

OHIO STATE UNIVERSITY

THIS ISSUE:—READ STUART H. PERRY ON CONTEMPT OF COURT!

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EDITOR & PUBLISHER



The Oldest Publishers' and Advertisers' Journal in America

SUITE 1117 WORLD BUILDING, NEW YORK

Original second class entry The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the act of March 3, 1879
Issued Every Saturday

Vol. 57. No. 21

NEW YORK, OCTOBER 18, 1924

By Mail in Advance \$4. U. S. A.;
\$4.50, Canada; \$5, Foreign

10c Per Copy

Figures—or Failure?

Figures are “dry and uninteresting” only to those who can't count over ten—or under a million.

To most of us figures are daily bread, clothes and rent—we *must* “figger or fail.” The more we study the figures bearing on our business, the better we understand that business.

To all who do business in the Chicago market, advertising figures are of interest and value. They are even vital to success. Therefore, the figures showing how the world's greatest merchants distribute their advertising among Chicago newspapers are important—very important—to all sagacious business men.

Distribution of Department Store Advertising among Chicago newspapers from January 1st to September 30, 1924:

	Agate lines	Comparison Agate lines
The Daily News - - -	5,050,589	5,050,589
The American - - -	2,232,231	2,232,231
The Daily Tribune - - -	1,757,332	
The Journal - - -	1,307,874	
The Daily Herald-Examiner	590,508	
The Post - - -	506,830	
Sunday Papers		
The Sunday Tribune - -	1,426,177	
The Sunday Herald- Examiner - - -	889,190	
The Daily News' excess over the next highest score - - -		2,818,358

From these figures, showing an *increased* margin of leadership on the part of The Daily News, it is evident that advertisers who “check up on results,” as these merchants do, are placing more and more of their business in

THE CHICAGO DAILY NEWS

FIRST IN CHICAGO

205,569

the largest circulation
of any Cleveland daily newspaper

exceeding Cleveland's
second newspaper by
more than 10,000 copies

exceeding Cleveland's
third newspaper by
more than 40,000 copies

239,322

the largest circulation
of any Cleveland Sunday newspaper

J. B. WOODWARD
110 E. 42nd St.
New York

WOODWARD & KELLEY
350 N. Mich. Ave., Chicago
Fine Arts Building, Detroit

R. J. BIDWELL CO.
Times Building

Los Angeles, Cal.
742 Market St.
San Francisco, Cal.

The Plain Dealer
has the BUYERS!

The Plain Dealer

The Plain Dealer

ALONE

Will Sell It

Reprinted from *The New York Herald Tribune*, Oct. 11, 1924

The Most Successful of Newspaper Mergers

WHEN the New York Tribune purchased The New York Herald and combined the two papers, it took over a great name, a great tradition, and one of the most discriminating of reading publics.

What has been the result of the effort to weld these two great newspapers together and to unite their two reading publics? The answer is in the circulation figures.

The first six months, the critical period in every merger, are now past. The circulation statement of the New York Herald Tribune, filed with the Post Office Department for the six months ending September 30, 1924, shows a net paid circulation of more than 92 per cent. of the combined circulations of the New York Herald and New York Tribune as filed separately for the same six months of 1923.

The duplication between the two papers before the combination amounted to between 7 and 8 per cent. Therefore there has really been a 100 per cent. consolidation of the two reading publics.

No merger in the history of American journalism has approached this union of two entire circulations. It is a unique and extraordinary success.

We are glad to share this good news with our readers. Their advice, their criticism, their encouragement have aided profoundly in the making of the Herald Tribune, old in its traditions and distinction, new in its completeness, its varied interest, its broader news and public.

The New York Herald Tribune

The sworn statement of circulation, filed with the Post Office Department on October 1st, shows that the net average daily circulation of the New York Herald Tribune for the six months ending September 30th, 1924, was 276,755.

The net paid averages of the Daily and Sunday issues separately were:

Daily	270,159
Sunday	316,585

Holiday Buying in Philadelphia

Philadelphians will have plenty of spending money for holiday buying of all kinds.

Where they spend it and what they spend it for is largely a matter of who influences them in favor of his goods.

The right kind of advertising started now and continued regularly will help any manufacturer who seeks sales for his merchandise in this market.

Automobiles, household equipment, electrical appliances, radio outfits, toilet articles, candies can be brought to the front in point of sales.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

Net paid circulation for the six months ending
September 30, 1924—

516,609 copies a day

The circulation of The Philadelphia Bulletin is one
of the largest in the United States.



- NEW YORK—814 Park-Lexington Bldg. (46th St. & Park Ave.)
- CHICAGO—Verree & Conklin, Inc., 28 East Jackson Blvd.
- DETROIT—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Blvd.
- SAN FRANCISCO—Harry J. Witschen, Verree & Conklin, Inc., 681 Market St.

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EDITOR & PUBLISHER



Issued every Saturday, forms closing ten P. M. Thursday preceding publication, by
The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor;
Suite 1115, World Building, 63 Park Row, New York. Telephone, Beekman 5814-18.
Charter Member Audit Bureau of Circulations.

Vol. 57

NEW YORK, OCTOBER 18, 1924

No. 21

Newspaper Members of A. B. C. Name Board to Advise Directors of Their Needs

Publicity Rules Unchanged By Dailies—Plum Renominated as Newspaper Director—950 Registered for Newspaper Meeting—Bell, Guest, and Prof. Bowman Banquet Speakers

CHICAGO, Oct. 16.—Maintenance of control of the Audit Bureau of Circulations in the hands of the advertiser members, and at the same time giving other branches a greater voice in its activities, appears to be the chief development of the eleventh convention of the A. B. C. today.

This solution of a chronic complaint was advanced by the board of directors in response to repeated agitations for greater representation on the board by publisher members. Typical of these requests was this one submitted to the Inland Daily Press Association's meeting this week by its special committee on A. B. C. relations:

"As a means toward meeting present needs, your committee strongly recommends the creation, by election from the newspaper members of the Audit Bureau of Circulations of a Committee of five to seven members, and the official recognition of such a committee by the A. B. C. as an advisory and a consulting committee authorized to bring to the attention of the directors of the A. B. C. suggestions, criticisms or claims from the newspaper members which, in the judgment of such committee, should be presented to the board; that such committee should review all by-laws and standards of practice affecting newspaper members, investigate complaints arising from newspaper members and report findings to the directors of the A. B. C. and that such committee should make a report of its activities to the annual meeting of the newspaper division of the A. B. C. membership. The final authority for decision and action, remaining in the board of directors of the A. B. C., would not be affected by such a committee, but it is believed that the effect of such a committee would be to simplify the work of the board and to improve relations between the Bureau and publishers, giving to publishers a more ready opportunity for a hearing on their suggestions or complaints."

Six divisional meetings were held Thursday afternoon at the La Salle Hotel following a luncheon by the A. A. A. They were: Advertisers: O. C. Harn, Chairman; Agents: Walter Hine, Chairman; Newspapers: Walter A. Strong, Chairman; Magazines: Stanley R. Latshaw, Chairman; Farm Papers: B. Kirk Rankin, Chairman; and Business Papers: E. R. Shaw, Chairman.

The newspaper departmental meeting was held in the Red Room with an attendance of 250 and a registration of 950.

A recommendation of the Board of Directors for election of a divisional committee was approved and five members were elected as follows:

Two representing evening papers, T. R. Williams, *Pittsburgh Press*, and Galt Burns, *Washington Star*; representative of morning papers: E. Lansing Ray, *St. Louis Globe-Democrat*; fifth member, owner of both morning and evening papers; Gardner Cowles, *Des Moines Register and Tribune*.

The newspaper men voted overwhelm-

ingly in favor of the present publicity rules without amendment and it was voted on motion of John M. Schmid, *Indianapolis News*, to change the board rules to permit an opposition paper to have 100 copies of its competitor's reports instead of 30 as at present.

Question three: "Shall the bureau provide further penalties where Audit reports show variations between publishers, statements and audit reports?" was left to the discretion of the A. B. C. Board of directors.

The newspaper department favored calling a single subscription secured by club raiser as a premium subscription. Correspondence and service copies are not to be counted as paid circulation. The present ruling regarding predate editions of evening papers was sustained.

On the question "Should contest subscriptions paid for by contestants be recognized as paid circulation?" the vote was to count the first subscription as paid, all others as bulk sales.

On the question of returns, it was voted to leave the rules as they are.

Questions as to what is a morning paper and an evening paper were laid on the table.

David B. Plum, *Troy Record*, was nominated to succeed himself as the director representing newspapers; Walter A. Strong, *Chicago Daily News*, is the other newspaper director. It was the unanimous vote to take no action at this time in

other matters proposed for consideration by board of directors.

Action of the departmentals will now be reported formally to the annual membership meeting on Friday and approved or disapproved by vote of the entire membership, meeting as EDITOR & PUBLISHER goes to press.

The joint annual dinner of the Audit Bureau of Circulations and American Association of Advertising Agencies Friday evening at the Drake Hotel was attended by more than 800 daily newspaper men. National advertisers, and agents, O. C. Harn, president of the A. B. C., and Stanley Resor president of the agencies, presided as joint toastmasters.

Speakers were Chancellor John E. Bowman, whose theme was "Spirit of Achievement"; Edward Price Bell, for many years on foreign service for the *Chicago Daily News* and dean of the London corps of foreign correspondents, on "Journalism and Statesmanship as Allies"; and Edgar A. Guest, *Detroit Free Press*, who expressed "Some Thoughts of a Newspaper Man."

"Ten years ago the three big divisions of advertising interests in this country united forces to lift an obstruction from the path of business progress, namely, unscientific purchase of advertising circulation," said President Harn in his annual message. "The large attendance at each of the annual meetings of this Audit Bureau testifies to the belief in and con-

tinued healthy interest in the success of the organization which was the result of this coalition of forces. Yet no matter how wholeheartedly we recognize our success, I doubt if any of us here realizes the degree in which the success of our movement has affected business. We have been too close to it. The changes that have come about have been so gradual that we take each day's situation as normal.

"This summer I had opportunity to compare our mature manhood with what we looked like ten years ago. The effect was startling. England, insofar as circulation statements are concerned, is where we were ten years ago, or even longer ago than that.

"One of the largest advertisers in England told me during the convention at Wembley that not an advertiser nor an agent could come within 50 per cent of guessing the real circulation figures of a majority of the publications of Great Britain. The newspapers and magazines are quite willing that this condition should continue. The equanimity of the circulation romancer is easily understood. But that of the good papers—those which under the conditions which we have developed in America would have the most to gain by an audit bureau such as ours—is not so easy to comprehend. They oppose or are luke-warm toward the movement for circulation verification because they feel that they enjoy a reputation for 'influence,' aside from all considerations of quantity of circulation and that any exposure of quantity would put them at a disadvantage.

"There is some opposition also from another source to an auditing organization on the plan of our A. B. C. Some of the advertising agents of Great Britain would like to have an auditing service but they want to keep it in their own hands. Our own agencies had this idea in the early days but so narrow a conception of agency service could not endure. It was only when the agencies recognized a broader mission that they began to develop into the splendid organizations we have today.

"In spite of the short vision which some of our British publisher and agency friends have today, there are some able men in both classes who are working hard for an Audit Bureau patterned after our own organization. Aided by them the advertisers of England organized a meeting at Wembley as a part of the advertising convention at which the subject was thoroughly discussed. With the exception of a masterly presentation of the subject from the standpoint of the British advertisers' needs by Stuart Hirst, of Leeds, the addresses were all by Americans, members of the A. B. C. Louis Wiley, of the *New York Times*, Stanley Resor, president of the American Association of Advertising Agencies and Bernard Lichtenberg of the Alexander Hamilton Institute, testified in convincing and detailed manner to the satisfaction

(Continued on page 6)

J. W. YOUNG, A. A. A. WESTERN COUNCIL CHAIRMAN, GREETED DELEGATES

WHEN members of the American Association of Advertising Agencies gathered in Chicago Oct. 16 and 17, for their national convention, they found greeting them, James W. Young, chairman of the western council of the A. A. A.



J. W. Young

As Mr. Young is vice-president of the J. Walter Thompson Company, most of the advertising men will know him. They probably have known him for the capable

man and the hard worker that he is, a man who has earned his position as a leading figure in the advertising realm through sheer ability and serious effort.

James W. Young began his career at the age of twelve, starting business as a mailing boy in the publication mailing room of the Western Methodist Book Concern in Cincinnati. He remained with this house for ten years, and at the end

of that period has won the title of advertising manager. In the period of transition from mailing boy to manager, he was successively make-up man on one of the publications, then secretary to the general manager, then assistant advertising manager and final advertising manager.

In 1909, Young went to New York as mail sales manager of the Ronald Press Company. Three years later he joined the Cincinnati office of the J. Walter Thompson Company as a copy-writer. His ability gave him the managership of the office in 1914, which position he retained for two years.

He returned to New York following that, assuming the position of vice-president of the J. Walter Thompson Company, in charge of production. In 1917 he was sent to Chicago to help organize the western division of his company, and he has been a prominent figure in the Chicago advertising field since.

At the last meeting of the Western Council of the A. A. A. in October, 1923, Young was made its chairman.

He has the reputation among advertising men of being a man with vision and a planner. He is industrious and capable, a clever, high-powered man.

POSTAL COMMITTEES PLAN CAMPAIGN

Will Ask Post Office for Hearing Before Its Report to Congress—Keep Zones, Cut Rates, Is General Policy

(By Telegraph to Editor & Publisher)

CHICAGO, Ill., Oct. 15.—Postal committees of the several regional publishers' organizations met at a dinner conference Tuesday night as guests of the American Newspaper Publishers Association postal committee. Pending postal legislation and rates were exhaustively discussed.



L. B. PALMER

A resolution was adopted to the effect that efforts should be made to obtain relief from wartime rates and to oppose all increases by co-operating with other organizations, whenever possible.

Questions of postal administration, however, such as horizontal salaries, the resolution stated, are matters to be settled by Congress.

It is understood that the Southern Newspaper Publishers Association continues its allegiance to the American Publishers Conference, as will the National Editorial Association, but the A. N. P. A. and the Inland are not now so affiliated. The opinion of the newspaper people here favors retention of the zone system and reduction of wartime postal rates, and leaving to Congress such extraneous questions as salary increases to postal employees. The majority favor equalization of salaries, if necessary, rather than horizontal increases.

L. B. Palmer, manager of the A. N. P. A., presided. Those present included: A. N. P. A.—A. L. Miller, S. E. Thomason, J. D. Barnum, E. H. Baker, and Elisha Hanson, Washington representative; S. N. P. A.—A. G. Newmyer, Col. Robert Ewing, M. E. Foster, Wiley Morgan, Walter Johnson, Capt. Cranston Williams; Inland—C. J. Robb, Homer Gard, James Powell; National Editorial Association—George W. Marble.

TO MEET IN HOUSTON

Newspaper Executives Plan Addresses Before A.A.C.W. Groups

(By Telegraph to Editor & Publisher)

CHICAGO, Oct. 16.—Newspaper advertising is to have a more prominent part in the next convention of the Associated Advertising Clubs of the World, it was determined by the officers and directors of the Association of Newspaper Advertising Executives here today. The association will meet at Houston in conjunction with the A. A. C. W. next spring, the board decided. A tentative program outlined at the meeting, over which President Frank T. Carroll presided, calls for addresses on newspaper advertising at the various departmental sessions of the big convention.

NEW YORK TIMES' RECORDS

Largest Weekday Issue and Greatest Lineage Reached This Week

The *New York Times* this week hung up two new records.

For the first time in its history, the issue of the newspaper on Thursday, Oct. 16, ran to 52 pages, with 275 columns of advertising. This was the largest week-day number the Times has ever printed, according to B. T. Butterworth, advertising manager.

The record for volume of advertising, Butterworth said, was reached last Tues-

day, Oct. 13, when 291 columns were printed in a 48-page paper. On this date, according to the advertising manager, 24 columns of advertising had to be omitted, because of lack of space. The Times was able to make this advertising record Tuesday, because, Monday being a holiday, there were no financial tables printed, and this space was turned over to advertisers.

La Prensa Sets Record

The *Buenos Aires La Prensa* on Oct. 14, published a 30-page edition, which the management claims breaks all advertising records for South America for a regular week-day edition. The newspaper published 60,000 separate advertisements, including 58 columns of classified.

Intertype Declares Dividend

The Intertype Corporation announced a 10 per cent stock dividend this week on the common stock in addition to the regular quarterly cash dividend of 25 cents a share, both dividends being payable Nov. 17 to stockholders of record Nov. 1.

Florida Bi-Weekly Becomes Daily

M. M. Lee, editor and publisher of the *Winterhaven* (Fla.) *Chief*, has converted his bi-weekly newspaper into a daily, and has been elected to Associated Press membership. The *Chief* was established as a bi-weekly in 1911.

TO PROBE CLASSIFIED MISREPRESENTATION

Censorship of "Cure-All" Ads Also to Be Discussed at Southeastern Classified Meet Set for Atlanta, Oct. 20-21

Close investigation of misrepresentation in classified advertisements will feature the annual southeastern convention of the Association of Newspaper Classified Advertising Managers to be held in Atlanta, Ga., Oct. 20 and 21.



JOHN L. IRWIN

Censorship of medical advertisements and so-called "cure-all" remedies will also be discussed. Considerable misrepresentation, classified managers believe, occurs in classified advertisements sent southern newspapers, seeking to influence negro and unskilled labor to migrate to northern and eastern states in large numbers.

John L. Irwin, of the *Des Moines Register-Tribune*, president of the national association, will address the meeting.

Sessions will be called to order Monday morning by A. T. Miller, classified manager of the *Nashville Banner*, chairman of the southeastern convention, and national secretary. Howard Haire, *Atlanta Constitution*, will deliver the address of welcome.

Other speakers and their subjects will be: George B. Morgan, *Nashville Tennessean*, "Classified Advertising and the Small Newspaper"; Louis J. Fenkel, *Atlanta Georgian*, "Development of Voluntary Business," and J. W. Mann, *Lexington Leader*, "Ten Business-Building Ideas."

In addition to the opening address, Irwin is also scheduled to speak on the "A. N. C. A. M., What It Is," and "The Classified Journal." Miller will talk on "Sidelights of the Columbus Convention."

Entertainment features will include a banquet Oct. 20, at the Ansley Hotel, followed by a theater party, and an automobile trip to Stone Mountain and other points of interest.

AIR MAIL RUSHES AD

N. Y. Times Receives Proof of Copy from Coast in 3 Days

Air mail was put to important advertising use this week, when on Tuesday, Oct. 14, the *New York Times* received from its San Francisco representatives an order and a proof of a page advertisement of the Bank of Italy, San Francisco, to be inserted in the Friday issue.

Postmarks on the package, which contained the full page coated proof, indicated that it had been mailed in San Francisco late on the evening of Oct. 10. The layout included special hand-drawn type and a facsimile of the seal of the bank, so that it was necessary to send the proof to obtain identical reproduction. The package was three days in transit. Texts of advertisements have frequently been sent by telegraph, but so far as is known this is the first time that proofs of a special layout have been rushed across the country by airplane mail.

INDUSTRIAL AD GROUP ENDORSES A. B. C. RULE

Think Occupational Analysis of Trade Paper Circulation Good—Julius Hall, Belting Maker, Named President

CHICAGO, Oct. 15.—Some 600 men, representing more than a dozen local associations, attended the convention of the National Industrial Advertisers' Association at the Edgewater Beach Hotel, Oct. 13 and 14. The convention was the first to be held separately from that of the Associated Advertising Clubs of the World, and was called because few members were able to go to London.

E. T. Gundlach, of the Gundlach Advertising Agency, Chicago, explained the three processes in making copy effective: getting attention, developing an appeal and causing action. The successful industrial advertisement which merely attracts the attention of readers in general and fails to attract the prospective buyer, fails, Mr. Gundlach declared. He urged printing industrial advertisements in small type if the space gained were filled judiciously. Mr. Gundlach also declared that it had been found not necessary to advertise continuously, but that "splurging" at times and holding back at others had been found more profitable. He outlined a method of checking on the effectiveness of advertising by observing not only sales but the number of callers and the number of mail inquiries as well.

