwin, Vicar General of the Diocese of Galveston, recited the Lord's Prayer. It was a surprise to the French people to see these practical Americans, men who had made great names in the hard world of business, in simple faith kneeling beneath the Arc de Triomphe, and it won the hearts of their hosts.

After this a number of the delegates visited the American churches in Paris. At 3 p. m. autocars were waiting for them on the Place de la Concorde and took them out to Versailles, the palace of the kings of France, a building of which every detail, inside and out, was built to please the eye, surrounded by a magnificent park where on all sides gorgeous vistas spread out before the enraptured beholder. The American visitors were greeted in the Court of Honor of the palace by M. Bonnefoy-Sibour, Prefect of Seine-et-Oise, M. Saint-Mieux, Mayor of Versailles, M. Perate, Curator of the palace, and M. Petitpas, President of the Fetes Committee. M. Bonnefoy-Sibour in a charming little speech told the visitors of his pleasure in welcoming them to Versailles, and evoked the past



President Doumergue conducting the American advertisers through the gardens of the Elysée Palace.

with its record of Franco-American friendship, definitely sealed on the battlefields of the world war. M. Saint-Mieux, the Mayor, also spoke, and Mr. Fred B. Smith responded in behalf of the visitors.

Then began a visit of the famous Chateau and its wonderful grounds, the visitors going in groups through the Chateau and the park, guided by M. Peraté and his friends, explaining all the points of interest. The fountains were set to play, throwing their glittering streams high into the air against a background of masses of green trees. Dinner was served in the Grand Trianon. At the banquet M. Paul Dupuy spoke, as did Mr. Jesse N. Neal. After this the visitors were taken to the small lake known as the Basin of Neptune, where they saw a sight which they are not likely ever to forget, one of those feasts of art of which the French are masters. A fireworks display, such as was given in the reign of King Louis XIV, was staged, with a culminating set-piece of the flags of America and France. When the visitors reached Paris they were tired but thrilled with a wonderful day.

Tuesday began with a reception at the Hotel de Ville, the City Hall of Paris. They were welcomed in the name of the town of Paris by M. Maurice Quentin, President of the Municipal Council, and the members of the Council. Mr. Charles, Mr. Neal and Mr. James W. Brown signed the Golden Book of the Town of Paris, the book in which all famous visitors to the French capital sign their names, while a military band played the "Star-Spangled Banner" and the "Marseillaise." M. Quentin, speaking to the American delegates, said:

"You are here in a city which has always been in the forefront of the world's history. Not far from us stands a statue which perpetuates the memory of the founder of your profession, Theophraste Renaudot. He was, in fact, an initiator, and, by his character, his ingenuity and fertile brain he deserved to be American if fate had not made of him one of the most astute of Parisians."

M. Julliard, Prefect of the Seine, spoke next.

"The science of advertising," he said, "such as you conceive it, calls for high qualities, technical experience, determination and patience, which are to the honor of your corporation."

M. Raynaldy, Minister of Commerce, also addressed the visitors.

"You have become," said the Minister of Commerce, "strictly speaking the true collaborators of those engaged in industry and commerce in your country. You launch their products on the market, you spread far and wide their renown, and you really set forth their true value. If you have attained these immense results, of which you can be justly proud, it is because disdaining, repudiating, avoiding brazen and untruthful advertising, you have made yourselves the guardians of sincerity in advertising, and thereby of the dignity of your organization."

"I can assure you that this conception of a healthy, loyal advertising, desirous of attaching renown only to those products which deserve it, you will find in our newspapers, among our solicitors of advertising, our manufacturers and our merchants. At every step you will find proofs of what I say when shortly you stop before our Paris shop windows, whose sober tones so well set off the elegance and richness of the goods displayed, or later in the evening when you pass along our boulevards."

Senator Paul Dupuy thanked M. Raynaldy and the Hotel de Ville authorities for their welcome in the following terms:

"In the name of the Reception Committee of the Advertising Clubs I wish to thank you for the splendid hospitality you have today shown to our American friends, as well as for the words of welcome which you have just spoken."

"I cannot tell you how great is my pleasure to see at the present moment the advertising clubs of all the towns of the United States gathered together in the City Hall of the town of Paris."

"A few months ago, going from place to place in America, I came into contact with these organizations which have as basis and as aim the protection and development of honest and intelligent advertising."

"How wide the Atlantic seemed to me at that moment! I would have liked to have by my side then all the merchants of our capital, in order that they might be witnesses of the prodigious development which advertising, established on a basis of high ideal, can bring to commerce."

"But the wish was impossible of realization, and it seemed equally impossible that the Advertising Clubs could leave their home and some day come to France to give us the benefit of their experience and show us their methods."

"Thanks to the energy of all concerned, what seemed an impossibility is today a reality, and all the Advertising Clubs, from the Pacific to the Atlantic, are now on the banks of the Seine, ready to communicate to us their ideal."

"This word may perhaps seem to you an exaggeration, and yet it is not. There is in the United States not a single business which does not stand upon an ideal; it would have no chance to develop and grow if the public did not understand this ideal, which the public itself seeks in everything."

"Thus it is that the Telephone Company of New York takes a whole page in all the newspapers of the city, not to announce a change of tariffs or some exceptional piece of news, but just simply to make an announcement like the following: 'Good Will. Thanks to our system, six million times a day citizens by our service are put into communication with one another in direct, personal contact. What an opportunity to develop still further good will and spirit between the inhabitants of the same town!'"

"A manufacturer of food for infants advertises: 'Children are our dearest possession, and their food is of capital importance for their health. We have built our factory right out in the open country, on a beautiful site, surrounded by trees and flowers. It costs us more than if our factory were in a town, but we are without smoke or smell. Can we take too many precautions for our dear little ones?'"

"Advertising understood in this way humanizes commerce and industry. It is not for me to develop here American ideas on advertising, but I do know that when these same methods are fully understood and employed among us they will produce the same wonderful results. All our limitations, those that concern production as well as those that concern distribution and marketing, will cease of themselves when we no longer set a limit to our ideal."

"To gain money is in itself never an aim worthy of a great effort. It is only an excellent fruit which we gather in passing when we serve our neighbor well."

"In London the members of the Advertising Clubs have been referred to as 'modern crusaders.' They come, indeed, impelled by their faith in their methods, to bring the good word to us in Europe."

"It is not sufficiently known in France how many eminent men the American press has counted among its members during the last quarter of a century."

"Those who have been the first courageously to reject advertisements which they considered as deceiving or not measuring up to the dignity of their newspapers have pointed out the way and have laid down the basis of this code of advertising which today, thanks to the Advertising Clubs, is spreading over the world."

"It is with all my heart that in the name of the French press I salute all the delegates and bid them welcome."

M. Rénier, of the Agence Havas, also spoke, setting forth the present situation of advertising in France, followed by M. Charles Maillard, President of the Advertising Association. Mr. H. H. Charles, President of the Advertising Club of New York, made appropriate reply to M. Dupuy's speech. Then Mr. Jarvis Wood, President of the Poor Richard's Club, in the name of the Mayor of Philadelphia, presented to the President of the Municipal Council a gavel made from the red cedar beams of Liberty Hall.

Mr. James W. Brown, of EDITOR & PUBLISHER, addressed those present, telling the French how touched all were by the wonderful reception, and pointing out to his American colleagues the earnestness and sincerity of their French colleagues and enjoining them to come again to France to study and enjoy all the wonderful things they had seen during

this hurried visit. Mr. Brown thanked all those concerned for the welcome and hospitality the Americans had received.

When the visit to the Hotel de Ville was over, the delegates made their way to the American Chamber of Commerce, where they were received by the President, Mr. Blyth W. Branch. Speaking at this reception M. Paul Dupuy said:

"I am happy to have the pleasure of introducing to you this very important American delegation of the Associated Advertising Clubs of the World. They came to Europe to attend the annual convention of their association in London, but did not wish to return to America without having visited Paris and France.

"As soon as you heard of their coming, you suggested to me that the American Chamber of Commerce should have the pleasure of receiving them.

"The object of the members of the Advertising Clubs in coming to France was not primarily to meet their fellow countrymen, especially as their stay in this country is so very short, but this Chamber is so Parisian and the members understand so well our French methods and points of view—and also their appreciation for all that is French is so well known—that I insist that this Chamber is regarded as essentially a part of France.

"May I take advantage of my visit here to thank you, Mr. President of the Chamber of Commerce of Paris and your Parisian colleagues, for the very considerable assistance you bring every day to Franco-American understanding and to the development of commerce and industry between our countries.

"As fellow countrymen of the members of the visiting Advertising Clubs, you all know, sirs, what is the significance of these splendid organizations. Just now, at the Hotel de Ville, I recalled the important part they play in the economic development of your great country.

"I am glad that you have this opportunity to meet and know each other, and I thank the American Chamber of Commerce in Paris for their courtesy in inviting the members of the French Committee to this American fête."

In the afternoon the delegates were received at the Palace of the Elysee by M. Gaston Doumergue, President of the French Republic. They were introduced to the President by M. Paul Dupuy, who in presenting them said:

"I present to you, Mr. President, the members of the Advertising Clubs of the United States. This important delegation, which came to Europe to attend the Advertising Convention in London, did not wish to return to America without visiting France.

"We are sincerely grateful to them, as we are grateful to you, Mr. President, for having kindly interrupted your high duties in order to receive them.

"All over the United States I have seen these clubs at work, and I can assure you that they constitute essential elements of the remarkable development of American commerce and industry and, as a consequence, of the prosperity of the United States.

"They are more than this, for they are elements of education and moral inspiration. You know their device—truth, sincerity, protection of the public. That is why we welcome them today as forerunners and consider them as veritable apostles whose doctrines are all the more valuable in that they are based upon experience and success.

"I believe I am the interpreter of all in thanking you, Mr. President, for this splendid reception, of which we shall all ever keep a precious souvenir."

To this the President of the Republic replied:

"I am very glad that you had the excellent idea of coming to visit France and Paris. I know that it is a mark of friendship for our country, and this we all feel.

"I am aware of the important role played in your country and in the world by your great association, which has taken as its rules the principles of sincerity and truth common to your colleagues in France.

PRESIDENTIAL NOTIFICATIONS DRAW MANY POLITICAL WRITERS

Forty-two Correspondents, "Personally Conducted" by Jim Preston, Invaded Clarksburg—Special Wire Arrangements Made

By SAM BELL

(Washington Correspondent, EDITOR & PUBLISHER)

WASHINGTON, Aug. 15.—The fine Italian hand of "Jim" Preston was discernible in the press arrangements for the notification exercises this week. At Clarksburg Monday night, where John W. Davis made his speech of acceptance, and at Washington, last night, when President Coolidge received his formal notification, little was left undone to expedite the work of the newspapermen.

Arrangements at Clarksburg called forth special praise. It is far easier to handle such matters in Washington. The little town in the West Virginia hills acceded to every suggestion offered by the Hon. Jim, and carried through his ideas in a fine spirit of helpfulness.

Although the hotels were so overcrowded that cots were placed end on end in every corridor, and scores of Democratic notables were obliged to seek shelter in adjacent towns, reservations were held for correspondents. They were among the elect to have baths.

The Elks Club, through its secretary, Walter Wilson, converted its assembly hall into a press room. There were typewriters and working space enough for everyone. The Baltimore & Ohio Railroad, through Col. W. V. Shipley, its Washington passenger agent, put on special cars at Preston's bidding. The Western Union sent traffic chiefs from New York and Philadelphia and experienced press operators from Washington. Twenty-three through circuits were available.

With the aid of William J. Donaldson, superintendent of the House Press Gallery, Preston had the arrangements at Goff Plaza organized along the lines of the national political conventions. Two State policemen, with motorcycles, ran copy from the scene of the notification exercises to the Western Union offices on a five-minute schedule, despite the difficulties attendant on forcing passage through the crowd of 50,000 persons.

In addition to the representatives of Clarksburg, Parkersburg, Huntington, Charleston, Wheeling and other West Virginia papers, the following news associations and papers sent special correspondents to the Clarksburg exercises:

Associated Press, James L. West.
United Press, Fraser Edwards.
United News, Thomas Stoker.
Universal News Service, James R. Nourse and Sears Taylor.
International News, W. K. Hutchinson.
Consolidated Press Association, David Lawrence.
Baltimore Sun, J. Fred Essary.
Boston Globe, M. E. Hennessey.
Boston Christian Science Monitor, Miss Cora Rigby.

"I thank you for your visit, and I wish you, while among us, the most cordial welcome."

Mr. Jesse H. Neal thanked the President in behalf of his friends for his very kind reception.

Seven hundred members of the French press and delegates sat down to a dinner in the evening at the Hotel Continental organized by the Reception Committee in the honor of the visiting Americans. M. Camille Chautemps, Minister of the Interior, presided, having beside him Mr. Myron T. Herrick, the American Ambassador; M. Raynaldy, Minister of Commerce; M. Paul Dupuy, Mr. Blyth W. Branch, President of the American Chamber of Commerce, etc.

M. Chautemps, Minister of the Interior, addressed the gathering:

"I wish to emphasize the immense services that intelligent and healthy advertising, founded according to your methods on truth and probity, could render in the necessary propaganda which public authority has to undertake in favor of works of general interest. Thanks to

Boston Herald, Robert B. Choate.
Brooklyn Eagle, Henry Suydam.
Chicago Daily News, James B. Wood.
Chicago Tribune, Philip Kinsley.
Cleveland Plain Dealer, H. T. Mackender.
Detroit News, Jay G. Hayden.
Indianapolis News, Mark Thistlethwaite.
Kansas City Star, Roy A. Roberts.
Louisville Courier Journal, Ulric Bell.
New York Times, James A. Hagerty.
New York Herald-Tribune, Grafton S. Wilcox, Carter Field.
New York Evening Post, Robert Barry.
New York Sun, Ralph A. Collins.
New York World, Elliott Thurston.
Newark News, Arthur J. Sinnott.
New York Evening World, Lindsay Denison.
New York Herald-Tribune Syndicate, Mark Sullivan.
Philadelphia Public Ledger, Robert Barry.
Philadelphia Record, H. E. Alexander.
Philadelphia Evening Public Ledger, Clinton W. Gilbert.
Pittsburgh Gazette Times, W. J. Grundish, Bruce Lockwood.
Pittsburgh Chronicle-Telegraph, Harvey O. Smith.
Pittsburgh Post, John Ball.
Pittsburgh Sun, John Thomas.
New York Telegraph, James P. Sinnott.
St. Paul Pioneer Press, Edgar Markham.
Washington Post, Aubrey Taylor.
Washington Star, G. Gould Lincoln.
Current Features, William Hard.
London Post, Sir A. Maurice Low.
Woman's National News Bureau, Dorothy Shumate.

The work of correspondents at Clarksburg, as well on the Davis assignment throughout, has been aided in a very large measure by the appointment of John E. Navin, who has been designated by the Democratic National Committee as the chief publicity representative with the candidate. Mr. Navin, a veteran Washington correspondent, gives every indication of maintaining his reporter's point of view in handling his new position, of catering to the correspondents rather than to a candidate. Such an arrangement, if carried through, will make for the most cordial relations between Mr. Davis and the score or more of reporters who will accompany him, and will give to the candidate the best possible relations with the American reading public.

The arrangements for the Coolidge notification were handled by the Republican National Committee, through Leo Nixon. Every newspaper having a correspondent in Washington was invited to have a representative in Continental Memorial Hall, where the President delivered his acceptance address. The correspondents were placed just to the right of the speaker. It was not possible to have writing tables in the hall.

Nearly 100 Washington correspondents were present at the exercises.

your enlightened efforts, advertising will become more and more in every country a formidable means of action. This ought to be placed entirely at the service of public welfare and social progress.

"Our two countries have always been friends. They were friends before the birth of your great nation. We are indebted one to the other for our independence.

The companions of Lafayette went to your country to help you bring forth liberty, and the descendants of Washington came to France to help us to prevent liberty from dying. This long-standing fraternity, whose source is so noble, finds itself fortified in our hearts by the community of democratic institutions and by the inspiration of a same ideal of progress, which bases the prosperity and greatness of a State on the development of justice and peace between peoples as between citizens of one country."

Ambassador Herrick, M. Jusserand, French Ambassador at Washington, and others made loudly applauded speeches.

The final day of the Paris trip began with a visit to the Agence Havas in the

ruie de Richelieu, where the American delegates were shown over the building and services. Then came a luncheon at the Armenonville restaurant in the Bois de Boulogne, followed by a visit to the flying grounds of Le Bourget, where many of the delegates got views of Paris from the air. M. Laurence Eymar, Under-Secretary of State, was present. The whole wound up with a wonderful gala performance at the opera.

Throughout the visit M. Marcel Knecht, Secretary General of Le Matin was indefatigable, and no small part of the success of the reception was due to him. He was everywhere, and succeeded in making everyone feel at home. Through him Americans and French were able to understand one another perfectly, for M. Knecht translated with ease and wonderful accuracy all the speeches made.

ON-TO-HOUSTON DRIVE STARTED BY CORNELL

Associate Publisher, Houston Chronicle, Says British Delegation of 500 Advertisers—"Key Men" Named to Promote Meet Abroad

How the "On-to-Houston" drive was launched in London immediately following the international A. A. C. W. convention there last month was told **EDITOR & PUBLISHER** in New York this week by R. H. Cornell, associate publisher of the *Houston (Tex.) Chronicle* just returned from England.

"We are already assured that a delegation of 500 advertising men from Britain and 100 from the Continent will attend the 1925 A. A. C. W. meet in Houston next July," Cornell declared.

First steps to this end were taken in London just before Cornell sailed on the home trip.

A luncheon, attended by prominent British advertising men, was staged by the Houston delegations, and plans laid for the British delegation's trip to Texas. This luncheon was arranged by Cornell for the Houston Advertising Club with the assistance of Jack Akerman, advertisement manager of the *London Times*, and former manager of the London bureau of the United Press Associations.

Spirit at this luncheon, which was jestingly referred to as given by "the survivors of British hospitality," plainly demonstrated that the Houston gathering would in every way be as international as the London convention just concluded.

"We sold Houston to them," he declared. "British advertising men have already started preliminary work of organization, looking towards a big representation in Texas."

Sir Charles Higham, speaking at the luncheon, praised Houston as a city "symbolic of youth," and expressed the hope that the British delegation would charter the *Mauretania* to carry them direct from Southampton to Houston.

Captain William Lea, Mayor of Orange, Tex., and Robert I. Cohen, of Houston, also spoke at the luncheon.

Among those attending were: Viscount Burnham, Sir Woodman Burbidge, Sir Charles Higham, H. Gordon Selfridge, Judge H. M. Garwood of Houston, W. S. Crawford, H. S. Imber, Percy Bradshaw, H. C. Derwent, Thomas McDonough and A. H. Williams.

Prior to the luncheon, Cornell made preliminary arrangements for international representation at Houston. He appointed "key men" to organize delegations from among advertising men attending the London meet. These "key men" were appointed to boost the "On-to-Houston" movement at Paris, Vienna, Holland, Sweden, Finland, Denmark, and Cape Town, South Africa.

Mr. Cornell also described the post-convention tour to Yorkshire of which he was chairman. He characterized it as by far the most interesting trip out of London following the business sessions.

Cornell plans to return to England in February to attend the convention of the 14th District of the A.A.C.W., when he will complete the "On-to-Houston" plans.

"GOOD WILL" STRESSED IN RADIO ADVERTISING

But It Works Best Tied with Newspaper Space—Dallas Man Says Radio Firms Slighting Dailies—Dissemination of Radio News Discussed

By WARREN BASSETT

"A BRAND new medium for selling people in the mass." That is what officials of the American Telephone and Telegraph Company say of radio advertising after more than a year's experience with commercial broadcasting from their own station, WEAF.

But they shy at the phrase, "radio advertising," for that connotes trade marks, sales punch, price marks and all the other devices used in printed publicity to induce the public to buy a definite article manufactured by a definite company.

Radio advertising isn't like that. It differs radically from all printed forms. It is advertising in the second dimension. Heretofore sales appeals have been made almost exclusively through the eye—in newspapers, show windows, circulars, and on billboards. Radio advertising assails the mind of the prospect through the ear.

Advertising by radio came into existence at the beginning of the radio boom. Broadcasting stations were springing up like mushrooms. The public clamored for radio sets. Large firms with extensive budgets for advertising applied to the A. T. & T. for broadcasting apparatus that they might set up and operate their own stations. Many such stations were built and put in operation—so many in fact that other firms, contemplating such a step, saw the saturation point had been reached. With broadcasting stations on every store roof, the novelty of radio would soon wear off—the air would be filled with a meaningless babel of sound.

As proof that the above situation existed, the A. T. & T. states that more than 150 companies were contemplating the erection of broadcasting stations a year and a half ago. The solution of the problem was what has now come to be known as radio advertising—the use of a single station by any number of firms broadcasting their own individual entertainment features, with the firm name attached. The A. T. & T., through its station, WEAF, early began exploring and charting the field of commercial broadcasting. Today it has developed a definite technique for broadcasting publicity and has 4 salesmen in the field selling "space on the air."

It was early decided that direct advertising could not be broadcast without arousing the resentment of the radio public. A strict policy was therefore adopted, prohibiting the mention of trademarked articles, prices, or places where articles could be purchased. Only entertainment or service could be broadcast. The "Happiness Boys"—well known radio entertainers in the employ of the Happiness Candy Stores—"do their stuff" without so much as mentioning Happiness Candy. The advertising note is struck only when the name of the stores is announced before and after their appearance.

This "name" or "good will" advertising brings a high price. For a 10-minute talk on life insurance or any other subject, the company sponsoring the talk pays WEAF the sum of \$200. A musical entertainment, "by courtesy of the _____ Company," is allowed a half hour's time for the same price. In addition the performers must be paid. In the case of a high-class orchestra this adds another \$200 to the cost of the advertising. Approximately \$400 is spent to have the firm name announced to the broadcasting public twice.

What is the value of this form of advertising? It "humanizes" the company's general advertising in newspapers and periodicals and creates a vast amount of good will in the minds of the radio public, WEAF

officials declare. They are convinced that a radio listener after enjoying the Astor Coffee Orchestra week after week, will purchase Astor coffee in preference to another brand in case the purchaser has no fixed buying habit.

The case of a face lotion was cited to show the value of radio as an advertising medium. The originator of the lotion, a woman, gave a beauty talk over

it out as it is to escape printed advertising by turning the page. Every talk is labeled advertising at the beginning and end.

It is admitted that radio is not an advertising medium suited for the small, virtually unknown firm struggling to create a market. Radio is super-publicity, institutional advertising, and works best for firms already strongly established

keeping our name before the public in a nice way. We have received more than 1,000 letters from listeners, thanking us for our program.

"I do not think, however, that radio advertising has any selling value under present conditions. It is primarily a good-will medium. Personally I think some of the advertising broadcast is very dull. Success with radio advertising depends on how you use the medium, just as it does in any other type. We have been fortunate in retaining the Happiness Boys. They have unquestionably made a hit with the public. Our use of radio has had no effect upon our use of the newspapers. At present we are using neither medium, but expect to resume in September. We believe radio in general works better as a tie-up with newspaper advertising."

Use of radio as an advertising medium is increasing, according to reports. Static, which interfered greatly with clear reception last year, is gradually being overcome by the refinement of both broadcasting and receiving instruments.

SOS calls from ships at sea often suddenly terminate a "radio ad." The air is immediately "cleared." When this occurs a free "re-run" is given the advertiser.

Says Manufacturers Are Slighting Press as Selling Medium

By J. P. DEWEY

Follicity Director, Dallas (Tex.) News

A GOOD many things are happening to radio as a science, perhaps as many more are happening to it as a business, while as a field of newspaper activity a number of things of prime significance are occurring. Probably the most significant of them is the fact that the gentle pastime of radio broadcasting is losing its popularity among newspapers, that only half as many papers are now operating stations as were doing so a year and a half ago, and that of the 50 papers now broadcasting a good percentage are closing their stations during the summer months.

Another significant fact is that few newspapers are venturing into radio nowadays, and most significant of all, perhaps is the fact that the number of papers which operate stations that are owned and at least partly financed by other interests seems to be increasing. The latter tendency may point the way to a solution of the problem which is, or at least should be, vexing the whole radio industry today.

Radio, an infantile industry which is struggling along to the tune of more than \$350,000,000 a year, is dependent upon broadcasting as no other industry on earth is dependent upon any single supply or service factor, and yet to date it is the newspapers that are doing most of the high-grade broadcasting.

This article is not concerned directly with the fate of the radio trade, neither is it intended to deal with the question of whether broadcasting belongs within the sphere of newspaper service. It is acutely concerned with what is happening, and going to happen, among the broad and progressive newspapers which have invested thousands upon thousands of dollars in radio stations as adjuncts to their service to their people, and which are at present carrying on that service without adequate or just reward.

The responsibility for the existing condition, which is certainly not growing any better, lies in just one place and that is upon the doorstep of the big radio manufacturers, the firms that are profiting in fullest measure from newspaper broadcasting and most of whom are not displaying an agate line's worth of ap-

SONGS OF THE CRAFT

(Copyright 1924, EDITOR & PUBLISHER)

By Henry Edward Warner

THE PIONEER

I sing a song . . . a little song
Of one of noble birth
Who plucked his vision from a Star
And brought it down to Earth.

A Prince he was—Not of the blood,
But of the heart,—who came
To lift a peasant from his knees
And show a King his shame.

Unread but in the truths that lie
In conscience, so he stood
To champion as he might the cause
Of human brotherhood.

Not they who sat in marble halls
Broke bread with him . . . he ate
His crust where he was welcome, and
Quarreled never with the plate.

And I shall speak no empty speech
Of foolish phrases framed,
Nor offer gauds and baubles to
A spirit so untamed;

And I shall weave no garlands . . . nay,
He would not have it so!
His strength was not in fawning friend,
But in a beaten foe.

O Spirit of the Press! . . . This song,
This tribute now I bring!
I lay it at your feet, O Prince,
This feeble little thing!

But grant me grace, that in my time
I, too, may see afar
And leaping from the Earth, may pluck
My vision from a Star!

WEAF—a general discussion, which made no mention of any particular cosmetic. The firm name was announced, as usual, before and after the talk. The next day WEAF received more than 100 letters, asking, "Where can I buy _____'s Face Lotion?"

A point stressed by WEAF is that to get the maximum return from radio publicity, newspaper advertising should be used simultaneously. The radio program gives the humanizing touch—creates good will—the newspaper space gives the price, place of purchase and sales appeal. Radio officials call attention to the numerous advertisements appearing in New York newspapers carrying the line, "Listen In On WEAF Tonight," to show how the two mediums are being used in conjunction.

Because of this tie-up with newspaper space, and because of the strict rules which prohibit direct advertising over radio, WEAF scouts the idea that "air copy" is a menace to newspaper advertising.

"People who criticize commercial broadcasting don't understand it," radio officials declare. "Any argument against it can be used just as effectively against other mediums.

"It is commonly said that radio advertising is forced upon the listeners. That is erroneous. It is just as easy to tune

which wish to keep their names, rather than the fine points of their products, before the public. Substantiation of this is seen in the list of companies using radio advertising—American Chic Company, Columbia Phonograph Company, Atlantic and Pacific Tea Company, Procter and Gamble, Borden & Co., Gold Dust Corporation—powerful corporations with prestige built on years of printed advertising.

WEAF talks space on the air to prospects on the basis of 500,000 "circulation," or listeners. That is the minimum. Maximum estimates figure the radio public in the metropolitan area at more than 2,000,000. Only firms which WEAF considers can "profitably" use radio publicity are solicited.

Response of the audience is judged by letters received at the station daily. They come from every state in the union. A card index is kept of letter writers. This index contains more than 100,000 names, it is stated. Letters to advertisers are addressed to WEAF and forwarded to the respective firms.

What do business firms think of radio advertising?

The comment of the advertising department of the Happiness Stores is representative.

"We are enthusiastic about radio publicity," an official said. "We think it is

preciation. Into the trade journals, class magazines and general magazines the radio folks are shoveling their advertising appropriations in vast clusters while the broadcasting newspapers seek their solace in "good will."

Broadcasting service alone is not a sound basis upon which to solicit advertising. No intelligent advertising manager would waste his time doing so. But along with broadcasting go a number of related circumstances which unquestionably stamp the broadcasting newspapers as logical media for national radio campaigns. The broadcasting newspaper is inevitably the center of radio interest in its field. It prints its programs in its own columns and nearly always supports them with a good radio department or page. It employs men who must know radio and who can talk and write it ably. Its knowledge of local conditions gives it a value in the eyes of its readers that cannot be attained by any national medium, and in radio the local conditions are vital factors.

The retailers and wholesalers in any community will be found to appreciate these facts fully. A recent investigation among them in one district developed the fact that they are unanimous in advocating the broadcasting newspapers as media for the advertising of their manufacturers. It is in spite of their wishes, or in ignorance of them, that the manufacturers are using the magazines and trade journals.

Nobody but the manufacturers themselves can tell all of their reasons for their general policy. It is safe to say, however, that one of the greatest is that they are still working primarily to establish jobber and dealer connections, that they are short-sightedly striving to load the retailers' shelves rather than to help unload them; that in short they are indulging the popular but expensive pastime of pursuing "dealer influence." If such is the case the manufacturers may be succeeding in influencing new dealers but they are missing the bull's eye with the dealers who are already on the job and who know where their patronage is coming from.

Some manufacturers are making their dealers allowances for advertising which is being handled locally; some are beginning to recognize the claims of the broadcasting newspapers and are placing campaigns with them; but there is entirely too much patronage being diverted to other channels and it is time the broadcasting newspapers had a few hats in the ring. A number of them have of course made vigorous bids individually with varying success but what the situation seems to call for is a general movement toward giving the manufacturers a clearer understanding of their claims and qualifications. There is a good-sized job open for an association of broadcasting newspapers, and if such an association can be organized and can accomplish its purpose a lot of benefits will accrue to the papers, a stronger situation will be brought about within the radio trade, and the public at large will be assured of continued high-grade newspaper broadcasting—than which no more comprehensive system of broadcasting is likely to be devised for some time.

How Broadcasters Give Radio News to Daily Press

RADIO news has become a necessity to the up-to-date newspaper. The important broadcasting stations supply a good proportion of the radio sections through publicity departments. In fact, the radio editor's mail bag is becoming one of the largest in the newspaper office.

Three kinds of radio publicity material are in circulation:

1. Broadcasting programs and schedules.
2. Program news and publicity.
3. Releases of a technical nature.

As closer cooperation with the newspapers has developed, the broadcasting stations have gradually been sending out more accurate programs in a form best suited to newspaper use. But there is still frequent discrepancy between programs printed in the newspapers and those actually broadcast. This is a mat-

REVERENTLY AT THE TOMB OF AN UNKNOWN HERO



American advertising men knelt at the tomb of the unknown French soldier, in Paris, while the Bishop of Galvestone prayed.

ter of no little importance, according to letters received by broadcasting stations from radio listeners complaining that their time schedule has not been closely followed or that a certain newspaper did not publish notice of a very enjoyable program feature. In some cases, the broadcasting station is responsible for the error. But in most instances, conditions beyond the control of the broadcasting management make changes in the program subsequent to its issuance to the press quite unavoidable. Inasmuch as some broadcasting stations supply as many as 500 and 600 newspapers with their releases, they are not in a position to issue statements of correction except through the mails. This is often too late to include final changes.

Conscientious radio editors make an effort to check up the program of the three or four principal stations in the immediate locality in which the newspaper is published just prior to going to press. In fact, one New York paper is now featuring the program changes which they obtain by last minute check up in a special box, in order to draw attention to the accuracy of their programs. Such a check-up involves considerable hard work on the part of the already overburdened radio editor but it is certainly appreciated by newspaper readers.

Most broadcasting stations have two kinds of program releases, daily and weekly. The daily release issued from 7 to 10 days in advance giving programs in considerable detail, including names of selections, etc., and weekly program is for the use of weekly newspapers and is issued two weeks or more ahead.

Radio editors are also furnished with publicity statements issued by a large number of stations. Those which obtain the widest attention are issued with considerable regard as to the accuracy of statements published in them. Publicity men in the radio field at first made the mistake of describing at least two or three artists each week as "the world's greatest broadcasting artist" or "the greatest figure who has ever appeared before the microphone" and similar exaggerated designations. The publicity statements issued by broadcasting stations should be considered as a real news service to radio editors and should consist of statements of fact. Strenuous hyperbolies simply discredit the station issuing them and ultimately their statements are not accepted as authentic.

Another feature of the successful radio publicity statement is short items featuring the human interest element, which serves as a pleasant contrast to the usual dry and technical radio page.

Human interest stories created by the imagination of a versatile publicity man for the purpose of securing publicity, however, soon expose themselves and cause radio editors to avoid future stories from the same source.

Broadcasting stations supply photographs of broadcasting artists for the use of radio editors. In one respect the radio editor is occasionally unfair in his selection of the most suitable photographs, assuming that reader interest centers on the faces of pretty women. The radio audiences entertainment in no way depends upon the features of the artist hidden behind the invisible microphone. If the performance of an artist delights them, they are interested in seeing his or her photograph, but usually the photograph of a pretty woman, whether she is a first-class artist or not, is selected for publication by radio editors in preference to that of a great violinist or singer.

The announcers, who enter hundreds of thousands of homes daily via the radio route, are regarded with a peculiar interest by the radio audience. Judging from letters I have seen, they become almost one of the family. Consequently human interest stories regarding announcers and entertainers who appear frequently are particularly appreciated by radio editors.

Another type of radio story, which has received but little attention up to this time is one which takes the reader behind the scenes of the broadcasting station. How broadcasting is done; the men who operate the stations; little incidents of the studio and the technical problems involved in placement of artists and providing wire facilities at out side points—all these things are of general interest to the radio reader.

The publicity issued by Station WEFW now has a circulation of well over 500 copies. Its form has gradually been evolved with a view to making it as useful as possible service to radio editors. Press agent work has been avoided and its descriptions of artists has been confined to terse and accurate descriptions of their careers when the artist is considered worthy of such a description. As a result, the statement has gradually earned a good reputation among editors and it is freely used. The value of this reputation evidences itself by the liberal use which is made of it.

Honor Joseph Pulitzer

Students in journalism at the Pulitzer School have just issued "The Columbia Journalist—1924." This volume is dedicated to the memory of Joseph Pulitzer, the founder of the school, and the students plan to publish a similar book each year so that this and the succeeding volumes may form a series of milestones to mark the progress of the school in training young men and women for newspaper work.

The stories printed in the volume were chosen to represent the work of the students in writing five types of articles: news stories, feature stories, editorials, criticisms, and short stories.

COVERING SCIENTISTS MEET HUGE TASK

Advance Work on Complex Toronto
Speeches Began Last December—
170 Advance Articles Furnished
Newspapers by Mail

TORONTO, Aug. 12.—A noteworthy feat in the covering of a great scientific convention was achieved in connection with the 92nd annual meeting in Toronto of the British Association for the Advancement of Science, to which learned savants from all parts of the world were attracted. The program presented during the 8 days of the meeting, August 6 to 13, was appalling in its extent and complexity, 13 sections holdings meetings practically simultaneously and addresses being delivered by hundreds of scientific experts on a tremendous range of topics. To give such an event adequate consideration in the press was a problem of unusual difficulty, yet, judged by the published results, remarkable success attended the effort.

As far back as last December, a publicity committee under the chairmanship of Professor Harold Wasteneys, associate professor of bio-chemistry in the University of Toronto, was formed and with the active assistance of a Canadian Press staff man, set to work to obtain advance material. Every expected speaker for the big gathering—there were between two and three hundred on the program—was canvassed well in advance and most of them "came across" with the text of their speeches or summaries in sufficient time to enable the publicity committee to prepare readable condensations.

The outcome was this—170 separate hold-for-release articles, approximating more than 150,000 words of copy, were mailed in advance to the newspaper members of the Canadian Press and to the Associated Press in New York for distribution to its members in the United States. This constituted practically a 75 per cent covering of a big assignment by advance mail service and undoubtedly gave the British Association the best publicity it ever received at home or abroad. For days during the progress of the meeting, the newspapers of Canada and the United States displayed many columns of the matter delivered to them some time previously, some papers publishing whole pages day after day, while the public followed with interest.

Each of the 4 Toronto dailies had from 6 to 10 men on the job and British Association proceedings dominated the news columns throughout the convention.

Never before has a science meeting been so thoroughly reported.

BUICK'S NATIONAL TEASER CAMPAIGN LURED 500,000 TO SHOW-ROOMS

Between 350 and 400 Newspapers Used to Announce New Model—Copy Ignored Mechanical Details—Made Prospects "See It for Themselves"

By HAMMOND EDWARD FRANKLIN

ANDY GUMP went fishin' in Old Timer's Lake, where no fish had been caught for some years.

He arrived back with an exceptional "string" and Old Timer asked what bait he used to make such a catch. Andy replied: "I figured out what kind of bait I would bite on if I were a fish, and used that."

Making newspaper advertising sell goods requires exactly Andy's kind of strategy. Experience has taught Buick this.

People like to have their curiosity aroused. They like to play games. Things that are "different" get a reaction more quickly than a plain, unvarnished message.

More than half a million prospects for cars are estimated to have been brought into Buick show-rooms the country over as the result of a unique and far-reaching "teaser" advertising campaign in which between 350 and 400 newspapers figured recently.

The Buick Motor Company had a new model to place before the public. To simply have announced that a new model was ready would have produced very little enthusiasm. The public would have taken it all as a matter of course and the chances are sales of the new model would not have been anything to shout about.

So it was determined to "tease" the public, to get people gossiping and wondering what was coming, and then to coax them into the show-room to actually see the new car.

The branch managers and distributors were called into session in May. The plan was unfolded to them. It was emphasized that the success of the project would depend upon absolute secrecy. As a result, while the public was wondering "what Buick was up to," nobody in Buick organizations had anything to say.

On Saturday, June 28, through the country four different advertisements ran on different pages of the same issue of the various newspapers used. Black silhouetted figures mused out loud their curiosity as to what Buick had been doing.

Two travelers coming into New York harbor, a woman receiving a letter from the postman, a sign painter on a wall, and an imitation news article all sounded the query, "What is Buick going to do? You'll know Tuesday!"

The same day a poster, "What is this rumor about a new Buick?" went up in Buick show-rooms.

On Sunday, June 29, five more teaser advertisements tickled the curiosity of the American public. "I understand Buick is going to have a new car," two men on a golf links remarked. A cowboy pausing for a moment asked a passing motorist, "What's this I hear about a 'new' Buick?" Dad asked Mother, "What is all this about a 'new' Buick?" Two men in the washroom of a Pullman asked each other, "What's this rumor concerning Buick's new car?" And a semi news story in display space was headed "Mystery surrounds Buick's new move."

To all queries, each advertisement gave the answer, "You'll know Tuesday."

Four more teaser advertisements ran on Monday, June 30. "When can I see the new Buick?" was the burden of the question. "You'll know Tuesday" was the invariable answer echoing back through the radio and otherwise in the pieces of copy. Rumors flew everywhere.

Then on Tuesday, the featured day, large space announced: "Today is the Tuesday. BUICK, It's a new six! See it for yourself."

An equally large piece of copy ran on Wednesday, July 2.

At the same time on July 1, a poster reading, "The new Buick six is a wonder," went up in show-rooms. Three other posters also went up.

For the month of July in branch, distributor and dealer cities, outdoor postings in strong black and white silhouettes also teased the public. As the several days around July 4 were a general holiday, newspaper advertising was resumed on Tuesday, July 8. It told of the large number who responded to the advertisement on the opening day. On July 9, four advertisements appeared in one issue of each paper on the list. These again

paid was tried out, centering attention on "What is going to happen August 1?" As a result more people crowded Buick show-rooms than ever before, not only on August 1, but for 30 days after. Later advertisements purposely did not answer all questions in the public's mind.

In 1923, the slogan was "August 1 is Buick Day." On Aug. 1, more than 225,000 people walked into Buick display rooms and within 30 days more than a million had done so. This year the new model was to be brought a month earlier and just before the Independence Day vacation period when many are away.

"You will note that Buick's announcement campaigns during the past three years have been remarkable in that they have told very little about the product itself," Mr. Batterson pointed out. "There are two very good reasons for this. First, we felt that in not telling them about the car, but rather by stimu-

ADMEN'S 'SPOON STORY' DENIED BY DUPUY

French Publisher Cables A. A. C. W. President that News Dispatch Charges Were False—Nothing Missing at Elysee

Senator Paul Dupuy, owner and publisher of the *Paris Petit Parisien*, this week branded as "absolutely false," news dispatches widely circulated in this country, charging that 24 gold spoons were missing following the visit of members of the A. A. C. W. to the Elysee Palace recently.

Delegates to the A. A. C. W. international convention, Wembley, were invited to attend a post-convention program in Paris, largely arranged by Senator Dupuy. One function was a banquet given by President Doumergue of France at the Elysee Palace. A few days later Paris newspapers printed stories to the effect that the advertising men, as incurable souvenir hunters, had made away with 24 gold spoons.

The French government denied the charge, but the French newspaper stories were copied extensively in this country, and Lou Holland, A. A. C. W. president, cabled Senator Dupuy for exact information.

Mr. Holland's inquiry was: "Is story true gold spoons missing after the visit of American advertisers?"

Senator Dupuy replied: "Story of missing spoons absolutely false and childish. President Doumergue just told me how he was charmed with all your delegates and how he appreciated their splendid behavior and tact. I confirm with pleasure the publicity concerning the excellent impression produced in France by this visit."

Senator Dupuy was chairman of a committee, representing statesmen and business men of France, to extend an official welcome to the American advertising men who visited France after the world convention.

24 HOUR FIELD PASSES

Cleveland Dailies Agree to Resume Day and Night Basis

From a 24-hour field to a day and night field again is the plan of Cleveland newspapers beginning Sept. 1. On that date the *Plain Dealer* will discontinue its bulldog edition, which goes to press at 8.45. Its first edition will be the present "All-Ohio" edition, which goes to press at 10.45. However, this will be for mail only and no Plain Dealers will be offered for sale in Cleveland until midnight.

The *Press* and *News* are to continue their early morning editions, which go to press at 7. These will be printed for mail purposes, but will not go on the streets. The first street editions of the afternoons will be at 9 a. m. The *Press* and *News* have agreed to place no editions on the streets after 5 p. m.

The first edition of the *Times*, which goes to press at 10.40, will remain unchanged, but it will be a mail edition only.

Would Legislate Ad Fund

To produce a revenue of \$75,000 annually for publicity for the State of Maine, a bill is being drawn by a member of the last Maine legislature for presentation to the next session for a mill tax. The amount raised from this tax of one mill would be expended for advertising and publicity, in addition to the \$25,000 which is raised each year by the Maine Publicity Bureau.

Daily Files Bankruptcy Petition

Voluntary bankruptcy proceedings have been instituted by the suspended *Pottstown* (Pa.) *Daily Ledger*. Liabilities were given as \$26,725; assets, \$17,205. P. Quinn Roth, publisher of the *Ledger*, also filed a voluntary petition in bankruptcy. The schedules filed by him showed liabilities \$19,239 and assets \$250.

I wonder what Buick's been doing?



Specimen of how Buick ad-writer makes his public wonder.

showed silhouetted figures. This time they were saying, "You must see it yourself." The emphasis was put upon actually going to see the new model.

On Thursday, July 10, four more advertisements were published.

These told very little about the car, but rather stirred interest to see it and implied there was something unusually worth looking at.

The advertising was placed by Campbell-Ewald Company, Detroit.

"The leading newspapers were used in 34 branch house and distributor cities, these being the main marketing points over the country," A. B. Batterson, advertising director of the Buick Motor Company, Detroit, explained. "Buick dealers in a number of other large cities likewise co-operated by running the entire campaign. All in all, I should say between 350 and 400 newspapers carried this advertising. Preferred position was not purchased in any paper."

"For a good many years the Buick Motor Company, in common with other automobile concerns, announced its new models to the public by taking larger space in national media and in the newspapers upon the day when these new models were first shown to the public. As time went on and such announcements became more frequent, public interest in them died down to a considerable extent. It came to us, therefore, that some thought should be given to building up the interest of the public in a new car before it came into view. Careful study revealed the fact there was no better way than arousing the curiosity of the public as to just what the new car or the new plans of the Buick Motor Company were."

Three years ago the first teaser cam-

lating their interest in it, we would get them to come into the showrooms and actually see the car, and we all know what it means to have a prospect see, feel, and sit in a fine automobile. In the past we found, when everything was told in the copy, many went over the specifications carefully and decided it wasn't the car they wanted—and they didn't go to see it. Second, bringing people into the show-room enables the salesman to get the names of the prospects."

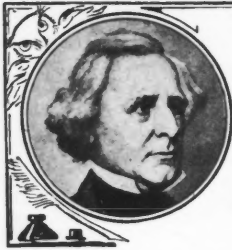
The general advertising and reputation of Buick of course form an essential background for the success of the effort. Mr. Batterson stated the company feels that newspaper advertising is of great value. While it has been impossible to get full returns, at a most conservative estimate more than 500,000 people visited Buick show-rooms on the Tuesday dramatized as a red-letter day by the newspaper teaser work. Many more have paid visits since.

New Home for Long Beach Press

Construction work on the new \$250,000 home of the *Long Beach* (Cal.) *Press* has been started. The building will comprise four stories and a basement, with a total floor space of 62,000 square feet. New Goss press units are being built in Chicago which will be installed upon completion of the building.

South Dakota Press Outing

Annual summer outing of the South Dakota Press Association is to be held at Watertown Aug. 21 and 22. The program, as prepared by J. F. Halladay, secretary and treasurer of the association, is predominately entertainment with the exception of one short business session.



NEW AND AUTHENTIC HISTORY OF THE HERALD OF THE BENNETTS

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

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CHAPTER SEVENTEEN

Mr. Bennett Returns from Europe and Instals New Hoe Presses—Herald's Enterprise During Mexican War—The Astor Place Riot—Mr. Bennett Assaulted by Graham Brothers—Trip to Cuba

ON Sept. 24, 1847, the Herald announced that Mr. Bennett's return from Europe had been delayed, "in consequence of a sudden and dangerous attack of illness in his family on the morning of the departure of the steamship 'Britannia.'" He and his family finally arrived in Boston on the steamship "Cambria" on Oct. 19.

During his prolonged absence, the steady growth of the Herald in both circulation and advertising patronage had necessitated the enlargement of his plant, and his first action after his return was to contract with, the even then famous firm of Hoe & Co., in Grand street, for two new revolving presses and an improved steam engine, at a total cost of \$30,000. In a double leaded editorial, Mr. Bennett said:

"The necessity of this large expenditure has been forced on us by the increasing patronage of the public, both in the shape of advertising and in our circulation. So great has been the accession to both of these departments, that for some time past we have been under the necessity of absolutely refusing new advertisements and new subscribers, in consequence of our inability to afford space for the one, or numbers to the other. By our new arrangement we will be enabled to issue a double sheeted Herald, every morning if necessary, at the rate of from twenty to twenty-five thousand single, or ten to twelve thousand double, of full impressions per hour."

He then drew a contrast between the inadequate printing facilities of the London and Paris newspapers and those of the Herald, declaring that the publishers in the European cities had met with no success in obtaining increased speed and power.

"We have also in contemplation," said he, "to issue impressions, which are called in Paris, *feuilletons*, or supplements, devoted to literary and philosophical subjects. This will enable us to call into action a portion of the floating genius of this metropolis and of this country."

He also paid a high tribute to Morse and Hoe, as two of the greatest inventors of the age.

The increased facilities were brought into operation on March 12, 1849, when Mr. Bennett announced the issue of the "first Double sheet of the Herald," in which advertisements were inserted at "fifty per cent less in price than those which we publish in the inside of the single sheet." At this time the paper was 22 inches by 32 in size, and was nearly as big as the "blanket sheets" of the antiquated "Wall Street press."

On April 7, 1849, Mr. Bennett briefly summarized the Herald's splendid equipment both editorially and mechanically complete to meet all requirements:

"The Herald establishment is now in a state of the best possible organization, both as respects its intellectual and mechanical means and capabilities. Our numerous corps of editors and reporters is composed of gentlemen experienced in the useful discharge of their duties. The machinery, presses, and all necessary means and appliances are as perfect as modern art can make them. We have every facility for the publication of an immense edition in the shortest time. All this efficient organization has involved a vast outlay of money, and been the result of great experience and practical skill.

"Without the slightest inclination to depreciate the merits of any other journal in the country, we are, we believe, fully justified in stating that no other newspaper in the United States enjoys a circulation at once so large and so diffusive as the Herald.

"We shall next week commence printing our journal in entirely new and beautiful fonts of type, from the foundry of James Conner & Son."

Herald's Enterprise During the Mexican War

Mr. Bennett's ability as an organizer of efficient service was notably manifested during the Mexican War. The seat of hostilities was located at such a long distance from New York, and the invasion of Mexico took place so unexpectedly that he at first had to depend on regimental correspondents for the news, but shortly sent two prominent Southern journalists to join General Scott's army, and at great expense received, generally in advance of his contemporaries, the fullest and most accurate reports of military operations, embellished with many pictures and maps. The Herald thus more than ever before, achieved a national reputation, distancing all its competitors both in speedy news gathering, and in

judicious editorial comments. Reports of many of the battles were obtained by its correspondents ahead of the official despatches and formed a part of the Government's records, while its lists of the killed and wounded were complete and were copied by newspapers all over the country.

On Nov. 14, 1847, the Herald thus editorially referred to the war's termination:

"Thus has terminated in 18 months the conquest of a great Republic, exhibiting to the world, a series of brilliant achievements, surpassing those of Napoleon in Italy; for instead of one Napoleon, ours was an army of Napoleons, and General Scott has distinguished himself in an extraordinary degree."

Some jealous publishers in May, 1849, circulated the report that the newly invented Hoe presses destroyed much paper when being operated. This Mr. Bennett denounced as "an unmitigated falsehood," concluding his denial by stating that the Herald establishment was then "complete in all its parts—mechanical and intellectual," and representing an investment of \$90,000.

On April 10, 1849, Mr. Bennett could not resist the temptation to again hold up Col. Webb to ridicule. Webb was eager to obtain the Madrid mission or some other diplomatic post, and in a long editorial the Herald referred to his "furious assault on President Taylor's Administration. For the love of the Gods, gentlemen of the Cabinet, do get rid of Mr. Webb as soon as possible. Give him whatever he wants without a moment's delay. If you do not, he will puff you to ruin!"

The Astor Place Opera House riot on May 10, 1849, due to an embittered controversy between the partisans of the two famous actors, Forrest and Macready, and in which 25 people were killed and sixty wounded, led to prolonged discussions as to who was responsible for the inception of the troubles. As late as Oct. 1, 1849, Noah in the Sunday Times, tried to place the blame upon Mr. Bennett, saying:

"The quarrel of the two actors was but the occasion of the riot; we trace the bloodshed of that awful night to the simple, well known fact, that the manager of the Opera House had seen fit to refuse a season seat to the editor of the Herald!" Mr. Bennett in denying the atrocious charge, said that he had "paid his way like any other quiet citizen, at the door. The editor of the Herald was not on the spot during the riot; never saw it and knew nothing of its details." He then placed the blame for the "massacre" on Captain Rynders and his associates.

In connection with this terrible tragedy, it later became known that unscrupulous methods had been used to influence the Herald, as an article had been sent to it for publication, with which was enclosed \$100 as a bribe. Mr. Bennett through the Mayor of the city, promptly turned the money over to the Protestant and Catholic Orphan Asylums, while the article was thrown into the waste basket.