The association adopted a resolution endorsing a uniform A. B. C. statement on occupational analysis of business papers.

Among the principal speakers were E. St. Elmo Lewis, vice-president of Campbell-Ewald Company, Chicago, and lecturer in the Wharton School of Finance, University of Pennsylvania, on "My Viewpoint on Industrial Advertising of Today," and Bennett Chapple, of the American Rolling Mill Company, Middletown, Ohio, on "The Future of the National Industrial Advertisers' Association." A paper by Herbert Hoover, Secretary of Commerce, on "Elimination of Waste in Distribution," was read in Mr. Hoover's absence.

The following officers were elected: President, Julius Hall, Link Belt Company, Chicago; vice-president, Bennett Chapple, American Rolling Mill Company, Middletown, Ohio; secretary, J. R. Hopkins, Chicago Belting Company, Chicago; treasurer, C. H. Connell, Weller Manufacturing Company, Chicago. Directors—George F. Chimo, Brown Hoisting Company, Cleveland; Keith J. Evans, Joseph T. Ryerson & Sons, Chicago; Ezra W. Clark, Clark Trucktractor Company, Buchanan, Mich.; F. R. Davis, General Electric Company, Schenectady, N. Y.

The exhibit committee appointed is: P. L. Thompson, Western Electric Company, chairman; G. D. Crain, *Class Magazine*; and Herman Groth, William H. Rankin Company.

McCLURE AGAIN HEADS NATIONAL COMMISSION

"Advertising Holiday" Planned as Part of Houston Convention to Demonstrate That Ads Cut H. C. L.

CHICAGO, Ill., Oct. 14.—W. Frank McClure of Chicago was re-elected chairman of the National Advertising Commission at the annual meeting held at the Hamilton Club. Theodore G. Morgan of Montreal was elected vice-chairman to succeed George S. Fowler of New York and Charles F. Hatfield of St. Louis was re-elected secretary of the commission. The commission will hold its next meeting in Detroit, the tentative dates being Jan. 15-16.



W. FRANK McCLURE

A. H. Melville of Conde Nast Company, Harry Tipper of the United Publishers Corporation and A. J. Crockett of Modern Priscilla have been appointed to represent the N. P. A. on the National Advertisers Commission.

John H. Logeman, chairman of the A. A. C. W. convention exhibit committee, announced that he was working with the Mayor of Houston for the establishment of an "advertising day" in connection with the convention of the A. A. C. W. in Houston, May 10-14. On this day, Mr. Logeman stated, all city offices, public schools and all stores in Houston will be closed in order that the lesson that advertising lowers the cost to the consumer may be demonstrated.

AD BUREAU WANTS TO GROW

New Members Will Be Sought to Permit More Aggressive Work

(By Telegraph to Editor & Publisher)

CHICAGO, Oct. 16.—Committee in charge of the Bureau of Advertising of the American Newspaper Publishers Association met at the office of the Bureau here this week to consider important developments in a number of prospective national accounts. W. F. Rogers, *Boston Transcript*, chairman, presided. Others present included George M. Rodgers, *Cleveland Plain Dealer*; John B. Woodward, *Chicago Daily News*; David B. Plum, *Troy Record*; Director William A. Thomson, Associate Director Thomas H. Moore and Chicago Manager Guy Davis.

It is understood representatives of the Bureau were in conference here this week with the new advertising committee of the Investment Bankers Association, of which John MacGregor, Pittsburgh, is chairman.

The Bureau's work is now well organized, with offices in charge of competent newspaper representatives in New York, Chicago and San Francisco. The present budget tops \$100,000 a year, but the necessity for more aggressive administration is so great that a drive for new members will shortly be inaugurated, it is said.

Armstrong New Chief

Andrew R. Armstrong of the *New York World's* pressroom was installed as president of New York Newspaper Web Pressmen's Union No. 2, which succeeds Local No. 25, disbanded as a result of the outlaw strike of newspaper pressmen a year ago.



W. A. THOMSON

RESEARCH PLAN IS CHIEF TOPIC OF AGENTS

National Advertising Now Totals \$300,000,000 a Year, a 20 Per Cent Growth Over 1923, and New Project Aims to Increase That Sum and Its Productivity

(By Telegraph to EDITOR & PUBLISHER)

CHICAGO, Oct. 16. — "Advertising agencies are facing the biggest step forward they ever have taken," James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies, at the opening session of that organization's eighth annual convention Oct. 16, at the Drake Hotel.

"Total advertising appropriations for 1924 show an increase of 20 percent over last year," Mr. O'Shaughnessy declared. "The association has been instrumental in effecting enormous savings to national advertisers and in increasing the productive power of advertising by standardizing and simplifying advertising methods and practices.

"Marketing research in its scientific and modern proportions has been developed by the members of the A. A. A. working with an interchange of experience and associational guidance. The present volume of advertising is accredited in a large measure to that scientific development of research," he said. "Now, the association is undertaking to carry on marketing research in national scope. It is undertaking big tasks which it would not be possible for a single agency to perform. Reports from various committees submitted to the convention show that there is closer and more sympathetic co-operation with the various groups of publishers than ever before in the history of advertising. The A. A. A. will extend this work of committee contact and studying of the advertising field."

Mr. O'Shaughnessy asserted that the capable manner in which agencies handle the problem of advertising is one of the greatest forces in American business, the cessation of advertising would have an effect upon business comparable to what would result from a breakdown of the country's railroads.

"In such an event business in the United States would be paralyzed within a short time," he said. "That is what advertising means to the production and increase of industries in this country."

Mr. O'Shaughnessy outlined in a statement the plans made during three days of closed sessions of the A. A. A. for making still more advertising in the national field a certainty.

William J. Boardman, of George Batten Company, New York, was another speaker at the session. He reported on the convention of the Associated Advertising Clubs of the World, at London. English-speaking peoples, he declares, recognize that advertising has come to stay. The convention proved, he added, that the enormous amount of advertising that is being done is one of the greatest stabilizing factors in the world's business.

Charles W. Hoyt, of New York, spoke on the other aspects of the convention.

The convention was attended by some 200 agencies men from all parts of the country.

It joined the Audit Bureau of Circulations in its dinner at the Drake Hotel on Oct. 17.

American Association of Advertising Agencies entertained the official family of the Audit Bureau of Circulations and some nine hundred publishers and newspaper executives at luncheon here today at Lasalle Hotel.

Stanley Resor, president, presided, and at head table were seated: Urey Woodson, William McLoughlin, George D. Lindsay, Stanley Clague, W. F. McClure, Hon. E. T. Meredith, O. C. Harn, W. C. Young, Jesse F. Matteson, L. B. Palmer, Ernest Mitchell, Louis Wiley, E. W. Chandler and others.

"This is a day of large scale production," said President Resor. "Heretofore the agents have been dining on the publishers so we decided to get you all here together. It is a great pleasure, I assure you. We have not forgotten the days when we could meet you all face to face, days when we learned a good deal, but it is more difficult now. Business has

grown so enormously, and complexities of life are so many we thought it would be a good plan to get you all together as our guests. That's all there is to it."

John Benson, former president, said he was going to cover a large subject in few minutes by telling guests some few things about the A. A. A.

"The 'Four A's' was organized seven years ago to improve the advertising agency business, before then in backward condition. We have standardized agency service. We have safeguarded the credit of our members through a functioning finance committee, maintaining a business-like ratio between liquid assets and liabilities. In seven years we have had only one member failure and he paid out 100 cents on the dollar. We have standardized forms and blanks, eliminating the old small-type jokers, thereby eliminating friction and establishing confidence. We are also considering the question of free publicity. Agency competition must be constructive, not destructive. We have promoted a fraternal spirit among agents. Compensation has been standardized as well, on the basis of 15 and 2 per cent, thereby eliminating the possibility of favoring one publisher over another for financial consideration. All in all, we have helped to harmonize the triangle of interests—publisher, advertiser and the agent. We believe that the successful advertiser is your best friend and our best friend, that he is a wise magazine publisher who gives credit to other media,

and a wise newspaper publisher who does likewise. We hope the time will soon come when all publishing groups will proceed along this line of the advertiser first.

"We are hoping to establish some of the fundamentals of circulation and buying power and are devoting great deal of our energies along that line for sound practice."

O. C. Harn, president of the Audit Bureau of Circulations, said the bureau was started ten years ago and all advertising interests are debtors to it for the constructive policies it adopted and maintained.

Agents had to come to realize it was to their interest to be big and broad in their dealing with publishers. He spoke of the wonderful London convention and of activities and high standards maintained by leading American agents. He thought American agencies twenty-five years ahead of British agencies in service and conception of the high public service of their calling.

A. W. Erickson, former president of the A. A. A., spoke at the luncheon, saying, "The 'Four A's' is your side partner, who works for you every day and many nights. All the 'Four A's' want is intelligent co-operation. Maintain your rates and protect the agent. Service builds advertising, and that is the only sure way to make money. We have 5,000 clients who spend \$300,000,000 a year. I hope you get your share."

RADIO "ADVERTISING" A LUSTY INFANT A. T. & T. OFFICIALS DECLARE

Broadcasting of News and Advertising Not a Menace to the Press, They Say, Pointing Out Recent Instances as Proof

THE demand for radio advertising is mounting sharply, officials of station WEAF New York, operated by the American Telephone and Telegraph Company told EDITOR & PUBLISHER this week, although they object to calling radio publicity "advertising."

Requests from firms for "space on the air" are coming in so fast it is necessary to refuse a great number in order to leave space on the program for broadcasting news events, such as the World's Series, just finished, and football games.

Secretary of Commerce Hoover's statement that direct advertising will kill radio, made at the Third Annual Radio Conference at Washington last week, is supported by officials of WEAF.

"We have always fought direct advertising," they declared. "We have stringent rules prohibiting the mention of price, place of purchase, or any other form of direct advertising in program features broadcast from our station. Every speech placed on the air is carefully read in advance so that this objectionable feature can be blue-penciled.

"Our aim now is to boost the quality of indirect advertising. We are making a real effort to improve the programs presented by buyers of radio time."

WEAF objects to the term "radio advertising" because it suggests the type of advertising printed in newspapers and magazines.

WEAF station employs four salesmen to sell "space on the air." The technique of radio advertising is well known to all radio fans.

From the loud speaker the announcer's voice says:

"Now you will be entertained by the Happiness Boys, broadcast by courtesy

of the Happiness Candy Stores, New York City.

For advertising of the above type WEAF charges \$200 for 10 minutes. A musical program is allotted a half hour's time for the same price. The price for morning broadcasting is half of the evening charge for the same time.

Just as with newspaper advertising contracts, radio advertisers are allowed a discount for several "insertions." A discount of 10 per cent is given for a contract of 10 talks or more. Firms broadcasting musical programs get the discount on 13 or more appearances.

The "good will" aspect is stressed in the sale of space on the air. More than 250 firms have purchased radio advertising in New York, among them the American Chicle Company, Bank of America, Gold Dust Corporation, Great Atlantic and Pacific Tea Company, National Carbon Company and the United States Sugar Association.

The immediate interest of radio fans recently was centered on the broadcasting of the World's Series by stations WEAF and WJZ, New York. Hooked up with WJZ were stations WGY, Schenectady, and WRC, Washington.

New York circulation managers declared they had no statistics showing that broadcasting of the games either aided or hampered street sales.

J. C. Willever, vice-president of the Western Union Telegraph Company in charge of the commercial department said it is his opinion newspapers are wrong in taking the attitude that broadcasting of news events hurts circulation.

"Personally I am convinced newspapers are on the wrong track in opposing the broadcasting of news, or a synopsis of the

news he said. I am sure radio will stimulate newspaper reading, instead of restricting it. Take the recent Ohio tornado. A short account broadcast to hundreds of thousands of listeners would only have whetted their interest. From the newspapers the complete account of the disaster would have been obtained. And likewise with virtually every big news story."

Mr. Willever's contention that broadcasting of news by radio is not a menace to the future of journalism parallels that of other officials in the radio industry.

Dr. W. H. Easton of the Westinghouse Electric Manufacturing Company, New York, which operates stations in Pittsburgh, Chicago and Boston, told EDITOR & PUBLISHER last week that placing news on the air is bound to increase circulations.

"No one will ever touch newspapers in gathering news or selling advertising," he said. "Broadcasting will inevitably help newspaper sales.

"It has been said that newspapers are not purchased when big sports contests are reported by radio. I do not agree. Radio creates interest in events hitherto regarded as stupid by thousands of newspaper readers, such as prize fights and national conventions. Before radio became prominent how many women were interested in news stories of a national political convention? How many followed the speeches of the various candidates? How many were interested in prize fights?

"I have personally observed the awakening of interest in these subjects because of broadcasting. Members of my own family read with interest accounts of the Wills-Firpo fight in the newspapers after hearing it by radio. A few years ago the event would have been ignored.

"Another instance. One night over the radio I heard that an automobile had plunged from a bridge in New York, and that several persons had been killed. I knew the bridge. I had driven over it frequently. I bought a paper immediately the next morning to get the complete account. I wondered exactly why the car had climbed the curb and crashed through the railing. The newspaper story satisfied my interest in the accident. That is an example of the interest radio arouses in the news.

"Suppose a radio flash would announce the sinking of the Berengaria some night, or an earthquake in California. Would that arouse interest which would culminate in large newspaper sales? You know the newsstands would be bare the next morning.

The Westinghouse Company, Dr. Easton said, was the first to tie-up with newspapers in broadcasting. Its three stations, KDKA, Pittsburgh, KYW, Chicago, and WBZ, Boston, are cooperating with the *Pittsburgh Post*, *Chicago Herald and Examiner*, and the *Boston Traveler* respectively.

Dr. Easton said his company has no definite program for expansion in connection with newspapers. The 3 stations now operated by the company are sufficient for present purposes. He explained that the Westinghouse Company is the manufacturing organization of the Radio Corporation of America, while the latter is the selling agency for receiving sets.

To Keep Subscribers Paying

Holden (Mo.) Progress prints the following as a 2-column box to remind the reader his subscription is about to expire: "Stops at expiration of subscription.

"If you find this paragraph marked, you will know that your subscription is about to expire. The rule among the best country papers is to stop at expiration of subscription. We have observed this rule for four years and found it satisfactory to our subscribers."

NEWSPAPER MEMBERS OF A. B. C. ELECT DIVISION ADVISORY BOARD

(Continued from page 3)

which our Audit Bureau is giving the publisher, the agency and the advertiser respectively.

"In some introductory remarks I told the audience that Mr. Clague and I and the A. B. C. men who would address them, came at their request and not because we had anything to ask of them or the convention. This was true and yet I learned while in England that American publishers and agencies should be vitally concerned in seeing an efficient circulation verification system established abroad.

"I found that there were British advertisers who are being deterred from entering the American market through advertising because they were afraid. They know how much of a gamble it is at home to get the right medium at the right price and, knowing the great size of our country and Canada, they shrink from taking the gamble here. They figure that they would waste in bad guesses more money than they can afford. One large advertiser told me this was exactly the case with his concern and that he knew of others who were in the same boat. Now that he had learned so much about the exactness with which the cards are laid on the table through the A. B. C. he would lose no time in starting a campaign here.

"Doubtless our visit to London and the publicity given our meetings will do much to educate advertisers in Great Britain and the continent in regard to the way American publishers give out audited information, but the greatest good to American publishers will come only when similar conditions exist abroad and the advertisers there become thoroughly used to being able to buy advertising circulation with just as much confidence as they buy thermal units or kilowatts.

"Responsibility is generally a sobering burden even to the former radical. The advertiser assumes responsibility when he begins to influence the minds of millions. We must see to it that he realizes it. We who have built this strong Audit Bureau have done much to bring home to sellers and buyers of advertising service the fact that advertising is no plaything to be used irresponsibly, but a great force which should be used and directed with cool calculation, without waste and with a high sense of regard for the rights and best interests of all concerned, the men who invest their money in media, the men who use those media and the great public who put their faith in the message."

Ten years of successful operation warrant the belief that the principles on which the Audit Bureau of Circulations was established were sound and that no changes should be made in the fundamentals of its organization, the directors' report stated. This report, which was signed by Messrs. Harn, Strong, Shaw, and Clague, outlines the achievements since the last convention, of which the following is a summary:

1. Recognition of the Bureau by the London convention of the A. A. C. W. as a world source of information on circulation of periodicals.
2. Consideration of suggested changes in the Bureau's publicity rules action on which was referred to the divisional meetings.
3. Increase in the financial balance available to cover membership liability. The latter is estimated at \$181,597.16, and the balance available totals \$179,985.74.
4. Increase in the number of field investigations aimed at elimination of circulation-padding.
5. Publication of the A. B. C. Blue Book of periodical publishers' statements as of June 30, 1924, and approval of two similar volumes to include daily newspaper publishers' statements as of Sept. 30, 1924.
6. Progress in the enrollment of foreign language newspapers as A. B. C. members.
7. Net increase of membership during

the year of 8, bringing the total membership to 1,849, as of Oct. 6, 1924.

After ten years' work, achievement of the Bureau's primary object is signalized by the statement that 95 per cent of the United States and Canadian publications necessary to a national advertising campaign, are members of the Bureau, and that more than two-thirds of the money spent in newspaper and periodical advertising is placed with A. B. C. members.

"Certified circulation means certified demand of the public for a type of journalism which meets popular appeal," the report continues. "If that circulation is secured by forced methods or by methods calculated to exercise a destructive influence on public welfare, a study of A. B. C. reports and the study of a copy of the publication will develop these facts. The result will be a withdrawal of advertising support, thereby reducing the power for evil of undesirable mediums.

"It is in this respect that the work of the A. B. C. is not confined to 'figures and figuring.' If it were, if the A. B. C. were a mere adding machine, then the many thousands of hours collectively devoted by the board of directors each year to the advancement of publishing and advertising ideals would be wasted.

"That this greater service to publishers and advertisers is being recognized throughout the world is evidenced by the following resolution—one of the very few passed at the convention of the Associated Advertising Clubs of the World, held in London in July of this year:

WHEREAS, Inquiries have been made by several countries represented in the Associated Advertising Clubs of the World for information relative to methods of circulation verification, and

WHEREAS, The Audit Bureau of Circulations of the United States and Canada celebrates this year the tenth anniversary of its organization and of its remarkable success; and

WHEREAS, There have been many spontaneous testimonials in various meetings of the convention from publishers, advertisers and advertising agents to the effect that the Bureau has given marked assistance not only in verifying circulation information, but in reducing costs of advertising service to publishers, agents, advertisers, and consumers; therefore,

BE IT RESOLVED, That we refer the inquiries from those countries which have not established a method of co-operative circulation verification to the Audit Bureau of Circulations of the United States and Canada with confidence that every assistance will be cordially extended.

"It is because of the steady progress the bureau has made that the board of directors advise the holding fast to those principles upon which the bureau was founded and which have made the success of the past decade possible.

"As previously pointed out by your board, periodically there have been presented to the bureau suggestions for changes in the fundamental principles on which the bureau was founded. These suggestions have been made conscientiously and in most instances with only constructive impulses behind them. But, usually, they have been made without a clear conception of the danger involved in changing the basic principles established by the founders.

"The bureau was established after an experience of twenty years had demonstrated that an advertisers' organization alone could not reach the goal of circulation verification. And it was acknowledged by the advertising agents that they were not prepared to undertake the great work and expense involved.

"Publishers, on the other hand, recognized that an organization controlled by them could not command any greater confidence than an organization of bank examiners selected by banks alone.

"The fortuitous solution was reached in the platform of the A. B. C., whereby, while the advertisers retained control in reaching final decisions, the publishers as well as the advertising agents had a voice in these conclusions.

"Ten years of experience has proven this platform to be correct. Disturbance of the equilibrium established would, in the opinion of your board, not only be

destructive of the work accomplished, but would bring about a condition of chaos, involving irreparable loss.