Mr. Bennett kept a close watch over the doings of his contemporary editors, and on May 30, 1849 gave Mr. Greeley another casual slap, saying:

"Our amiable neighbor, and genuine friend of humanity, Massa Greeley, of the Tribune, has been edifying his readers by an elaborate narrative of his adventures on the road to Cincinnati, whither he had journeyed, in order to attend a gathering of philosophers. The Tribune's philosopher encountered all sorts of terrible disasters—such as getting wet to the skin, and going to bed without any supper—all of which romantic incidents he details with a prolixity and naivete quite characteristic and infinitely amusing. Massa Greeley was awfully shocked by the naughty expressions with which sundry stage drivers on the route interlarded their agreeable conversation, and the use of tobacco and whiskey by many of his fellow travelers, inflicted innumerable wounds upon his pure and suffering spirit."

When Greeley arrived in Cincinnati he found that the cholera epidemic had scared away his fellow philosophers, and he was sadly returning.

Later on under the heading of "Meanness of Certain Newspapers," Mr. Bennett bitterly denounced "a certain class of journals who steal and appropriate every item of intelligence that may appear exclusively in the Herald; not only without giving us any credit, but they abuse us at the same time. The *Commercial Advertiser* and the *Daily Express*, both rickety, declining sheets of another age, are the principal offenders in this way. Even the *Journal of Commerce*, generally manly in its demeanor, can't resist the malarial and vicious atmosphere of Wall Street in this respect."

(To Be Continued Next Week)



Convincing Figures

The figures show very conclusively that Washington is a busy market during the summer. Its physical and commercial conditions are peculiarly contributory to year-round stability. "Business as Usual" is the summer slogan in Washington—and the Star, as always, the preference of advertisers in Washington.

ADVERTISING IN THE WASHINGTON STAR

June, 1924	2,269,847 lines
June, 1923	1,951,588 lines
<hr/>	
A Gain of	318,259 lines

The latest statistics available show that of the 12 newspapers of the country printing the greatest volume of advertising for the month of June, The Washington Star made the greatest gain in total advertising.

The Evening Star.

WITH SUNDAY MORNING EDITION
WASHINGTON, D. C.

NEW YORK OFFICE
Dan A. Carroll
110 E. 42d Street

CHICAGO OFFICE
J. E. Lutz
Tower Building

FOWLER SEES DANGER TO ADVERTISING IN OVER-SIZED PUBLICATIONS

Time to Think of Raising Rates to Limit Paid Spaces, Says Colgate Advertising Manager—Through Questioning of Service Values Improvements May Be Made

By GEORGE S. FOWLER

Advertising Manager of Colgate & Company

EDITOR & PUBLISHER courteously asks the writer to discuss the ten questions which our friend, Arthur Brisbane recently so capably treated in these columns. The questions give rise to some points which deserve consideration, particularly the question of how advertising is going to meet the burden that is going to be placed on it this year of our Lord 1924.

We have come to a half-year point with business conditions quite tentative, the rumblings of investigation committees still disturbing business as a whole



GEORGE S. FOWLER

and an unusually lengthy gathering of a national party still the subject of lunch table conversations. Moreover, with the presidential election being used as an excuse for less than good business, we must all be concerned with what our dollars are going to bring forth before the end of this year.

Mr. George Roberts of the National City Company once said the most prosperous time for this country is when it is neither looking for a boom nor fearing a disaster. That would seem to the writer to be a proper condition of mind at the present time.

About the time of the panic of '97, a pessimist of that day asked Uncle Joe Cannon what he thought of the United States, and it is reported, whether on good authority or not we cannot say, that the distinguished Congressman thought the United States was "a hell of a success."

Whatever our individual opinions of the present business situation, it is certain that the basic conditions of the country are sound and ought to offer good business for a national manufacturer who has the courage of his convictions. In most localities, the retail trade is in a fairly healthy state. While advertising, in line with other efforts of manufacturers, might be reduced at this point or that, it is not to be doubted that publishers and those who control other advertising media than magazines and newspapers will find that this year ends with their statements in a black rather than a red ink condition.

There is no need of being a Pollyanna at this time to set forth the view that with goods of merit and a courageous, continuous course of selling and advertising, most business should come through 1924 in a better state than the first quarter indicated would be the case.

EDITOR & PUBLISHER asks among other questions whether the real power of advertising is today used or understood in general by either the sellers or users of space. To the writer, that seems an unnecessary question. We all, in a measure, appreciate the need for telling the story of the goods we have to sell. Boiled down to its simplest terms, that is what advertising is, that is what advertising does.

"Are there radical improvisations in methods and in what direction do they lie?" To us who are buying advertising, it seems that sometimes there are not radical improvements which are at the same time sound policies. Better a plan which is tried and true and used over a long period of time than a policy of fly-by-night cleverness which, possibly unsuccessful at the start, turns aside a manufacturer who has taken up advertising on a wrong basis.

A radical improvement in the mind of the buyer of advertising would be the giving up of any thought that advertising is like the electric lights in our homes, to be switched on at will, and the giving up on the part of the publisher of certain policies which look to the cutting into the value of each advertising dollar to such an extent that profitable business may not be possible.

Which brings us to a reconsideration of this question: "Why is the newspaper the leading advertising medium in America?" Of course the editor would like a quick affirmative of the fact which the question implies. That, the writer at least, is not prepared to give. If it is slightly revised to read, "Why is the newspaper one of the lead-

ing advertising media?" then the fact could be affirmed and the quick and friendly suggestion might be added that the newspaper can increase its position of importance and help the advertisers and consequently put itself in a better position to become even more of a newspaper, by making sure that the advertiser's dollar is returned to him many fold, and that there shall not be so great a diversification of interest that the newspaper advertising fails of achieving its purpose for the advertiser. If the advertisement does not pay, the newspaper will not continue to increase its advertising revenue. If its advertising revenue is not increased, it presumably cannot realize its potential as an important newspaper, since money is essential to making for a newspaper of importance, and the danger in the eyes of some advertisers is a most serious one today, when we see newspapers of not forty or fifty pages, but newspapers of sixty, eighty and even one hundred pages.

It may be said quickly that some magazines are lying under the same charge, but if the question is asked in the newspaper field, as it surely is, then newspapers may well think of raising their rates so as to keep down the amount of advertising, of placing a limit to the size space advertising which will be accepted, or of the consideration of an absolute relationship between the amount of advertising that is carried in any issue and the amount of news and editorial matter in that issue.

One has only to hear this criticism coming from laymen who do not know advertising and who are becoming appalled by the amount of it, to believe that we must be most careful that we do not

strike a friendly dagger in the goose and break the golden eggs even before they have been laid.

In reading the other day a most interesting book by Bruce Barton, one quotation that he used from Boswell, concerning Boswell's Johnson, was to the effect that we must all keep our friends in a constant state of repair. Surely this is an admonition to every manufacturer who has begun to make friends for his goods, both by the use of the goods and by the exploiting of them through advertising. Nothing could serve a manufacturer to a greater extent than this great economic force of advertising, in keeping his business friendships in a constant state of repair.

Recognizing that newspapers are one of the leading advertising vehicles, we must recognize, too, that the correlation of the advertisers' work and the local retail dealers' work has become a matter of great study on the part of the newspaper and a very worth while study. Begun by some few newspapers with trepidation and undoubtedly a selfish reason in the main, the merchandising service which newspapers, large and small, are rendering the advertiser and his dealers today is proving itself not only a valuable adjunct to newspaper advertising, but a creator of more newspaper advertising and an asset in making newspaper advertising more profitable.

Since discontent is the first law of advertising, we who are in the business of making advertising more respected, more useful, more profitable, should be sure from time to time that we are discontented with ourselves and our products and through that discontent will come to a point of greater service.

Fall Schedules

ADVERTISERS that are to be represented in the Cincinnati market this Fall are using The Enquirer to bring their message to Cincinnatians.

They are using The Enquirer both daily and Sunday because it is the one paper that reaches everybody. A recent survey showed that it goes into 104,000 out of 106,000 homes.

National Advertisers are following the lead of Local Advertisers—and are buying not only the circulation of a newspaper, but what it represents in buying power.

L. A. KLEIN
Chicago
New York

R. J. BIDWELL CO.
742 Market Street
San Francisco

The
**CINCINNATI
ENQUIRER**
One of the World's Greatest Newspapers



A New Marriage-Problem Serial

HER
FREEDOM

by
Hazel Deyo Batchelor

In 54 800-word installments for
release every week day

For terms and samples wire

The problem of the successful business girl who finds it difficult to adjust herself to the role of dependent wife.

LEDGER SYNDICATE
INDEPENDENCE SQUARE PHILADELPHIA



There are certain fundamental beliefs upon which we have built this business

MATRICES

When we sell a Linotype, we assume and fulfill the responsibility of keeping it supplied with matrices.

TRADE **LINOTYPE** MARK

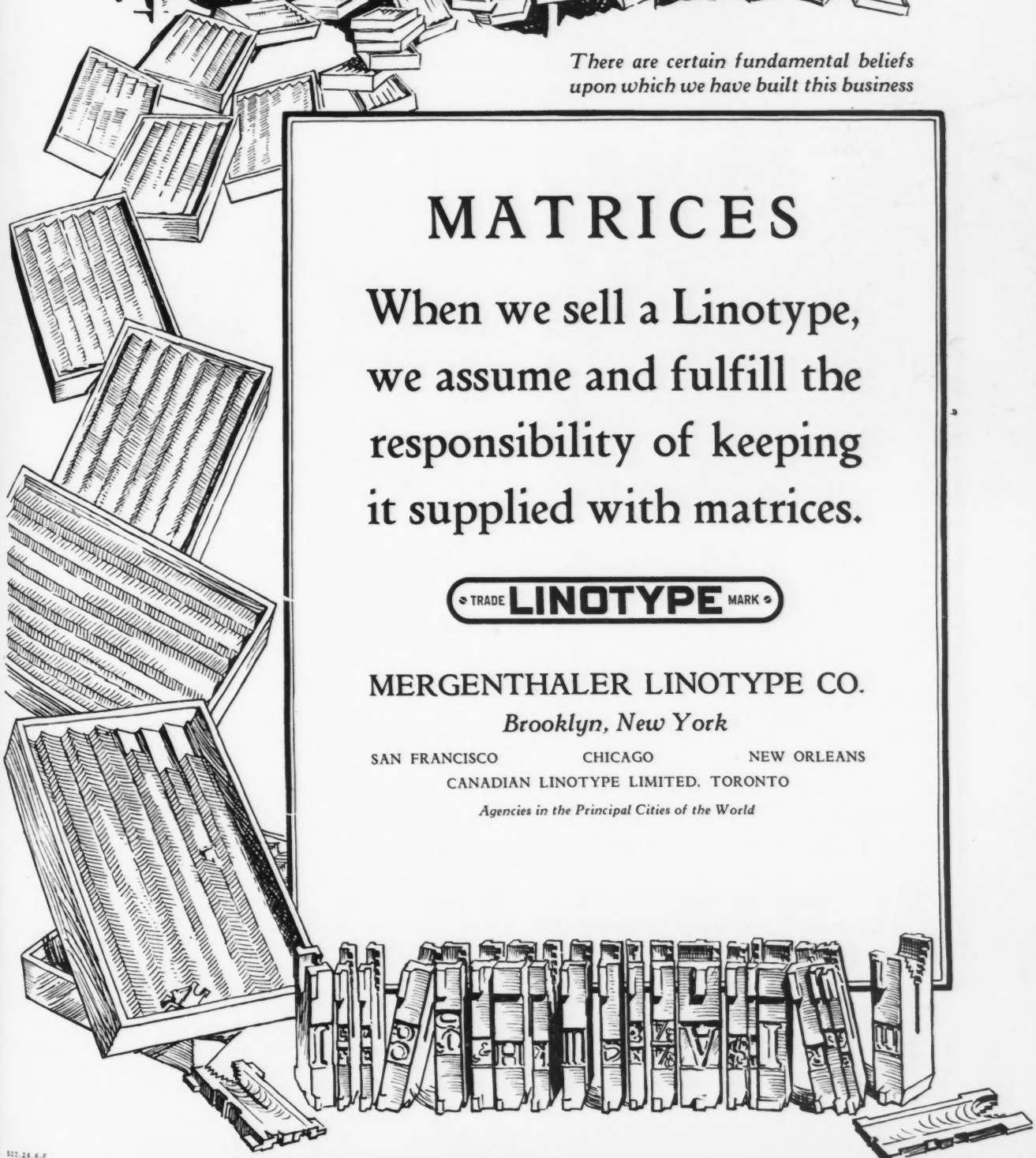
MERGENTHALER LINOTYPE CO.

Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World



NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



FRANK G. HUNTRESS—"All newspaper publishers should work for the future."

"I CAN become prosperous as proprietor of a peanut stand, if I advertise properly," a newspaper maker once told me.

It was Frank G. Huntress, general manager of the *San Antonio Express* and the *San Antonio Evening News*, and president of the Express Publishing Company.

I considered the remark significant, because it showed the Huntress confidence in both himself and advertising, a factor largely responsible for the successful up-building of his two Texas properties. He went on to explain his statement.

"As a peanut stand proprietor, I would let as many as possible prospective customers know by way of a widely circulated medium that I would be at a certain street corner at a certain hour each night. There I would promise to furnish them with 'fresh, hot, roasted peanuts.'

"But to succeed, I would have to make certain that every single night my peanuts were fresh, were hot, and were roasted. I would have to deliver the goods."

Mr. Huntress has spent more than 40 of his 53 years in newspaper work, but, during the conversation, he frankly admitted that journalism is not his favorite vocation, that he always wanted to be an advertising man.

"Advertising is one of the greatest forces in this country," he believes. "It creates a desire to buy, which stimulates production; and, as in the case of the successful peanut vendor, it keeps producers up to scratch in fulfilling all they promise."

And so Mr. Huntress has become the advertisers' firm ally in the conduct of his newspapers, without slighting his readers, without creating dailies which are nothing but cash register ringers.

His newspapers were among the first in the southwest to establish a merchant-

dising department. This was in 1913. A trip through southwest Texas was financed by the Express and News to obtain data regarding the market for advertisers.

The department does not attempt to sell goods and refuses free "write-ups." Its purpose is to educate stores to the advantages accruing from handling advertised goods.

Huntress successfully manages to keep his news columns free from publicity puffs by publishing monthly the *Express-News Retailer*. This paper, sold for 25 cents a year, contains all the write-ups necessary, and, according to Huntress, is well received by the local merchants.

"All newspaper publishers should work for the future of advertising," Huntress declared. "And, above all, they should work to increase public confidence in advertising. To this end they must and are generally eliminating all advertising that is not honest."

This Huntress confidence extends in his newspapering beyond advertising to confidence in his readers.

"For the 'Peepul'" smacks so often of insincerity! Soap box orators yowl the phrase to passers-by. Clownish politicians use it as a funny slapper to push voters to the polls.

But when Huntress says his newspapers "stand for the community and for its people first," one knowing him, has every reason to believe he means it, every word, and puts it into practice.

"A newspaper," he says, "should be like an individual, should have a character distinctly its own. And that character should be the composite of its readers, not its makers, whose business it is to know and believe in the people."

"I have confidence in the people of San Antonio and in taking a stand, I always try to consider the wishes of my 180,000 readers."

It is an expensive business running a newspaper for the people, Mr. Huntress, with a host of others, realizes. Retrenchments run rampant in newspaper offices.

"But you can't make cuts in the editorial department," Huntress asserts, "not if you are running a newspaper. The public wants the news, and the only way to give it to them is to pay for it."

Confidence in oneself is preached often, but lived particularly well by Huntress of San Antonio.

He was a newsboy back in 1884; a newsboy, unlike the majority of that motley crew, so aptly referred to as the "power of the press." He had confidence in himself.

"It isn't how much you get, it is what are you going to make of yourself" was the idea he followed.

Like others of the paper peddlers, he advanced to the mail room of the San Antonio Express. There he spent two years. Confident he had it in him to advance higher, he resigned from head of the mail room to begin at the bottom in the circulation side. He was ambitious he was made circulation manager at the then extravagant salary of \$35 a week. While a circulator, he published a suburban sport newspaper called the *Pas-times* on a press worked by foot and inked by hand.

Then he decided his future was not on

the circulation side. He was ambitious to advance further, and saw the higher executive positions opened up from the main business office. Consequently he accepted a loss in salary to accept a collector's job for the Express at \$10 a week. In the business office he advanced to bookkeeper, cashier and assistant business manager successively.

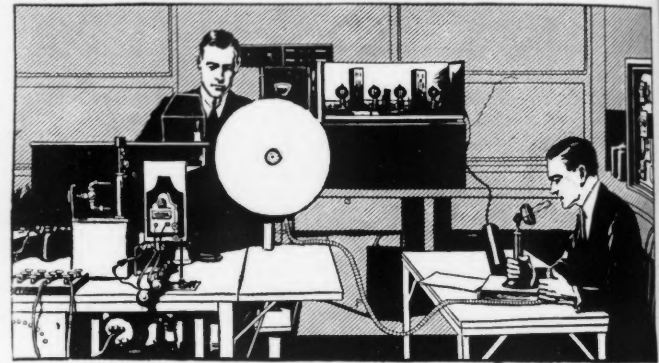
In 1889 he was made advertising manager. After that he began slowly to acquire stock in the Express Publishing Company. By December, 1910, he was elected vice-president of the concern, and in the next year attained his present position of president.

He has succeeded by having confidence in advertising, in other people, and himself. And, added to that confidence, he has completed the cycle, by delivering the goods.

John Cohen Married

John Cohen, son of Maj. John Sanford Cohen, editor of the *Atlanta Journal*, was married to Miss Margaret Fox Aug. 4. Mr. Cohen is a member of the editorial staff of the *New York Sun*. Mr. and Mrs. Cohen are now in Europe on their honeymoon.

Cohen's associates on the Sun editorial staff presented him with a handsome clock.



In the Bell System laboratories speech sounds are recorded on the oscillograph with a view to their subsequent analysis.

The service of knowledge

The youthful Alexander Graham Bell, in 1875, was explaining one of his experiments to the American scientist, Joseph Henry. He expressed the belief that he did not have the necessary electrical knowledge to develop it.

"Get it," was the laconic advice.

During this search for knowledge came the discovery that was to be of such incalculable value to mankind.

The search for knowledge in whatever field it might lie has made possible America's supremacy in the art of the telephone.

Many times, in making a national telephone service a reality, this centralized search for knowledge has overcome engineering difficulties and removed scientific limitations that threatened to hamper the development of speech transmission. It is still making available for all the Bell companies inventions and improvements in every type of telephone mechanism.

This service of the parent company to its associates, as well as the advice and assistance given in operating, financial and legal matters, enables each company in the Bell System to render a telephone service infinitely cheaper and better than it could as an unrelated local unit.

This service of the parent company has saved hundreds of millions of dollars in first cost of Bell System telephone plant and tens of millions in annual operating expense—of which the public is enjoying the benefits.



AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES

BELL SYSTEM

One Policy, One System, Universal Service



Announcement

The trade is familiar with the suit brought by the owners of the Ellis "Automatic" blanket patent No. 1,296,782 of March 11, 1919, to enjoin the manufacture and sale of the "Economy" blanket. We wish to announce that a decree has been entered in said suit sustaining this patent and enjoining Tingue, Brown & Co. from making or selling press blankets like the "Economy" and from in any way infringing said patent. Tingue, Brown & Co. must, therefore, stop forthwith all manufacture and sale of the "Economy" press blankets. All orders for press blankets of this kind should be sent to the New England Newspaper Supply Co. of Worcester, Mass.

In order to settle in full all claims of the owners of said Ellis patent for profits and damages caused by our infringing, manufacture and sale of the "Economy" blanket, as well as all claims for profits and damages against the purchasers and users of the "Economy" blanket, Tingue, Brown & Co. have assigned to the owners of the Ellis patent that part of its business that relates to press blanket, printers' and newspaper supplies, together with the good will, trade marks, patents relating thereto. All future orders for gold cloth, molding blankets, "Everwear" drying blankets, "Tibrode" rubber blankets, "Tindeck," as well as "Economy" blankets, should be sent direct to the New England Newspaper Supply Co., Worcester, Mass.

We take this opportunity to thank our many customers for their valued patronage and feel that their future requirements will be efficiently attended to by the New England Newspaper Supply Co.

Very truly yours,

Tingue, Brown & Co.

August 7, 1924

(Signed) W. J. Tingue, Pres.

MIDWEST AD MANAGERS MEET IN WICHITA

Hold Three-Day Session Aug. 9-10-11
—Theatrical Publicity and Automobile Copy Discussed—30 Members Present

Midwest Advertising Managers' Association concluded its fourteenth annual meeting at Wichita, Kan., Monday, Aug. 11, after a three-day session. More than 30 members were present, representing Missouri, Kansas, Nebraska, Iowa, Oklahoma, Minnesota and Arkansas.

Recreation and entertainment figured largely in the meeting although a business session at which advertising problems were discussed was held Sunday. Topics discussed included theatrical publicity and amusement advertising, automobile copy, and methods of improving advertising contracts to make them more effective.

The visiting ad managers began arriving in Wichita Saturday morning. Saturday afternoon they visited Wichita Country Club for golf, swimming and tennis, and later with Emery Hardwick and Clyde Speer, advertising manager and business supervisor of the *Wichita Eagle*, as guides they toured the city in motor cars.

Late Saturday afternoon the ad men left the city for Hurst's camp on the Ninnescah River, 20 miles south of Wichita, where they spent Saturday night and Sunday as guests of the advertising department of the *Eagle*.

During the business session Sunday, Knowlton Parker, Advertising manager of the *Kansas City Kansan* and president of the association, explained the purpose of the organization for the benefit of several guests who were present.

The organization has been so successful it is possible a similar organization for business managers will be formed in the same territory within the near future, according to Sidney D. Long, business manager of the *Wichita Eagle*, who was a guest at the meeting Sunday.

Among the members present were: Knowlton Parker, *Kansas City Kansan*; J. J. McClellan, *Joplin News-Herald*; Al Du Teau, *Lincoln State Journal*; D. B. Clapp, *Topeka Capital*; H. A. "Doc" Sprague, *St. Joseph News-Press*; Charles Nicholson, *Hutchinson News-Herald*; Roy Bailey, *Salina Evening Journal*; Joe Jordan, *Duluth News-Tribune*; L. R. Booth, *Topeka Capital*; H. E. Dreier, *Oklahoma City Oklahoman Times*; F. O. Larsen, *Tulsa World*; W. Y. Morgan, *Hutchinson News-Herald*; Charles Herrin, *Joplin Globe*; G. W. Gwinn, K. McPherson, Morgan Coe and H. A. Waller, *Hutchinson News-Herald*; C. E. Farris and W. H. Garrison, *Oklahoma City Oklahoman Times*; X. and C. Blair, *Joplin Globe*.

Union Spent 15 Millions on Strikes

Charles P. Howard, president of the International Typographical Union, stated August 11, at the union convention in Toronto, Canada, that during the 4 years ending May 31, 1924, the union expended \$15,391,342 in strike benefits and special assistance to local unions throughout Canada and the United States. The report of J. W. Hays, secretary-treasurer, showed a balance of \$5,158,984 in the union's treasury.

The Desert News

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

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

30,000 FAMILIES READ
THE "NEWS" DAILY

TIPS FOR AD MANAGERS

N. W. Ayer & Son, 30 Chestnut street, Philadelphia, Pa. Placing account of the R. F. Simmons Company, 191 No. Main street, Attleboro, Mass., manufacturers of Watch Chains. Will make up lists in the Fall.

Barton, Durstine & Osborn, 200 Delaware avenue, Buffalo, N. Y. Placing account of the Upson Company, Lockport, N. Y., manufacturers of wallboard. Lists will be made up in September.

Campbell-Ewald Company, General Motors Building, Detroit. Has secured the account of the Blaw-Knox Company, Pittsburgh, manufacturers of standard steel buildings. Chicago office handling the advertising of the United Manufacturing & Distributing Company, 9705 Cottage Grove Ave., Chicago, manufacturers of the United air cleaner for motor cars.

Colonial Advertising Agency, Webster, Mass. Placing orders with Ohio and Michigan newspapers for the Wilson Foundry and Machine Company, Michigan. Placing orders with Pennsylvania and New Jersey newspapers for Dr. Blanche Deemes, Norway, Me.; Square Deal Agency, Oneonta, N. Y.; Joseph N. Samon, Amisquam, Mass.; E. Bailey & Sons Co., New York; Jerome Shoe Company, Natick, Mass. Placing orders with New England newspapers for the New Worcester House, Nantasket Beach, Mass.; Bushwick Hospital, Brooklyn, N. Y.; E. M. Purdy, Wilton, N. H.; Wilcox Comb Company, Keene, N. H.; Matthews Farm Agency, Wilmington, Del.; W. H. Thompson, New Haven, Conn.; Providence Body Company, Boston, Mass.

Thomas F. Legan, Inc., 680 Fifth avenue, New York. Placing advertising of Electric Vacuum Cleaner Co., Euclid avenue and Ivanhoe Road, Cleveland, O., manufacturers of "Premier Duplex" Electric Vacuum Cleaner. Lists will be made up during the month of September.

Long Advertising Service, 37-39 Porter Bldg., San Jose, Cal. Placing account of Bean Spray Pump Company, San Jose, Cal., manufacturers of spraying outfits. Lists will be made up during September.

Harry M. Lynch, Inc., Citizens Bank Building, Kokomo, Ind. Placing the advertising of John J. Hildebrand Co., Logansport, Ind., manufacturers of Fishing Tackle. Lists will be made up during September.

Byron G. Moon Company, Inc., Proctor Bldg., Troy, N. Y. Placing account of Hall, Hartwell & Co., 218 River street, Troy, manufacturers of men's shirts, collars and athletic underwear.