"During the past year your board has considered carefully several suggestions regarding changes in these fundamental principles. The result of these deliberations is that it recommends to you that no change be made. It does recommend, however, that we revert to a policy which in the earlier history of the bureau was established, but discontinued through apparent lack of interest. To that end the following resolution was passed at the September meeting of the board:

RESOLVED, That the Managing Director be requested to suggest to each division of the Bureau the election by the division of a divisional committee of five each, whose duty it shall be to bring before the Board, either in writing or in person, any suggestions which they may consider desirable for the welfare of their division or any member thereof; such divisional committees to be elected for a period of one year.

"Another matter which has been carefully considered by your board is the question of the so-called 'liberalization of the publicity rules.' In the early years of the bureau a great deal of thought was given to this subject and it was the consensus of opinion at that time that no publicity of the bureau's figures and findings be allowed except the full reports (both publisher's statements and auditor's reports) on the theory that only through a study of all the facts as shown in these reports could an intelligent analysis of the merits of each publication be made.

"Illustrations were given at an annual meeting of the Bureau, showing how excerpts from the Bureau's reports could be distorted to the advantage of competitors, resulting in serious damage to publications when the name and authority of the Bureau was used.

"At this convention the rules were 'liberalized' to the extent of allowing the use by a publisher of 'total net paid' figures on his own publication only and permitting the use of a condensed form which it was thought would preserve the intent of the original rulings.

"During the past two years there have been recommendations that the publicity rules be further modified. These have been passed on to the divisional meetings of this convention and final decision for recommendation to the board of directors will be reached by you at this meeting.

"Your board presents herewith the report of Arthur Young & Co., showing a continued satisfactory increase in the balance available to cover membership liability.

"The obligation to membership as established by the auditors as of Aug. 31, is \$181,597.16. The balance available to cover this liability as shown in the report is \$179,985.74.

"The increase of liability to members is due (paradoxical as it may seem) to increase in membership. Almost all publications of large circulation, necessary for use by national advertisers, are now members of the Bureau. Further additions to membership must come from publications of small circulation, the dues from which will not cover the cost of service rendered. There must also be taken into consideration the increased cost of auditing due to increasing demands for 'outside investigations.' These 'outside investigations,' not only on the part of our regular auditors but through the service of special investigators, are becoming more and more in demand.

"As has been stated heretofore, the forced 'eating' of papers or periodicals by vendors of publications has been one of the great difficulties encountered in the determination of 'net paid circulation.' The mere payment of money to a publisher for copies received by a dealer does not always insure reader reception of the advertiser's message. While there can be no objection to legitimate high-pressure sales methods, there must be a safeguard against such abuses as improper bonuses for increased orders, expense accounts sufficiently large to cover unsold copies, threats of withdrawal of an agency if padded orders are not given, and a hundred other devices which result in unsold copies finding their resting-place in the junk dealer's warehouse. These devices must be guarded against in order not only to determine for the advertiser 'net paid

circulation,' but also to protect the publisher who is building his property on an honest and firm foundation.

"One of the most notable achievements of the Bureau in the past year has been the publication of the Blue Book of A. B. C. Statements.

"For many months a committee of your board has had under advisement the solution of the problem: 'How can we make the service of the A. B. C. more valuable to advertisers and advertising agents, and, therefore, more valuable to the publisher members of the Bureau?' A beginning of the answer to this problem has been the issuance of what is known as the 'A. B. C. Blue Book.'

"The 'A. B. C. Blue Book' was begun as an experiment by the publication of a bound volume of all periodical publisher's statements for the period ending June 30, 1924. This volume was furnished free to all advertiser and advertising agent members of the Bureau. Its enthusiastic reception by advertisers and advertising agents was expressed in the hundreds of letters received by the Bureau.

"As a result of this enthusiastic reception, your board has decided that this shall become a permanent part of the service of the Bureau, and two volumes of newspaper publisher's statements will be issued for the period ending September 30, 1924. Hereafter on every space buyer's desk there will be available for ready reference three bound volumes giving all the current information concerning circulation covering every important newspaper and periodical in the United States and Canada.

"While this added service will necessarily mean increased cost, it is believed that this added cost can be absorbed without increased dues to any member of the Bureau.

"Steady progress has been made in the movement to secure a larger representation of the foreign language press in the A. B. C. There is now a substantial nucleus of such publications, who are either members or applicants for membership. This nucleus, however, is very small in comparison with the total number of publications printed in foreign languages, and it is the hope of the Bureau that during the coming year there will be substantial additions to this branch of the Bureau's membership.

"There are about 1,200 foreign language publications printed in the United States, in about 40 different languages. It has been asserted by an authority in this field that a real service would be rendered, not only to the publishers of foreign language papers and to advertisers and advertising agents, but also to the American people, if the light of circulation truth extended to this branch of journalism, thereby making possible the success of worthwhile publications printed in foreign languages, which would inevitably result in the spreading of true American principles among our people of foreign birth.

"During the year the Bureau has added to its membership 108 advertisers, advertising agents and publishers. As against this there were cancelled 13 memberships of publications of free distribution; 15 publications were discontinued; 19 publications were consolidated and two advertising agencies were consolidated; 14 publications were dropped from membership; there were 37 resignations, 20 of which were local advertisers.

"The net result shows a total membership and applicants for membership in the Bureau as of October 6, 1924, of 1,849.

"We have released during the 12 months which this report covers 1,392 audits, or an average of 116 audits per month, compared with an average of 110 audits per month for the previous 12-month period."

Columbus Making Houston Plans

The Columbus, O., Advertising Club, with a view of developing the commercial prestige of the Buckeye State's capital city in southern cities, is planning a special train load of business men to attend the annual convention of the Associated Advertising Clubs of the World, in Houston, Tex., in May, 1925.

INLAND FATHERS · REGIONAL PRESS COUNCIL

October Meeting at Chicago Approves Call to Southern, New England and Others for Joint Spring Convention at West Baden Springs, Ind.—Gov. Lowden a Luncheon Speaker

(By Telegraph to EDITOR & PUBLISHER)

CHICAGO, Oct. 15.—A program for a federation of all regional press associations in the United States and Canada was formulated at the October meeting of the Inland Daily Press Association, at the Morrison Hotel here, which in large attendance and intense interest was the most successful gathering in the history of this old organization.

Social activities included golf and entertainment at Olympia Fields as the guests of Robert B. Harbison, Western sales manager of the International Paper Company; inspection of the new *Chicago Tribune* tower and plant as guests of Col. R. R. McCormick and Capt. J. M. Patterson and the Tribune's executive personnel; and a visit to the Adelphi Theatre on Wednesday night as guests of S. E. Thomason, president of the A. N. P. A., and other Chicago publishers.

Addresses of public interest were delivered by Frank O. Lowden, former governor of Illinois, on the farm problem, and by Col. Arthur Johnson of the War Department on plans adopted by Congress for national preparedness, now embodied in the National Defense Act.

Gov. Lowden spoke at the joint luncheon of the Advertising Council of the Chicago Association of Commerce and the Inland Daily Press Association in the presence of 400 people. Homer J. Buckley and George D. Lindsay presided as joint chairmen.

Col. McCormack, introducing Gov. Lowden, referred to him as America's greatest war governor, the man who had the courage at a most critical time to suppress a pacifist meeting engineered by German secret operatives; the man who organized the state government so that it functioned in larger measure for the public interest.

Gov. Lowden told of the problems confronting the farmers, of his own experience in trying to market his farm products, and said that the only way out for the farmer is to organize as other great commercial and industrial organizations have. He was glad to find the newspaper people with open minds on this all-important subject, and he urged the newspaper editors to give sympathetic consideration to the farmers' efforts to better conditions and to use devices that have made possible efficiency and economy of operation and just and reasonable profits in the iron and steel business as well as others. He pointed out that the business structure is so complex and so interwoven that if one factor suffers sooner or later all suffer.

Col. Johnson told of the genius of former Secretary Elihu Root in making available to Congress the world-wide researches of the late Col. Upton, who had studied the military structures of all nations. The principal difficulty the past hundred years in the adoption of proper defense measures has been the old bogey of "States' rights." The present national defense act provides immediate mobilization of man and industrial power of the nation, so that 57 army divisions comprising a million men, with other millions in supporting units, would be quickly available.

The Inland meeting opened Tuesday morning with 150 present. George D. Lindsay, *Marion Chronicle*, president, and Wil V. Tufford, secretary, conducted the meeting. Stuart H. Perry, *Adrian* (Mich.) *Telegram*, and a director of the Associated Press, read an able paper on contempt of court abuses, which is given at length the next page. George H. Purcell, *Vincennes* (Ind.) *Star*, discussed "First Newspapers in Inland States." His research disclosed the following pioneer newspapers in States east of the original Thirteen:

Kentucky—*Kentucky Gazette*, published by John Bradford at Lexington, April 11, 1787.

Ohio—*The Centinel of the Northwest*

Territory, published by William Maxwell at Cincinnati, Nov. 9, 1793.

Indiana—*Indiana Gazette*, published by Elihu Stout at Vincennes, July 31, 1804.

Missouri—*Missouri Gazette*, published by Joseph Charles at St. Louis, July 12, 1808.

Michigan—A paper the name of which was not given, published by James Miller at Detroit, Aug. 31, 1809.

Illinois—*Illinois Herald*, first published by Matthew Duncan at Kaskaskia, between July 24 and Sept. 6, 1814.

town lot at Lexington. The materials were transported from Philadelphia by flatboat. The first number complained that a part of the type had been pried in being carried from what is now Maryville.

Mr. Purcell recounted numerous characteristics of the early Central West journals. The papers were usually of four pages, with three or four columns to a page. The subscription rates of many were about \$2 a year and most subscriptions were obtained by solicita-

advertising represented about 25 per cent of total newspaper volume. The present differential between local and foreign rates made it difficult for agent to use the newspaper he said. This policy seemed to him like "Soaking the Stranger." The feeling between newspaper and agencies is more friendly at present than ever before but there are still many points of disagreement that should be thought out.

Jason Rogers in an executive session, discussed "How to Double Volume National Advertising in Newspapers."

Rogers' program covered five points: First, eliminate all free publicity. Second, do away with all preferential positions to favorites.

Third, encourage small card advertisers as does the *Philadelphia Bulletin*, giving such advertisers positions on pages two, three, four and five.

Fourth, eliminate differential between local and national rates.

Fifth, draw lines more closely between agents who serve magazines and other media and those who actually promote the cause of the newspaper.

Arnold E. Guesmer, Minneapolis attorney, reported for the Federal tax committee. He told of one member of the Inland who had received more than \$40,000 he had overpaid the government and cited the case of another newspaper which fought the government's demand for \$50,000 additional taxes and received back nearly \$100,000 it had overpaid. He spoke of present procedure in the Treasury Department and observed that many newspapers could no doubt receive refunds on the years 1917 to 1921 inclusive. It is stated that government now permits setting up circulation cost structure, something that was denied in the early days of excess profits.

E. P. Adler, *Davenport Times* reported on newsprint, saying that present situation is comfortable, with domestic prices determined months ahead of the contract period. January 1 domestic newsprint is selling at \$70 per ton and foreign newsprint at \$68 per ton. Prices may go lower, he said. In the near future publishers will be obliged to make effort to equalize freight rates. Manufacturers are now striving to have Congress enact a tariff on overseas paper.

Frank T. Carroll, *Indianapolis News*, told of work newspaper department is doing with local dealers and jobbers.

Joe Carmichael, Des Moines, discussed "Public Utilities and the Press."

Basile Smith, Philadelphia classified expert, read a very informative paper on "Standardized Classified Advertising."

E. H. Harris, *Richmond Palladium*, reported for the cost finding committee urging more uniform records and a greater degree of co-operation. He was supported by A. L. Miller, Battle Creek.

Secretary Tufford reported that the Association is in strong financial position, with 241 members.

The annual meeting for election of officers will be held at the Morrison Hotel, Chicago, in February, and the spring meeting will be held in May or June at West Baden Springs Hotel, Ind.

President Lindsay plans that the State vice-presidents are to organize the Daily Press of their respective states with a view of coordinating the newspapers of their states as subsidiaries of the Inland Daily Press Association.

Next spring at the meeting in West Baden Springs, there will be organized a "Federated Council of all Regional Press Associations." This meeting will be participated in by the Southern, New England, and other Associations. The object is to form an agency through which the daily newspapers of the nation can find expression and function as an influence in moulding and shaping national sentiment in matters making for stability of government and the well-being of American people.

SONGS OF THE CRAFT

(Written exclusively for EDITOR & PUBLISHER)

By Henry Edward Warner

ENVY.

I wish I had written that story! . . .
Somehow, when I read it I stood
At the place where it happened and saw the whole thing! . . .
By golly, that story was good!
They tell me a cub with a nose for the news
And nothing much else worth a darn
Just happened to be there, and grabbed it off hot! . . .
I wish I had written that yarn!

He was only a cub, but he had it—
That inborn, intangible sense
That could swing you right into the thing that he saw—
And the story it made was immense!
It wasn't his style—he can't write worth a whoop!—
His spelling's a scream, but at that
I wish I had written the story he wrote
When he caught it red-hot off the bat!

Fine phrases and words without meaning
Set down with an erudite pen . . .
They could never have handled a story like that,
For it had to be written for men!
That yarn had a grip leaping straight from the heart,
That caught you and hugged you so tight
You just held your breath while the Cub wrote it down
As never a master could write!

I wish I had written that story! . . .
The Cub? . . . Oh, I guess he'll hang on
Till he gets the swelled head and attacks for a raise;
Then another fresh Cub will be gone!
But whether he sticks it, or whether he goes
With his dream of Success to the shelf,
He has written one story that made 'em sit up,
And I wish I had done it myself!

Wisconsin—*Green Bay Intelligencer*, published by John V. Suydams and Albert G. Ellis, Green Bay, Dec. 11, 1833.

Iowa—*Dubuque Lead Mines*, published by John King at Dubuque, May 11, 1836.

Minnesota—*The Minnesota Pioneer*, published by James M. Goodhue at St. Paul, April 28, 1849.

Nebraska—*Nebraska Palladium*, published by one Reed, July 15, 1854.

Kansas—*Kansas Weekly Herald*, published at Leavenworth, Sept. 10, 1854.

South Dakota—*Dakota Democrat*, published by Samuel J. Albright at Sioux Falls, July 2, 1859.

North Dakota—*Bismark Tribune*, published by Col. Clement A. Lounsbury, at Bismarck, July 6, 1873.

The *Scioto Gazette*, Chillicothe, Ohio, which gives the date of its foundings as April 25, 1800, is the oldest paper west of the Alleghenies in point of continuous publication, Mr. Purcell said. The first daily newspaper north of St. Louis and West of the Mississippi was the *Miner's Express*, which appeared at Dubuque in 1851.

Mr. Purcell told of the difficulties of producing the first newspaper published West of the Alleghenies. John Bradford, a Virginia planter, was induced to launch the *Kentucky Gazette* by the gift of a

tion by friends of the editor. The first number of the *Kentucky Gazette* announced that it would print "Advertisements of Modern Length" at 3 shillings.

Dr. W. G. Bleyer discussed "The Importance of Maintaining Higher Editorial Standards." Excerpts from his address appear on Page 8.

Mrs. E. O. Susong, *Greenville* (Tenn.) *Democrat-Sun*, gave a woman's experience as a newspaper publisher. Susong fell heir to a weekly newspaper with 900 circulation published in a cellar, and \$3,000 in debt. Within one year she bought out one of her rivals for \$5,000 on credit. At times she set the paper by hand though she had no previous experience. She printed, wrapped, and addressed wrappers, wrote advertising and collected bills. Then she learned of the Linotype machine. Next she bought out the only daily in Greenville, paying for it \$16,500, also on credit. Now she is in her own building with three Linotypes and printing the only paper in the county. She is nearly out of debt now, with a circulation of forty-two hundred.

Jesse F. Matteson, Chicago, member of the American Association of Advertising Agencies said three per cent profit on the turnover represented the experience of members of that organization. Foreign

UPHOLDS CONTEMPT OF COURT SYSTEM

Michigan Publishers' Remarkable Address Defines Status of Press—Cites Magee Case as Exceptional—
Stuart H. Perry Says Existing Laws Safeguard Society and Press

STUART H. PERRY, editor and publisher of *The Adrian Daily Telegram*, Adrian, Mich., dealt in a remarkable and exhaustive manner with the vital subject of "contempt of court," in an address before the Inland Daily Press Association at Chicago this week.



STUART H. PERRY

He spoke of popular criticism of the courts, and the causes of unrest, and said:

"My subject is not the merits or demerits in general of our laws, procedure, courts, judges and lawyers; it is the law of contempt as applied to newspapers—what the law is, whether it is on the whole clearly defined and consistently applied, and whether it ought to be changed.

"That the power to punish for contempt is inherent in the courts themselves is elementary law. A similar inherent power to punish for contempt resides in Congress and the state legislatures. Courts cannot deprive the legislative branch of that right, and various supreme courts, including that of my own state, have held that the legislature cannot curtail the jurisdiction of the courts in contempt cases. The obvious purpose of this fundamental rule of law is to enable courts and legislatures to perform their constitutional functions and to prevent individuals from coercing them in any irregular manner, or from bringing them into public contempt.

"This has always been self-evident as regards ordinary disorder, threats, or attempted corruption. The application of the rule to publications in newspapers was a later development, though the rule in that respect also has long been clearly established. As stated succinctly by a late text writer:

"The rule is now firmly settled that it is contempt to issue publications which are calculated to prejudice or prevent fair and impartial action in a cause of judicial investigation then pending, including those which seek to influence judicial action by threats or other forms of intimidation, which reflect on the court, counsel, parties or witnesses, respecting the cause, or which tend to corrupt or embarrass the due administration of justice."

13 Corpus Juris 34.

"The intent of the writer or publisher is immaterial, and the truth or falsity of his statements is also immaterial, if they actually are calculated to influence the decision and thereby tend to interfere with the due administration of justice. The people, through their constitutions and laws, intend that cases should be heard and determined by the judges and juries in a certain regular manner, on the testimony of witnesses and the arguments of counsel, and any extraneous assistance, however well meant, becomes an abuse and offense if it is active enough to exert an influence on the proceeding. This is the uniform trend of judicial decisions, and for more than a hundred years no state except Pennsylvania and Kentucky has attempted by statute to confer upon the press any privilege to influence the administration of justice in a pending case.

"I specify a pending case, because in many if not most jurisdictions this strict rule does not apply after a case is finally disposed of. In some states it is held that criticisms charging a court with unfairness or corruption are contemptuous even after the termination of the case in question. This is true of my own state (Michigan), and apparently in Arkansas, Missouri, Idaho, Georgia, Vermont, Virginia, and perhaps a few others; but he weight of authority in state courts is

that criticism after the case is ended is not an act of contempt, however malicious it may be.

"Even in jurisdictions where the old common law rule still holds, and where criticism after a case is ended may be punishable, not all criticism is contempt. The line is drawn plainly between fair comment and allegations of judicial misconduct.

"The general theory of the law of contempt is so clear and logical, and it has been so uniformly and consistently applied by the courts, that the publisher ordinarily should have no difficulty in keeping within the law. In all jurisdictions he may, during the pendency of a case, publish a fair and truthful account of the proceedings. In all jurisdictions during the pendency of a case he must refrain from publishing other matter, whether news or comment, of a character calculated to prejudice the rights of either side, to discredit the court, or to influence its decisions.

"As to how freely he may criticize the court after the case is ended, he must ascertain what the law is in his own

particular state. If his state happens to be one of the half dozen adhering to the old common law rule, he still may freely criticize the court's reasoning and the soundness or justice of its decision, as long as he does not impugn its motives; but he will be in contempt if he charges the court with deliberate unfairness, corruption, or other official misconduct. In the rest of the states, and in dealing with the federal courts, he may go to any length after the case is ended, not being answerable in contempt proceedings even if his comments are false and malicious, but only to the judge personally in a libel proceeding.

"Contempts are punished summarily without a trial by jury. This term 'summarily' is often misunderstood. It does not mean that the defendant is punished immediately and without hearing. That may be done in cases of contempt committed in the judge's presence, but in all cases of so-called indirect contempt (which include all newspaper contempts) he has his day in court. The defendant is brought in on a rule to show cause, an attachment or similar

process, he is informed of the allegations against him and the affidavits in support of them, a day of hearing is set giving him reasonable opportunity to prepare his defense, the case is heard, and if he is found to be in contempt he is sentenced to a fine or imprisonment.

"The fact that the case is heard without a jury is the ground of much criticism of courts in contempt cases, but this procedure is consistent with the nature of the offense. * * * The only purposes of a jury trial would be either to establish the facts or to determine their legal effect. There can never be any serious question of fact in the case of a newspaper contempt, because the fact of the publication is conspicuously evident and the individuals concerned are easily identified. If a jury trial were granted, therefore, the only purpose would be to allow the jury to pass on the question of whether the publication tended to impair the administration of justice. In some cases the jury's verdict might be fair and wise, but in other cases it would be a travesty. * * *

"Contempt is not an offense against the judge, but against the court as an institution, and against the people who created that institution. * * * In some cases, no doubt, judges have been overzealous in protecting the dignity of their courts; but if that be an evil, their inability to do so would be a vastly greater evil. In the former case only an occasional individual suffers; in the latter the injury would be to the public and to the framework of our social fabric.

"There is an impression that the party adjudged guilty of contempt has no recourse but to accept his punishment. The number of cases that have found their way to appellate courts negatives that assumption. It is true that under the common law contempt proceedings were not reviewable, but at present there are few, if any, jurisdictions in which provisions for review are not found. Such proceedings raise only questions of law. In contempt cases—certainly in cases of newspaper contempt—the defendant's rights are substantially protected. * * * If a defendant in contempt proceedings happens to be punished unjustly and is forced to spend money to get a final vindication from an appellate court, it is unfortunate; but his case is no worse than that of any other litigant who has to go to a higher court to get an erroneous judgment reversed.

"One other point deserves mention—the power of an executive to pardon a contemnor. In practice this has rarely arisen, but it is of especial interest just at this time because of the case of Carl C. Magee of the *Albuquerque* (N. M.) *State Tribune*, in which the sheriff refused to honor a pardon by the governor, and the Grossman case in Chicago in which the federal circuit court of appeals held that a President has no power to pardon a person from a sentence of contempt imposed by a federal court.

"The law on this point is not settled, probably because of the infrequency of such cases. The pardoning power has been sustained by the courts of three states: Louisiana, Mississippi and Tennessee; and it has been denied by the courts of three others: Illinois, Texas and Wisconsin. Certain attorneys-general, in four or five opinions all rendered within a decade about seventy years ago, upheld the President's power to pardon; but I understand the more recent practice of the Department of Justice is not to recommend pardons in such cases. * * * I do not regard the question as of vital importance in practice, and on the whole perhaps the more convincing line of reasoning would be in favor of the view that contempt of

BLEYER SAYS JOURNALISM IS ONLY UNORGANIZED PROFESSION

IN an address which commanded the strict attention of the Inland Daily Press Association, William Grosvenor Bleyer, director of the course of journalism at the University of Wisconsin, declared that newspaper work today merits recognition as a profession, deplored low salaries for reporters as a discouragement to talent and called for a greater feeling

of solidarity among writers and editors.

of the weaknesses of present-day journalism and are suggesting remedies.

"In the September issue of the *Century Magazine* a journalist who has had experience on both the news and business sides of journalism—discusses the question, 'Can Journalism be a Profession?' This may seem strange.

"Is journalism today a business, a trade, or a profession, or is it a 'game,' as some call it? Some newspaper men still seem to regard their calling as a trade. The distinguished business manager of a New York newspaper, himself the author of several books on American biography and literature, published a book a few years ago entitled "Training for the Newspaper Trade." Newspaper men in several large cities have organized themselves into trade unions chartered by the International Typographical Union, and thus affiliated with other trades in the American Federation of Labor. There are still other newspaper men who still insist that the only way to learn journalism is in a newspaper office, that is, by the apprenticeship method by which all trades are learned.

"As a matter of fact up to fifteen years ago, the only way that any one could learn journalism was to go into a newspaper office and practice under the direction of practical newspaper workers, for previous to that time there were no universities that offered systematic instruction in preparation for journalism. In the last fifteen years, there has been a gradual but marked change in the attitude of most newspaper men toward schools of journalism. As the graduates of these schools went out into newspaper offices and as editors found that these young men and young women were better prepared for journalism than were grammar school or high school graduates, or even than college graduates who had no instruction in journalistic technique, practical newspaper men, seeing, believed, and finally were convinced that journalism could be taught in college. Today, I think it may fairly be said that the majority of newspaper men believe that schools of journalism are practicable.

"So we may say that journalism is just emerging from the apprenticeship method into the professional school method of training its recruits. This evolution is exactly like that which has taken place in the preparation for other professions.

"We will all agree that every member

(Continued on page 33)



PROF. W. G. BLEYER

of solidarity among writers and editors.

In the course of his remarks the following points were made.

"Criticism of newspapers, it has been said, is the great American indoor sport. In reply to frequent strictures on their work, newspaper men often quote the saying that everybody knows how to run a newspaper better than the editor. Criticism is as old as newspaper work. I think that it is a mistake for newspaper men to put all critics in the same class and wave aside all of the criticism leveled at the profession. Earnest, serious students of our society and government are calling attention to the vital part that newspapers should play in our scheme of life. All criticism does not come from those outside newspaper offices. Thoughtful editors and publishers, from time to time, are pointing out some of

(Continued on page 32)

WOMAN EXECUTIVE DISCUSSES IDEAL DAILY

Miss Janet H. Stewart, Assistant Managing Editor of the Philadelphia North American Is a "Regular Newspaper Man," According to Her Chief—Hates the "Woman's Angle," Sob Stories, and Women's Pages

By PHILIP SCHUYLER

JANET H. STEWART, assistant managing editor of the *Philadelphia North American*, this week made up for me her ideal of a newspaper's first page.

Miss Stewart, enthusiastic as a cub reporter, now a tall, slender, dignified executive with slightly graying hair, is one of the cleverest newspaper men I have ever met.

Fitted for her work by early environment, education, and natural ability, she has risen in eight years from reporter to next to the highest editorial executive position on the oldest daily newspaper in America, now under the direction of the distinguished E. A. Van Valkenburg. She has frequently taken full editorial control of this newspaper of 250,000 circulation.

No one is prouder of her than her immediate "boss," Frederick F. Forbes, managing editor, who has been her teacher in newspapering.

"She is not a mere newspaper woman," he will explain. "She is a regular newspaper man; and she knows her work as few men do."

That was demonstrated to me as fact, when we talked together in the North American's editorial council room, and as I watched her, during absences of her chief, carry out various important duties of a veteran M. E.

Before us on the long table lay a copy of the day's paper. With one hand the assistant managing editor indicated different columns as she discussed them. With the other, she often gesticulated slightly to impress a point.

The motion was entirely feminine. To suit it she was not wearing stiff mannish clothes. A lace collar on a smart blue crepe de chine dress, softened her neck and throat.

"First," she began, "you must know my ideal of a newspaper before we can consider its first page.

"My ideal news paper must be always interesting. There is no excuse for a dull newspaper. News in itself is extremely interesting, if correctly played.

"Secondly it must be clean. Crime stories need not be kept out, but no newspaper of responsibility ought to print unnecessary details of horrible crime.

"Details that add to the mystery or legal interest should of course be retained. But no decent newspaper will print salacious detail. Such things should be simply stated as a matter of record and then dismissed. A good crime story can be clean.

"Thirdly my ideal newspaper is honest and high principled; not only when it won't hurt the business office, but all the time. I am firmly convinced that honesty pays. Advertisers, I believe, have far more respect for the paper they do not control than for one to which they can dictate.

"Then finally it should have enterprise. It should get all the news and never let a competitor beat it."

Now attention turned to making up her ideal front page.

"Of course, this ideal front page doesn't take into consideration the exigencies of each day, or the hamstrings of editorial policies," Miss Stewart said. "And I prefer to make-up only the seven more important columns in this game we are playing.

"For the right hand columns I would consider first those occurrences of the day which might have important and lasting influence on current events, either of the city, state, nation, or world. I would weigh the stories carefully. The first four columns I would give over to this form of news.

"In the next two columns I would put the most unusual stories. I might choose a startling crime, such as the Mount Vernon, Ill., case for one column, and put a mystery story beside it.

"Then on the last column I would place



JANET STEWART—She Wants to Do a Man's Work.

the best human interest story of the day.

"I place the human interest story last, because to my mind this kind of newspaper reporting is often no higher than so-called sob stuff.

"My definition of a good human interest story is something strange or out of the ordinary, which never could happen to the average reader, but, nevertheless, is actually happening to a person, who in every other respect is like the reader.

"An excellent example of good human interest were the stories of the Prince of Wales visit to Syosset, L. I.

"Santa Claus myths are human interest stories, as are also the gods of Wagner operas, who have enchanted the world."

But the ordinary human interest writing which goes under the name of sob-stuff, Miss Stewart would have none of.

She does not care for the usual run of woman reporting. She is not a feminist, however. She is too intelligent to take this title to herself.

Yet she would ban the woman's page from every newspaper in the country, even though she admits it must be a circulation builder. To her, the "woman's angle" is a senseless phrase.

"There are far too many 'woman's pages' in this country," Miss Stewart believes.

"Women will never have any intellect so long as they are herded off, as it were, on to women's pages. They will be forever kept at the same grade of intelligence.

"There is no more reason for this feature than there is for a men's page. News belongs to the people, not to a sex."

The interview was interrupted here, while an editorial man came in with a headline for approval. One of Miss Stewart's duties is to pass on important head-

lines. She goes over all the proofs and reads thirty exchanges daily to learn their editorial policies.

She can do any work on a newspaper, one is told.

"I like to make up the newspaper best of all," Miss Stewart said. And when the make-up editor is away she does take over his duties.

When the managing editor is away she takes complete charge. The men on the staff are all extremely loyal to her, giving her every kind of co-operation. She is a natural executive. There is never any friction or unpleasantness, because of her command.

For six years she never took a vacation; and each day now she is at work from 2 p. m. until midnight.

When she was free again, I asked her what she considered the best training for a newspaper man or woman.

"Whatever you study, whatever information you obtain, you can put it to use in newspaper work at some time," she replied.

"Of abstract subjects, I found psychology most helpful. It is an aid especially in interviewing, because it gives one a knowledge of characters, and helps one to include in the story significant sidelights and side-lights."

What opportunities are there for women in newspaper work?

To women of Miss Stewart's caliber, the opportunities seem limitless. To many women, she believes, newspaper work offers itself as an excellent profession for adoption.

"Most women are born gossips; they love to talk; they are quick on the trigger in making decisions. How could they be better fitted than that for newspaper work," she declared.

Miss Stewart, unlike the majority of women who have taken up newspapering, has had a most remarkable newspaper career. Coming into the profession older than the usual cub, she brought with her far more than the average intelligence.

Her father was Judge John Stewart, Justice of the Supreme Court of Pennsylvania. Returned from the Civil War wounded, he was mayor of Chambersburg, when it was burned by Confederates. In fact it was Judge Stewart's Princeton diploma torn from his wall and set afire by Early's men that started the township burning.

Judge Stewart was one of the early leaders in Pennsylvania against the Quay-Cameron political machine, which at one time ruled the state.

Miss Stewart was brought up in surroundings, which compelled her to take interest in public affairs and politics. Yet during her school days and afterwards she had no thought of going into business or a profession.

Following graduation from Wilson College, she went to France, where she spent several years at French universities, learning the language and concentrating chiefly on the study of human thought.

In 1916 war came. Her father was ill in Philadelphia. Miss Stewart rushed home to be near him.

Once home, she found she must keep busy. Narrow streets of Philadelphia were as dull as their asphalt compared with the boulevards. What to do? She had returned from France and its 4 and 8-page dailies a scoffer at the encyclopedic American newspaper. But strangely, the only work she found to her liking was a place as reporter on the North American, at \$12 a week.

Immediately, she showed natural aptitude for her suddenly selected profession. She had acquired an International viewpoint. She was well equipped intellectually.

From covering routine news, she advanced in short time to special assignments. All big celebrities who came to this country during and following the war were interviewed by Miss Stewart. But such work could not keep her busy all the time. She was given a try on the administrative side, and from the start showed marked ability. Within two years she was promoted through merit to her present position.

Mr. Van Valkenburg sent her to Washington to meet and talk to Marshal Joffre. At the capital, Miss Stewart obtained the only exclusive personal interview granted by that great Frenchman during his entire American visit. She was able to interview him in his native language.

Her best descriptive story, fellow workers say, was the Roosevelt funeral. Next to that they place her account of the burial of the Unknown Soldier. And she did very notable work covering the Washington Disarmament Conference.

She writes in clear concise style. Her special ability is to tell a story adequately in one column when another reporter would require two.

One manner in which she has always refused to set down her thoughts is from the "woman's angle."

As she sat at her desk in her private office, just before I turned to leave, she reminded me of this.

"I wanted to do a man's work," she said simply. "And I believe I always have."

"You have," came as echo from her chief.

\$4,178 Raised for Tornado Victims

The *Cleveland News and Sunday News-Leader* management has turned over to the committee for the aid of Lorain, O., sufferers of the June 28, tornado, \$4,178, raised by the newspapers.



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 TWENTY-TWO

Mr. Bennett Makes His Son Manager of the Herald— Founding of the Evening Telegram—The Herald Threatens to Leave the Associated Press

IN 1865 Mr. Bennett's health grew delicate; he was troubled with a bronchial affection, while his system had become enfeebled, due to the strenuous life he had led during the long years of struggle against enemies and untoward circumstances in the building up of his great newspaper property. So it was that in 1866 he began an intensive training of his son, then 25 years old, to become his successor in fact as well as name.

The junior Bennett was an apt scholar, and in reality had already developed those energetic, impulsive and fearless traits of character that strongly manifested themselves throughout his subsequent career.

Bennett, Sr., justly proud of his handsome, manly and talented son, who had returned from Europe with a liberal education, and the polished manners and address of an old world gentleman; with his brilliant yachting record and social recognition by the nobility and crowned heads of the Old World, made him manager of the Herald on April 23, 1867.

Mr. Bennett, Jr.'s spirit of enterprise infused new life into every department of the paper, and at heavy cost he fitted out two steam yachts in 1867 to collect ship news, off Sandy Hook. One of these, the "Jeannette" was a powerful, seaworthy craft, that ventured out in all weathers to board incoming vessels and pilotboats to gather the news, and always carried a quantity of copies of the Herald, which were distributed gratuitously to officers and passengers. The Herald justly boasted of its achievement, comparing its steam yachts with the old rowboat system of boarding incoming vessels.

"Two oars and a stretcher can't compete with steam," said the junior Bennett. "The shipping merchants of this city have learned the fact and appreciate the Herald's enterprise. In one day our yachts reported 42 more arrivals than our contemporaries did by rowboat service."

Founding of the Evening Telegram

In 1867, Mr. Bennett and his son after mature deliberation agreed that the time had come to start an evening newspaper; the field at that period was not adequately filled, while the senior Bennett, still in harness, and at his desk every day, thought that the management and entire control of a newspaper of his own, would give his son, "Jim", as he was known to his intimate friends, a larger opportunity in the business in which his father had made such a conspicuous success.

Consequently the *Evening Telegram*, christened by the son, (said the late Mr. Townshend), made its first appearance on July 1, 1867. The big Herald gave its little evening sister no editorial recognition whatever at its birth. A one column advertisement, giving a wearisome repetition of its good qualities, served to usher it in to the cold, heartless journalistic world.

"The Evening Telegram out to day," said the advertisement, "with three editions—at 12 noon, 3 P.M. and 5 P.M. Will have the latest news from all parts of the world—the cheapest paper in the world—Price one cent; for sale everywhere."

On July 3, another column advertisement in the Herald announced that "The Evening Telegram is a marvel of journalistic enterprise. The cheapest, completest and ablest of the evening newspapers."

On the 5th it was stated that it received "Telegrams from all parts of the world"; had "All the news of the day, and the very latest market reports. The best and cheapest newspaper—all the newsboys sell it."

The office of publication was first at 97 Nassau street, in the old Herald Building, and here the "fledgling" had its home for some time. It had a creditable editorial page; gave special attention to local politics; its news columns carried much of the matter left over on the galleys by the Herald the night previous, while a few cables and some fresh local items enlivened its last edition.

As the half-starved companion of the opulent Herald, it continued to lead a precarious existence, and its office was finally removed to No. 2 Ann street, where in one small room the late Major Hall presided as business manager. Its editorial head was later enlivened with a picture of a fat cherub amid the telegraph wires, and this decorative engraving was carried thereafter for many years.

With the advent of the Telegram, the junior Bennett's name (except

for a short interval) came down from the Herald's editorial signboard. From that date he became editor and sole proprietor of the "Tele," in those days dubbed "Jim's pocket piece!"

In September, 1867, Mr. Bennett gave notice that he would separate entirely from the Associated Press, declaring that "during the last 12 or 14 years we have been associated with a number of other city papers in the collection of telegraphic and ship news. In that time we have paid out some \$500,000 for domestic intelligence for the Herald outside the Association. Under the absurd and unjust rules forced upon us we have been compelled to furnish all this special news, gathered by our forethought and at our own expense to the other papers in the Association, who have not paid for them more than five per cent of their actual cost to us. In addition we have paid for special cable dispatches in one year some \$70,000, all of which the other papers in the Association had the full benefit, and for which they paid seven per cent of the actual cost to us. The rules of the Association compelled us to give the same advantage at our expense to all the other members on these absurdly unjust terms.

He then announced the coming formation of a new association for the collection and sale of news. It would do business in a regular, straightforward manner, and, in fact, he had in mind a scheme similar to the present elaborate system of syndicating news and features to journals throughout the entire country.

The other members of the Associated Press, alarmed at Mr. Bennett's precipitate action, privately implored him to continue a member, and finally in October, 1867, he reconsidered his hasty act and consented to remain a member on condition that the Association rescinded the following obnoxious rule:

"No member of the Association, and no party receiving news from the Association, will be permitted to receive regular telegraphic dispatches from his own private correspondents. Nor can he make arrangements to receive any special news by telegraph, without first informing the other members of the Association, and tendering a participancy in it to them."

Six members voted for its suspension; the proprietor of the World alone supporting it. He had been formally expelled some months before, and was only reinstated by courtesy, and his personal dislike for Mr. Bennett was the only reason assigned for his opposition.

Mr. Bennett said he had long struggled to have this unfair rule rescinded as repressing newspaper enterprise by attaching a penalty to individual effort, adding:

"We shall, while members of the Association, avail ourselves of all the freedom that the suspension of this rule gives, especially in regard to European dispatches, using the ocean cable liberally as the progress of great events may require."

An article in *Wilkes' Spirit of the Times* for August 14, 1869, blamed Mr. Simonton, the Associated Press Agent, and Mr. Orton, the president of the Western Union Telegraph Company for the monopolistic tendencies of the Associated Press. It referred as follows to some of its members:

"The *Sun* merely wants the news dispatch—the briefer the better. Its space is limited. So long as the great dailies collect news enough to make Mr. Dana's paper interesting he is content. He has no room for 'enterprise,' and the rule which prevented competition put the great dailies at his mercy. So long as they collect the news and permit him to sell it at half price, he will not complain. The Herald was unjustly curbed by 'enforcement of the rules.' The Evening Express lives by grubbing, and fills the same position in the press of New York as the King of the Chiffoniers, or garbage collector does in Paris." The World was spoken of as the trustworthy Democratic organ, and as "one of the most brilliant and scholarly newspapers in the United States." Further on in the lengthy article it was said that "the reader of the Herald will find the special news dispatch and as much other news as 'the rules' will permit it to gather. He sees a great newspaper curbed, bridled and strapped by its rivals." The *Sun* was condemned as "a canker worm fostered by the large dailies 'under the rules.'"

The friction between the managers of the Associated Press and many of the papers kept increasing, with the result that in February, 1870, "The American Press Association" was formed with the eminent journalist, John Russell Young as chairman; with G. I. Bartholomew of the News, Robert Johnson of the Mail, Joe Howard, Jr., of the Star, and other prominent editors as members of its executive committee.