Irvin F. Paschall, Inc., McCormick Building, Chicago. Handling account of the Standard Pressed Steel Company, Jenkintown, Pa., manufacturers of Pioneer hangers, Hollowell steel collars, Stando set screws and other transmission devices.

Ruthrauff & Ryan, 404 Fourth avenue, New York. Placing advertising of Grace Osborn, Inc., 309 Third street, Bay City, Mich. Lists will be made up in September.

Herman W. Stevens Agency, Globe Bldg., Boston, Mass. Placing account of Barber Company, 26 Warren street, Boston, manufacturers of Gill Automatic Oil Burner.

Street & Finney, Inc., New York. Handling account of Lewis M. Weed Company, Inc., Binghamton, N. Y., manufacturers of Sport Clothing. A campaign in sporting magazines will be launched.

Chas. H. Touzalin Agency, Inc., 7 S. Dearborn Street, Chicago. Handling account of Kirsch Manufacturing Company, Sturgis, Mich., manufacturers of "Kirsch" Drapery Hardware. Lists will be made up during September.

4 **Simplicity**
OF LUDLOW

THE fact that Ludlow repair bills, on a year after year basis, are almost nothing is one of many definite proofs of Ludlow simplicity. There is practically nothing to get out of order, so the Ludlow is always ready to supply you with an abundance of new, clear-cut display type in slug lines for either regular or big special editions.

Ludlow Typograph Co.

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

LUDLOW QUALITY COMPOSITION

NEW DAILY PLANNED FOR NORTH CAROLINA

John Temple Graves Will Edit Hendersonville Times Purchased by Leroy Sargent, Florida Capitalist—Was Semi-Weekly

Leroy Sargent, Florida capitalist, has purchased the *Hendersonville* (N. C.) *Western North Carolina Times*, a semi-weekly, and will begin shortly to publish it as a daily. John Temple Graves, former editor of the *New York American*, will edit the new newspaper.

The publication will be known as the *Hendersonville Daily Times*, and will be run as nearly along the lines of a metropolitan daily as its limitations will permit.

An announcement issued by the new management states:

"The Hendersonville Times will be an independent Democratic paper, as far as national and state politics are concerned. Locally it will stand for honest, efficient and clean government, no matter what party may be in power."

Mr. Sargent has engaged Morris A. Beale of Washington, D. C., as his managing editor. Beale was one time day city editor of the *Washington Herald*. More recently he has been engaged in publicity work in Virginia and North Carolina.

Graves, who will be editor, is nationally known as a newspaper man. Gradu-

ated from the University of Georgia, class of '75, his first newspaper work of importance was as editor of the *Jacksonville* (Fla.) *Daily Union*, which position he held from 1881 to 1883. Then he was associated successively with the *Atlanta* (Ga.) *Daily Journal*, and the *Rome* (Ga.) *Tribune*.

From 1905 until 1907 he was editor-in-chief and co-proprietor of the *Atlanta* (Ga.) *Georgian*. For the following years he was editor of the *New York American*, and later was editor representative for the Hearst newspaper. He was elected president of the New York Press Club in 1913.

In addition to his work in journalism Graves has also taken part in Southern politics. In 1905 he was candidate for United States Senator from Georgia, but withdrew his candidacy on account of health. Three years later he was a candidate of the National Independence Party for Vice-President.

Coming to Hendersonville to resume work on an operation, Graves is said to have decided to live there permanently. E. W. and John Ewbank were editors of the semi-weekly which Mr. Sargent purchased.

Advertisers Honor Eastman

D. T. Eastman, of Eastman & Company, industrial advertisers of Chicago, has been appointed secretary-treasurer of the Engineering Advertisers' Association of Chicago. Mr. Eastman was formerly advertising manager of the *Engle Picher Lead Company*, Chicago.

A REAL AMERICANISM SERIES

Released August 25th in 30 articles
(Monday, Wednesday, Friday)

LaFOLLETTEISM Is SOCIALISM!

Being an exposé of Communism, Radicalism, Socialism, the "Reds" and "Pinks" and various other subversive movements for the overthrow of AMERICAN

GOVERNMENT, INSTITUTIONS and IDEALS.

Some territory still available—write or wire for prices and samples of this series TODAY.

INTERSTATE COMMERCIAL NEWS SERVICE
38 PARK ROW NEW YORK

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Daily Features

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

Fiction

"THE METROPOLITAN FOR FICTION"
Quality—Popularity—Enjoyment
Our Aim is Excellence
Setting Copy and mats of Illustrations or full page mat form.
Metropolitan Newsp. Ser., 150 Nassau St., N.Y.C.

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

General Features

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

Humor

Are You Filling Your Winter Laugh Bin?
STEPHEN LEACOCK
Ace of Humorists
Once a Week—Illustrated by KESSLER
Metropolitan Newsp. Ser., 150 Nassau St., N.Y.C.

Religious Features

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

Radio

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

Serial

"MURDER ON THE LIMITED"
By Lewis Wilson Appleton, Jr.
1922 East Pacific St., Philadelphia, Pa.

Weekly Pages

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

AFTER A WEEK'S USE
of the
**PONY AUTOPLATE
 MACHINE**



BUILDING OWNED AND OCCUPIED BY
 THE OKLAHOMA PUBLISHING COMPANY

E. K. GAYLORD
 PRESIDENT

CHARLES W. BOGGS
 SECRETARY-TREASURER

THE DAILY OKLAHOMAN

(DAILY AND SUNDAY)

AVERAGE NET PAID CIRCULATION LAST MONTH } DAILY
 SUNDAY

OKLAHOMA CITY-TIMES

(EVENING EXCEPT SUNDAY)

AVERAGE NET PAID CIRCULATION LAST MONTH

OKLAHOMA CITY, OKLA.

July 26, 1924

Wood Newspaper Machinery Corporation,
 New York City.

Gentlemen:

The Pony Autoplate Machine was installed July 20. We find that it casts a good plate in every way, and is a machine that does everything that is claimed for it, and does it well.

During its first week's operation the Pony has turned out a variety of work, in addition to the routine runs of our two daily publications, such as double-page casts, four-color comic section, and plates for our farm publication—the Farmer-Stockman.

After noting the above, it seems unnecessary to add that we are highly pleased with the new machine.

Very truly yours,

The Oklahoma Publishing Co.
 R. E. L. BROWN, Superintendent

COVERING THE

FOR UNITED PRESS



WILLIAM J. LOSH, Manager of the United Press Washington bureau, will have a watchful eye on the White House for news of President Coolidge.



FRASER EDWARDS, the Washington editor, taken up his headquarters at Locust Valley, Pa., with John W. Davis and will accompany the Democratic candidate on campaign trips.



PAUL R. MALLON, assigned to Senator LaFollette in Washington. Mallon was one of the leading members of the United Press political staff in June, assisting in covering all three conventions, and will accompany LaFollette on his speaking tours.

UNITED PRESS

WORLD BUILDING

TE CAMPAIGN

FOR UNITED NEWS



RALPH H. TURNER, News Manager of United News, who will direct the handling of the campaign news and follow the activities of the Democratic candidate, Mr. Davis.



THOMAS L. STOKES, of the Washington staff, who will cover the developments in the LaFollette campaign.



EDWARDS
Washington staff
his headquarters
at Valley, La
n W. Davis
company the De
candidate in
trips.

ED CLAPPER,
the best known
agents in Wash-
those interpreta-
and stories have
nation-wide at-

ESSASSOCIATIONS

NEW YORK

EDITORIAL



IS EVERYTHING OKEH?

HAVE you the most enterprising newspaper in your city—alive to the interests of the bulk of the citizenship, and scooping the opposition on the big local and telegraph stories and giving a good ten per cent of pure, wholesome entertainment?

Will your paper show a profit gain this year, over last? Is the circulation department co-operating to keep the unpaid and left-over copies under 1 per cent of the total run?

Is your total newsprint waste, including returns and free copies, less than five per cent?

Will your daily circulation rates average two-thirds of the wholesale price, if three cents, or one half of the retail price if two cents? Will your Sunday circulation rates average better than 7 cents, if the retail price is ten cents?

Are you averaging better than a quarter of a cent per line for each thousand of circulation for display and classified advertising, both daily and Sunday?

Is it costing you less than \$2 per column for advertising and around \$1.65 for news composition?

Do you collect 96 per cent of your circulation accounts and 98 per cent of your advertising accounts?

Are there no bad "overhead leaks"?

Have you tied up the best features?

Are your service contracts in good shape?

Is your newsprint contract at better than \$3.65?

Are you promoting your business by advertising?

Is your staff happy and contented and sharing decently with you in the profits of your enterprise?

Are you giving real, checkable, dependable service to both reader and advertiser?

All right, if such is the case, you may take a couple of weeks vacation, for your newspaper property is in good shape.

The young man who can sell and also write advertising has an advantage, comparable to that of the lawyer who can both prepare and argue a brief.

PICTURE ETHICS

THE Berlin Chamber Court recently decided that a newspaper has no right to print a person's picture contrary to his will. The case grew out of the action of a local Berlin newspaper in publishing a cut of Herr Siegfried Jacobson, who objected to the publicity and brought suit.

The question has often been raised in this country, but no rule has been set up, except as custom has dictated it among newspaper editors. To the lay mind it may appear to be a delicate and many sided problem. It is best considered, however, in the light of the general disposition of editorial men toward news subjects. It is not the object of the newspaper to disregard the legitimate sensibilities of any individual, nor act unjustly toward any person. There are numerous valid reasons why certain news figures should be pictured, even as they are written about. If the general public is not in some true sense served by the publication of a picture it ordinarily will not be printed.

The news picture is the best possible description of a person or an event in the news, and this form of reporting is advancing with tremendous rapidity throughout the world. A good picture tells the story at a glance. To some people it may seem like an invasion of private rights to be "snapped" on the street, and pictured before the world without consent, or sometimes even without notification. Normally, this is a narrow view. We are in the world and are subject to its inspection. News pictures are a part of the realism of every day life and are as legitimate in news columns as is free writing. People who are unfortunate in personal appearance often object to picture publicity and their wishes are respected. Pictures of deformed persons, or persons shown in distressing circumstances, rarely appear, except when such publication is believed to be a genuine service to the public, as in the case of criminals. No laws need be written in this country on this subject, for the voluntary attitude of editorial men in general well protects the public.

Deliver us from the narrow zealot who regards his business as a divine cause and every rival as the devil's apostle.

WHOLESALE PSYCHING

A GIRL graduate at Columbia University prepared a 103-item questionnaire on delicate matters of personal honor, sex emotion and deep-seated "complexes" common to many people, and sent 200 copies to Columbia students to find the basis for a paper which she hoped would bring her a Ph.D. degree.

Columbia students, acting as newspaper correspondents, sent the story broadcast and the young lady got a very uncomfortable armful of clippings of her insolent venture. She said: "I am disgusted." We asked the newspapers not to publish the questionnaire, and urged the university publicity representative to prevent its publication, but both efforts failed. "I am disgusted." It was true that New York editors were appealed to but refused to suppress the facts.

Here are three of the young lady's questions, tended to disclose psychoses in her fellow students: "Have you often stolen things?" "Do you pick your teeth in public?" "Are you one of those who think it all right to indulge in any amount of petting?"

The amateur psychologist is one of this day's pests. He gets a few primary thoughts on the subject and straightway proceeds to "psyche" everyone in sight. At a glance he knows to what degree you are suffering from "inferiority complex," your dreams reveal the hidden truths concerning your nature, and your sub-conscious self becomes an open book to the self-appointed analyst through an inadvertent winking of your left eye or the slant of your off shoulder when in repose.

A tape measure would be the right instrument for many of the amateur psycho-analysts to use on their own craniums.

It is well enough for the newspapers to turn their tables on these brash experiments in a delicate science which those who have intelligently studied and admit is so intricate and incompletely developed as still to be regarded as in the laboratory stage among the highest skilled psychologists. Any amateur trifling with it is merely playing with fire. No one with good sense or ordinary discriminating taste would ask strangers such intimate and absurd questions as those propounded by the Columbia student, most of which can be answered by most people with a "yes" and a "no," and therefore signify nothing.

The way to establish a newspaper as a radio medium, a real-estate medium, an amusement medium, or any other special medium, is to gain through hard and intelligent plugging a reputation as the local authority on that subject.

NAILING A FAKE

THE story in a French newspaper that some of the spoons used at a state banquet given in honor of the advertising convention delegates in Paris had been carried off by the American diners' souvenirs, is now denied.

The falsehood of the "lost spoons," which of course could be nothing less than the own particular treasure of Louis XIV and therefore of incalculable value, he found its way through a section of the American press and has fastened an insult upon the American advertising men which no amount of second-day "corrective" can remove.

Some French journalist, inspired by the noble sentiment of speeding the parting guest with a kindly invented the spoons fake and it was duly cabled and published here. The *New York World* calls it a "good joke." We fail to see the humor.

American correspondents in France who get the news by clipping the French press might, at least in such doubtful and such insulting instances, credit the source so that readers here could accept the "news" with proper reservations. No treasure spoons were stolen from the banquet hall by American advertising men or their wives. All that happened was that a foul-minded French newspaper man perpetrated a cheap fraud which some weak-minded American correspondents swallowed, hook, line and sinker.

A great all-season's sport: Catching a wild idea by the tail, locking him up in a two-column box, making him do his tricks for the benefit of all the folks in town.

I CORINTHIANS CHAPTER 1. 27-29.

But God hath chosen the foolish things of the world to confound the wise; and God hath chosen the weak things of the world to confound the things that are mighty;

And base things of the world, and things which are despised, hath God chosen, yea, and things which are not, to bring to nought things that are:

That no flesh should glory in His presence.

Does newspaper work build knowledge and sap intelligence?

NEW LABOR IDEA

THE agreement reached this week among the three union press services and their telegraphers is a notable achievement in at least one respect. The desirability of a three-year agreement, stabilizing that industry, finally became apparent to both sides. The problem was to write a safe contract for both employer and employe which would anticipate possible unforeseeable future developments which might dis-joint equity.

The union was willing to take a two-year contract, but balked at three years.

It was decided in conference that the contract might be reopened at the end of two years, providing the Secretary of Labor, if appealed to, assented to the proposition that a "major economic dislocation," or an "abnormal economic situation" had occurred, rendering the contract inequitable to either party.

This is something new in labor contracts. It seems sound and practical. For the press services and their many hundreds of newspaper clients it means that there will not be the usual ugly threats of strike and preparations to meet a strike and long-drawn out negotiations each July, unless some upheaval like a war should throw business out of joint, and to the men it means three years of undisturbed work with encouraging increased pay.

"The live wire editor is the one that reads these ideas and adopts the ones that will fit his community," comments the Sooner State Press, official organ of the Oklahoma Press Association, referring to the EDITOR & PUBLISHER "Hunch" department.

August 16, 1924 Volume 57, No. 12

EDITOR & PUBLISHER

Published Weekly by

THE EDITOR & PUBLISHER CO.,

1115 World Building, 63 Park Row, New York

Marion E. Pew, Editor

Arthur T. Robb, Jr., Managing Editor

Associate Editors

Warren L. Bassett

Philip N. Schuyler

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

Washington: Sam Bell, 26 Jackson Place.

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

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

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

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

Tokyo: John R. Morris, Japan Advertiser.

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

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

PERSONALS

EDWARD B. McLEAN, editor of the Washington (D. C.) Post, entertained last Wednesday at a stag luncheon at the Kebo Valley Club in honor of Walter Hagen, British open champion, and Joe Kirkwood, former Australian golf champion, who gave an exhibition match on the Kebo Valley course, Washington.

W. J. Conners, Jr., editor of the Buffalo Courier and Enquirer has been elected senior chairman of the board of the Great Lakes Transit Corporation.

Maximilian Elser, Jr., president of the Metropolitan Newspaper Service has returned to New York after two months in England and France. Mrs. Elser and their 3 children will remain in France until fall.

IN THE EDITORIAL ROOMS

KEATS SPEED, managing editor of the New York Sun, left this week on a month's vacation. He plans to spend part of the time at his home in Leonardo, N. J.

E. L. Bragdon, radio editor of the New York Sun, with his family, has gone to Sebago Lake, Me., to spend 2 weeks' vacation.

Carr V. Van Anda, managing editor of the New York Times, is spending a month in the Catskills.

Edward A. Sullivan, editor of the Bridgeport (Conn.) Sunday Post, is seriously ill with typhoid fever in Bridgeport Hospital.

John A. Hurley, formerly of the Bridgeport Post, is now assistant city editor of the Bridgeport Telegram.

Edward T. Ingle has left the reportorial staff of the Toledo Blade to take post-graduate studies at the University of Michigan.

Bruce Bacon, formerly reporter for the Toledo Blade, has resigned to enter business.

George St. Amour, a telegraph operator, formerly on the Cleveland Times, has written a newspaper serial story, "A Trick Umbrella," being published serially in the Times.

Raymond T. Tucker has resigned as Washington correspondent of the New York Evening Post and is now editor of the National Democratic Magazine.

John Elson, church and school editor of the Buffalo Evening News, will resign Sept. 1, to re-enter Cornell University.

Marc A. Rose, managing editor of the Buffalo News, is touring the Adirondacks.

Harvey White, managing editor of the Buffalo Commercial, accompanied by his son, Howard, reporter for the same newspaper, is making a 2 weeks' motor tour of the New England states.

Jay N. Darling, cartoonist for the Des Moines (Ia.) Register, went to New York last week to meet members of his family who are returning from a trip abroad.

Walter H. Chase has joined the editorial staff of the Long Beach (Cal.) Press.

C. H. Mahood, day commercial reporter for the Sioux City (Ia.) Tribune, has returned from a 3 weeks' vacation spent in New York.

Miss Peggy Wells, feature writer for the St. Paul Daily News, is in New York on a month's leave of absence.

Alan Hynd, former Trenton (N. J.) Times reporter, has just returned from a trip to Europe.

Miss Marion Geyer, society editor, Alliance (O.) Daily Review, is spending a vacation at Wingfoot Camp, on Lake Erie, near Perry, O.

K. C. Willis, from Burlington (Ia.) Globe Eye, to telegraph editor, Tuscaloosa (Ala.) News and Times-Gazette.

IN THE BUSINESS OFFICE

HAROLD L. GOLDMAN, classified advertising manager of the New York Sun, with Mrs. Goldman, plans to leave

Aug. 20 on the S. S. "Paris" for a 5 weeks' trip abroad.

W. Payne Lovell, circulation manager of the Bloomington (Ill.) Pantagraph, who this week became business manager of the Clinton (Ia.) Daily Advertiser, was given a farewell dinner by his associates. Joe Bunting has succeeded Mr. Lovell on the Pantagraph.

W. H. Coonradt, circulation manager of the Decatur (Ill.) Review for 21 years and for a quarter of a century connected with the paper, has resigned and will move to Riverside, Cal., where Sept. 1 he will take up his duties as circulation manager of the Riverside Enterprise. He has been president of the Central States Circulation Managers' Association.

Edgar A. Steele, recently Western representative of the Boston American, has been appointed special color representative of Capper's Household Magazine. Mr. Steele will make Chicago his headquarters.

SCHOOLS

MILTON S. EISENHOWER, assistant instructor in agricultural journalism at the Kansas State Agricultural College, Manhattan, Kan., has resigned to enter the United States Consular service. He will be assigned to the consulate at Edinburgh, and will specialize in journalism while taking advanced work at the University of Edinburgh.

CHANGES OF OWNERSHIP

EARL C. BROWNLEE has sold his half interest in the Oregon City (Ore.) Banner-Courier to F. J. Tooze. Brownlee has leased the Forest Grove (Ore.) News-Times from A. E. Scott who will retire as editor.

Edward Taylor, business manager of the Miami (Fla.) Herald, has purchased the Melbourne (Fla.) Times, a weekly, and will take charge Sept. 1.

Jackson Blizzard, for 6 years editor and publisher of the Ida Grove (Ia.) Record-Era, has sold that publication to Ben J. Pruess, for 11 years publisher of the Glidden (Ia.) Graphic.

Miss Ruth Camp, said to be the only woman newspaper publisher in Iowa, has disposed of one-half interest of her paper, the Lewis (Ia.) Standard to Charles Willey, former owner of the Standard.

George F. Kane, who recently sold the Anthon (Ia.) Herald to Fred C. Freeman, has purchased the Scotland (S. D.) Journal from J. O. Lee.

Hamilton (Ill.) Press has been sold by A. L. McArthur to M. N. Clanson and associates, the transfer to be effective Sept. 1.

Clinton (Ill.) Daily Public, owned for several years by a local corporation, has been sold to Bruce R. Wood and J. Earl Sigler. A. H. Montgomery, managing editor for the corporation, will remain with the new company.

James C. Nance has sold his interest in the Lubbock (Tex.) Plains Journal to his associates.

Jack Bonner has sold the Altus Plain Dealer and Democrat to L. H. Duncan.

J. C. Saffley, owner of the Grangeville (Idaho) Idaho County Free Press, a weekly, has sold the business to E. M. Olmsted, of Cambridge, Idaho.

MARRIED

JOHN R. BATTIN, of the editorial staff, Cedar Rapids (Ia.) Gazette, to Miss Leota Croson of Cedar Rapids, Aug. 4.

Lyle Henry Gift, radio editor, Peoria (Ill.) Star, to Miss Ruth Elizabeth Seltzer, Aug. 2, at Peoria.

Seacord Roberts of the advertising staff, Peoria (Ill.) Star, to Mrs. Justina Anderson, in Sterling, Ill., Aug. 4.

Paul H. Gelvin, advertising department, Spokane Chronicle, to Miss Mabel Press of Spokane, Aug. 2.

Charles E. Traunicek, circulation manager, Windsor (Ont.) Border Cities Star, to Miss Nellie A. Templeton.

ASSOCIATION CHIEFS

CHARLES D. ROUNTREE, editor and publisher of the Wrightsville (Ga.) Headlight, has been re-elected



CHARLES D. ROUNTREE

president of the Georgia Press Association. He is also president of the Twelfth District Press Association of Georgia, to which post he was first appointed in 1921.

Beginning his life work as a teacher, Rountree quit that profession in 1905 to enter journalism in his home town of Graymont, Ga., becoming editor of the Graymont Hustler. He held this position 3 years. In 1908 he became owner and editor of the Richland (Ga.) Georgian, leaving this newspaper to purchase a half interest in the Swainsboro (Ga.) Forest-Blade with W. E. Beatright. Selling his interest in 1916, he purchased the Wrightsville Headlight from the estate of the late J. M. Huff, who owned it for 35 years.

ON THE MECHANICAL SIDE

WALLACE SINES, of the Trenton (N. J.) Times composing room, is at the Government training camp, Plattsburg, N. Y.

Charles Watkins, pressroom foreman, Tuscaloosa (Ala.) News and Times-Gazette, has resigned to become head pressman for the Selma (Ala.) Times-Journal.

Chicago printers defeated the Boston printers by a score of 14 to 0 in the second day of the International Printers' baseball tournament Aug. 3, at Cubs' Park, Chicago.

IN THE AGENCY FIELD

CHARLES B. ANDREWS, formerly of the New York Times advertising department, has joined the New York office of John B. Woodward.

Baker Advertising Agency, Limited, Toronto, has moved from 392 Bay street to 204 Richmond street, W.

Byron G. Moon Company, Troy, N. Y., advertising agency, has moved its New York office to 395 Broadway.

Joseph C. Bowman, advertising manager of the Packard Electric Company, Warren, O., has announced he will estab-

lish an industrial advertising agency in Cleveland, Sept. 1.

H. A. Harris, formerly advertising manager of Pathé Phonograph Company and later of Davega United Sport Shops, has joined the staff of Wm. T. Mullally, Inc., as an account executive.

James W. Rhodes, formerly managing editor of the Arkay Feature Service of Providence, R. I., has resigned to join the Ewing Advertising Agency of Providence.

Campbell-Ewald has moved its Chicago office from the Maller Building to 360 North Michigan avenue.

Arthur A. Dole, formerly manager of the financial department of Hearst's International, has joined Albert Frank & Co., in Boston.

Peck & Staake, Kalamazoo, Mich., advertising agency is now the A. H. Peck Company, following the withdrawal of Mr. Staake from the partnership.

PRESS ASSOCIATION NOTES

A. L. BRADFORD, for many years on the Washington staff of the United Press Associations, sailed for France from New York this week to join the U. P. Paris bureau, which has been increased due to the greater volume of domestic and general news now being handled from the French capital. Ludwell Denny, formerly of the Federated Press, New York, has been appointed to succeed Bradford in Washington.

Louis P. Lockner, of the Associated Press Berlin bureau, has returned to this country to spend a few weeks' vacation.

E. T. Conkle, superintendent of bureaus for the United Press, plans to leave next week on a fishing trip in Canada.

Miles W. Vaughn and Frank Getty of the United Press New York staff, leave for vacation Aug. 18. Vaughn plans to spend 2 weeks in Bermuda, while Getty is taking a trip to Canada.

J. H. Furay, foreign editor of the United Press, has returned from a vacation spent with his family in the Adirondacks.

NEW PUBLICATIONS

WEINERT (Tex.) NEWS, a weekly has been started by J. C. Watson, who also publishes the Rochester (Tex.) News.

NEW PLANTS AND EQUIPMENT

DAYTON (O.) HERALD JOURNAL expects to move into its new building about Oct. 1.

Lincoln (Neb.) Star is installing a Hoe 48-page press in its new building.

Cincinnati Times-Star is erecting a 7-story addition and will install two new Goss presses.

Springfield (Mo.) Leader is converting

During the campaign the revised edition of "The American Government," (685th thousand), by Frederic J. Haskin, will prove an excellent premium for all newspapers that use canvassers for new subscribers or give premiums for renewals.