(To be continued next week)

FINANCIAL "LINGO" TABOO WITH THIS EDITOR

Franz Schneider, Jr., N. Y. Evening Post Financial Editor Aims to Avoid Trick Phrases of Market Reporting—Calls Acquaintance of Prominent Men Best Library

By PHILIP SCHUYLER

ALL important things may be traced back to the infinitesimally small. This philosophical truth is proved and reproved a million-times by the daily experiences of mankind.

Thus, although it may be only a matter of modesty, it is not altogether surprising that Franz Schneider, Jr., when asked once to what he attributed his success as financial editor of the *New York Evening Post*, should go back to an extremely small incident, a conversation he had had with friends and relatives a few days after he had accepted his present position. "It may be all right—this financial stuff you are writing," these friends told Schneider, "But we can't understand a word of it."

"Something wrong here," was Schneider's reaction.

In these first financial stories of his, he had tried his best to follow the technical diction, approved by all financial writers everywhere. He had written glibly of "short interests," "liquidations," of "running to cover" and "the rails held firm."

"I want to reach the average man, however," he reasoned, and straightway began to strive for readability, in addition to integrity, accuracy, speed, and comprehensiveness, all requisites, he believes, of a good financial section.

Consequently, within three years, Schneider gained such a reputation in his field that Cyrus H. K. Curtis, as disclosed in *EDITOR & PUBLISHER* recently when he wanted an excellent financial writer early this year, did not hesitate to purchase a *New York* newspaper to obtain his services.

And Schneider this week paused from his work to pass along to others of his craft his ideas on the making of a financial section as interesting to the small investor as the Bigwigs of Wall Street and the Stock Exchange.

He is a young man, only 37. Dark, thinning hair is parted in the middle. His features are regular and well proportioned. His forehead is high. A small dark mustache lends him distinction fitting to his conservative, tailored clothes, English brogues, and brown spats. He seems like the sort of gentleman seen before blackboards in brokerage offices, playing with father's money, and rather out of place before the untidy desk of a working newspaper man, editing badly typed copy.

As a matter of fact, he was derricked into the profession in sudden fashion. A graduate of the Massachusetts Institute of Technology, Class of 1909, he was prepared by a scientific education to be a biologist. Four years ago, however, fortune found him well up in the banking business, assistant to the late Charles D. Norton of the First National Bank of New York. At this time, Alexander Noyes, after 29 years service, resigned from the *New York Evening Post* to go to the *New York Times* as financial editor.

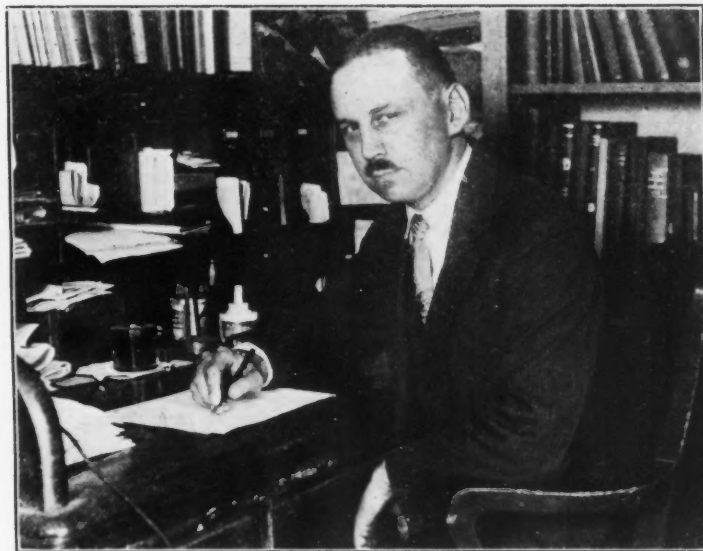
Mr. Norton was then a director of the *Evening Post*, and, at his suggestion, Schneider was made financial editor, stepping into Noyes' shoes. Schneider's long training outside of newspapering, gave him a different view of the profession than that usually held by old-timers.

"A scientific training, perhaps," he believes, "is good for any man, no matter what he intends to do. It helps him to take not merely quantitative, but qualitative views. One acquires a habit of carefully weighing and measuring, whatever subject one approaches."

"From the outside, I had often wondered at the ineffective English so common in our American newspapers."

"Newspaper writers, dramatic critics, sports writers and financial men easily and quickly form the habit of using a sort of lingo peculiar to their subjects."

"When one is dealing with technical



FRANZ SCHNEIDER, JR.—His Financial Column's for the Average Man.

questions, especially financial news, it is particularly easy, I think, to drop into what is like a sort of shorthand system, understandable to those who constantly read and follow it, but mere lines and scratches to the uninitiated. It all sounds good, but to the average person it is precisely sound, signifying nothing.

"Consequently, because I want a wider audience, I try always to write financial news in a plain, simple, lucid style. I like to cast off technicalities as much as I can and work for readability."

"Readability is, I think, one of Mr. Curtis' hobbies. He prefers his writers to throw off stilted dignity and tell what they have to tell in a plain interesting manner."

The *Evening Post* is traditionally a financial newspaper. It has always aimed to give all the financial news first and to give it accurately. This tradition it is Schneider's business to maintain.

Tables of the Stock Exchange, the curb, and bond market quotations are, of course, the fundamentals of a financial section. One of the hardest jobs of a financial editor is to keep down the percentage of errors.

"Our system of checking and rechecking results in an amazingly small number of errors," Schneider said. "We average about 475 active stocks in our daily lists. On each line of the 475 there are 4 chances of error, making a total of 2,000. Out of the 2,000 opportunities for mistakes, we only make about 12 a day."

"We check up the stock tables, compare them with those of competitors, and, after each edition, proofs are brought back to the ticker men to be corrected."

He showed me the system in operation. In imagination, I heard bids made on the floor of the Exchange. Ticker services of Dow-Jones and the *New York News Bureau* brought news and changes of the quotations to the desks of five ticker men, who sat before the rounded glass topped telegraphic machines in the *Evening Post's* office on Vesey street.

Between their fingers the long strings of paper tape marking the prices of stocks and bonds continually passed. Before them on tables were big sheets of paper on which the names of the stocks were listed alphabetically. Each one of the five ticker men were allotted different stocks, the variations in the prices of which they carefully watched, making changes in pencil on the sheets before them.

Opposite these five ticker men, five

printers sat before fonts of type, composing sticks in hand. The men following the changes recorded on the ticker tape called out these changes to the printers, who set up the type by hand and made corrections as rapidly as quotations varied on the floor of the Exchange.

It was three o'clock now, the hour when financial trading stops on the *New York Exchange* for the day. Three minutes later, so rapidly does the system operate, the type recording the day's dealings was completely set ready for the presses.

So it is with the bond markets and with curb quotations.

"And there is a growing interest today in the unlisted field," Schneider continued in explanation. "The public, for instance, is now tremendously excited over public utilities and very few of these securities are listed."

"Quotations on these unlisted securities must be obtained from different and scattered houses. One house will specialize in one security; a second broker will have more active trade in another."

"It is important to watch this field all the time, to be sure we are obtaining real active quotations and fresh prices."

"The same carefulness and watchfulness applies also to foreign exchange quotations and the big commodity markets. It is necessary to find out which banks are the best sources of foreign exchange information, which have the best markets in the different currencies. One bank, for instance, may have active trading in Far Eastern money, while another may handle Scandinavian exchanges almost exclusively."

A financial editor must keep in touch with all these news sources and be ready to open up new ones, when the old get stale. He runs a small newspaper of his own within the larger newspaper.

Schneider, for example, besides ticker men, printers, and ordinary office help, has under him a man to write daily Wall street paragraphs; a reporter to visit banks and report banking news; a railroad reporter; a reporter to cover investment matters; a reporter who follows the bond market; a special writer who has a sort of roving commission; specialists in cotton, grain and sugar; a copy reader; and an artist to draw up analytical charts. He himself, besides editing, writes a daily column headed "Business Today."

The desk at which Schneider sits is surrounded with shelves of books on

financial subjects. Just before leaving, I asked him to outline the best books for a financial editor.

"Financial news is always a matter of the moment," he suggested. "It is hard to keep up with changes through books. I think it is a mistake to sit back in your shop, with reading your only method of adding to your information. Instead, I go out all the time and call on the prominent men of the financial world. In this way I try to find out what they are thinking about."

"This is the very best library I know of for a financial editor."

ARTIST TELLS SECRETS TO RADIO AUDIENCE

Nelson Harding of Brooklyn Eagle Directs Cartoon Lesson—Eagle to Give Prize for Best Sketch Resulting

A new tie-up between newspapers and radio, with circulation-building possibilities on a small scale, is suggested by the radio talk given by Nelson Harding, *Brooklyn Eagle* cartoonist, as a part of the *Eagle's* weekly program Oct. 15, broadcast by Station WAHG, Richmond Hill, N. Y.

Mr. Harding's hearers were requested by the announcer to provide themselves with a pencil and a sheet of paper

and to draw lines as Mr. Harding directed, the resulting picture to be sent to the *Eagle*, which would publish the best drawing next Sunday and reward the artist with a cash prize of \$15. The subject of the picture was not to be announced until publication.

"First, draw the outline of an egg," Mr. Harding directed his audience. "Now, at the center of the egg, draw two heavy horizontal lines. Draw a short vertical line between the horizontal lines. There you have the eye-brows and a frown. Now below the eye-brows draw two vertical lines, bringing them together in a sharp point. Draw two diagonal lines away from this point. Connect their lower ends with a horizontal line, turning it down at the corners, saying nothing. Now on that high forehead that we left when we drew the eye-brows at the middle of the egg, draw some sandy lines for hair. If you have not got a sandy pencil, draw some light lines, parting the hair at the left."

"Next, under each eye-brow place the correct initial of this eminent character, and if you guess right, these initials will perform the function of vision."

"Put the drawing away in a cool place tonight and in the morning send it to me at the *Eagle*, in Brooklyn. The best drawing will be published next Sunday and win \$15. The worst gets my job."

Indiana Editor Sued

George H. Voight, editor and publisher of the *Jeffersonville (Ind.) Evening News*, recently was made defendant in a \$30,000 suit filed by C. C. McBride, a local attorney, based on an article in the *News* concerning the attorney and the Ku Klux Klan.

Usually it is safe to maintain your right of way if the fellow coming has a shiny new car.—*New York Telegram and Evening Mail*.



NELSON HARDING

NEW YORK CIRCULATORS WILL FIGHT POSTAL RATE INCREASES

Frank A. Roberts, Rochester Times-Union, New President of State Body, Which Plans a Joint Meeting with New Englanders Next Spring

NEW YORK STATE circulation managers, meeting in their association's convention at Hudson, Oct. 14 and 15, expressed formal opposition to the increase in present second-class postage rates proposed to cover the expense of raising postal employees' pay. They also resolved to keep the matter alive before their respective editors and publishers during the approaching session of Congress.

This action and election of new officers concluded two well-attended sessions, which adjourned to meet next Spring at Albany in conjunction with the New England Association of Circulation Managers.

Frank A. Roberts, circulation manager of the *Rochester Times-Union*, was elected president, and will have as associates the following officers and directors:

First vice-president, Charles E. Blewer, *Binghamton Press*; second vice-president, R. D. M. Decker, *Rochester Democrat & Chronicle*; secretary-treasurer (re-elected), Alfred W. Cockerill, *Utica Press*; directors, Louis Weinstock, Metropolitan News Company, New York; George Erb, Jr., *Buffalo News*; D. W. Tanner, *Utica Observer-Dispatch*; and Albert W. Fell, *Hudson Star*.

Mr. Weinstock, who distributes 200,000 English language papers daily, as well as the bulk of the foreign language papers in Manhattan Borough, advised the members on how to attract readers in foreign language sections. He said that the experiment of printing a column or two a day of news in one or more foreign languages had brought no worthwhile results, as readers did not care for a mixed language diet. He advised the employment by English language papers of solicitors versed in foreign languages to carry the English language daily into its new field, and suggested pictures as an obvious editorial appeal to unlettered people.

James McKernan, for many years circulation manager of the *New York World* and now head of a distributing firm in Brooklyn, told from his experience how competing circulating managers can co-operate to mutual advantage. He suggested frequent luncheons among the circulation men competing in a city, as the personal acquaintance and understanding thus developed helped toward solution of common problems by joint efforts rather than by expensive personal fights.

Automobile trucking of newspapers to out-of-town dealers is more expensive than other transportation, said H. H. Irish, circulation manager of the *Rochester Journal & Post-Express*, but its advantages often offset the extra cost.

"When you dispatch papers via baggage express, mail or electric trains, they are handled by three sets of irregular men, as against the truck driver who is regular every day. This reduces the chance of poor service 3 to 1," Mr. Irish said.

"The effect of sending a truck direct to an outside town is very good. Subscribers soon grow to appreciate how much is being done to rush their paper.

"In many cases the drivers can also do duty as road men and save both time and expense.

"Combination runs with other businesses have worked out very well. Laundries, bakeries, and ice cream factories are most apt to listen to this arrangement.

"There is a point where you can get enough circulation on one trip and within a radius of 25 miles where you can say that it is cheap transportation."

Travel-Accident insurance, as a general thing, is a good circulation builder, declared J. J. Allardice, *Albany Knickerbocker Press*, but it is not a cheap method.

"Insurance increased the circulation of the *Albany Evening News*," he said.

"We gave the policies free and only asked readers to agree to subscribe for a first class newspaper for one year. Many subscriptions did not stick more than four or five weeks, and we could claim only a small refund from the insurance company on policies that were in effect more than a month. This was one of the most expensive items.

"It was necessary to train an intelligent crew of solicitors. Misrepresentation of what the policy covers is bad. We always endeavored to impress upon our canvassers the importance of selling the News, and not to discuss the policy to any extent.

"Insurance would be more successful as a circulation builder, if there were no accidents. Persons who have policies, as a rule, do not read all provisions, and when they cut their finger, are struck by a bicycle, or fall off the door step, they claim indemnity. When the insurance company notifies the claimant that there is no coverage for that particular kind of an accident, the subscriber not only stops his own paper but induces his friends to do likewise. In such cases, it is necessary to send a high class representative into the neighborhood to iron out the difficulties. This, too, is an expensive item the newspaper has to pay.

"The following procedure is essential in using insurance;

"See that the canvasser gets the name of the applicant spelled correctly, with his correct address and age on the application.

"See that each application is attended to at once. Delay in getting out the insurance often brings a cancelled subscription.

"If a subscriber is injured see that his claim is attended to at once. If it is not attended to promptly you may lose not only his subscription, but those of his friends.

"Do not be afraid to impress upon the insurance company that you expect it to attend to all claims promptly and make settlements whenever and wherever they are due.

"Insurance is a good circulation builder if used rightly but if it is half-handled, half-issued, half-paid and over estimated to the subscriber in selling, it will act as a boomerang."

R. D. M. Decker, *Rochester Democrat & Chronicle*, discussed getting R. F. D. subscriptions for a morning newspaper, which, as a rule, he said, was the only class which can give satisfactory R. F. D. service.

"I have tried all the methods I have heard of securing R. F. D. subscribers, from sampling, clubbing, cut-rates, bargain offers and extra inducements in the form of premiums, down to the personal solicitation," he said, "and I believe that the only satisfactory way to secure permanently this class of subscribers is the personal call of an office representative.

"It is true that your sampling, clubbing and circularizing secure a limited direct return, but I believe the real value of the sample and circular letter is in educating the prospect and making it easier for the rural representative to obtain his order the next time he calls.

"We have our territory divided into several districts, usually a county to a district, and a representative covering each district, who not only solicits new business, but collects from present subscribers as their terms expire. These men form the acquaintance of the people in their territory, as they cover it usually once in about three or five months; know the conditions under which the prospect is living and working, and can make a more intelligent sales effort than any one sitting at a desk several miles removed.

"The most satisfactory way of keeping the cost down is the commission plan, whereby the rural man is given a reasonable percentage, say, from 15 to 30 percent, according to local conditions, with

a bonus added for a certain number of new subscribers per week, or a small salary or expense allowance, and a smaller commission and bonus for new subscribers in excess of the number agreed upon."

"Old ways are best," was the opinion given by Glen S. England, *Gloversville & Johnstown Leader-Republican*, on the circulation manager's job.

"Sample a section for a certain time and taking the numbers where you are leaving samples," he said. "Then follow up with your canvassers. I think you must have your own canvassers, employed on a regular salary. They will have more interest in the paper and work harder for it. Good house-to-house canvassers are the best advertisers you can get.

"Your route boys come under the same head as your canvassers. You can give them the same numbers that you covered with samples. Pay your route boys cash or give them good prizes for getting new subscribers. Just make a note of the subscribers that your canvassers and route boys bring in and see what a difference there is in a subscriber who is satisfied.

"You can not get all the circulation there is to get. Some people will not take a morning paper or they will not take an evening paper. To try and hold the circulation that you have, requires these certain simple things to think about:

"Get the news first.

"Give the facts.

"Don't write too long articles.

"Good classified pages.

"Good radio and sports pages.

"Good comic strips.

"Good straight editorials on up-to-the-minute subjects.

"Courtesy, politeness to the public, especially to the people on the telephone.

"Try to hold a regular press time, good delivery service and keep route boys from having very many complaints."

Entertainment was provided by the *Hudson Daily Star* and the local Rotary, Kiwanis, Masons, K. of C. and Elks. A. W. Fell, publisher of the *Star*, entertained the circulation men at luncheon Wednesday, following which the Albany Chamber of Commerce took charge of them in an inspection of a local Portland cement company. A visit to the plant of the Canada Dry Ginger Ale, Inc., near Hudson, featured Wednesday morning's entertainment.

BERRY PLANTS CONSOLIDATED

Large British Publishing Concern Now Housed in One Building

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

Two of the big publishing enterprises under the control of Sir William and Gomer Berry are now housed under one roof. For some time past preparations have been made for the removal of the Allied Newspapers, which include the newspapers acquired from E. Hulton & Co., Ltd. (the *Manchester Daily Dispatch*, *Evening Chronicle*, *Sporting Chronicle*, *Athletic News*, *Ideas*, etc.), from their Shoe Lane offices to the buildings in Tallis street, on the other side of Fleet street, which already house the Graphic Publications. The transfer has now been effected, the completion of the removal being rushed into a week-end.

The new premises, which have involved considerable extensions of the Graphic Buildings, have been equipped with the most up-to-date telegraph apparatus, operating two private wires between London and Manchester. It will be possible throughout the 24 hours to maintain a service of nearly 600 words a minute by means of the Creed transmitters.

Dealers do Cooperate with Advertisers in Cincinnati

No matter where located, the retailer is fairly swamped with proofs of advertisements to be pasted on his front window, electros and mats for use in his local papers, inserts, stuffers and form letters to be sent to his mailing list. Competition has put a high price on his windows for special displays and on his floor space for demonstrations. No wonder he balks and demands a voice in the program of which he is to play so important a part.

In Cincinnati, however, there is one form of advertising that seldom fails to secure genuine cooperation, hearty and enthusiastic, from the retailer. This is display advertising in the Times-Star.

The "hard-boiled" merchant who fails to respond to a "long distance campaign," registers *attention, interest and desire* when assured of display advertising in the Times-Star. He backs his initial order with window displays and he links up his advertising with that in the Times-Star because he knows that the Times-Star reaches *every native, white, literate family in this market* with a selling influence that has no rival. He knows that the Times-Star has a larger circulation in Cincinnati than any other publication, monthly, weekly, daily or Sunday, and that for sixteen consecutive years it has carried more display advertising than any other medium in this market.

Give him the Times-Star advertising to cooperate with and you will find the Cincinnati dealer to be a first rate cooperator.

CINCINNATI TIMES-STAR

CHARLES P. TAFT, Publisher

C. H. REMBOLD, Manager

Member of Audit Bureau of Circulations



The Economy of Advertising in Washington Through Concentration

Assuredly no city in the country presents a more attractive advertising proposition than does the National Capital.

Here, concentration cuts costs—for you will cover the entire field THOROUGHLY with ONE paper — THE STAR — and its rate of 22c. per agate line is notably low—compared with the efficiency and sufficiency of its circulation. The use of more than The Star in Washington is duplication of circulation and multiplication of expense.