Ask Haskin—Washington, D. C.

its Hoe Quad press into a Sextuple (48 pages), with an extra 8-page color deck and is also adding a third No. 14 linotype to its present advertising equipment. Hagerstown (Md.) *Daily Mail* is installing a mechanical printer for its International News Service.

WITH THE SPECIALS

GEO. B. DAVID COMPANY has been appointed to represent the *Paris* (France) *Times*. New Jersey Newspapers, Inc., of which Harvey C. Wod is president, have appointed M. C. Gilbert manager of their Philadelphia office.

William Karpen recently eastern advertising manager of *Radio Merchandising*, New York has joined Davidson & Hevey, New York, publishers' representatives.

SPECIAL EDITIONS

OSWEGO (N. Y.) *PALLADIUM* a 22-page Dollar Day edition, July 30. *St. Thomas* (Ont.) *Times-Journal* a 50-page Reunion edition, July 23.

Audubon (Ia.) *Advocate*, a 48-page Audubon County Historical edition, July 24.

Miami (Fla.) *Herald*, 116-page anniversary edition, Sunday, July 27, in commemoration of the 28th birthday of the city.

Iola (Kan.) *Daily Register*, a 16-page Ford Day edition, July 28.

Byron (Cal.) *Times*, a 252-page illustrated annual edition devoted to the progress of San Joaquin and Contra Costa counties.

ASSOCIATIONS

PITTSBURGH PRESS CLUB held its annual outing at Kenneywood Park on Aug. 6, when the members and their families were guests of the management.

Southern Illinois Editorial Association, which has a membership of 80, is launching a membership campaign headed by I. S. Dunn, publisher of the *Decatur* (Ill.) *News* and president of the association.

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

St. Louis Advertising Club will again conduct evening classes in advertising this year. John H. DeWild, chairman of the educational committee, has announced. Classes will meet once a week at the club's headquarters. Merchandising will be directed by Hart Vance, of the Admairs Company, production classes by A. E. Schanuel of Roeder & Schanuel.

WHAT READERS SAY

Ad Staff to Blame

AURORA, Ill., Aug. 7, 1924.
TO EDITOR & PUBLISHERS—Re article on editorial page in your issue of Aug. 2, headed "Needless Sacrifice."

I am wondering if this publisher's lack of satisfactory advertising patronage may

First four months of 1924

Carried more Food advertising than any other paper in the City.

NEW YORK EVENING JOURNAL

not be within his own organization.

It often happens that in the advertising department of a small newspaper there is too much economy practiced.

A newspaper situation always provides a lot of unreasoning and unreasonable opposition from a lot of business men who are ignorant of the whys of such a situation and too bullheaded or thick-headed to learn. They influence others, and thus make a newspaper condition a hard one to handle.

The way to handle it is to refuse to argue about it, and to sell advertising on its merit rather than to solicit on the ground that the paper deserves support. This takes real advertising salesmen, and real advertising salesmen cost money, but they are worth it. A man who can earn \$100 a week is a lot more profitable than one at \$20 a week, even if the \$20 man is earning it, which he most likely is not.

I suspect a part, if not all, of the troubles of the publisher under discussion would be solved if he had a really first-class advertising soliciting force.

J. K. GROOM,

Director National Advertising Northern Illinois Group.

He Copyrighted "News Quiz"

TO EDITOR AND PUBLISHER:—I notice in your "Hunches" column a suggestion by a contributor of a feature in which the newspaper prints daily a list of questions based on the daily news in its columns, to stimulate a careful reading of the paper and as a quiz to test the reader's news knowledge.

The *Evening World* has been running a feature devised by myself of the very same nature for the past month and doubtless it is from this source that your contributor got the idea, since the similarity is too close to admit of coincidence. This feature is a copyrighted one and may not be used by any newspaper without contractual arrangements and for this reason I should be grateful if you would give this communication notice in your columns.—JOSEPH KAYE.

"Tidal Wave"

TO EDITOR & PUBLISHER:—While reading EDITOR & PUBLISHER, I was interested to note the story by Hammond Edward Franklin about the Columbus, O., Building & Loan Association.

This certainly is a powerful tribute to the power of newspaper advertising and in this connection a prominent building and loan man who has been co-operating with the United States League of Building & Loan Associations and the Thrift Committee told me that last January there was considerable more building and loan advertising done than has been in previous years.

This was entirely due to the co-operation between the United States League of Building & Loan Associations and the National Thrift Committee. When 10,000 of these building and loan movements begin to develop and advertise, there will be a regular tidal wave.

JNO. A. GOODELL,
Executive Secretary, National Thrift Week.

WEEK'S FLASHES

Americanism: Used gum under a movie seat.—*Brooklyn Eagle*.

If the Prince of Wales stops at all the clubs in this country that have so announced he will be with us for at least three years.—H. I. Phillips in *New York Sun*.

Affluence in 1912:—A spare bedroom in 1924.—A spare tire.—*New York Telegram and Evening Mail*.

In these days they promise to love, honor and obey their impulses.—*Belton Star-Herald*.

The police shot one bandit in a battle. Think how terrible it will be if it turns out the ill-fated robber was, after all, only a child emotionally, and was merely cutting up in childish glee.—*New York Telegraph*.

But how can a farmer feel radical when he can afford a car with two more cylinders?—*Baltimore Sun*.

By the end of this week they will all have accepted. All except the people. We have to wait until November for theirs.—*Boston Transcript*.

The more genial the guest, the more casually he flicks his ash in the general direction of the tray.—*New York Telegram and Evening Mail*.

There is a certain irony in the circumstance that Italy has more wine than casks to put it in while there remain so many willing containers over here.—*Boston Herald*.

History may not be bunk, but the speeches of statesmen indicate that bunk makes history.—*San Francisco Chronicle*.

THE TACOMA NEWS TRIBUNE



TACOMA TRADE TERRITORY

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

Mr. Publisher or Business Manager

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

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

Peoria Star Co.
Peoria, Ill.

The American Navy has just introduced chewing gum for the first time into Iceland. We trust that the Icelandic Government will be able to devise some suitable form of retaliation.—*Chicago News*.

Believers in Defense Day say that it makes for peace, but it seems to have already started a fair-sized battle.—*New York World*.

How pleasant it will be when the paying teller runs his window on the self-service plan!—*Baltimore Sun*.

Judging by some of the defections from the two big parties, the Shenandoah not the only big gas bag that can't even stay tied.—*Philadelphia Evening Public Ledger*.

A spiritualistic medium is baffling the investigators at Boston. The most disturbing possibility about spiritualism that invisible millions may be sitting on the rim of the bath tub.—*F. Landis in New York American*.

The Washington Herald
Largest Sunday Circulation
Any Washington Paper

The Washington Herald
morning and

The Washington Times
evening

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

G. Logan Payne
Publisher and Gen. Mgr.

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

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

THE

Salt Lake Tribune

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

FOREIGN REPRESENTATIVES
The S. C. Beckwith Special Agency
New York—Chicago—Detroit—St. Louis—Kansas City—Atlanta.

PACIFIC COAST REPRESENTATIVE
M. C. Mogensen & Co., Inc.
Los Angeles—San Francisco—Seattle

first!

—in circulation
—in lineage
—in reader interest
—in proved results

The Indianapolis NEWS

VIRGINIA DAILIES PLAN TO ADVERTISE STATE

Meet Informally at Call of Richmond News Leader to Discuss Campaign—Newspaper Problems Also Considered

Representatives of every daily newspaper in Virginia met at an informal conference in Richmond, Monday, Aug. 11, to make preliminary plans for advertising co-operatively the resources of the state. The meeting was called by the Richmond News Leader.

The conference convened following a luncheon at the Commonwealth Club at which the visitors were the guests of the News Leader.

Colonel H. L. Opie of the Staunton (Va.) Leader and the News-Leader presided as chairman. Junius P. Fishburn, of the Roanoke World News and the Times acted as secretary.

The idea of advertising the state was received with approval and plans were discussed for combining the dailies in an aggressive campaign.

Problems peculiar to the daily newspapers, were also discussed, every phase of publication being covered in the round table discussion that lasted throughout the afternoon. There were no speeches.

Circulation, advertising, paper costs and supply, machinery and ink problems were thoroughly dissected by the executives.

A number of the state dailies were represented by publisher, editor and business manager alike, others sending at least one representative. The ready response to the call for the informal gathering and the enthusiasm with which those present participated in the discussions that followed resulted in the decision to hold a similar conference within the next 4 or 5 months.

The list of those present included A. P. Rowe and former state senator O'Connor Coolrick, *Fredericksburgh Star*; P. R. Anderson, the *Alexandria Gazette*; W. S. Smith, *Danville News*; R. A. James, Jr., *The Danville Register and Bee*; Colonel H. L. Opie, *Staunton Leader and News-Leader*; L. I. Jaffe, editor, and R. E. Turner, general manager, *Norfolk Virginian Pilot*; W. S. Copeland, *Newport News Times Herald and Press*; Carter Glass, Jr., *Lynchburg News and Advance*; Junius P. Fishburn, and Capt. F. K. Parker, the *Roanoke World News and Times*; C. P. Haskbrook, *Richmond Times-Dispatch*; Robert Ford, *Norfolk Ledger-Dispatch*; R. B. Huber, *Petersburg Progress-Index*; John Stewart Bryan, Douglas S. Freeman, Major Allen Potts, R. Hess, and R. B. Jones, *Richmond News Leader*.

Maine Dailies Hold Meeting

The quarterly meeting of the Maine Daily Newspaper Association was held last week at Cape Shore Inn at Cape Elizabeth. A. W. Fell, manager of the New England Daily Newspaper Association, was the principal guest and speaker of the gathering. Representatives of Maine newspapers present were: Walter B. Reed, *Bangor News*; Frank W. Manson and Caleb A. Lewis, *Waterville Sentinel*; Frederick R. Lord of the Gamett Publishing Company; Roy L. Wardwell, *Portland Press Herald*; William H. Dow and Donald F. Grey, *Portland Evening*

Express; James C. Cook, *Biddeford Journal*; Hartley L. Lord, *Lewiston Journal*, and L. B. Costello, *Lewiston Sun*.

Veteran Indiana Editor Dies

Oliver M. Hand, 60, editor and publisher of the *Royal Center (Ind.) Weekly Record* for 28 years and the first president of the Northern Indiana Editorial Association, died at his home in Royal Center, Aug. 11, following a stroke of paralysis suffered on June 2. His two sons, Jesse and Frank, will continue publication of the paper.

Read EDITOR & PUBLISHER FOR NEWS of the Newspaper Field—\$4.00 a year.

PROGRAM READY FOR 9TH DISTRICT MEET

Washington, Ia., Host to Ad Men Aug. 25, 26, 27—Delegates to Be Quartered in Tents—Speakers Named

Washington—"cleanest city in Iowa"—is making ready for the annual convention of the Ninth District of the Associated Advertising Clubs, scheduled for Aug. 25, 26, and 27.

Marking an innovation in advertising conventions, the sessions at Washington, Ia., will be in the nature of a "Business

Chautauqua," held under a "big top," with delegates housed in small tents pitched in a nearby grove.

The program will be confined largely to a discussion of retail problems as they are found in the smaller towns.

The list of speakers thus far announced include Fred P. Mann, merchant of Devil's Lake, N. D.; J. W. Fisk, head of the merchandising counsel department of the *Milwaukee Journal*; James A. Austin, advertising manager, *Omaha Bee*; J. Adam Bede, lecturer of Pine City, Minn.; John H. De Wild, manager of the merchant's service department of the Ely and Walker Dry Goods Company, St. Louis; John Blaul, head of the Blaul Wholesale Company.

the World's Largest?

NEWSPAPER CIRCULATIONS •



THEY had a lot of good fun with each other at the Advertising convention—those British Advertising men and the American "On-to-London" delegation—over the relative "sizes" of things in this country and abroad.

The Americans told, with just pride, of the enormous newspaper circulations built up in our metropolises.

But the British had a real comeback with their "Daily Mail" which enjoys a net sale in excess of eighteen hundred thousand each day.

Also, the "News of the World" with Sunday editions of 3,000,000 came in for its share of glory.

"The Mirror" (over a million daily), "The Express" (850,000), "The Times" and Messrs. Hulton likewise were proudly cited by our British cousins.

When the Americans visited the plants of these publishers, however, they felt right at home.

For there they recognized Goss Presses on the job the same as they are in the pressrooms of America's leading publications. And they found British pressmen as loyal to Goss Presses as are American pressmen.

Some forty-eight Goss Sextuple and Octuple Presses are in the service of leading London newspapers alone. Many more throughout Great Britain, Australia, New Zealand and Canada.

Publishers throughout the British Empire and the European continent favor Goss Presses as highly as do American publishers. Appreciation of the best is, after all, a universal trait.

THE GOSS PRINTING PRESS COMPANY • CHICAGO
The Goss Printing Press Co. of England, Ltd., 18-19 Whitefriars St., London, E. C.

GOSS

STRAIGHT LINE

PRESSES

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

JOHNSON CITY DAILIES IN MERGER

Staff-News and Chronicle Now Directed
by Single Corporation Headed by
Smith-News Combined
with Staff

Owners of 3 newspapers in Johnson City, Tenn., the *News*, the *Staff*, and the *Chronicle*, this week formed a new corporation, the Appalachian Publishers, Inc., pooled their assets and liabilities and will issue two newspapers, the *Chronicle*, morning, and the *Staff-News*, afternoon.



Guy L. Smith

The new corporation is capitalized at \$250,000. Guy L. Smith, president of the *Chronicle* Publishing Company, is the president of the new concern. Separate boards of directors will control policies of the papers.

This week's consolidation and incorporation is the culmination of a newspaper war which started soon after Munsey Slack, publisher of the *Staff*, sold his newspaper to the *Chronicle*.

Old employees of the *Staff*, headed by Charles N. Carson, former *Staff* general manager, launched the *News*. It was backed by \$75,000 subscribed by 300 shareholders.

Last Thursday, Aug. 7, the *News* ceased publication and appeared as the *Staff-News*.

The new corporation claims that an economic loss of \$100,000 annually is eliminated by the deal.

TIT FOR TAT

ADVERTISING and editorial jealousies are being aired in the literary department of the *Cincinnati Times-Star*. George M. Payne, literary editor of the *Times-Star*, recently printed the following:

CHAPTER I

The Critic—In reviewing Henry Justin Smith's notable story of "Josslyn," the record of a newspaper man's career and his reactions to his experiences, the critic made bold to say that the news department of a newspaper was the essential department.

CHAPTER II

Critic of the Critic—"C. B.," writing to the Critic, made equally bold to say that if it were not for the advertising department the critic would "starve to death," a most terrible fate.

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

(September 30th, 1923)

Before scheduling space in evening papers.

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

SPLENDID COOPERATION TO
ADVERTISERS

Leads in Daily and Sunday
CITY CIRCULATION

Specials: East Beckwith
West Branham

CHAPTER III

Adding Fuel to the Flame—Now comes "C. B. F.," also bold, and deposes as follows, to wit.

Mr. George M. Payne, Literary Editor, *Times-Star*:

Dear Sir—The criticism of the news department by some friend of the advertising department, as printed on the book page of *The Times-Star*, Thursday, reminds me of a story I heard in New York. An advertising agent told one of the New York editors that he would starve but for the advertising agents. The editor replied: "If it were not for us 'writer fellers' most of you advertising 'fellers' would be selling fish from the tail of a cart." C. B. F.

G. O. P. Selects Ad Agencies

The following advertising agencies have been selected by the Republican National Committee, New York, to place its advertising on the presidential election: W. L. Bram, Inc., 11 E. Forty-third street, New York; Barton, Durstine & Osborn, 383 Madison avenue, New York; Gardner Advertising Agency, 1627 Locust street, St. Louis. The Gardner agency will handle religious publications only.

Davis Joins Illinois Group

R. Heath Davis, manager, LaCoste & Maxwell's Chicago office, has been appointed Western representative of the Northern Illinois Group of daily newspapers, consisting of the *Aurora Beacon-News*, *Joliet Herald-News* and *Elgin Courier*. He will assist I. K. Groom, director of national advertising for the Group.

Hesters to Return Next Month

Mr. and Mrs. William V. Hester, Jr., who were married last week in Paris, are sailing for home September 13 on the *Empress of Scotland*. Mr. Hester is son of William V. Hester, principal owner of the *Brooklyn Eagle*.



94,150

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

Advertising Leadership

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

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

204
exclusive
national
advertisers
first 6 mo.
1924

215
exclusive
local display
advertisers
first 6 mo.
1924

MAKE CENTRAL OHIO
YOUR TEST MARKET

The Columbus Dispatch
OHIO'S GREATEST HOME DAILY

WARDEN AGAIN HEADS MONTANA PRESS

General Manager Great Falls Tribune
Reelected Presidential at Lewiston
Meet—Agricultural and Forest Problems Discussed

Montana State Press Association closed its 39th annual convention at Lewiston, Saturday, Aug. 9, with the reelection of President O. S. Warden, general manager of the *Great Falls Tribune*, and Secretary S. E. Peterson. The meeting opened Aug. 7. Attending members declared the sessions the most successful ever held.

Among the speakers were Martin J. Hutchins, editor of the *Missoula Missoulian*; G. M. Moss, editor, *Whitefish Pilot*; Dean Stone of the Montana School of Journalism; M. A. Brammon, Chancellor of the Montana State University; C. G. Manning, Superintendent of the Lewiston Schools; L. L. Calloway, Chief Justice of the Montana Supreme Court; Mrs. W. T. Perham, prominent club woman of Glendive; W. L. Stockton, president, Montana Farm Bureau; Fred Morrell, U. S. District Forester; C. H. Purcell, engineer, Bureau of Public Roads, Portland; Col. C. S. Albert, of the Legal Department of Great Northern Railway; Sam Freed, Denver Matt staff, Chicago; and Chester C. Davis, Montana Commissioner of Agriculture.

The pushing of a good roads program, preservation of forests, loyalty of its people to products of the state, the sheep

and the wool industry, and kindred subjects were thoroughly discussed. Commissioner Davis dwelt strongly on the agricultural resources of Montana and demonstrated that there had been a steady and rapid increase in soil production of the state for the past decade with the single exception of the year 1919 which was the only complete drouth ever suffered by the state. This year's production of wheat alone was estimated at 60,000,000 bushels.

The meeting ended with a banquet Saturday night.

New Editor for Hawaiian Paper

Vern Hinkley has resigned from the news and editorial staff of the *Honolulu Star-Bulletin* to become editor of the *Hilo Tribune-Herald*. He succeeded Charles E. Banks, who is returning to Seattle to join Mrs. Banks who is recuperating there from an operation. Before going to Honolulu 2 years ago Hinkley served on the *San Francisco Bulletin*.

Veteran M. E. Resigns

G. A. Martin, managing editor of the *El Paso (Tex.) Herald*, has announced his resignation to take effect Nov. 1. It is his intention to enter other fields of work. He had been managing editor of the *Herald* for the past 12 years, having been connected with the same newspaper for more than 22 years.

KEEP IN TOUCH WITH OLD FRIENDS through EDITOR & PUBLISHER—Subscription \$4.00 a year.

New Copy Is Coming

Church advertising copy has been issued by this Department for nearly three years. Scores of newspapers in all parts of the country have taken advantage of the opportunity to help their community by stimulating larger attendance at local churches.

This new series, No. 6, will consist of 52 pieces, about 250 words each, and will be available in proof form September 1.

To cover cost of printing and promotion a charge has been fixed of only 3 cents per thousand circulation per week, and if any paper thinks this is too much it is at liberty to fix its own price.

Proofs will be ready September 1, and may be obtained without charge by addressing Herbert H. Smith, 723 Witherspoon Bldg., Philadelphia, Pa.

CHURCH ADVERTISING DEPARTMENT

A. A. C. W.

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

Associated Advertising
383 Madison Ave.



Clubs of the World
New York City

NOTICE

Messrs. Winkler, Fallert & Co., of Berne, Switzerland, are offering in this country a plate casting apparatus which pours its metal by gravity from an overhead furnace, and is the apparatus to which we referred in our announcement of April 12th.

This advertisement is to give notice that we shall sue, under eight patents those who manufacture, sell, or use the Winkler plate casting apparatus in the United States. And that we shall sue, under one patent, those who manufacture, sell, or use the Winkler drying and molding press.

In order to satisfy any demand there may be for such a plate casting apparatus we are manufacturing a similar machine, which is faster, simpler, more easily handled than the Winkler, and may be attached to existing metal furnaces, which can not be done with the Winkler. Its price is \$5,000, f. o. b. cars, Plainfield, N. J.

We are nevertheless not pushing this machine, for the reason that neither it, nor the Winkler, is adaptable to the American market. Whereas the Pony Autoplate machine casts, trims, shaves, and cools the plate, delivering it dry, ready for press, the Winkler neither trims, shaves, nor cools the plate, and is offered here upon the assumption that unshaved printing plates are suitable for American newspaper printing, which is not the case.

WOOD NEWSPAPER MACHINERY CORPORATION

HENRY A. WISE WOOD

President

ALL IN THE DAY'S WORK

Drawn for Editor & Publisher

By N. C. DODGE

Cartoons for the Dartmouth Jack O'Lantern



LOOKING backward from the pinnacle of 23 years, N. C. Dodge, cartoonist for the *Manchester* (N. H.) *Union-Leader*, writes the following confessions:



N. C. DODGE

"Alas—the world and I cannot agree. I claim the title of cartoonist. "My father and the populace had the same trouble. The day I entered the world, he argued with the neighbors as to whether the church bell and the factory whistle were announcing my arrival or the speeding danger of a brush fire outside the city. "I was born June 13, 1901, thus gaining prominence for one of the three times in my life. Marriage and death are yet to come. I was born in Manchester where there are plenty of other odd characters. Reared in a mill town, I played with the Portuguese and the Greeks and gained my first intimate knowledge of the English language in the primary school. "I was graduated from Manchester high school, never asking how for fear of a mistake. My graduation from Dartmouth with the class of '22, convinced me mistakes are made even in college. Later I learned what the B. S. was they gave me. "I made the track team at Dartmouth easily and was picked to enter the first race. Then they told me it was an elimination event and that together with 100 others I was released. After that I sung in the college choir at chapel, keeping silent on special occasions when visitors were present. "My first official act, when called on to face the world alone, was to break an arm cranking an ancient Ford. I then composed a cartoon on "Crank versus Self Starter," which was universally rejected but always accompanied by the personal apologies of the editor. "During college I successfully submit-

ted several drawings to the *Dartmouth Jack O'Lantern* during the dull seasons. For the past two years I have been the budding staff artist with the *Manchester Union-Leader*. A few months after I began work for the *Sunday Union-Leader*, it suspended publication indefinitely. How I get by, I can't explain. Here's hoping my luck grows correspondingly with my nerve."

CHANGES ON N. Y. TIMES

Griswold to Chicago Journal of Commerce—Andrews Resigns

Frank P. Griswold, Jr., and Charles B. Andrews, both members of the advertising staff of the *New York Times*, resigned this week to take positions elsewhere.

Griswold, who has been in charge of the financial advertising department of the *Times* for two years, will become *New York* representative of the *Chicago Journal of Commerce* on Aug. 18. Only 26 years old, he entered the employ of the *Times* in 1917, serving at the publication counter. He joined the navy during the war, returning after the armistice to his old post. After a short time there he was transferred to the financial advertising department as a solicitor. He was placed in charge of the department in 1922.

Mr. Griswold's associates bade him farewell at a dinner in his honor Aug. 14, at Villipigue's, Coney Island.

Andrews leaves Saturday, Aug. 16, to join the John B. Woodward organization. He was given a farewell luncheon Aug. 12.

Genevieve Forbes to Wed

Miss Genevieve Forbes, for several years a feature writer for the *Chicago Tribune*, has announced Sept. 6 as the date for her marriage to Mr. John Origen Herrick, another member of the *Tribune* staff. Dr. George Craig Stewart will read the service at St. Luke's Episcopal Church, in Evanston, Ill. Robert M. Lee, city editor of the *Tribune*, will be one of the ushers.

WHO, WHAT & HOW

about

Los Angeles



(Are you getting the truth from this ridiculed, startling, impetuous city that claims it is out to become the world's greatest metropolis?)

LOS ANGELES is a D'Artagnan who has touched the imagination of the war-weary, strike-disgusted, politics-stuffed World.

It is a city doing the impossible.

Hundreds of thousands have come, are coming—a new type pioneer—from every corner of the country.

Los Angeles produces 85 per cent of the world's movies—its influence on the thoughts, tastes and modes of 18,000,000 people daily.

Los Angeles dominates the old-world, has 1,050,000 people, ranks third place in building for 1923, leads in inter-coastal shipping and has the most unique Little Theater in America.

If John Doe leaves your town for Los Angeles folks are far more interested in what he is doing than if he goes to New York or Chicago, or New Orleans.

Do you want a daily, weekly or monthly unbiased, news letter from Los Angeles.

Do you want special news:

- | | | | |
|-------------|------------|------------------|-------------|
| Business | Women | Children | Lumber |
| Oil | Shipping | Movies | Styles |
| Real Estate | Banking | Personals | Politics |
| Advertising | Mining | Art | Music |
| Agriculture | Industry | Motoring | Fruit |
| Mercantile | Church | Hotel | Prohibition |
| Aeronautics | Finance | Sports | Stocks |
| Scandal | Literature | Science | Law |
| Mercantile | The Press | Society | "Open Shop" |
| Dancing | Cafe | Fish | Crime |
| Dope | Railroad | Hydroelectricity | Schools |
| Textile | Mexico | Medicine | Irrigation |
| | Klan | History | Forestry |

Do you want impartial interviews—accurate statements and thumb-nail character-sketches?

Do you want special, or monthly, reports?

Rates very reasonable for good work:

Upon receipt of your requirements rate will be wired you.

SHERLEY HUNTER

FREE LANCE

816 Detwiler Building

Los Angeles, Cal.

(REFERENCES: Any Los Angeles newspaper or magazine publisher—bank or institution.)