If we can be of service in connection with your advertising campaign in Washington call upon us for such detailed information as you may need.

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

NEWSPAPERS CALLED BEST MEDIUM BY FINANCIAL ADVERTISERS

**Richmond Meeting Goes on Record as Favoring Newspaper Space for Drawing Savings Account Patrons—
E. H. Kittredge Named President**

RICHMOND, Va., Oct. 16.—Newspaper advertising as a medium for drawing that class of people desired as savings account patrons by the banks of the country is the best possible advertising that can be designed, the ninth annual convention of the Financial Advertisers Association declared, in the three day session held here this week.

Billboard and other mediums, particularly the bank-lobby poster, were favored by many of the delegates, and much interest was shown by the entire delegation in the lobby display at the Jefferson Hotel, where the convention was held. Much of the display dealt with foreign-born depositors, particularly among the New England states, and others emphasized "industrial mail matter."

That newspaper advertisements during the coming year would be featured by the association was evidenced by the election of Edward H. Kittredge, publicity director for Hornblower & Weeks, Boston, as president of the association to succeed Gaylord S. Morse of Chicago. Mr. Kittredge is at present a member of the committee recently appointed by the Investment Bankers Association to raise a fund of \$250,000 among the bankers of the country for institutional educational advertising aimed solely at trust fund departments of the banks. He was also a member of the American Bankers Association which organized the work of creating trust fund departments in all banks of the country several years ago.

Mr. Kittredge declined to commit himself regarding the policy of the association during the coming year. Accepting the nomination, he said that should the Dawes reparation plan be continued, and if a conservative administration have charge of the United States government, there was in store for this country one of the greatest years in the history of this nation.

The election of officers was the last work on the program. The only change was the election of Mr. Kittredge to succeed Mr. Morse. Following the convention adjournment, the new board of directors went into session, but other than announcing that the next convention would be held in Columbus, O., at a date to be announced later, they would make no deliberations public.

The three day convention was one of the most successful in the history of the association, the delegates agreed. More than 200 attended, chiefly from Chicago and mid-western states. The New York delegation was surprisingly low, although Philadelphia and other larger cities were well represented. Monday being partly a holiday, the convention as a whole visited the battlefields about Richmond and enjoyed other entertainments which had been planned for them.

Discussions during the convention were led by Dr. Daniel Starch, of Harvard University; President Gaylord S. Morse, Chicago; H. E. Hotze, Jr., Richmond; R. D. Mathias, Chicago; C. H. Henderson, Cleveland; J. J. Quinn, Perth Amboy, and others. Four minute talks on new advertising projects that had proved valuable and also short talks that dealt with advertising stunts that had "flourished" were featured both days.

The convention voted to give the "lemon" prize to Willard C. Wheeler, G. L. Miller and Company, New York, who told of his activities in publishing a "certified" check which many people in isolated sections filled out and returned for collection. He said that several actually passed the clearing house, and that it caused no end of embarrassment before they ended the affair.

New directors elected for the coming year were Clinton F. Berry, Detroit; C. E. Bourne, Montreal; Frank Fuchs, St. Louis; F. W. Geble, New York; Rob-

ert J. Izant, Cleveland; W. K. Komers, Spokane; Gaylord S. Morse, Chicago; W. B. Patton, Houston, Tex.; Kline Roberts, Columbus; Ethel B. Scully, Milwaukee; Wells M. Sawyer, New York; Marjorie Scoeffel, Plainfield, N. J.; Fred M. Stalker, Kansas City; John H. Wells, Providence; C. H. Wattereau, Nashville; R. E. Wright, Milwaukee.

Guy W. Cooke, Chicago, was elected a member of the National Commission for a period of three years. There were no other changes.

U. T. A. MEETING TALKS OF NEW COST SYSTEM

Uniform Plan for Lithographers and Printers Presented—Selling a Part of Production Cost in New Scheme

(By Telegraph to EDITOR & PUBLISHER)

CHICAGO, Oct. 16.—Report of the cost-finding committee of the United Typothete of America was declared by members to be the most important business of the annual convention at the Edgewater Beach Hotel, Oct. 13-18. The principal recommendations of the report were that selling costs be included in hour costs and that calculations of production cost include charges for selling and handling. The committee also worked out a uniform system of cost-finding for lithographers and printers, who have heretofore used separate systems.

Approximately 1,000 men and 400 women, representing 80 local associations and branches of the industry, registered. Visitors included 12 printers from Germany, two from Great Britain, one from Sweden, and one from Mexico.

George K. Hebb, of Evans, Winter, Hebb Co., Detroit, today was proposed by the nominating committee for the presidency. Mr. Hebb was first vice-president and chairman of the executive council this year. Other nominations were: E. F. Eilert, Eilert Printing Company, New York, first vice-president; Theodore Hawkins, Hawkins-Loomis Company, Chicago; A. L. Lewis, Southam Press, Ltd., Toronto, and Fletcher Ford, Fletcher Ford Company, Los Angeles, for the three other vice-presidents, and Fred W. Gage, of Battle-Creek, Michigan, for secretary.

Presidents of local branches of the U. T. A. organized the Typothete Council of presidents with Frank L. Thresher, of Minneapolis as president. G. L. Garand, of The Detroit Type-setting Company, Detroit, was re-elected president of the International Trade Composition Association which is affiliated with the U. T. A.

Howard Wedemper, Louisville, Ky., was re-elected president of the Employing Printers' Association of America, Oct. 13. Other officers, also re-elected, are: Vice-president, Thomas E. Donnelley, Chicago; secretary, J. M. Vollmer; treasurer, O. A. Koss, Chicago. A. W. Finlay, Boston; Samuel Reese, Omaha, and E. W. Foster, Nashville, were elected to the board of governors.

A program of great interest to the members was that of Thursday afternoon. It included the following addresses:

"Making a Profit Through Industrial Engineering," by Col. B. A. Franklin, Strathmore Paper Company; "Standardization of Paper Sizes and Grades," by George H. Carter, Public Printer of the United States, and Dr. E. O. Reed, chief of tests, Government Printing Office; and "Job Analysis and Personnel Selection as Fundamental to a Broader Application of Engineering in the Printing Industry," by L. B. Hopkins, director of personnel, Northwestern University, Chicago.

IT IS NEWS, INDEED

Herbert Empke, for the last year office boy with the Cleveland Times, has been promoted to a reporter on the sports staff.—Editor & Publisher, N. Y.

FUNNY, says the reader to himself, that a national publication should publish that. Well, Mr. Reader, it is news, the best sort of news, at that. An office boy has won his way to the editorial staff in a year.

Our worthy local financier, John Smith, has accepted a directorship in the Sixth National Bank. Observe the big heading and Mr. Smith's picture on the front page. Yet, Mr. Smith has been director in five banks for years past and has been written up a dozen times. Nothing at all remarkable in his new directorship. Hardly news at all.

Mrs. Jones, our illustrious poetess, has written a sonnet of 38 verses. Observe her picture, her ancestor's pictures, even her husband's picture, spread throughout a whole page, with everybody knowing that Mrs. Jones has written miles of sonnets. News that few would miss.

But an office boy, by loyalty, industry, efficiency, has jumped to the editorial staff in one year. A great thing in a life. Real news is made up of the great things in lives. This office boy's promotion is a great big news item for all boys, young and old, who would win by giving the best that's in them.

We salute ex-Office Boy Empke. If he is now, as sports writer, entering ball parks, boxing matches, racetracks and such, free of charge, he's in heaven, or we don't know the office boy, and by the elegant beard of the prophet, we once were just that!—Editorial in Payne Service, San Francisco.

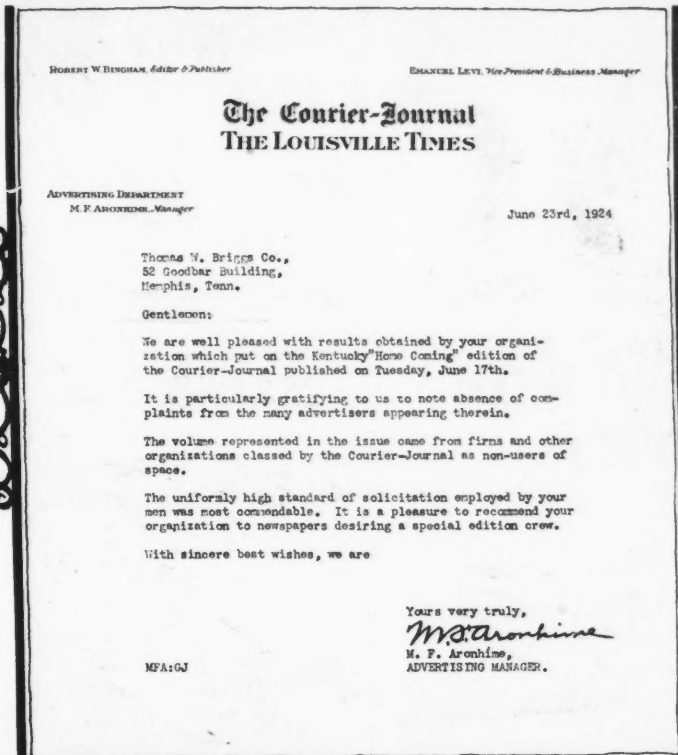
Most of the far-sighted publishers who were quick to recognize the economies of the Associated Press in its infancy have again shown their alertness by obtaining the exclusive rights in their respective cities to the Consolidated Press—the first service designed to avoid duplication and to furnish instead a distinct supplement to "spot" news reports.

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

We are now again in a position to take on a few new accounts in any part of the United States and Canada

When The Occasion Really Justifies a Feature Edition

Such as, Anniversary Editions, Christmas Editions, House Warming Editions, Industrial Expansion Editions and other occasions of real interest to the public.



We have recently completed feature editions for The Louisville Courier-Journal and The Memphis Commercial Appeal,—feature editions that are a credit to them and to us.

We Can Handle It in a Manner That Will Make It a Credit to You

MORE than twenty years experience in this field has taught us the necessity of limiting feature editions to occasions of importance. There must be a good reason for it; a mere excuse will not suffice and we decline to handle that kind of work.

Our twenty years qualifies us to know how a feature edition should be produced if it is to reflect to the publisher's credit. And where we are given adequate co-operation by the publisher we never fail to please.

BRIGGS WEEKLY
Business Review Page



A LARGE ORGANIZATION
Clean Cut Methods

We also sell for our clients weekly feature pages in addition to our very successful Business Review. The list includes "Buyers' Guide," "Builders' Page," "Church Page," and prize contest pages.

We operate anywhere and go anywhere for business and are right now able to take on several new accounts. Write for folder "Local Display From a New Source."

Thomas W. Briggs Co.

Home Office: Columbian Mutual Tower, Memphis, Tennessee

Ask Dun or Bradstreet about our responsibility

Ask any Newspaper Publisher about our Service

**WORLD STAFF HONORS
FRANK McCABE**

**Classified Manager Tendered Surprise
Dinner on 40th Anniversary With
Daily—600 Attend—Broun
Toastmaster**

Frank McCabe, classified advertising manager of the *New York World*, who 40 years ago joined that newspaper as Joseph Pulitzer's office boy, was tendered a surprise 40th anniversary dinner at the Pennsylvania Hotel, Wednesday, Oct. 15, by his associates, celebrating his long connection with the World.



FRANK McCABE

Mr. McCabe, just 13 when he joined the World, progressed steadily, becoming cashier, branch manager, and finally classified manager, a position he has held for many years.

Heywood Broun, columnist and dramatic critic for the World, acting as toastmaster, presented a list of speakers, including former United States Senator William M. Calder; former Secretary of State John J. Lyons; Justice Stephen Callaghan; Ralph Pulitzer, president and editor of the World; Herbert Bayard Swope, executive editor; Walter Lippmann, editor of the editorial page; Florence D. White, general manager; Isaac D. White, director of the World Bureau of Accuracy and Fair Play; J. F. Bresnahan, business manager; Don C. Seitz, of the *Evening World*; and John T. Rafferty. More than 600 of Mr. McCabe's friends attended.

Stars of "Kid Boots" and the B. F. Keith vaudeville circuit entertained. Among the performers were: Eddie Cantor, Ann Pennington, Harland Dixon, Marie Callahan, Horton Spurr and George Oleson and his orchestra, all of "Kid Boots"; Frances White, Clark and McCullough, Marga Waldron and Beban & Mack, of the Keith circuit; Vincent Lopez and his orchestra, by courtesy of the Hotel Pennsylvania, and the "Greenwich Village Follies"; and Joseph Dunninger, magician, who recently entertained the Prince of Wales.

McCabe's co-workers in the department over which he presides met just before the dinner and adopted resolutions in "tribute to our chief, F. M., for his devotion to the World, for his altruism in his conduct toward others, for his sense of justice, for his inspiration of fair play and loyalty, and for his development of our department to an undisputed position of supremacy in its field in American journalism."

Isaac D. White, president of the World's Quarter Century Association, said:

"Speaking for the members of the World's Quarter Century Association, many of whom are here with us, I want to say that we all love Frank McCabe like a brother.

"We who have worked with him, learned long ago to respect and admire him for his ability, his untiring energy, and his conscientious devotion to duty."

Others of the World and Evening World who attended the dinner included John H. Gavin, James Robbins, Joseph Butler, John Headwin, F. Darius Benham, Marc McGrath, J. M. Rainey, Sidney Greene, Stuart West, F. D. Curruthers, Joseph Milton, Frank Haverty, Harry T. Cook, L. E. Owens, Joseph P. Crynes, James J. Taft, Cressy Monroe and M. J. Klein.

Two New A. P. Members

The *Woodland* (Cal.) *Mail* and the *Schenectady* (N. Y.) *Union-Star* have been elected members of the Associated Press.

McCABE'S ADVERTISING PANORAMA



By Courtesy New York Evening World

New York Advertising Women to Meet

The League of Advertising Women, New York, will entertain Mrs. Thomas Slack, president of the New York City Federation of Women's Clubs, as guest of honor at its monthly dinner meeting to be held at the Advertising Club of New York, Oct. 21. Speakers will be Anne Lewis Pierce, advertising consultant for Foods and Home Appliances; Eune Forker, business manager, *Harp-er's Bazaar*, and Theodore E. Damm, advertising manager of Devoe & Reynolds Company, Inc.

Massachusetts Daily Buys Home

S. H. Robie, editor and proprietor of the *Chelsea* (Mass.) *Evening Record*, has bought the two-story brick building in which the plant is located. Four years ago the Record bought land adjoining this property and erected thereon a press-

room, connecting it with the main building now acquired by purchase. Improvements and additions are planned with a view to making a permanent home for the *Evening Record*.

EVENING RECORD

Los Angeles, Calif.
Gained 6,631 Daily Average Circulation.
Sworn Government Statement, Six Months Ending Sept. 30, 1923, 167,649 Daily. Six Months Ending Sept. 30, 1924, 174,280 Daily. Increase in Daily Average Circulation, 6,631.

IT COVERS THE FIELD COMPLETELY

REPRESENTATIVES:

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

INTERTYPE

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

INTERTYPE CORPORATION

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**TO DISCUSS PACIFIC
COAST AD MARKET**

Newspaper Executives' Meeting in San Francisco Nov. 20, Under Auspices of A. N. P. A.—Program Lists Important Speakers

Developing more newspaper space will be the theme of the second annual meeting of the Pacific Coast and Inter-Mountain Newspaper Executives to be held in San Francisco, Nov. 20.

The sessions are being conducted under the auspices of the Pacific Coast Office Bureau of Advertising of the American Newspaper Publishers Association.

Chief speakers and their subjects will be: Ramsey Oppenheim, publisher, *Western Advertising*, on "The Development of Pacific Coast Advertising"; John J. Cuddy, director of advertising, Standard Oil Company of California, "What Should the Western Advertiser Expect from the Western Newspaper"; Dr. B. M. Rastall, manager of Californians, Inc., "The Newspaper as a Community Builder"; Thomas L. Emory, manager, Pacific Coast Bureau of Advertising, A. N. P. A., "Developing More Newspaper Advertising"; W. J. Hofmann, *Portland Oregonian*, "The Importance and Possibilities of the Pacific Coast Territory as a Market," and R. F. Haegelin, district sales manager, Kellogg Sales Company, "The Profitable Cultivation of the Pacific Coast Market Through Newspaper Advertising."

Discussions from the floor will center around the following topics: "Should Newspapers Sell Tie-up Advertising to Magazine Campaigns"; "Arousing Interest of District Sales Managers in Newspaper Advertising"; "Practical Rules Determining the Classification of Advertising as National or Local"; "General Problems of Business Management"; and "How the Smaller-town Dailies Can Get More Foreign Business Merchandising Service."

246,043

was the average net paid daily circulation of The Baltimore Sun (morning and evening) for the

**Six-Month Period
Ending Sept. 30**

The average net Sunday circulation of The Sunday Sun for the same period was 177,548.

Everything in Baltimore
Revolves Around

THE SUN

Morning Evening Sunday

**THE
PHILADELPHIA
RECORD**

Always Reliable

The Second largest
morning daily
Circulation in
Philadelphia

and
GROWING!



Building owned and occupied by The Daily Argus, Mount Vernon

Twin Cities of Westchester County New York



Building owned and occupied by the Standard-Star, New Rochelle, Occupied Oct. 1, 1924

Covered by the Twin City Daily Newspapers

<p>THE DAILY ARGUS Mount Vernon Member Audit Bureau of Circulations</p>	<p>2 <i>Complete Plants</i> <i>The Finest in Eastern New York</i></p>	<p>THE STANDARD-STAR New Rochelle Member Audit Bureau of Circulations</p>
<p>40 Page Press 12 Typesetting Machines</p>		<p>24 Page Press 10 Typesetting Machines</p>

These Newspapers are near to a 100 per cent coverage in this field, which extends from the east line of Yonkers to the east line of Mamaroneck including the following towns:

Mount Vernon
Sherwood Park
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135,000
Population

New Rochelle
Larchmont
Mamaroneck

Pelham Heights — Pelham Manor — Bronxville
Tuckahoe — Scarsdale — Crestwood — Waverly

The Only Newspapers Published and Printed in Their Respective Cities—Leaders in Advertising Patronage, Attesting Their Power and Popularity. The largest newspaper circulation in Westchester County under one ownership.

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NEWSPAPER MAKERS AT WORK

By LUCILE BRIAN GILMORE



BROOKS H. BEITLER—Chicago News His Favorite Literature.

AROUND the editorial rooms of the *Chicago Daily News* the saying is common that "no one ever resigns." But a short time ago there was a resignation from the staff and as a consequence, the desk of the news editor had no occupant. The publishers of the News decided they wanted a capable, hard working and deserving man to fill that position, and so, naturally, they chose the logical person by advancing Brooks H. Beitler, then city editor.

Zeitler began his work for the *Chicago Daily News* as a reporter, and his service for that paper has covered a period of 16 years. During that time he has covered a "heat," sat in at the copy desk, taken the assignment desk, done a turn as assistant city editor, and for the last few years, he has been "chief" of the city room.

When Henry Justin Smith left the employ of Victor Lawson to become publicity director for the University of Chicago, Beitler's opportunity arrived once again, and he was chosen news editor.

Beitler began his career as a reporter on a newspaper in his home town of Findley, O. It was there he had his schooling also, graduating from the local high school. After he had acquired a little experience in Findley, Beitler went to Toledo. Later, he departed for Kalamazoo, Mich., where he continued his reportorial work until 1908. In that year, he became attached to the staff of the *Daily News*, still a reporter, and since that time, with the exception of one year when he was city editor of the *New York Herald*, Beitler's newspaper experience has been confined entirely to the *Daily News*.

Distinctive of his methods, it is said, is the quiet and unassuming manner in which he goes about and gets things done. And he gets them done. He is a master of detail, and a man who stands for accuracy. He is intolerant of the erratic, and mistakes are nigh unto unpardonable with him.

Despite the demands he makes on his men in this regard, he is nevertheless liked and highly respected by every member of his staff. They are all aware of his ability, and are anxious to work for him. He seems to be able to judge the ability of every man in his organization, and he permits each one to shoulder a full measure of responsibility.

Politics are a favorite with Beitler. He covered both major political conventions this year himself. He enjoys mapping out a political campaign, and knows just how to proceed in covering

every detail and in giving both sides every bit of a square deal. The entirety of a campaign is a pleasure to Beitler, in all of its intriguing angles.

His chief diversion away from his newspaper work is a rubber or two of bridge at his club after a day's work, and then a drive in his car.

His interest in his work is attested to by his wife, who declares that it is his whole life, and he never seems to be reading anything but a copy of the News.

Duluth Reporters Interview H.R.H.

Where the Prince of Wales goes, reporters follow. Newspaper men who greeted him at Duluth, Oct. 11, as he passed through on his way to Chicago, included George Langley and Bernie Campbell, *Duluth News-Tribune*; A. B. Kaplan, *Duluth Herald*; Wallace Hankins, *Associated Press*; Robert Ellis, *Minnneapolis Journal*, and George Gunther, *Chicago News*.

Newark Call Adopts Comics

The *Newark* (N. J.) *Sunday Call*, which for years has declined to publish comic strips or pages, beginning Sunday, Nov. 9, will print a comic section carrying Windsor McCay's "In the Land of Wonderful Dreams"; Walter Noban's "Jerry on the Job"; Jack Callahan's "Freddie the Sheik," and Tom McNamara's "On Our Block."

Dallas Editor Indicted

Lewis W. Bailey, editor of the *Dallas* (Tex.) *Dispatch*, was indicted by the Dallas County Grand Jury on a charge of libel recently, based on an article published Sept. 3, concerning Mrs. J. T. Bloodworth, National Democratic Committeewoman from Texas, and the Ku Klux Klan. Bailey was arrested and released on bond of \$1,000 pending trial.

IT'S A KNOCKOUT!

For your next serial—

The Dark Chapter

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The celebrated author of
"The Nervous Wreck"

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WEEKLY EDITORS LAUD PRIZE CONTESTS

"They're Costly But Worth It" Is Opinion Expressed at Central N. Y. Press Association Meet—Large Subscription Gains Cited

Prize contests which have boosted circulation of country weeklies were defended at the fall meeting of the Central New York Press Association in the Department of Journalism, Syracuse University, Oct. 11. President Hugh Parker of the *Oneida Post* presided at the session which followed luncheon served by College of Home Economics students.

Gerry Willard, editor and publisher of the *Boonville Herald*, told of his contest in which two automobiles and other prizes were given in a subscription campaign at the regular \$2 a year rate. At the end of four weeks he said his circulation of 3,500 was increased by more than 1,000. At the end of the fifth week he expects 1,500 new subscribers on his books. Mr. Willard says the campaign will cost about \$3,500 and that it will bring in only \$8,000, but that the expenditure will be more than justified due to the increased influence and circulation of the paper and the consequent increase in revenue from a higher advertising rate. His circulation will be above 5,000.

H. H. Hawkins, editor of the *Hamilton Republican*, told of the campaign his paper is finishing up as a result of a contest for \$1,000 in prizes. He has added 643 new subscribers, ranging from two to five and ten year periods, and boosting his circulation to more than 1,800.

"The campaign was costly, but it was worth it," said Mr. Hawkins, "even though it costs as much as the subscription money brings in. It not only means more revenue from advertising, but a circulation more than 2,000 adds prestige to the paper and more self-re-

spect for the editor. The campaign gives the paper publicity; shows it is alive and doing something. It shows what practically every paper can do if the editor resolves to build up his publication."

M. V. Atwood, managing editor of the *Utica Observer-Dispatch*, and president of the association last year, gave an address on the country editor's job. He maintained every community paper should have a constructive program and that weeklies should have more backbone in their editorials and management. He also stated every weekly should advertise itself just as much as the city paper does.

Mrs. Florence E. S. Knapp, candidate on the Republican ticket for secretary of state and head of the College of Home Economics at Syracuse University, spoke.

Gerrit S. Hyde, acting secretary and editor of the *Waterville Times*, spoke briefly about newspaper problems and explained some of the features which are spelling progress for his newspaper.

The next meeting will be held the second week in January, the meeting place to be announced later.

Syracuse Journal Editor Resigns

Wilbur C. Miller, editor-in-chief of the *Syracuse* (N. Y.) *Journal*, has resigned to engage in the management of the Fancher Machine Company, which he has directed for a number of years. Mr. Fancher has been in the newspaper business about 25 years. For many years he was one of the best known Washington correspondents.

Cooper Visiting A.P. Offices

Kent Cooper, assistant general manager of the Associated Press, this week started on a tour of inspection of A. P. offices which will carry him as far west as Denver and as far south as El Paso, Tex. He will return to New York just before Election Day, Nov. 4.

No man is entitled to free speech until he can listen patiently while the opposition talks.—*New York Telegram and Evening Mail*.

The Shop-o-scope
TRADE MARK

We know now that our belief in the new 1924 Shop-o-scope is justified.

Already the response from the newspapers of the country has been greater than we dared hope. And we are glad that we have a better Christmas classified advertising campaign for them than ever before.

We want you to see it, too—write for your sample portfolio today!

The Shop-o-scope

THE BASIL L. SMITH SYSTEM, INC.
Otis Building Philadelphia

Advertising Can Cost a Lot of Money

*Intelligently done it can make your fortune.
Unintelligently done it may break you.*

A large circulation may be too expensive. A small circulation may be profitable. When you can get both quantity and quality, you have a certainty of profitable investment, provided the thing advertised is worth advertising and the copy is intelligent.

The character of the newspaper has as much — perhaps more — to do with the success of your advertising as the *quantity* of circulation. Users of space are not always discriminating. Too many, in making up a list of out-of-town newspapers, take the line of least resistance, copying from a newspaper directory

the newspaper having the largest circulation figures, and without knowledge of the real value of the medium as a selling force.

In Philadelphia the Public Ledger has a circulation of 300,000 copies daily—that's quantity. As to quality, it has always been known as the Philadelphia bible since 1836. It sticks in the same families generation after generation, and no competitor has ever been able to dislodge it, no matter what he does or offers. Solely on its merits as a superior *newspaper*, it holds its place with no premium, cut rate or other inducement.

Cyrus H. Curtis

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PUBLIC  LEDGER

Morning--Evening--Sunday

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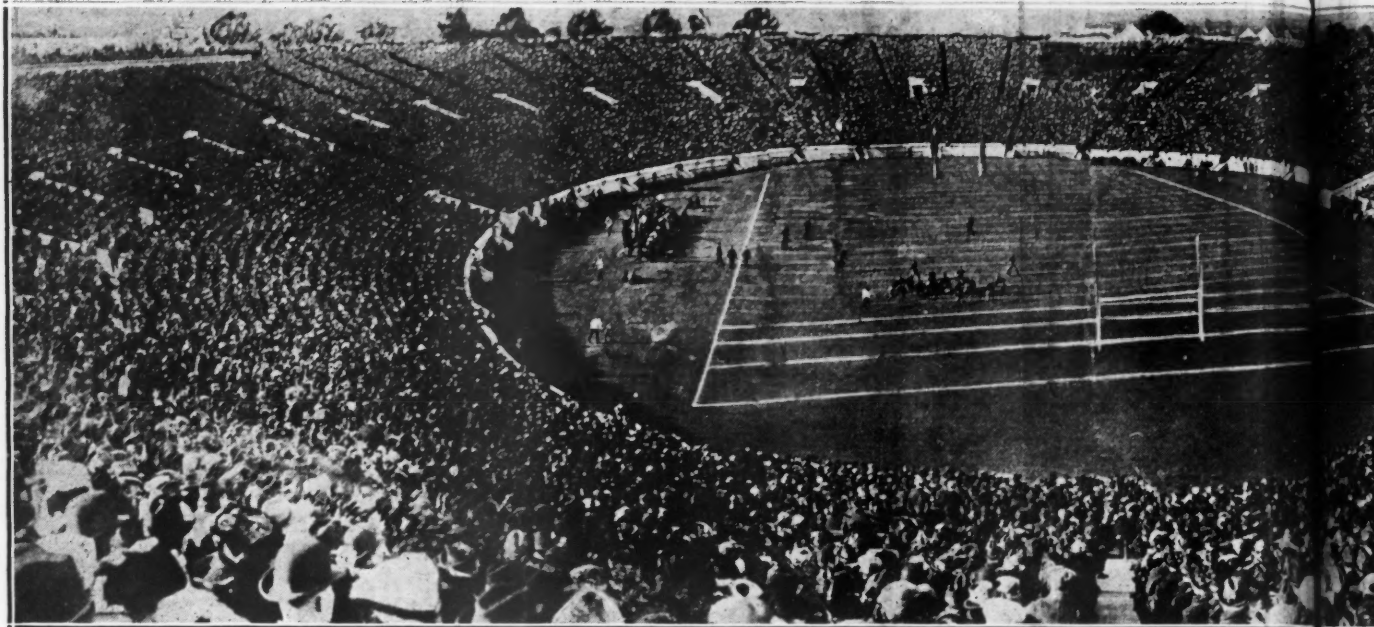
DETROIT
Joseph R. Scolaro
703-04 Ford Bldg.
LOS ANGELES
M. C. Mogenson & Co.
Title Insurance Bldg.

ST. LOUIS
C. A. Cour
613 Globe-Democrat Bldg.
LONDON, S. W.
The Dorland Special Agency
16 Regent Street

EDITORIAL PAGE
OF THE

EVENING

EVENING JOURNAL GAINS



ONE-TENTH OF A BIG FAMILY

This shows the "Yale" with watching a football game could eleven times this crowd to the a net paid circulation of thing the past six months.

This football crowd is F

The sworn statement to the Government of James C. Dayton, business manager of this newspaper, shows that the average net paid circulation of the Evening Journal during the last six months was

666,886

Included in that total is the net paid increase of 65,049 per day as compared with our circulation during the same period last year.

THE NEW YORK EVENING JOURNAL HAS THE LARGEST CIRCULATION OF ANY EVENING NEWSPAPER IN THE UNITED STATES.

Newspapers come and newspapers go. The Evening Journal goes on supreme, to-day, as it has been for the last 26 years.

Some of the old newspapers Frank Munsey buys, giving them decent burial. Others just simply die in their tracks.

The Evening Journal, selling for three cents a copy, five days in the week, and for five cents a copy on Saturday, goes triumphantly forward.

This circulation growth is important news for the Evening Journal's family of readers. They constitute the greatest united force in the public life of the world's greatest city.

The circulation of 666,886 daily means that the Evening Journal goes into more than half a million families, IS CARRIED HOME, WHERE IT IS READ AT HOME BY ALL THE FAMILY. This newspaper is seen and read daily by not fewer than TWO AND A HALF MILLIONS OF PEOPLE.

The Evening Journal's circulation also to business men. To say that of the are sufficient in number to purchase of ting it mildly.

There are enough Evening readers on avenue, Seventh avenue, Madison, F. Lexington avenue, half a dozen other streets, and leave enough to keep busy in Harlem, in Brooklyn, which is to o "New York" of to-day.

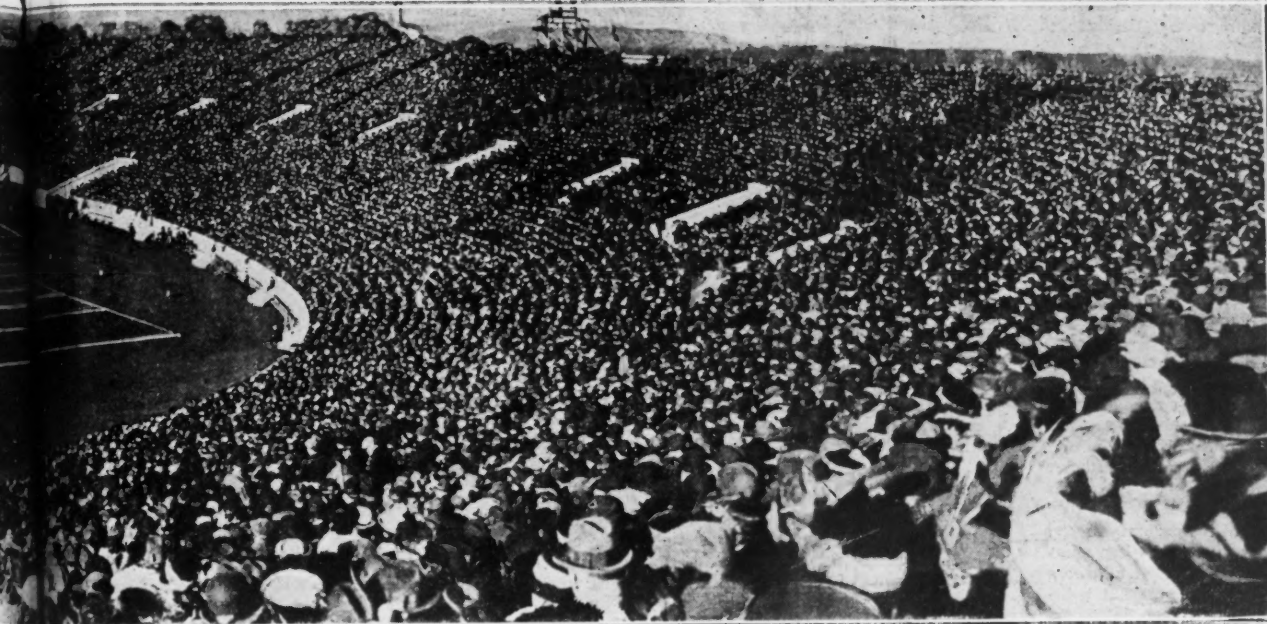
The Evening Journal's circulation is built on friendship and approval of its readers. To the limit of their ability, the editors and managers of the Evening Journal serve the best interests of the Evening Journal, represented in the circulation.

The crowd of 65,049 buyers of the Evening Journal, in the past six months, represents a year ago, represent in themselves a normal

Please bear in mind that the circulation of the Evening Journal at three cents a copy, even in the past six months, bought THE EVENING JOURNAL for itself. No "schemes" are used to increase circulation, no premiums, no guessing.

The Evening Journal seeks to REPRESENT, TO DEFEND the NEWS, and to discuss with the day.

JOURNAL NEW YORK OCTOBER 3, 1924 65,049 PER DAY



thousand than the INCREASE IN THE EVENING JOURNAL'S CIRCULATION during the past six months, as compared with a year ago.

This crowd in the picture, in size, is less than one-tenth the number of the family to which YOU belong, THE FAMILY OF EVENING JOURNAL READERS.

The Evening Journal represents UNITED MANAGEMENT. The Government report includes the statement that the SOLE STOCKHOLDER and owner of the Evening Journal is W. R. Hearst.

He doesn't have to consult any board of directors, in his own office, and, as everybody in New York knows, he doesn't consult any of the boards of directors down in the Wall Street neighborhood that have so much to say about certain publications. What Mr. Hearst owns, he owns 100 PER CENT.

The Evening Journal is run by W. R. Hearst for the benefit of the people that buy and read the Evening Journal, for hundreds of thousands of readers that include all classes of the population.

UNITY of OWNERSHIP, unity of CONTROL, unity of PURPOSE, the desire faithfully to represent its readers, is back of the Evening Journal's circulation, which has been the biggest evening circulation in the United States for more than 26 years, practically from the very beginning of its publication.

We publish here a picture of the famous "Yale Bowl" showing a great crowd of 60,000 people gathered to watch a football game.

How many stores would it take to hold this crowd, which represents less than one-eleventh the number of people that buy the Evening Journal every day, a crowd smaller than THE EVENING JOURNAL INCREASE IN CIRCULATION DURING THE PAST SIX MONTHS?

Honesty of purpose, plus hard work, brings circulation, and circulation brings success.

EDITORIAL



UNNATURAL WRITING

AN editorial in the *New York World* complains of "suggestive phrases" which news writers have used in reporting the case of the violent criminal Gerald Chapman, such as, "master mind," "bad man," "old-time desperado," "dead or alive," "fusillade of steel-jacketed bullets."

It is not argued that crime news should be suppressed, but it is argued that news writers often cast a specious glamour over crime, creating in the minds of weak and wayward youth a "melodramatic dream-world, which has no corresponding existence in reality." The editorial holds that reporters should not, while pretending to be horrified at criminal acts, actually make them seem attractive.

Newspaper writers, particularly copy-desk editors, have built up a daily press vocabulary which has become as standard as the type in which it is set. Nearly every newspaper in the country uses it. Many words have been invented to fit head-line spaces, only to be adopted into the text. Stories are written up to meet preconceived head-line requirements. For some newspapers the reader needs a glossary.

The phrases which the *World* has cited are but a few of the stock of descriptives employed by police reporters, on almost any occasion. But seek in any department of the newspaper and you will find similar sets of stock words and phrases. Financial writers have a choice collection of exaggerations which they have long used to the confusion of the ordinary mortal who reads newspapers. Sport writers are often unintelligible to any save the most sophisticated followers of games. Editorial writers themselves are not without little pet expressions which create phantoms rather than realistic pictures.

EDITOR & PUBLISHER agrees with the *World* that if newspaper publication of crime is to be justified as a public service, the truth must be told. Sordid crime must be described as such, rather than as heroic adventures.

Simplicity in news writing is the most desirable form, yet strangely is most difficult to obtain. The simple fact is what the reader wants and is what justifies the existence of the newspaper. Writing cheap fiction around news serves no good purpose. If you want to publish fiction, why not buy it from a thousand sources which are better able to supply well-balanced readable literature than is the average police reporter?

The business of news writers is to tell what they see and hear—not dreams which rattle well on a type-writer, but do not fool intelligent readers and, in the department of crime, certainly tend to make waywardness attractive to weak-minded persons.

"The genuinely sincere person can be detected as such by the average reader."—ALEXANDER WOOLLCOTT.

STATE ASSOCIATIONS

WE hear that there is a concerted movement in Pennsylvania to consolidate three existing organizations of newspaper men. The plan is to create a highly representative state body, which through force of numbers would provide ample funds to support and encourage worthy enterprises.

One feature that is being discussed is maintenance of an "educational lobby" at the state capitol to "protect the people's interests."

President H. W. Page of the Pennsylvania State Editorial Association; President John L. Stewart of the Pennsylvania State Associated Dailies, President Charles B. Spatz of the Pennsylvania Associated Weeklies, and George J. Campbell, of Pittsburgh, chairman of the legal journals of the state, are expected to meet in the near future to work out a plan of consolidation.

Some of the best work that is being done for the press in this country is coming from sectional organizations. There are several state-wide organizations that are leaders of thought and action. Hence there are excellent precedents for the Pennsylvania movement. It is axiomatic that if three minor associations are found to be of value, one major organization which combines the strength and purposes of three, should be of great benefit.

ST. JOHN
Chapter III—20-21
For every one that doeth evil hateth the light, neither cometh to the light, lest his deeds should be reproved.

TEN YEARS OF A. B. C.

A DECADE of systematic, responsible, co-operative auditing of circulations has this week been concluded. For twenty years previously newspaper publishers talked of this idea and then put it into force. It is one of the finest successes in journalism. It has brought order out of chaos. It has given to publishing a higher and better plane and has put integrity behind all service rendered to advertisers.

It is interesting to note from the annual report of the A. B. C. directors that more than two-thirds of all newspaper and periodical advertising appropriations are placed in member papers, indicating public confidence in media which are willing to submit accounts to the rigid rules of this system of audit. The Bureau is unquestionably to be credited with many accomplishments of inestimable benefit to newspapers, but nothing so much as its de-bunking of circulation claims. When A. B. C. came in by the front door the Barnums began to leap the backyard fence.

Smaller spaces at higher rates, is tomorrow's certain ration.

HERE'S A PROSPECT

A PENNSYLVANIA publisher asks EDITOR & PUBLISHER how long "fool newspaper men are going to continue to give free publicity that makes millionaires of baseball magnates," but we think baseball a legitimate news subject, and only wish advertising men would sell the magnates some legitimate space in which to announce when and where games are to be played, so we would not have to ask policemen or search through the sport pages.