WHY NOT SEND THE COUPON

SHERLEY HUNTER, 816 Detwiler Bldg., Los Angeles.

Please send me a copy of your magazine "COPY" and your rates for the following service:

Name

Publication

Address

City State.....

New York Retains Lead In Total Earnings

EARNING power of a territory indicates more directly than wealth, the strength for immediate business activity. The creators of the greatest wealth are the greatest spenders.

In the preliminary report for income taxation (just issued) for 1922, New York State is shown to have reported incomes of \$4,110,-588,989. The amount of tax paid was \$273,960,079 on 1,102,748 returns filed. New York State contributed 31.82 per cent of the total tax paid. The next highest state paid only 10.87 per cent of the whole.

The average income of those reporting in New York State was \$3,727.41 as compared with \$3,391.73 the previous year. Government figures indicate that the

State's per capita net income was \$383.71 on a population of 10,-712,680, the per capita income tax being \$25.57.

New York State with a total wealth of \$36,986,638,000 is the wealthiest community in the world.

New York State presents more attractions for any manufacturer than can be found elsewhere. The really big merchandising successes are obtained by going where the big money is—and the Empire State is the successful National Advertiser's big money maker.

Buy Space Regularly In These NEW YORK STATE Daily Newspapers

	Circulation	2,500 Lines	10,000 Lines		Circulation	2,500 Lines	10,000 Lines
***Albany Evening News (E)	18,746	.08	.08	***Middletown Times-Press (E)	6,434	.03	.03
***Albany Knickerbocker Press (M)	30,537	.10	.10	***Mount Vernon Daily Argus (E)	9,490	.05	.05
***Albany Knickerbocker Press (S)	52,354	.13	.13	+++Newburgh Daily News (E)	11,564	.05	.05
+++Anburn Citizen (E)	6,429	.04	.035	New Rochelle Standard-Star (E)	7,000	.04	.04
***Batavia Daily News (E)	8,728	.04	.04	+++The Sun, New York (E)	260,026	.60	.54
***Brooklyn Daily Eagle (E)	66,079	.22	.22	+++New York Times (M)	345,149	.70	.686
***Brooklyn Daily Eagle (S)	76,284	.22	.22	+++New York Times (S)	576,321	.85	.833
***Buffalo Courier and Enquirer (M&E)	78,055	.18	.18	New York Herald-Tribune (M)	276,340	.594	.576
***Buffalo Courier (S)	118,603	.25	.22	New York Herald-Tribune (S)	332,921	.6435	.624
***Buffalo Evening News (E)	123,852	.25	.25	+++New York World (M)	360,968	.595	.58
***Buffalo Evening Times (E)	100,236	.18	.18	+++New York World (S)	575,672	.595	.58
***Buffalo Sunday Times (S)	100,005	.18	.18	+++New York Evening World (E)	271,114	.595	.58
***Buffalo Express (M)	48,019	.14	.12	+++Niagara Falls Gazette (E)	17,582	.055	.055
***Buffalo Express (S)	55,407	.18	.14	***Port Chester Item (E)	4,426	.03	.03
+++Corning Evening Leader (E)	8,307	.04	.04	***Poughkeepsie Star and Enterprise (E)	12,098	.05	.05
***Elmira Star-Gazette Advertiser (E&M)	32,915	.11	.11	***Rochester Times-Union (E)	66,574	.20	.18
***Geneva Daily Times (E)	5,537	.04	.04	+++Syracuse Journal (E)	42,103	.14	.14
***Glens Falls Post-Star (M)	9,065	.035	.035	***Troy Record (M&E)	23,568	.05	.05
***Gloversville Leader Republican (E)	6,377	.035	.035				
***Gloversville Morning Herald (M)	5,927	.03	.03				
***Ithaca Journal-News (E)	7,308	.04	.04				
***Jamestown Morning Post (M)	10,515	.04	.035				

**A. B. C. Statement, Sept. 30, 1923.
 **A. B. C. Statement, April 1, 1924.
 +++Government Statement, April 1, 1924.

HENRY M. PINDELL, PEORIA PUBLISHER, DIES SUDDENLY AT 63

Stricken at Summer Home in Michigan Following Illness at Democratic Convention—Prominent in Journalism for Three Decades

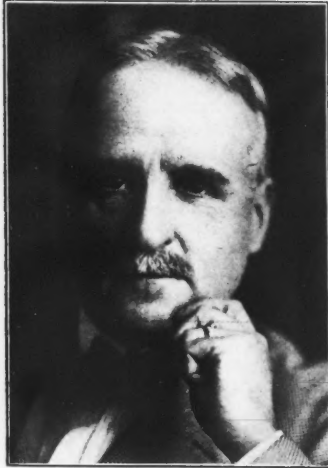
HENRY MEANS PINDELL, 63, publisher and owner of the *Peoria Journal and Transcript*, and for three decades a prominent figure in Illinois and middle western journalism, was stricken suddenly at his summer home at Northport Point, Mich., Friday, Aug. 8, and died at 7 o'clock in the evening. Funeral services were held from the Peoria home, Monday afternoon and newspaper men from the state gathered to pay their last tribute.

Mr. Pindell was first taken ill at the Democratic Convention where he was active in the McAdoo campaign and worked unceasingly for the Californian. At the 37th

purchased it, selling it at once to Jacob Barnes, of the *Evening Journal*. In 1902 he disposed of the *Herald-Transcript* and bought the *Evening Journal*, proceeding to develop it into a metropolitan newspaper, with modern equipment and up-to-date features. In 1910 the *Transcript* was again offered for sale and Mr. Pindell consolidated it with the *Journal*. He became editor and owner of a morning, evening and Sunday newspaper. Mr. Pindell attracted national attention in 1913, when President Wilson nominated him for the post of Ambassador to Russia. Some metropolitan newspapers in the East, with characteristic provincialism, raised the inquiry: "Who is Pindell?" The people of the Central West knew who he was—and the President knew. But partisanship in the Senate resulted in delays as to his confirmation. President Wilson responded to this situation by submitting his appointment to the Senate a second time—and it was promptly confirmed. Mr. Pindell as promptly declined the appointment—to the great regret of his friends, among whom he counted hundreds of the leading newspaper makers of the country.

In the second year of the World War Mr. Pindell visited the French and Belgian trenches, obtaining a close-up view of the nature and significance of the great struggle. From the moment when the United States declared war on Germany he subordinated all other newspaper efforts and policies to the service of the nation.

Mr. Pindell was a member of the Society of the Cincinnati, the Lambs, Phi Gamma Delta Fraternity, the University Club in Chicago and the Country, Creve Cœur and University clubs in Peoria.



The Late Henry M. Pindell

ballot Frederick A. Stowe, *Journal-Transcript* editor, who was at the Convention became alarmed at Mr. Pindell's weakening condition and urged him to return to his summer home. He left the East July 2.

Mr. Pindell was born in St. Joseph, Mo., Dec. 23, 1860. He received the degree of A. B. from De Pauw University in 1884. He served as a reporter on the *Chicago Tribune*, business manager of a country newspaper, then became city editor of a daily in Springfield, where he was elected city treasurer in 1887.

When he founded the *Herald* he had no capital of the cash sort—but an abundance of that super-capital which people call brains and energy. Peoria was not a promising field for a new morning newspaper, for the historic *Transcript* was strongly entrenched. In spite of this, the *Herald* prospered from the first. Mr. Pindell did not believe, however, in destructive rivalry, the burden of which is always assessed upon the business men of a community. Instead of trying to destroy the *Transcript*, he bought it. And the *Herald-Transcript* became at once a powerful factor in Illinois journalism.

Soon afterward the *Evening Times* was started, with an Associated Press membership. Mr. Pindell did not consider the paper was needed in the field, and he

EVENING HERALD
Los Angeles, Calif.
Gained 7,249 Daily Average Circulation. Sworn Government Statement, Six Months Ending March 31, 1923, 166,300 Daily. Six Months Ending March 31, 1924, 173,549 Daily. Increase in Daily Average Circulation, 7,249.

IT COVERS THE FIELD COMPLETELY

REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

The Sun Leads

New York Evening Newspapers

- in
- National Advertising
- Automobile Advertising
- Radio Advertising
- Financial Advertising

and in many other classifications.

The Sun gained more than one and a half million lines of advertising in the first seven months of this year, as compared with the same period in 1923.

The Sun
New York

Average daily net paid circulation more than 250,000

FIVE BIG MARKETS IN TEXAS THREE BIG MARKETS IN LOUISIANA

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

No Texas or Louisiana list complete without them.

Ask Beckwith—He can tell you.

WHAT THEY ARE SAYING

A COMPLETE BUYING GUIDE

"THE newspapers today are a complete buying guide and the public is becoming more and more used to buying from newspaper advertising. That being the case the dealer ought to have as complete a showing of merchandise as possible in his show window. All departments should be represented and none should dominate."—James W. Fisk, Merchandising Counsel, Milwaukee Journal.

ATTRACT ATTENTION FIRST

"THE great thing to remember in advertising in a newspaper is that to get a newspaper is like going into a big hall, except the newspaper has thousands or hundreds of thousands of readers. The first thought should be to attract attention. After you have attracted attention you can talk to them in detail."—Arthur Brisbane.

MUST TRAIN MEN TO SELL

"THE time has arrived when we must show more appreciation of the value of training men to sell. We would not place our smallest newspaper in the charge of an unskilled mechanic. Yet some of us engage young men with no training to represent our publications, expecting them to sell pages of able display space varying according to the publication from five cents to ten dollars a line."—Harvey R. Young, Advertising Manager, Columbus Dispatch.

CUT OUT BITTER COMPETITION

"A NEWSPAPER needs more advertisers rather than more advertising. I would rather have 100 advertisers using 500 columns a week than ten advertisers using the same amount. There are too few advertisers in many cities and because newspaper men have not shown enough merchants how they can become advertisers. Solicitors often times compete too fiercely for the business of a small crop of present advertisers instead of developing new business. This is bitter competition is not good for the newspaper or the advertiser."—A. L. Leman, Advertising Manager, Providence (R. I.) Journal.

SUCCESSFULLY ADVERTISING FOOD PRODUCTS

"TO successfully advertise a food product there are three things you must have—a good product, a good sales force and a good distribution. You must have a product that will please, and one that will repeat, and the sales force must get it out into all points where the advertising reaches, for the best that advertising can do is to tell the people about this product."—H. E. Phelps of William Cunnyngham.

TRY IT YOURSELF

The Manhattan office of the BROOKLYN STANDARD UNION in the Woolworth Tower is the highest advertising office in the world.

We get some queerly addressed letters up here, but the star of them all came a few days ago. It read:

To the Tallest Man
In the Tallest B'ldg,
45 Seconds from B'way,
City.

It arrived here without any delay.

Put an order in an envelope, and write a puzzle on the outside. We seem to be getting everything which ought to come our way.

Poor Bob's Almanac

THE PASSAIC DAILY NEWS

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

TRADING POPULATION
167,395

NEW JERSEY NEWSPAPERS, INC.
National Advertising Representatives
(New Jersey Newspapers Exclusive)
New York Chicago Newark

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

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

The Plain Dealer
ONE Medium—ONE Cost (ALONE) Will Sell It

J. E. Woodward
110 E. 42d St.
NEW YORK
Woodward & Kelly
350 N. Mich. Bldg.
CHICAGO

STRIKE AVERTED AS TELEGRAPHERS SIGN WITH PRESS SERVICES

Three-Year Contract Calls for \$2 Raise First Year, 50 Cents Succeeding Years—Can Reopen Negotiation Only Under "Abnormal Economic Situation"

An innovation in long time labor contracts developed late last week, when Roscoe H. Johnson, international president of the press telegraphers' union, and a common committeeman agreed with heads of the United Press Associations, Universal Service, and International News Service to maintain a 3-year agreement, stabilizing the service, unless an "abnormal economic situation" exists at the end of the second year.

Walk-out of nearly 500 press operators in newspapers and bureaus all over the country was averted by the move.

The agreement, reached late Friday, Aug. 8, provides a 3-year contract with a \$2 a week increase in wages of all operators, both day and night, for the first year with a 50 cents a week increase for the next two years. The contract is retroactive to July 1.

The unusual clause in the contract reserves a reopening right at the end of the second year in the event of a "major economic dislocation." In case of dispute as to this right, it is further agreed to submit the issue to the Secretary of the Department of Labor or his appointees, whose decision will be "final and binding."

The clause follows in full:

"It is mutually agreed that if at the end of the second year of this contract an abnormal economic situation exists creating a major economic dislocation such as was created by the World War between 1915-1918 or as was created by the panic of 1893 or 1907 the men and the company reserve the right to reopen this contract, in the usual manner provided for the termination of contracts, for revision in harmony with economic conditions. It is understood that this agreement can only be reopened on the basis of the above-named causes and that a sectional or minor industrial or economic change cannot be used as a basis for reopening the contract. It is agreed that in case there is any dispute as to the right of either party to reopen this contract under this clause that the issue will be submitted to the Secretary of the Department of Labor or his appointees, whose decision will be final and binding."

Before this agreement was reached, union leaders and press association officials were deadlocked with a strike impending. Union leaders went so far as to take a strike vote.

Company officials were confident they would win, if the dispute was carried to the walk-out stage. But neither side wanted a strike. The press services preferred to deal with the union, but wanted relief from annual negotiations.

President Johnson long stood firm against a 3-year contract. On the other hand the press services were equally adamant in favor of the long time agreement.

The nucleus of the accepted contract had been handed down early this month in the form of a suggestion by Hwyl Davies, representative of the Department of Labor, who had been called in as arbitrator, when previous negotiations, which started July 1, had failed.

Davies recommended a 3-year contract with \$1 a week increase each year. His recommendation was accepted by press service heads but rejected by the union.

The union had demanded increases ranging from \$10.75 to \$15.75 a week. The press associations demanded \$2.50 a week reduction, pleading decrease in the cost of living.

Wages before the accepted present contract were from \$41.75 per week for day work up to \$60.75 per week; and for night work from \$42.25 to \$60.75.

Settlement of the dispute was reached by Karl Bickel, president of the United Press Associations, Chester Hope, editor, Universal Service, and George C. Shor, editor and general manager of the Inter-

national News Service, and President Johnson, A. T. Maddux, J. P. Frayn, V. J. McTiernan, C. E. Landers, R. M. Pollock, and M. B. Norton, representing the union.

REVEAL "INSIDE" STORY

Political Writers Tell How They Worked at Clarksburg

Several correspondents, covering the "notification" at Clarksburg this week, let the public in on some of the secrets of newspaper political writers.

Robert Barry, political writer for the *Philadelphia Public Ledger* and the *New York Evening Post*, for instance, devoted several paragraphs to a talk with Col. "Mike" Hennessy, *Boston Globe* correspondent, with a description of "Mike's" cane. He also told how the news writers tried the Clarksburg golf courses.

Lindsay Denison informed readers of his newspaper, the *New York Evening World*, just how the press representatives were received by the Clarksburg Democrats.

"It is a delirium," he telegraphed.

"And that isn't all. Out on the station plaza is the Hon. James Preston of the Senate press gallery at Washington.

"You stand right here, Jim says, and he'll have a car for you in just a minute. You stand. Along comes big bustling John Edward Nevin, Mr. Davis's own press contact man.

"He wants to know what you are standing gawking about on a corner for. You explain that when you were a little boy your grandmother made you promise to do just as Jim Preston said and are doing it. Mr. Nevin suggested that Mr. Preston could go somewhere that no grandmother would have sent him and hurls you into a car."

"Just one final item," the same writer concluded his dispatch, "showing how thoroughly Clarksburg is on the job this day. All newspaper despatches are carried from the Davis home and from the headquarters to the Western Union offices by uniformed motorcycle policemen of the Clarksburg force."

Millers to Advertise

Buckwheat Millers' and Shippers' Association at a recent special meeting in Elmira, N. Y., decided to conduct a co-operative advertising campaign under the direction of A. S. Bennett of New York.



Classified Advertising

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

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

By Crops, Livestock Products,
Manufactures and Mining

West Virginia

produces annually about

\$931,387,000

OF course that is not actually net income. As figures, they are misleading, but by matching them with such figures from other states and dividing by population you will sense a measure of West Virginia's possibilities for your business and of the richness of its people.

This state, which ranks 40th among the states in size and 27th in population, ranks second in value of mineral wealth.

West Virginia's native born whites number 90 per cent of the total population.

Here is an ideal field for advertisers. For a little money spent in these papers you will be a big advertiser in West Virginia.

In West Virginia the National Advertiser gets concentration of buying units in a few chief centers.

These are the cities and papers:

	Rate for Circu- 5,000 lation lines	Rate for Circu- 5,000 lation lines
Bluefield		
***Telegraph (M)	11,073 .05	
(S)	14,259 .06	
Charleston		
***Gazette (M)	20,657 .06	
***Gazette (S)	24,932 .07	
Clarksburg		
***Telegram (E)	9,479 .04	
***Telegram (S)	11,797 .045	
Fairmont		
**Times (M)	7,675 .03	
Huntington		
***Advertiser (E)	11,176 .035	
***Herald-Dispatch (M)	13,750 .035	
***Herald-Dispatch (S)	13,637 .04	
Martinsburg		
***Journal (E)	4,542 .03	
Parkersburg		
***News (M)	7,185 .025	
***News (S)	8,759 .025	
***Sentinel (E)	7,641 .03	
Wheeling		
***Intelligencer (M)	11,912 .0325	
***News (E)	15,012 .05	
***News (S)	19,906 .07	

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

WHAT'S WHAT IN THE FEATURE FIELD

SEYMOUR B. CONGER, now Berlin correspondent for the *New York Evening Post* and the *Ledger Syndicate*, Philadelphia, is writing a series of uncensored articles from Berlin relating his six months' experiences in Russia, whence he has just returned from studying conditions under the Bolshevik regime.



SEYMOUR B. CONGER

He is a newspaper man of long training. Graduated from the University of Michigan with an A. B. degree in 1900, he took an A. M. in 1903. During these college years he worked on the staff of the *Grand Rapids (Mich.) Evening Press*, and afterwards became connected with the Associated Press, remaining with the latter organization nearly 20 years.

For the A. P. he was stationed at St. Petersburg, Russia, during the revolution and the Russo-Japanese war, from 1904 to 1910. Then for the next 7 years he was director of A. P.'s Berlin bureau. When war was declared, he became a war correspondent, attached to German and Austro-Hungarian forces on all fields of the European war, until the rupture of relations with Germany. In 1919 he covered the Paris peace conference for the Associated Press and the submission of German and Austrian treaties and signature of peace at Versailles.

Joining the *Philadelphia Public Ledger* staff in 1920, he gained the distinction of being the first correspondent to reach Brest-Litovsk and get through the story of the battle between Bolsheviks and Poles.

George Pfann, all-American quarterback at Cornell University last year, has written a short series of football articles for the Boys' and Girls' page, syndicated by Associated Editors, Inc., Chicago.

John H. Striebel, creator of "Pantomime," the comic without words, is spending the summer painting at Woodstock, N. Y.

Dr. Edwin E. Slosson, director of Science Service, Washington, spent the week at Toronto, Canada, attending the convention of the British Association for the Advancement of Science.

Feg Murray, former Olympic champion and now sport cartoonist, plans to leave Chicago soon for a trip to the Pacific coast, visiting several newspapers enroute which use his cartoon service. Murray is a graduate of Leland Stanford and was formerly cartoonist for the *Los Angeles Times*.

Miss Helen Hill, formerly of Alcoa-Gravure and past president of the League of Advertising Women of New York, has become the vice-president and director of the Women's News Service, New York. Katherine A. Clark, who was secretary of Smith, Sturgis & Moore, Inc., is the new secretary-treasurer, and also a di-

New Haven Register

is New Haven's Dominant Paper

Circulation over 40,000 Average

Bought every night by More New Haven people than buy any other TWO New Haven papers COMBINED.

New Haven Register

The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago

rector. Mrs. Ida Clyde Clarke, originator of the service, continues as president. New offices are at 1823 Broadway, New York.

Ted Ray, Harry Vardon, Abe Mitchell, Sandy Herd and Arthur Havers, British professional golfers, have recently been signed by the Associated Editors, Inc., to contribute for "Golf as Champions Play It," a year-around golf feature.

Knute Rockne, Andy Smith, Gilmour Dobie, Bob Folwell, J. W. Heisman, Bob Roper and Paddy Driscoll will contribute for an 8-weeks' series on "All-American Football" for Associated Editors, Inc.

J. M. Maag, eastern representative of Associated Editors, Inc., is touring through Canada, New York and Pennsylvania with his bride.

F. B. Knapp, general manager of the New York World Syndicate, is spending his vacation in Maine.

"Jimmy" DeForest, professional prize-fight trainer, is writing a series of about 20 articles on "Health, Diet and Exercise" for the New York World Syndicate.

Norris A. Huse, general manager of the United Feature Syndicate, New York, has returned from a survey of the syndicate field through the middle west.

ELSER ENLARGES SYNDICATE

Metropolitan Features to Be Placed by British Corporation

By arrangements made by Max Elser, Jr., of the Metropolitan Newspaper Service while in London, features of this syndicate are henceforth to be placed in Great Britain, South Africa and Australia through the Newspaper Features, Ltd., of London, a British corporation. The Toronto Star Newspaper Service continues to represent the Metropolitan in Canada.

Mr. Elser said that while in Great Britain he made arrangements for considerable fiction for clients in the United States and Canada. He also obtained special articles by a number of British writers including Arnold Bennett, Rafael Sabatini, E. Phillips Oppenheim and W. L. George.

Booth Tarkington has delivered a series of articles to the Metropolitan.

S. C. Daily Gets A. P. Membership

E. C. Horton has been elected to Associated Press membership, representing the *Abbeville (S. C.) Medium*, an evening newspaper, of which he is editor.

When you come to London—

Don't miss seeing how the mammoth weekly issue of JOHN BULL is produced within 48 hours and distributed throughout the length and breadth of the Land.

JOHN BULL has the largest Net Paid Sale of any 2d weekly in the world. No Bonuses. No Competitions.

JOHN BULL

For Advertising Rates and Particulars write:

PHILIP EMANUEL,
Advertisement Manager
ODHAMS PRESS, LTD.
57-59, Long Acre, London, W.C.2. Eng.

U. P. BACK IN BRAZIL

Crosby of U. S. Embassy Makes Re-establishment Possible

The United Press Associations on Aug. 12 resumed service to old clients at Rio de Janeiro, Brazil, having been barred from that country for several weeks together with the Associated Press on action taken by the Brazilian government during the revolution.

When EDITOR & PUBLISHER went to press, the Associated Press had not yet received notification as to their re-establishment. Such notification, however, was expected shortly.

Re-establishment of the press associations was made possible through the efforts of Secretary Crosby of the American Embassy in Brazil.

The press services were barred from Brazil during the recent revolution in that country because they persisted in sending news dispatches from Buenos Aires and other South American points regarding the fighting, thereby escaping Brazilian censorship.

C. M. Kinsolving, U. P. business representative at Rio de Janeiro, is now enroute for New York, where he will arrive about Aug. 20. Ulysses G. Keener remains in Brazil in charge of the news service.

Smith New "Mailbag" Editor

Leonard W. Smith has been appointed editor of the *Mailbag*, direct mail advertising journal, and president of the company, effective with the September issue. William Feather retains his interest and becomes secretary and treasurer. Smith had for several years been vice-president and more recently treasurer of the Dunlop-Ward Advertising Company, Cleveland, and since last spring, chairman of the Cleveland chapter, American Association of Advertising Agencies. Before going into agency work about 10 years ago, he was advertising manager of the Globe Machine and Stamping Company. The *Mailbag* is published in Cleveland.

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

The most successful of all newspaper consolidations.

**THE NEW YORK HERALD
New York Tribune**

Obituary

JOHN A. AULD, founder and for years publisher of the *American (Ont.) Echo*, died after a lengthy illness Aug. 10. He held numerous public offices in his community and for 12 years represented South Essex in the Provincial Legislature of Ontario.

GEORGE P. FARLEY, formerly advertising manager, *Boston (Mass.) Herald*, died last week at St. Vincent's Hospital, Bridgeport, Conn.

ALONZO E. BALL, 69, formerly of advertising staff, Lynn, Mass., of Alabama and Georgia newspapers, died recently at his home in Rutland, Vt.

SCOTT GLEASON, 87, formerly of reportorial staff, *Manchester (N. H.) Union*, died Aug. 3, at his home in Warren, N. H.

CHAUNCEY L. WILLIAMS, Sr., representative of the F. W. Dodge Company, New York, died in his home at Cleveland, O., last week. He is survived by a widow and several children.

C. E. HAMMOND, 53, for a number years with the *Philadelphia Public Ledger*, died at Miami, Fla., on Aug. 10, as the result of an automobile accident.

LINKS WITH BRITAIN

CHORLEY WOOD and CHENIES

The charming scenery at Chorley Wood, and its nearness to London (20 miles), has caused this district to be a favourite place for a day's outing. At King's Hall Farm, Chorley Wood, William Penn was married to Guilielma Maria Springett on April 4th, 1672.

Chenies, nearby, is one of the most beautiful villages in England. Charming and well cared for cottages surround the village green, which is sheltered by great elm trees. This place was for years the holiday resort of Matthew Arnold, and the great historian, Anthony Froude, who has justly observed that it is "artificially preserved from the intrusion of modern ways."

London & North Eastern Railway from Marylebone Station, London

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

H. J. KETCHAM
General Agent

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

MOST NEWS

The largest morning daily circulation in Pittsburgh

The Pittsburgh Post
MORNING AND SUNDAY

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

Member A. B. C.



OUR OWN WORLD OF LETTERS

By JAMES MELVIN LEE

FOR some reason the *Saturday Evening Post* has become a persistent and a consistent critic of the press. In the issue for Aug. 16, it prints a column editorial, "Trial by Headline." The title is sufficient to indicate its contents. In the matter of constructive criticism the editorial is not so specific, but it does offer the following suggestion:

Reform in this instance must come from within. No method of regulation could be practical—nor indeed be devised with any hope of practical success—it devolves on the editor himself to draw the line between freedom and license. The suggestion has been made that the solution would be to have all court reporters recruited from the ranks of the legal profession. In urging this step in the course of a recent address before the New York City Bar Association, Henry W. Taft made the point that a correct report, putting the right emphasis on the important points in the evidence, could be made only by one versed in legal matters. He pointed out further that newspapers have established the practice of using specialists in practically every other branch of news. Men of literary attainments are selected for book criticism, musicians are entrusted with the music columns, experts are employed to cover prize fights, baseball matches and billiard championships. Special knowledge and accuracy are demanded in all these lines, but when it comes to court trials and judicial proceedings the same standard is not applied.

When newspapers, in reporting the news of courtrooms, exceed the legitimate bounds they should be criticized. But newspapers are not publishing fiction, they are recording facts. Lack of respect for courts often comes from what is done in the courtrooms and not from what the newspapers print.

The editorial in the *Post* is right when it says reform must come from within, but it will be within the courtroom as much as within the editorial room—if courts of justice are to have that respect to which, under right administration, they are entitled. It will be a sad day for American liberty when newspapers cannot print the truth about what goes on in the courtroom.

THE job office of the *Baltimore Sun* publishes occasionally a periodical called *The Sunbeam*. The current issue, known as the Henry Edward Warner Number, reprints some of the popular verse which Mr. Warner has published in the *Denver Times*, *Baltimore News*, *St. Paul Dispatch*, *Baltimore Evening Sun*, and *Richmond Times-Dispatch*. Yes, it includes some of his "Songs of the Craft" which he has published in *EDITOR & PUBLISHER*. For this reason the edition has special interest for the readers of this department.

Mr. Warner is a versatile poet and humorist as this collection of verses abundantly proves. His "The Rag Doll" will go straight to the heart of every parent, and his "The Boogy Man" will make the children cry for more. A perusal of the latter will demonstrate why "Henry Ed," as he is known to newspaper friends, is "Uncle Henry" to thousands of children who hear his verse from Station WCAO at Baltimore. A copy of this issue of the *Sunbeam* may be obtained upon application to the Sun Book and Job Printing Office, Baltimore, Md.

TRIBUTE to Grant Goodrich, one of the founders of the *Chicago Daily Journal*, is paid in "The Story of Northwestern University," by Estelle Frances Ward, which has just been issued. Mr. Goodrich helped to found the university six years after he had aided in the establishment of the *Journal*.

THE house organ "Meredith's Merchandising Advertising" is a service sheet for salesmen. Its aim is to show how to make good advertising produce sales. The August issue opens with an

article entitled "Pictures That Sell." From it these pertinent remarks are taken:

"There are fashions in advertising, and they have about the same effect upon business as fashions in dress," remarked the cloak and suit salesman.

"In the long skirt age, long copy was the vogue. Every advertisement looked like a page from a mail order catalog—solid paragraphs of small type, which you needed a magnifying glass to read. The advertiser told all about it—fluently and passionately.

"Then as the skirts got higher, the copy got shorter. Pictures began telling part of the story, and some extremists tried to make pictures do it all. Many of these pictures, however, were merely of the 'pretty girl' type and had nothing whatever to do with the merchandise advertised. They went along with the bird's-eye view of the factory and the picture of the baby saying, 'My Daddy makes hay-rakes.'

"After the excitement of the post-war boom died down, most of us in the sales department began asking, 'What's the matter with the advertising?' It didn't pull. Sales were hard to make. Everything was different from the days when we merely traveled around and told our dealers how much they could have.

"Our Advertising Department got busy and created real selling copy—pictures that made people want our goods, backed up by facts that convinced the reader and arguments that clinched our claims. Dealers took new interest in life and our salesmen resumed mailing orders instead of weather reports."

Laboratory tests show that 84 per cent of all impressions are received through the eye. Pictures talk in a language that everybody understands. The right illustration puts the idea across at a glance. Good copy is a word picture that makes people see the advantages of your proposition.

Other good features in this issue are the articles entitled "The Dealer's Interest in Advertising" and "The Advertising Cost Bogey."

NEWSPAPER English, in spite of all that academic critics may say, is usually remarkable for its clearness—thanks to the copy desk. In many instances it has more force than is usually found in other forms of writing and sometimes has what rhetoricians call "elegance." True, a pedantic paragraph is often broken up into smaller units as a special courtesy to the reader.

Prepositions are such small words that many writers are often careless in their use. Even the copy desk is more apt to slip on a preposition than on any other kind of word. Consequently, the little book "Prepositions—How to Use Them" by Frank H. Vizetelly, Litt. D., LL.D., editor of the *New Standard Dictionary* (Funk and Wagnalls) is just the book for desk men to have at hand for ready reference. In less than 50 pages Mr. Vizetelly explains the relations of prepositions to other words in the formation of sentences and gives 2,500 examples of usage drawn from English literature. Evidently he had the working press in mind, for he has boiled everything down to the smallest possible space.

If any man knows how to use the English language correctly it ought to be the editor of the *Standard Dictionary*. In his foreword Mr. Vizetelly does not hesitate to use the inverted passive, "we are taught something," page 3. Grammarians who insist that an active verb in the passive voice cannot be followed by a noun in the objective case will have some difficulty in explaining the syntax of the noun "something" in the sentence just quoted. On page 4 Mr. Vizetelly does not hesitate to split infinitives in the first and the second paragraph. The natural deduction is that the inverted passage may be used and infinitives may be split if clearness be maintained and force be not sacrificed.

Newspaper Critic Writes Novel

Laurence Stalling, book reviewer for the *New York World*, has written his first novel, "Plumes," which will be published by Harcourt, Brace & Co., Aug. 21. It is a story of a returning soldier and his wife with a background of Washington.

The Illinois Market at a Glance

Population	6,485,280
Cities of 2,500 to 10,000	127
Cities of 10,000 to 25,000	27
Cities of 25,000 or more	17
Urban Population	4,403,153
Rural Population	2,082,127
Land area of State (acres)	35,867,520
All land in farms (acres)	31,974,775
Improved land in farms (acres)	27,294,533
Number of farms	237,181
Average acreage per farm	134.8
Average value all property per farm	\$28,108
Average value of land	\$22,136
Average value of buildings	\$3,152
Average value of livestock	\$1,881
Value of all farm property	\$6,666,767,235
Value of all crops	\$864,737,833
Value of manufactured products	\$5,425,245,000
Value of mineral products	\$240,000,000
Number of motor vehicles	969,331
Total wealth	\$22,232,794,000
Per capita wealth	\$3295.00

In the center of the great Middle West, with the most comprehensive transportation facilities, the second largest city in the Union, Illinois is everything a market should be.

These Daily Newspapers Will Help You Win This Market

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

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

+++Government Statement, April 1, 1924.

CARROLL NAMES NEW A. N. A. E. EXECUTIVE

Complete List of Officers, Directors and Committee Members Announced —Will Serve Until June, 1925

Frank T. Carroll, advertising manager of the *Indianapolis News* and president of the Association of Newspaper Advertising Executives, has just announced the complete list of officers, directors and committee members of the A. N. A. E. for the new year. These officers will serve until June, 1925.

The new officers are:
 President, Frank T. Carroll, advertising manager, *The Indianapolis News*; vice-president, Harvey R. Young, manager of advertising, *Columbus Dispatch*; secretary, Don Bridge; assistant secretary, Tracy W. Ellis.

DIRECTORS

- A. L. Shuman, advertising manager, *Fort Worth Star-Telegram*.
- Harvey R. Young, advertising manager, *Columbus Dispatch*.
- Joseph W. Simpson, national advertising department, *Philadelphia Bulletin*.
- Battle Clark, advertising manager, *Nashville Banner*.
- A. J. McFaul, assistant publisher, *Chicago Herald and Examiner*.
- Carl P. Slane, publisher, *Peoria Journal-Transcript*.
- Frank T. Carroll, advertising manager, *Indianapolis News*.
- George W. Preston, advertising manager, *Arkansas Gazette*.

MEMBERS OF NATIONAL COMMISSION

- A. A. C. W.
- A. L. Shuman, advertising manager, *Ft. Worth Star-Telegram*.
- W. J. Pattison, general manager, *Scranton Republican*.
- Geo. M. Burbach, advertising manager, *St. Louis Post-Dispatch*.

ADVISORY COUNCIL

- E. J. Slemmons, business manager, *Grand Rapids Press*.
- E. J. Treffinger, advertising manager, *Richmond Item*.
- H. A. Sprague, business manager, *St. Joseph News-Press*.
- A. G. Newmyer, general manager, *New Orleans Item*.
- J. K. Groom, manager of National Advertising, Northern Illinois Group, *Aurora, Ill.*
- R. A. Turnquist, advertising manager, *Milwaukee Journal*.
- W. F. Johns, advertising manager, *Minneapolis Journal*.
- Harvey R. Young, advertising manager, *Columbus Dispatch*.
- Geo. M. Burbach, advertising manager, *St. Louis Post-Dispatch*.
- Emery E. Hardwick, advertising manager, *Wichita Eagle*.
- A. L. Shuman, advertising manager, *Ft. Worth Star-Telegram*.
- Harry T. Watts, business manager, *Des Moines Register-Tribune*.
- A. L. Poorman, advertising manager, *Providence Journal-Bulletin*.
- Frank T. Carroll, advertising manager, *Indianapolis News*.
- H. W. Roberts, advertising manager, *Cleveland Plaindealer*.

COMMITTEES

- Committee on Agency Relations**
- W. McKay Barbour, advertising manager, *Minneapolis Tribune*.
- John Budd, president, John Budd Company.
- F. J. Oexman, manager national advertising, *Cincinnati Times-Star*.

Speakers' Bureau

- W. E. Donahue, manager local display advertising, *Chicago Tribune*.
- J. Thomas Lyons, general manager, *Baltimore News*.

AUTO PAGES
 A regular feature of the Wednesday and Sunday issues.
TRENTON (N. J.) TIMES
 KELLY-SMITH CO.
 National Representatives
 Marbridge Bldg. Lytton Bldg.
 New York Chicago

- Grievance Committee**
 Membership of this committee is secret. Complaints or suggestions should be referred to the headquarters office.
- Convention Committee**
 Members will be appointed later.
- STATE VICE-PRESIDENTS**
Canada (Alberta)
 George B. Cooper, advertising manager, *Edmonton Journal*.
- Canada (Ontario)**
 R. K. Stocks, advertising manager, *Toronto Globe*.
- Alabama**
 J. E. Chappel, business manager, *Birmingham News*.
- Arizona**
 Wesley W. Knorpp, business manager, *Phoenix Republican*.
- Arkansas**
 Sam E. Gearhart, manager, local advertising, *Fort Smith Times-Record*.
- California**
 Irving R. Smith, advertising manager, *Los Angeles Times*.
- Colorado**
 F. I. Carruthers, advertising manager, *Denver Post*.
- Connecticut**
 I. B. Myers, business manager, *Waterbury Republican and American*.
- District of Columbia**
 Col. Le Roy W. Herron, advertising manager, *Washington Star*.
- Delaware**
 Wm. F. Matten, publisher, *Wilmington Every Evening*.
- Florida**
 Chas. S. Bates, advertising manager, *Miami Herald*.
- Georgia**
 Clark Howell, general manager, *Atlanta Constitution*.
- Illinois**
 W. J. Barnes, manager, national advertising, *Illinois State Register* (Springfield).
- Indiana**
 Frank E. Westcott, advertising manager, *Gary Post-Tribune*.
- Iowa**
 Rob't R. O'Brien, business manager, *Council Bluffs Nonpareil*.
- Kansas**
 Marco Morrow, general manager and advertising manager, *Topeka Capital*.
- Kentucky**
 M. F. Aronhime, advertising manager, *Louisville Courier-Journal and Times*.
- Louisiana**
 John F. Tims, Jr., advertising manager, *New Orleans Times-Picayune*.
- Maine**
 Fred H. Drinkwater, advertising manager, *Portland Express and Telegram*.
- Maryland**
 W. F. Schmick, business manager, *Baltimore Sun*.
- Massachusetts**
 Wm. F. Rogers, advertising manager, *Boston Transcript*.
- Michigan**
 A. J. Simpson, advertising manager, *Bay City Times-Tribune*.
- Minnesota**
 Wm. F. Henry, business and advertising manager, *Duluth Herald*.

- Mississippi**
 W. G. Johnson, general manager, *Jackson Daily News*.
- Missouri**
 D. B. Houser, advertising manager, *St. Louis Globe-Democrat*.
- Montana**
 Joe L. Markam, business manager, *Anaconda Standard*.
- Nebraska**
 James A. Austin, advertising manager, *Omana Bee*.
- Nevada**
 Joe F. McDonald, business manager, *Reno State Journal*.
- New Jersey**
 Eugene W. Farrell, business and advertising manager, *Newark News*.
- New Mexico**
 T. M. Pepperday, general manager, *Albuquerque Herald*.
- New York**
 J. F. Melia, advertising manager, *Buffalo Evening News*.
- North Carolina**
 E. B. Jeffress, publisher, *Greensboro Daily News*.
- North Dakota**
 N. B. Black, publisher, *Fargo Forum*.
- Ohio**
 Ralph F. Hirsch, advertising manager, *Ohio State Journal*.
- Oklahoma**
 H. E. Dreier, advertising manager, *Oklahoma City Oklahoman and Times*.
- Oregon**
 W. J. Hofmann, advertising manager, *Portland Oregonian*.
- Pennsylvania**
 Rowe Stewart, business manager, *Philadelphia Record*.
- Rhode Island**
 Chas. O. Blach, general manager, *Pawtucket Times*.
- South Carolina**
 Wm. P. Etchison, advertising manager, *Columbia State Journal*.
- South Dakota**
 Chas. H. J. Mitchell, general manager, *Sioux Falls Press*.

- Tennessee**
 G. W. Ritchie, advertising manager, *Memphis Commercial-Appeal*.
- Texas**
 Marcellus E. Foster, publisher, *Houston Chronicle*.
- Utah**
 H. F. Robinson, business manager, *Salt Lake City Tribune*.
- Vermont**
 Herbert R. Barney, general manager, *Rutland Herald*.
- Virginia**
 R. J. Hess, advertising manager, *Richmond News-Leader*.
- Washington**
 J. F. Young, business manager, *Spokane Spokesman-Review*.
- West Virginia**
 Ralph B. Cushing, advertising manager, *Wheeling Intelligencer and News*.
- Wisconsin**
 H. Marik, advertising manager, *Wausau Record-Herald*.
- Wyoming**
 John C. Fleming, business manager, *Wyoming State Tribune-Leader* (Cheyenne).

Rotogravure Leadership
 The New York Times published 546,732 lines of rotogravure advertising in seven months of 1924, more than any other newspaper in the world. Its gain over the corresponding period of 1923 was 92,134 lines—nearly one and one-half times the gain of the next New York newspaper. The Times' excess over the second newspaper was 220,422 lines of rotogravure advertising.

Over—
200,000
 CIRCULATION
 in less than 3 years.
 —because Detroiters want it.
DETROIT TIMES

A Security Market
 with complete newspaper financial service.
 Buffalo offers a promising market for high grade securities. The Buffalo Evening News financial and business pages are complete, interesting, prompt; carrying TO-DAY'S news of activities in commerce and markets TO-DAY.
 The News, with its effective coverage and responsive reader interest, offers the financial advertiser the complete audience in the Buffalo territory.
 A. B. C. Sept. 30, 1923, *119,754 total net paid.
 Cover the Buffalo Market with the
BUFFALO EVENING NEWS
 *Present average circulation 128,700
 Edward H. Butler, Editor and Publisher
 Kelly-Smith Company, Representatives
 Marbridge Bldg. Lytton Bldg.
 New York, N. Y. Chicago, Ill.

ONE out of every THREE Homes in Milwaukee receive
THE MILWAUKEE LEADER
 "Unawed by Influence and Unbribed by Gain."
 Advertising Representatives
FRALICK & BATES
 Chicago, New York, Atlanta, Los Angeles

Los Angeles Times
 The only great morning newspaper in the Pacific Southwest whose ownership, control, direction and whole interests are in the territory which it serves.
 World Leader in Advertising for Three Consecutive Years

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

DOLLAR PULLERS

One Dollar Will Be Paid for Each Idea Published

BUSINESS TICKLER



REAL estate dealers and builders are prime prospects now.

Thousands of women returning from summer vacations will want to refurbish their homes.

Awnings put up for the summer season will soon have to come down. Heavier drapery will replace the light cretonne.

Why are plumbers not better advertisers? Go after them for fall heating appliances.

Keep after the coal situation, for the offer of "Buy Now" appeals both to the seller and consumer.

"Cold as Ice" headed a full page of advertising in a Southern paper. Refrigerators, ice dealers, confectionery (ice cream) parlors and even a live clothing merchant advertised summer union suits under the caption "Get Inside One of Our Boxes for \$1.00."—George C. Marples, Ogdensburg, N. Y.

Get up a special "Electrical Edition" of your paper carrying news stories about electrical things of interest, such as auto, automotive electrical appliances, etc. Then get into this edition of the paper all the local stores handling electrical goods of any sort whatsoever—radio, medical, automotive, housekeeping, etc.—Frank H. Williams, Fort Wayne, Ind.

The *Washington* (D. C.) *Times*, with its recent gigantic cooperative used-car sale of many local dealers, disposed of considerable advertising space for several days. Numerous makes of cars sold by many dealers were described. Special exhibits were displayed in the spacious ball park, but all the ads were handled together under one general heading, with the design.—C. M. Litteljohn, Washington, D. C.

We have started a Repair Directory which runs every week in our newspaper, being sold on a yearly basis. An attention compelling cut is used at the top along with the heading and a few words about economy. Then follow the advertisements of a tire shop, tailor, optician, welder, garage, furnace repairman, etc. The feature was an easy one to sell.—Donald O. Ross, *Washington* (La.) *Democrat*.

If you're after a new idea to pass along to an automobile dealer here it is! The Donovan Motor Company of Boston has been running a big Donovan Liberty Bond contest in which a Liberty bond is pre-

sented to every person who buys a car in a specific month. No bond is less than \$100, some run as high as \$200. Naturally, newspaper space was used liberally to exploit the idea, which applied to new cars only, Studebakers.—James M. Mosely, Boston, Mass.

Secretary Hoover is urging the public to "Buy your coal now." There are many reasons why coal should be purchased and stored away during the summer months. What are conditions in your city? A visit to the coal yards and dealers will make an interesting and instructive story. Hook up the feature with ads from the coal men. They should see the advantage of this publicity—make 'em.—R. C. Bolton, Jr., New York City.

BUICK REORGANIZES PUBLICITY

Will Discontinue Service to Dailies and Distribute Through Dealers

Buick Motor Company, Flint, Mich., announced Aug. 9 it had ceased sending publicity stories direct to newspapers, hereafter planning to send its automobile editor service direct to branches, distributors, and dealers, who will deliver the stories to newspaper men in their locality.

A. Brown Batterson, director of advertising, for the Buick company, is originator of the plan.

"It is our purpose to send out only such stories as we believe have news value, or human interest enough to warrant them being published, and be of help to the newspaper in furnishing news regarding the automobile industry to its readers," Batterson announced.

Batterson has notified all branch advertising managers to keep in close touch with their local newspapers, asking them to find out what, if anything, is objectionable to the editors in the publicity being sent.

"We personally, in buying advertising, consider only the advertising value of a newspaper, and if in our opinion it should be used for advertising, we use it regardless of whether it uses our news service or not," he stated.

Connecticut Publisher Dies

Elwood Star Ela, 65, founder and publisher of the *Manchester* (Conn.) *Evening Herald*, died at his home in Manchester, Aug. 12. Born in Decatur, Ill., he came east and in 1882 started the *Herald* as a weekly newspaper.

The National Campaign Is Approaching

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

Big American Problems by Big Americans

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

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

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

FORMER EVENING POST PUBLISHER DIES

James S. Seymour Was Prominent in Newspaper and Magazine Circles —One Time General Manager Crowell Publishing Co.

James Sherwood Seymour, 54, retired New York and Chicago newspaper and magazine publisher, died in New York Aug. 11. He was for many years publisher of the *New York Evening Post*, and was one time general manager of the *Chicago Record-Herald*.

Starting his publishing career at 28 with Harper & Brothers, Mr. Seymour joined the staff of the *Evening Post* 4 years later. Under his direction, the *Post*, despite its admittedly small circulation, was put on a paying basis.

In this, his first connection with the *Post*, Mr. Seymour remained 7 years, and then resigned to become publisher of the old *New York Commercial Advertiser*, later the *Globe*. This position he left in turn to succeed Alexander A. McCormick as publisher and general manager of the *Chicago Record-Herald*, that paper then being under the ownership of Victor F. Lawson, also owner of the *Chicago Daily News*. He retained his position for 11 years, resigning to accept the general managership of the Crowell Publishing Company of New York, publishers of the *Woman's Home Companion*, *American Magazine*, and *Farm and Fireside*. He was with the Crowell people for 7 years resigning that connection to return to the *Evening Post*.

This return to the *Evening Post* was at the time of that newspaper's sale to Thomas W. Lamont by Oswald Garrison Villard. Mr. Seymour was largely instrumental in negotiating this deal. For several years he acted as director in an advisory capacity, and then early in 1918 was again made publisher. He served

until 1920, retiring then because of illness. While engaged in the newspaper business he was active in the affairs of the Associated Press for many years and was at one time treasurer and a director of the American Newspaper Publishers' Association.

Mr. Seymour was a member of the Century Association, the Manhattan Club and a Governor of the Laurentian Club. He is survived by his wife, who was Martha Palmer when he married her in 1887; two daughters, Laura and Jane, and two sons, Edward P. Seymour, who is advertising manager of *Farm and Fireside Magazine*, and Theodore P. Seymour, assistant manager of the American Newspaper Publishers' Association.

Prints Daily on Silk

For presentation to President Obregon of Mexico on his recent visit to Nogales, Ariz., H. R. Sisk, publisher of the *Nogales* (Ariz.) *Herald*, printed two 12-page copies of his newspaper on silk. The feat was the more remarkable for the reason that the silk "papers" were printed upon a high speed press.

Seneca Falls Paper Incorporated

Seneca Falls (N. Y.) *Reveille*, has been incorporated for \$20,000. Earl D. Clark owns the controlling interest in the new company.

Our Features:

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

The McNaught Syndicate, Inc.
Times Building, New York

Over ONE-THIRD added

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

New Evidence of the Supremacy of **HOLLISTER'S** CIRCULATION ORGANIZATION 717-718 Commercial Exchange Bldg. LOS ANGELES, CAL.

"FIRST IN PUBLIC SERVICE"



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



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

Million Dollar Hearst Features

The World's Greatest Circulation Builders

International Feature Service, Inc.
New York

In New Orleans it's **THE ITEM**

America's Best Magazine Pages

Daily and Sunday

Newspaper Feature Service

241 WEST 58TH STREET
New York City

**ELLIS WINS IN PRESS
BLANKET CASE**

Patent Admitted Valid and Settlement
Is Made in Favor of Worcester
Publisher and Mechanical
Superintendent

The suit of Frank E. Ellis and Theodore T. Ellis of Worcester, Mass., brought in the United States District Court, against Frank E. Paige and against Tingué, Brown Company of New York, in which claim was made that the defendants were infringing the Ellis Automatic Blanket patent, 1,296,782, of March 11, 1919, has been settled in favor of the plaintiffs and decree has been entered enjoining the defendants from further infringement of the Ellis patents.

The defendants admit that the patent is a valid and lawful patent, admit infringement and have signed and authorized the following statement:

"The trade is familiar with the suit brought by the owners of the Ellis 'Automatic' blanket patent No. 1,296,782 of March 11, 1919, to enjoin the manufacture and sale of the 'Economy' blanket. We wish to announce that a decree has been entered in said suit sustaining this patent and enjoining Tingué, Brown & Co. from making or selling press blankets like the 'Economy' and from in any way infringing said patent. Tingué, Brown & Co. must, therefore, stop forthwith all manufacture and sale of the 'Economy' press blankets. All orders for press blankets of this kind should be sent to the New England Newspaper Supply Company of Worcester, Mass.

"In order to settle in full all claims of the owners of said Ellis patent for profits and damages caused by our infringing, manufacture and sale of the 'Economy' blanket, as well as all claims for profits and damages against the purchasers and users of the 'Economy' blanket, Tingué, Brown & Co. have assigned to the owners of the Ellis patent that part of its business that relates to press blankets, printers' and newspaper supplies, together with the good will, trade marks, patents, relating thereto. All future orders for gold cloth, molding blankets, 'Everwear' drying blankets, 'Tibrode' rubber blankets, 'Tindeck' as well as 'Economy' blankets' should be sent direct to the New England Newspaper Supply Company, Worcester, Mass.

"We take this opportunity to thank our many customers for their valued patronage and feel that their future requirements will be efficiently attended to by the New England Newspaper Supply Company.

Very truly yours,
TINGUÉ, BROWN & CO.,
W. J. Tingué, Pres.

August 7, 1924."

This case has been in court more than two years and its outcome been waited with interest by every newspaper publisher.

The automatic blanket has been on the market since 1915 and has revolutionized the printing of newspapers. The outcome of this suit gives the New England Fiber Blanket Company, of 30 Shrewsbury street, Worcester, the exclusive right to its manufacture.

Theodore T. Ellis is the owner and publisher of the *Worcester Telegram-Gazette* and Frank E. Ellis is the mechanical superintendent of the same papers.

The Automatic Blanket was invented by Frank E. Ellis in 1914 when he was the superintendent of the press room of the *Boston Herald*.

The Automatic Blanket revolutionized the printing of newspapers, and it is in general use throughout the world.

The genesis of the Automatic Blanket was a sheet of celluloid commonly used as wind shields for automobiles. A sheet of this celluloid was used in the Boston Herald press room to pull proofs for pictorial printing, and the idea was conceived by Frank E. Ellis to attach a sheet of celluloid to a re-pressed felt blanket. Many experiments were made before the first successful blanket was produced.

Can Bar Photo from Press

German newspapers have no right to print a man's picture contrary to his will, the Berlin Chamber Court ruled recently in a case brought against the management of the *Berlin Action*. The newspaper reproduced a snapshot of Herr Siegfried Jacobson, who, for reasons unstated, objected to so much publicity.

**JUNIOR COLLEGES OF TEXAS LAUNCH
COOPERATIVE NEWSPAPER DRIVE**

Large Copy Used to Place Merits of State Preparatory
Schools Before Parents—To Run Through
Summer

By A. W. ROE

THE Texas Junior College Association has launched the initial advertisement in its big campaign, planned to reach the parents of boys and girls in an endeavor to have parents select a junior college in Texas in which to place their children just after they have been graduated from high school. According to the treasurer of the junior college association, Dean George Pickens of Westmorland College, San Antonio, this movement grew out of the meeting of junior college presidents and executives, held at Waco, when a permanent association of the junior colleges of Texas was perfected and a continuous and summer long co-operative advertising

campaign in the leading newspapers of Texas was decided upon.

The association plans to run a large advertisement every Sunday in the papers selected and smaller advertisements during the week throughout the summer.

The opening advertisement was two columns in width and a half column in depth. In the border at the top of the advertisement was this caption: "Your Boy or Girl Should Go to a Junior College First."

The text of the advertisement was arranged under four sub-heads. The first of these, "Too Young for the University," stated the dangers surrounding the boy at the university, emphasizing the danger

of his falling in with the wrong crowd. The second, "The Tremendous Freshman Class Gives Little Chance for Individual Training," is self explanatory. The third, "Benefits of First College Experience in Your Home State," gives reasons for sending the boy or girl to college in Texas first.

Under the caption, "What These Junior Colleges Can Do for Your Boy or Girl," the advertisement summarizes the claims of the junior college: "Limited student bodies and adequate instructors to give close, personal, individual attention. Refined, Christian, life and interested, friendly, careful supervision. Fine faculties of trained men and women. All desired, including best of fine Modern buildings and excellent equipment. Texas acquaintances that mean much in after life. Better preparation to enter largest universities as pledged juniors."

A poster in a corner of the advertisement gave a list of the junior colleges in Texas that are members of the Junior College Association and for letters from the public.

SUPPLIES & EQUIPMENT

For Newspaper Making

**FOR SALE
15-HOE Presses**

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

Let us know your wants.

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

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

USED BY THE
GREENSBURG REVIEW
Greensburg, Pa.

We refer you to them for their opinion



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

**REBUILT LINOTYPES
AND INTERTYPES
FOR SALE**

Write us for information and prices on Rebuilt Linotypes and Intertypes. These are machines traded in on new and more versatile Linographs and are sold with our guarantee. Be sure to state model wanted when writing.

THE LINOGRAPH COMPANY
DAVENPORT, IOWA, U. S. A.

Printers' Outfitters

Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Feudler & Co., 96 Beekman St., New York City.

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business builder for you.

BURRELLE

145 Lafayette St., N. Y. City
Established a Quarter of a Century

FOR SALE

Hoe Quad Newspaper Press

Excellent condition, has had no hard usage. Equipped with Westinghouse control and 44 h. p. motor. Prints 2 to 16 pages at 24,000 per hour and 20, 24, 28, 32 pages at 12,000 per hour. Now set for 8 columns, 12 ems; will do 8 columns 12 1/2 ems; type column length 21 1/4 inches. Sheet cut 22 1/2 inches. Price \$7,000 cash, on foundation, immediate delivery, with accompanying stereotype equipment including Hoe No. 7 pump pot. Not including saw and trimmer. Address B-693, E. & P.

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

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



Eliminates the Metal Furnace

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

Used Newspaper Press

Scott Three Deck Press.

prints up to 24 pages.

Hoe Quadruple Press.

prints up to 32 pages in color if desired.

Scott Quadruple Press.

prints and folds up to 64 pages, collected as desired.

Goss Comet Flat Bed Press.

prints from type 4, 6 or 8 page paper

Write for Price on Press That Interest

Walter Scott & Co.

PLAINFIELD, NEW JERSEY

441 Monadnock Block 147 Broadway

CHICAGO NEW YORK

N. Y. DAILY NEWS

HALF-TONES

Best in the World

Made by

POWERS

NEW PROCESS

**Used Presses at
Attractive Prices**

GOSS 16-page Two-Plate-Wide Press, Page length 23-9/16".

GOSS Straight-Line Sextuple Press, Page length 21.60".

GOSS Straight-Line Sextuple Press, Page length 23-9/16".

DUPLEX 8-page Angle-Flat-Bed Press, Page length 22 1/4".

WOOD Octuple Press, Page length 22 3/4".

WOOD Sextuple Press, Page length 23-9/16".

WOOD Sextuple Press, Page length 23-9/16".

R. HOE & CO.

564-520 Grand Street, New York City

7 South Dearborn Street,

CHICAGO, ILL.

7 Water Street,

BOSTON, MASS.

The Market Place of the Newspaper

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

8c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

10c per word per insertion, cash with order for advertisements under any other classification.

6c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

SITUATIONS WANTED

Advertising Manager.
man who knows how to get business. Would like to connect with daily, salary and bonus arrangements. Willing to invest if satisfactory offer trial. Box B-740, Editor & Publisher.

Advertising Manager.
hard-hitting go-getter, city and country experience, fifteen years in newspaper business. Not a barnstormer but a quiet, effective, tactful producer and executive. Clean in appearance and habits. Available soon. 31 years old, family. Good record and references. Address B-724, Editor & Publisher.

Advertising, Managerial, Editorial.
all around newspaper experience for sale at price commensurate. Advertising, managerial, editorial. Creative resourcefulness. Salary need not be large but must have piece of every new dollar created and option contract for part ownership. Do not care whether big little town if alive with good surrounding country. Like the south. Don't bother with me unless you want an unusual breed of cats and are willing to be infinitely square, indefinitely. Address B-724, Editor & Publisher.

Cartoonist Plus.
has experienced in retouching, layouts, advertising art, desires change, where there's a future he works for it. B-741, Editor & Publisher.

Circulation Manager.
man employed desires change; thoroughly experienced and has proven ability recently by increasing two papers' circulation; interview necessary; answers confidential. Box B-743, Editor & Publisher.

Circulation Manager.
preferably an eastern newspaper under 20,000 circulation. Have worked on newspapers where hard work and initiative were essential. Thoroughly acquainted with promotion work. Can furnish best of references. B-745, Editor & Publisher.

Circulation Manager.
wire, energetic, clean cut, original ideas, ability to handle any problems in that department. Age 34, married, twelve years' experience in every branch, best of references and record. Western City preferred. Box B-728, Editor & Publisher.

Circulation Manager.
experienced on morning, evening, Sunday and combination papers. A builder of circulation in economical lines. Familiar with A.B.C. records and all the details of the department. Member of I. C. M. A.; references furnished on request. Box B-739, Editor & Publisher.

Circulation Manager.
now employed is interested in securing position with larger possibilities. Last two positions in cities of 100,000 and over, four years with one paper and seven years with other. Splendid increases in all branches of circulation, to develop department along efficient and economical lines. Right age for best work. Member I. C. M. A. and thoroughly competent. Best of references. If interested write in confidence to B-695, care Editor & Publisher.

Classified Manager.
present with Eastern paper of 58,000; available September 1st. 3 years' experience. Successful in building departments that produce business. Prepare now for big months of Classified. No paper too small, for there's "Class" in all. Age 28, married; write now to Box B-731, Editor & Publisher.

Copy Reader.
training available. Address B-712, care Editor & Publisher.

Correspondent.
twenty-two years international experience in war and peace; unique governmental and other professional connections; linguist; seeks representation in Europe for American publications. Write: Doctor P. Holm, Bankers Trust Company, Place Vendome, Paris.

Situations Wanted

Editorial Writer.
executive, with record of satisfactory service, seeks desirable connection with sane, progressive newspaper. Now in good standing with large nationally known publisher. Box B-725, care Editor & Publisher.

Mechanical Superintendent or Assistant to Publisher.
There is a large Metropolitan Newspaper, possibly a Newspaper Syndicate, which has a place on its staff for an aggressive, forceful, young, all-around practical man, well versed in all mechanical departments. Am going to make a change as soon as I can find the opportunity where there is an unlimited chance for advancement. Served as printer, operator, machinist, pressman, composing room foreman, reporter, and traveled on the road selling printing machinery. Want connection where ability, reliability, ambition, loyalty and honesty mean something. Union; ex-service man. Main object for seeking this change is to be where my past varied experience will be of value to my employers. Present connection with Chicago daily. Box B-737, Editor & Publisher.

Newspaper Advertising Manager.
now employed and with record that will bear the closest scrutiny, wants to make a change. Prefers city of 250,000 or larger. Would expect beginning salary of \$6,000 a year, with understanding that ability to earn more would be recognized in a reasonable time. Address B-697, care Editor & Publisher.

Newspaper Office Manager.
credit manager, accountant and buyer on a morning paper is desirous of changing to the evening field. Salary commensurate with ability is expected. If interested, address Box B-738, Editor & Publisher.

Newspaper Woman.
well experienced in all phases of newspaper writing, particularly in covering lectures and political meetings. Have covered important court trials for foremost New York Dailies; also have had London experience. Prefer position in New York, but will consider any good proposition that offers a chance to display real writing ability. B-610, Editor & Publisher.

Publisher or Assistant.
I want a job as publisher or assistant to newspaper owner or publisher whose paper is second in its field. Publisher P. O. Box 556, Downton, New York City.

Reporter.
Young woman with reporting experience. University graduate. Would prefer position in Middle West. Box B-732, Editor & Publisher.

Salesman.
Capable experienced in all lines of newspaper and newspaper production. Past experience has taken him to all parts of U. S. and Canada and associated him with most editors and publishers. Travel anywhere. Box B-734, Editor & Publisher.

Superintendent or Foreman.
Of composing room wishes position on morning or afternoon daily. Have had experience in charge of several composing rooms; superintendent in one place over 12 years. Am capable and efficient; can give reference. Now located in Middle West, but willing to go any place. B-746, Editor & Publisher.

Syndicate Salesman.
High powered go getter. Past sales never less than two thousand dollars a week. Enjoys confidence of editors and publishers all over. Travel U. S. and Canada; anywhere; state your proposition in first letter. Box B-733, Editor & Publisher.

Telephone Solicitor.
3 1/2 years' experience leading New York paper wants position in Jersey or vicinity; energetic, ambitious and industrious; take charge or organize classified department; salary secondary. Box B-730, Editor & Publisher.

Western Advertising Representative.
Experienced advertising man wishes to represent newspaper, trade or class papers in Chicago; 8 years' experience selling space; sound knowledge of merchandising. Analytical mind and ability to write copy. Served trade paper as advertising manager and metropolitan newspapers as advertising representative. Age 35, married; financially responsible; references. Box B-729, Editor & Publisher.

Young Woman.
ten years general newspaper experience, editor successful woman's department and music page, wishes connection with live newspaper. Best references. Address Box B-715, Editor & Publisher.

HELP WANTED

Advertising Salesman.
Experienced space salesman is wanted by National Fraternal Weekly Newspaper of large circulation. Applicant must be a Protestant and preferably a member of the Masonic Order. A man of the go-getter type will find an unusual opportunity for advancement. Address The Fellowship Forum, Washington, D. C.

Advertising Solicitor Wanted.
To be assistant to advertising manager; must be conscientious, steady, good habits, good personality; leading paper, evenings; over 10,000 daily. Salary gauged by ability, moderate at start. Give full particulars. The Courier, Elgin, Illinois.

Circulation Manager
for large suburban weekly. One with progressive methods can find the opportunity of a life time. Box B-727, Editor & Publisher.

Circulation Manager.
who has ambitions to go ahead but who has reached the limits of possible promotion in present location. Must have had experience in hiring and training canvassers and be willing to locate permanently in some of the larger cities between the Atlantic and Pacific. Further expansion of already large circulation organization creating several positions with earning possibilities ranging from \$2,600 to \$5,000 per year. Answer with full particulars regarding last ten years' experience and references as to personal habits and character. Ernest A. Seholz, Circulation Director, Butterick Publishing Company, Butterick Building, New York City.

Correspondents.
Business and Industrial news service organization requires news men in cities of over 20,000 population to write specific business and industrial news dispatches. Must be available to cover us at all times in their locality on receipt of telegraphic assignment of important business or industrial news queries. Write in confidence to Box B-747, Editor & Publisher, stating fully present and past connections, together with home and business telephone number and address, including also rate expected, references and other details of interest.

Country Circulation Manager.
We want a two fisted, hard working circulator who knows how to get circulation in outlying districts for an evening and Sunday newspaper in a town of 350,000. The opportunity is big as the man makes it. Write in confidence, outlining experience, qualifications, etc. If you are the man hurry along your reply because we are ready for action. Box B-735, Editor & Publisher.

Display Advertising Solicitors
and a classified man who has knowledge of Smith System, for one of the largest suburban weeklies in this country, located in New York City. Publication is soon to be issued semi-weekly. An unusual opportunity for man with ability. Advertising manager position open to the one who can produce results. State all in first letter. Box B-726, Editor & Publisher.

New England Advertising Representative
wanted by National Weekly Newspaper of large circulation. Liberal commission basis. Address The Fellowship Forum, Washington, D. C.

Pacific Coast Advertising Representative
wanted by National Weekly Newspaper of large circulation. Liberal commission basis. Address The Fellowship Forum, Washington, D. C.

BUSINESS OPPORTUNITIES

Daily Newspaper.
The only daily newspaper in a Massachusetts city of 18,000 population for sale. Other business connections which require owners personal attention and need of capital in these other properties make sale of this newspaper imperative. Splendid opportunity for a newspaper man with a moderate amount of money to invest. Address Box B-722, Editor & Publisher.

Printers and Publishers
of magazines and papers. Write us for price on handling your publication or on other printing requirements. Ledger Publishing Co., Columbiana, Ohio.

Promotions, Consolidations Wanted.
Long experience; clever mediator. Address B-742, Editor & Publisher.

Sales Appraisals

NEWSPAPER PROPERTIES

PALMER, DEWITT & PALMER 350 Madison Ave. New York

Pacific Coast Representative
M. C. MOORE 515 Canon Drive Beverly Hills, Calif.

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of

PURCHASE, CONSOLIDATION, SALE AND APPRAISAL
of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

CAN YOU SELL display advertising space and create retail copy and lay-outs? If you have newspaper experience in this line and are ready for new connection at around \$40-50 we have openings that will interest you. Tell us your story. Ask for our free registration terms. You make money—or we make nothing.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L BLDG., SPRINGFIELD, MASS.

MAILING LISTS

National Newspaper Reading Service
compiles mailing lists of births, deaths, engagements or marriages from original press clippings. Terrace, Buffalo, N. Y.

BOOKS, ETC.

Breaking Into the Magazines
is easy if you let The Writer's Digest, America's leading magazine for writers, tell you how. Filled with brass-tack articles on writing and selling photostays, stories, poems, songs, feature articles, etc., by America's foremost writers. Write today for free sample copy. Writer's Digest, 820 Butler Building, Cincinnati, Ohio.

During the Month of July

410 Replies

to blind advertisements were sent through EDITOR & PUBLISHER'S Classified Department to Satisfied Classified Advertisers.

If you want a job, need a good man, want capital to put over an idea or have a newspaper property or second hand machinery to sell, why not let the Classified Public know about it, and get your share of valuable replies.

A BUSINESS OPPORTUNITY ADVERTISEMENT

is the key that opens the investor's strong box.

HUNCHES

One Dollar Will Be Paid for Each "Hunch" published.

"DO you know your fellow townsmen?" This is the caption of a feature appearing weekly in the *Trenton* (N. J.) *Sunday Times-Advertiser*. On page two are shown pictures of local residents whose photos have been recently published. These pictures are numbered, and on page four the names and a line or two of information about the persons is published. This feature has attracted considerable interest and is looked for regularly.—Ralph C. Edgar, Trenton, N. J.

The *Erie Despatch Herald* has four columns daily written by visiting reporters, "who stroll from day to day to all parts of the city, interviewing people in the busy marts of trade, and asking housewives for the news in their neighborhoods."—R. C. Mowbray, Hampton Roads, Va.

Reporters working on newspapers in cities under 100,000 population can get stories that have a punch in them and create considerable comment. Take a city directory, a new one is better, and pick out the names of people named Wolf, Bear, Fox, etc. Pick out the names of persons with names of things, etc. Pick out people whose names are the names of occupations, baker, barber, etc. You can find the most amazing names in a city directory, and royalty is there, too; for instance, the King, Queen, Duke, Prince, Regal and Count families are generally to be found. We have tried this twice here and have got good results.—W. C. Stouffer, Roanoke, Virginia.

How about a special weather story? C. F. Marvin, chief of the government weather bureau at Washington, declares that meteorologists are on the threshold of new discoveries in the domain of forecasting which will enable the department to say what the weather will be a month and even a year in the future. What does your local weatherman know about it? Does he believe that it is possible to forecast weather with certainty for a long period? The weatherman's opinion of the prognostications in many almanacs will also be of interest to your readers.—A. C. Regli, Eau Claire, Wis.

Why not publish a series of lists of ten or a dozen books selected by representative persons in the community as being those which especially appeal to them for various reasons? Run as a daily feature, a series such as this should create great reader interest and might well develop into a constructive piece of journalism by fostering a more widespread interest in books.—Max Ballock, Fullerton (Cal.) News.

How can the children be kept happy and amused during warm weather? Interviews with playground workers, librarians, doctors, social workers and others will yield some good ideas for a warm-weather story. Maybe some photos will fit in well.—James M. Mosely, Boston, Mass.

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

Assign a reporter to go early every morning to the garages in your city which get most of the automobile tourist business, get acquainted with some of the tourists and many an interesting news item as well as interesting story for the automobile news page will come to light. This is the time of year to get the cream of it.—E. G., Chicago.

How do some of the members of your community dodge their city or town taxes? How much does the assessor believe will be lost this year (last year) through such dodging. Some people resort to tax-dodging lawyers, strange bookkeeping, non-declaration, or plain evasion. A reporter sent to interview chairman of the board of assessors may find some interesting answers and opinions.—C. M. Littlejohn, Washington, D. C.

BUILDING REALTOR ADS

New York Sun Develops Series of 12 Full Pages

The *New York Sun* has developed a series of 12 full page real estate advertisements, appearing monthly, advising the public on the advantage of dealing with a realtor and the possibilities in the purchase of real estate. Harold Goldman is the classified advertising manager directing the stunt.

The series was prepared, copyrighted, and sold to 104 real estate agents in 6 weeks time.

The agents pay for the full page, which besides text printed at the top, contains their cards, each one being allotted equally approximately 1 inch space.

Text matter, written by a member of the *Sun* staff, is on the following subjects: "The Importance of Real Estate Investments"; "Value of Nation's Realty An Index of Its Prosperity"; "What Manhattan Real Estate Progress Means"; "The Particular Realtor for the Particular Transaction"; "Why Real Estate Boards Are Widely Appreciated"; "Let the Realtor Aid in Choosing Home Sites"; "Buying, Selling, Managing Property—A Realtor Aid"; "The Realtor's Service on Home Building"; "Why Deal With a Realtor"; "What the Realtor Has Done for Property Owners"; and "Realtor—the Consulting Specialist of the Realty World."

Daily Returns to Semi-Weekly

The *Kingsport* (Tenn.) *Times*, which had been operating a short time as a daily newspaper, returned to the semi-weekly field this week, publishing hereafter every Tuesday and Friday as before. Howard Long is the editor.

"Know Your Own Child"

by

Dr. Albert Loyal Crane

is a

Practical Application
of
Psychology
to
Child-Training

Dr. Crane has specialized in this line for years. He invites and replies to correspondence.

Write for Samples

The McClure Newspaper Syndicate
373 Fourth Avenue, New York City

FLORIDA AGENCY REORGANIZED

C. C. Carr Becomes Treasurer-General Manager, Thomas Service

Thomas Advertising Service of Plant City, Fla., this week was reorganized, resulting in the election of C. C. Carr, of the C. C. Carr Agency of St. Petersburg, treasurer and general manager, succeeding Edwin S. Wadsworth as treasurer and Jefferson Thomas as general manager.

Mr. Thomas will remain as president of the corporation. Other officers are: Wayne Thomas, Tampa, vice-president; Fred Moyses, Tampa, secretary.

Early in September financial and executive headquarters of the business will be removed to Tampa, with Mr. Carr in active charge. Sales and service offices will be continued in Jacksonville under the management of Mr. Thomas.

Mr. Carr will continue in St. Petersburg the business of which he is the principal owner, the C. C. Carr Advertising Agency.

Canadian Newspaper Men Meet

Advertising and circulation managers of practically all daily newspapers from Winnipeg to Victoria participated in a two-day conference held at Jasper Park, Alberta, Aug. 5 and 6. Advertising managers elected John Torrance, *Lethbridge Herald*, president; George B. Cooper, *Edmonton Journal*, vice-president; and A. E. Ford, *Regina Leader*, secretary. Circulation managers elected A. G. Cowan, *Winnipeg Free Press*, president; H. E. Fuller, *Edmonton Journal*, vice-president, and J. F. Sweeney, *Winnipeg Free Press*, secretary. It was decided to meet again at Jasper in 1925.

Canadian Papers Meet in November

The annual meeting of the Canadian National Newspapers and Periodicals Association will be held in Toronto during the first week of November.

AUTOMOBILE FEATURES

Touring — Camping — Traffic — Gasoline — Upkeep — Roads — Legislation — Taxation — Insurance — Garaging — Used Car Buying and Selling and all the other

BIG SUBJECTS OF MOTORING COVERED IN A BIG WAY

The Ullman Feature Service
Home Life Bldg., Washington, D. C.



WITH special writers and photographers covering all parts of the world, NEA furnishes Full Service clients the best of news pictures and news feature stories.

Write for samples and rates



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



BEAVERBROOK VISITS CANADA

London Publisher Arrives with Family — E. W. Beatty Returns

Lord Beaverbrook, owner of the *London Evening Standard*, the *Daily Express* and the *Sunday Express*, arrived in Quebec with his family on the liner *France*, Aug. 9. He plans to spend some time in Canada.

The British publisher, who is the son of William Aitken, Scotch Presbyterian minister of Newcastle, N. B., Canada, is a frequent visitor in this country. He came to New York last in December, 1923.

E. W. Beatty, chairman and president of the Canadian Pacific, who was one of the speakers at the A. A. C. W. international convention, Wembley, England, also came over on the same ship.

The *Sun*, New York, carried 240 columns of Radio advertising in six months.—Editor and Publisher.

RADIO NEWS Gets Advertising and Circulation

Try the Sunday Radio News Feature

"LISTENING IN ON THE UNITED STATES"

by
ROBERT D. HEINL
400 Insurance Building
Washington, D. C.

HERE ARE SOME OF THE NEW WRITERS FOR OUR

Pre-eminent Article Service

Booth Tarkington
Richard Washburn Child
Rafael Sabatini
E. Phillips Oppenheim
W. L. George
Arnold Bennett

A Commanding Feature
A Lustrous Name — An Arresting Idea
Every Week

METROPOLITAN
NEWSPAPER SERVICE
MAXIMILIAN ELSER, Jr., General Manager
150 Nassau Street, New York City

Thomas W. Briggs' Company
Memphis, Tenn.
Originators of the Permanent-Weekly Business Review Page

Look us up in Dun or Bradstreet's

The CHRISTY WALSH SYNDICATE

17 East 42nd Street, New York

presents the big new sport features of the year

TY COBB'S OWN LIFE STORY



12 Years
Batting Champion
of the
American League

BASEBALL'S STORY OF STORIES by Tyrus Raymond Cobb himself—whose batting, base running, fielding, and passion for success in the past 20 years have won him honors, notoriety, and leadership beyond all measure—and more individual records than any player in the history of baseball.

Cobb tells his story, strictly in the Ty Cobb manner—vividly, dramatically and complete to the last detail of every thrilling episode. He considers this a work of serious undertaking and an obligation to millions of baseball fans.

The records of Ty Cobb are known wherever there is sporting blood. They have been analyzed, emphasized and immortalized by all the celebrated writers in the realm of sport. But the personality, the character, the methods, the philosophy, the fire, the indomitable will, behind these glorious records has never been disclosed by the one person who holds the secret—TYRUS RAYMOND COBB himself.

For release—After World Series

The ONLY Man in the World Who Knows and CONTROLS the Champion's Every Move!
As usual, Manager JACK KEARNS will cover JACK DEMPSEY'S next fight!
A NEWS Service consisting of EXCLUSIVE signed stories. Starts 8 weeks previous to fight.

With John J. McGraw in EUROPE

Under Manager John McGraw, the Giants and White Sox will tour Europe after the 1924 World Series.

The fame and showmanship of John McGraw will keep the cables to America loaded with details of his daily exploits.

But better than all the cables will be the exclusive, signed articles, by John McGraw HIMSELF, relating his experience with the famous men abroad and telling just how the baseball tourists "take" to Europe.

Limited number of articles. Order now.

Timely and Absolutely EXCLUSIVE

3 Stories Each week for 12 weeks

Inter-Sectional FOOTBALL NEWS SERVICE

PACIFIC COAST by GLENN WARNER
MID-WEST by KNUTE ROCKNE
EAST by TAD JONES

1 story weekly by each

Service starts: September 16, 1924

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January	\$2,175,697,000
February	1,893,000,000
March	2,095,000,000
April	2,086,000,000
May	2,127,000,000
June	2,143,000,000
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