There are many slants on "merchandising service," some good and some bad, but everyone agrees that advertising is not the mere sale of white space, but is service to the advertiser, and the question is—How much service are you willing to give for value received?

October 18, 1924 Volume 57, No. 21

EDITOR & PUBLISHER

Published Weekly by

THE EDITOR & PUBLISHER CO.,

1115 World Building, 63 Park Row, New York

Marlen E. Pew, Editor
Arthur T. Robb, Jr., Managing Editor
Associate Editors, Warren L. Bassett, Philip N. Schuyler

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

Washington: Sam Bell, 26 Jackson Place.
St. Louis: Roy M. Edmonds, 1332 Syndicate Trust Building.

Chicago: L. B. Gilmore, 30 North Dearborn Street.
London Editor: Herbert C. Ridout; Special Commissioner, H. Rea Fitch, Hastings House, 10 Norfolk Street, Strand, W. C. 2.

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

Tokyo: John R. Morris, Japan Advertiser.
Toronto: W. A. Craick, 60 Lympstone Avenue, Lawrence Park.

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

"JOHNNY" O'BRIEN

JOHNNY O'BRIEN, good reporter, died the other day at San Francisco. His paper, the *Examiner*, gave his memory a black-boxed head on the editorial page, and in the lead position of the first page the public was told of his 25 years' career in their behalf, telling them what they had a right to know of the underside of their great city.

For more than a quarter of a century this reporter had energetically, unassumingly gone about the business of answering the calls that policemen, firemen and ambulance drivers respond to. He knew every man of the uniformed force and had many times demonstrated his courage, ability and honor. News flowed to him from all directions and he became indispensable to his newspaper.

In commenting upon his character the editor of the *Examiner* said: "He studied that grim spectacle of crime and human wreckage and punishment and plotting and tragedy—seeing it all with unblinking clearness, yet never growing cynical, never shaken from his poise or that Stevensonian brightness and sweetness that was his. Amid continual temptations, his integrity became proverbial; he never broke a confidence and his friends were legion."

The information is added that after Johnny finished his "day," from six of the evening until three, he would often be found at home playing Chopin and Mozart by the hour.

There are many great reporters, known only to local fame, and Johnny O'Brien was typical of the best blood in newspaper service.

If you do not believe in promotion, you do not believe in advertising. If you do not believe in advertising, you should not try to sell it.

WAITS ON HUMANITY

A BITTERLY critical view of the press is given in *The Nation*, by W. G. Clugston, who calls this the "propaganda age." The writer tells some facts, some half-facts and considerable nonsense. He condemns newspaper editors who encourage reporters to play side press-agent games, in order to hold good men at low pay.

The writer declares the average labor-union representative is so hostile to reporters that he has himself to blame if he does not get "breaks" in the news, for the representatives of capital take reporters into camp, if they can, and it is only human to lean to the side of friendly interest.

"On the whole," says Mr. Clugston, "when I compare American journalism with other American institutions I am not so sure there is anything so very wrong with the way it functions among the other mechanical contraptions of our civilization. . . . All in all, I believe that American journalism is on a higher plane than many other American institutions. . . . The only way I know to improve American journalism is to improve humanity."

If the story is too long or too dull for the regular week-day issue, be sure to keep it out of the Sunday "bull-dog"!

NEWS BY RADIO

NOTHING is more absurd than the contention that commercial radio is not a news competitor—it is today making the big scheduled news announcements to vast numbers of people, long before newspapers can be circulated. This is a newspaper problem. Radio cannot be checked or held—it is a world force, with a legitimate place in the scheme of life.

If the business of a newspaper is to conduct the lines of news communication to the people, radio is a natural press auxiliary. A number of far-sighted publishers have not lost their local fields to outsiders. Radio is a part of their equipment. It is expensive. Sometimes it may seem to be a doubtful investment. What good purpose it may serve tomorrow is a point to be considered. This science is advancing with leaps and bounds. No newspaper in America has ever failed because of enterprise in behalf of its local public.

PERSONAL

JOSEPHUS DANIELS, former Secretary of the Navy, and editor and publisher of the *Raleigh (N. C.) News and Observer*, is now on a speaking tour of the country for the Democratic National Committee.

H. V. Jones, publisher of the *Minneapolis Journal*, is visiting in New York. He plans to return to Minneapolis late next week.

B. F. Christmann, of the *Chicago American*, spent several days in New York and Washington this week.

C. B. Blethen, publisher, *Seattle (Wash.) Times*, recently was a luncheon guest at the White House.

IN THE BUSINESS OFFICE

J. ARCHIE WILLIS for the past three years advertising manager of the *Greenville (S. C.) News*, has resigned. He has not announced his plans.

Kenneth Howard, of the advertising staff of the *Minneapolis Journal*, has taken charge of the display advertising department of the *Austin (Minn.) Daily Herald* succeeding Wallace Tollifson.

H. C. Schmell, formerly with the Bethlehem Steel Corporation, is now with the *Easton (Pa.) Express* as a display advertising salesman.

M. Robert Harrigan, connected with the *Bangor (Me.) Commercial* for nearly half a century, much of the time as business manager, has resigned. He was also a director for several years.

A. M. Umholtz has been appointed advertising manager of the *Easton (Pa.) Express*, succeeding L. N. Wagner.

R. S. McMichael was appointed manager of the Chicago advertising office of the *New York World* and the *Evening World*, October 15.

Jerome Hass, advertising man, has been added to the staff of the *Cleveland Jewish Daily Independent*.

H. B. Granlee was recently appointed comptroller of Vanderbilt Newspapers, Inc., publisher of the *Los Angeles Illustrated Daily News* and the *San Francisco Illustrated Daily Herald*.

H. A. Morris and G. Stubblebine have joined the advertising staff of the *Easton (Pa.) Express*.

IN THE EDITORIAL ROOMS

FREDERICK B. MOORE, has resigned as city editor of the *San Francisco Illustrated Daily Herald* to become city editor of the *San Francisco Bulletin*.

Floyd B. Rigdon of Denver University is now managing editor of the *Newkirk (Okla.) Republican News-Journal*, succeeding Edward Hodges, resigned.

Mrs. Clara Ogden Davis, correspondent for the *Dallas (Texas) News* and the *Galveston News* at Houston, has returned from a trip abroad.

Ross T. Fitzgerald has resigned from the *San Antonio Evening News Express* radio news department to enter the University of Texas at Austin.

Daniel Markell, formerly on Minneapolis and Oklahoma City papers, has joined the news staff of the *Portland Oregonian*.

Jack Clark, financial editor and Earl M. Almquist, city hall reporter, have resigned from the *Duluth News-Tribune* staff and left for Miami, Florida to enter promotion work.

Cecelia Shively has joined the reportorial staff of the *Cleveland Press*.

J. A. Parham, managing editor of the *Charlotte (N. C.) Observer* has been appointed a member of the State Prison Board.

Samuel W. Nichols, 80, for many years editor of the *Jacksonville (Ill.) Journal*, was recently tendered a municipal celebration in appreciation of his life-long work in behalf of the city.

John Wagner, sports editor, has resigned from the *Duluth News-Tribune* to supervise his school of ballet dancing.

Bernard M. Stone has resigned as managing editor, *Anchorage (Alas.) Daily Alaskan*.

Miss Olive Strong of the *Springfield (Mass.) Republican* office force has shifted over into the editorial room where she is now a full fledged reporter.

Bernard Campbell, Minneapolis and St. Paul newspaper man is now telegraph editor of the *Duluth News Tribune*.

Christopher Messerschmidt, formerly State House correspondent for a number of New Jersey papers, is now State House reporter for the *Trenton Times*.

Max Murray of the *Melbourne (Australia) Herald* staff has left on a trip around the world.

Alton H. Blackinton, official staff photographer of the *Boston Herald*, has been engaged to conduct an evening class in photography at the Boston Young Men's Christian Union.

Miss Grace McDonald, society Editor, *Duluth Herald* is taking the special course in secretarial work at Columbia University. She is succeeded by Miss Charlotte Marvin.

Hjalmar Nordale has resigned as city editor, *Fairbanks (Alaska) News-Miner*, and is making arrangements for the establishment of a new newspaper in Fairbanks.

Fayette Copeland, Jr., recently assistant to the Sunday editor of the *Los Angeles Examiner*, has returned to the University of Oklahoma, to become publicity director for the university and assistant professor in journalism.

Charles Eugene Banks, formerly a member of the editorial staff, *Seattle (Wash.) Post-Intelligencer*, and more recently, editor, *Hilo (H. T.) Tribune-Herald*, has returned to Seattle to make his home.

Eddie Brietz, sports editor, *Charlotte (N. C.) News*, and Mrs. Brietz are parents of a daughter, Marjorie Morrow Brietz.

Arthur West, until recently sports editor of the *China Press* of Shanghai, has become sports editor of the *Shanghai Times*.

James L. Butts, formerly of the *Chicago Daily News*, but lately of the staff of the *China Press* of Shanghai, has joined the staff of the *North China Daily News*.

F. C. Wade (Felix Penne), columnist, *Vancouver (B. C.) Sun*, has been elected president of the Dickens Fellowship of Vancouver, B. C., for the fourth consecutive time.

J. James Floyd, city hall reporter for the *New London (Conn.) Day*, recently won the Republican nomination for Representative to the General Assembly from the town of Waterford.

Henry McBride has resumed writing art criticism for the *New York Sun*.

Harlan S. Miller, of the *New York Evening Post*, who has been covering Theodore Roosevelt, Jr.'s, campaign tour for governor through New York state, returned in time to cover the arrival of the ZR-3 at Lakehurst this week.

Charles P. Sweeney has rejoined the reportorial staff of the *New York World*. During the summer he operated a press bureau at Atlantic City.

Don Marquis, conductor of "The Lantern" in the *New York Herald Tribune*, is running a comedy entitled "A Friend to Dinner" serially in his column.

MARRIED

DONALD BEDELL WOOTTON, caricaturist for the *Cleveland Plain Dealer*, to Miss Ruth Ormsby Ellison, at Windsor, Ont., recently.

John J. Mahoney of the editorial staff, *Boston Traveler* to Miss Margaret C. Reardon of Wakefield, Oct. 12.

Floyd C. Westerfield, associate publisher of the *Springfield (Ore.) News* to Velma Rupert, society editor of the *Eugene (Ore.) Daily Guard*.

Robert Poisall, sports editor, *Peoria (Ill.) Journal-Transcript*, to Miss Alice McCullough in Freeport, Ill.

Melvin John Mecherle, of the *Chicago Tribune* staff to Miss Emily Denton of Urbana, Ill., in Urbana, Oct. 9.

Stanley Boyles, *Moline (Ill.) Dispatch*

FOLKS WORTH KNOWING

FOSTER GILROY was this week appointed advertising manager of the *New York World* and *Evening World*.



FOSTER GILROY

He had been acting in this capacity since the first of this year, during the illness and since the death of Hal Fink, late advertising manager. Gilroy has been with the *World* four years. A graduate in 1903 from Drexel Institute, Philadelphia, where he studied banking, Gilroy entered newspaper work in 1904 as a reporter on the staff of the *Philadelphia Evening Bulletin*. The next year he transferred to the *Philadelphia North American*, where he remained as reporter three years.

His first advertising experience was on the *Philadelphia Record*, from which he went to the Richard A. Foley Advertising Agency. He came to New York in 1908 to be connected with the Frank Munsey Company, as promotion manager for all the Munsey magazines and newspapers.

After five years with Munsey, Gilroy was appointed general manager of *Puck*, when that magazine was purchased by Nathan Straus in 1913. He continued as general manager and was also made editor-in-chief during the time *Puck* was owned by William Randolph Hearst.

In 1918, the year *Puck* was discontinued, Gilroy started organization of the chain of Old Colony clubs and was publisher of the *Old Colony Magazine*. He went to Europe, establishing clubs in London and Paris.

He became connected with the *World* in 1920 and was made assistant advertising manager, Jan. 1, 1924.

printer, to Miss Violet Peterson, proof-reader in the Moline Plow printing department, Oct. 5.

Merwin E. Brown, Wheaton, Ill., member of the Chitchfield Advertising Company, Chicago, to Miss Marjorie Stephens Batavia, Ill., Oct. 4.

William E. Cox, advertising manager for the *Danville (Ill.) Morning Press*, to Miss Mary Elizabeth Jenkins, Danville, Oct. 4.

Eldo Lancaster, advertising department *Peoria (Ill.) Star*, to Miss Gladys Long, Oct. 5.

HOLDING NEW POST

W. C. FORMAN, from copy desk, *Duluth News-Tribune*, to rewrite man, *Duluth Herald*.

W. B. Ragsdale and Osborne Zuber, from staff, *Charlotte (N. C.) Observer* to staff, *Philadelphia Public Ledger*.

Gabe Caffery, from *Duluth News Tribune*, to *Davenport (Ia.) Times*.

Miss Sarah F. Halliburton, from staff, *Independence (Mo.) Examiner*, to editor, *Ncosho (Mo.) Times*.

Ralph C. Edgar, from telegraph editor of the *Trenton State Gazette*, to *Trenton Times* staff.

Harry Coady Lindop from sports writer, *Trenton (N. J.) Times*, to staff, *Trenton State Gazette*.

Morris J. Harris from staff, *Tokyo Japan Advertiser*, to *Manila (P. I.) Bulletin*.

NEW PLANTS AND EQUIPMENT

CHATTANOOGA TIMES has installed a Scott multiunit sextuple press. Composing, stereotype and editorial rooms have been removed to the annex, rooms formerly occupied being converted into offices.

Danville (Va.) Register and Bee are now located in their new building, erected and dedicated as a memorial to a former publisher, Rorer A. James.

Cape Girardeau (Mo.) Southeast Missourian celebrated its 20th anniversary October 3, by breaking ground for its new building, which will be fire-proof and embody the latest developments in newspaper plant construction.

Forest City (N. C.) Courier has installed a new model 14 linotype.

CHANGES OF OWNERSHIP

QUINCY (Mass.) JOURNAL, a weekly, has been sold by Simon Swig, former Boston banker, to Perley Barbour and Everett Prout, Quincy businessmen.

W. E. Phipps, publisher of the *Medford (Ore.) Clarion*, has sold that newspaper to L. B. Tuttle, recently editor of the *Ashland Tidings*, and James W. Young of Medford.

A. W. McBride has acquired the half interest in the *Iowa Falls (Ia.) Sentinel*, held by F. M. O'Furey, who bought into the paper five months ago.

ON THE MECHANICAL SIDE

CHESTER H. HUTCHINGS, linotype operator on the *Lynn (Mass.) Telegram News*, has been appointed mechanical superintendent of the *Bangor (Me.) Daily Commercial*.



The entire lower part of this building is occupied by one of the greatest educational institutions in the world—the free information service maintained by a large group of American newspapers for the free use of the public. Any editor who wants to share in this service should address Frederic J. Haskin, Washington, D. C.

ASSOCIATIONS AND CLUBS

SAN FRANCISCO PRESS CLUB

recently elected J. L. Cauthorn, business manager of the *Daily News* president, succeeding Leon J. Pinkston. Other new officers are: James Hatlo, vice-president; Frank Connolly, treasurer; Thomas Bellw, librarian, and Frank Fisher, Ralph Cromwell and Abe Kemp, directors.

Scranton (Pa.) *Times* Twenty-Five Year Club held its annual banquet Oct. 10. J. E. Bradley, business manager of the *Times*, was named president, John D. Keator, managing editor, was host at this year's banquet. Edward Cullen, circulation manager, was admitted to membership.

Greenville (Tex.) *Press Club*, recently elected Fred Horton, business manager of the *Greenville Evening Banner*, president, and J. F. Bland, proprietor of the Bland Printing Company of Greenville, vice-president.

Detroit Adcraft School, under the auspices of the Detroit Adcraft Club, opened its winter sessions Oct. 13, with a lecture by B. C. Forbes. The course is provided at cost, the club making no profit. Included among the faculty are Verne E. Burnett, secretary of the General Motors Advertising Committee, and Robert R. Thien of MacManus, Inc.

Minnesota Associated Press Editorial Association held its semi-annual meeting at St. Cloud recently. Frank A. Day, publisher of the *Fairmont Daily Sentinel*, president, presided. Fred Schlipin, editor of the *St. Cloud Times*, gave a dinner to the members.

Massachusetts Press Association members will visit the town of Weymouth, Mass., on Oct. 20 and inspect the plant of the *Weymouth Gazette and Transcript* as the guests of Carl F. Prescott, secretary of the Association.

San Francisco Women's Press Club will give a benefit performance Oct. 25, the proceeds of which will be used to furnish club headquarters in the downtown district.

Business Editors' Association of Chicago discussed "Contributions, How to Get Them and When and How Much to Pay for Them," at a luncheon meeting, Tuesday, Oct. 14, at the Great Northern Hotel. Eugene Whitmore of *Sales Management*, C. B. Partridge of the *Dry Goods Reporter*, and Ralph E. Turner of *Power Plant Engineering* led the discussion.

Catholic Writers' Guild of America held a reception Oct. 15, at the Guild House, New York, in honor of Cardinal Hayes. Thomas F. Woodlock, president, in welcoming the Cardinal, declared the organization had progressed rapidly along the constructive lines suggested by the Cardinal when the guild was established several years ago. His Eminence deplored the present tendency to play up the power of money in articles written for publication.

New York Advertising Club on Thursday night began its annual course in advertising and selling. H. H. Duete, general manager of the Borden Sales Company, spoke on "Can Your Product Be Advertised?"

Association of Foreign Press Correspondents will hold a dinner at the City Club, New York, Oct. 30, at 7 p.m. P. W. Wilson is president.

SCHOOLS

RESIGNATIONS among the U. of Missouri Journalism faculty have brought about the following changes: Assistant Professor E. K. Johnston, formerly an instructor in the University of Wisconsin, taking the place of Don D. Paterson, now with the Curtis Publishing Company at Chicago. Instructor E. W. Sharp, formerly on the staffs of several Oklahoma newspapers, taking the place of Francis Misselwitz, now on the staff of the *Tokio (Japan) Advertiser*; Instructor T. C. Morelock taking the place of Miss Marian Babb, who has recently become Mrs. Frank Beard of Warrenton, Mo.

H. H. Herbert, director of the University of Oklahoma School of Journalism,

ASSOCIATION CHIEFS

AT the second annual convention of the State Press Field Manager's Association, at Salt Lake City, recently Edwin A. Bemis, editor and publisher of the *Littleton (Col.) Independent*, was re-elected president of the organization.

Six years ago Mr. Bemis entered the newspaper field practically unknown. Although as a boy he had worked as "devil" in the office of the newspaper which he now owns, yet there was an interval of several years between that time and when he actually entered the newspaper game. He early realized the value of newspaper organization, and immediately threw his energies toward building a better editorial association for Colorado. Ideas which he advanced were soon adopted by the state association, and the job of organizing district newspaper associations was delegated to him.

The Central District Editorial Association is a result of his initial step in this direction. This organization meets regularly every month with a constantly increasing membership. Bemis' success in this undertaking, and his enthusiasm for association work was responsible for his election as president of the Colorado Editorial Association in 1923.

Being cognizant of the value of a field manager, Bemis made the establishment of such an office his aim for the year. He was not aware, however, that his success in handling association affairs would make the editors insist that he be the man to fill such a position. But in 1923 a delegation of association members surprised him in his office and delegated him to fill the place of press manager.

Knowing that an early exchange of ideas among field men would also be of great value, Mr. Bemis issued a call to all state press managers to meet in Denver. This first meeting was held in September, 1923, and Bemis was elected president of the newly made national organization.

In addition to acting as president of this National Press Manager's Association, and serving as field man for his own state editors, he is carrying the responsibility of operating his own newspaper. To say the least Bemis is a busy man.

has returned to the university after a year's leave of absence spent at the University of Wisconsin, studying for a doctor's degree in journalism.

Under the direction of William H.



EDWIN A. BEMIS

McLeod, advertising manager of William Filene's Sons Co., Boston, a course in retail store advertising has been inaugurated at Boston University.

Eighteen Holy Cross college seniors have enrolled in the course of journalism which has been established at the college this year.

Paul Fung, part owner of the *Canton (China) Times* and formerly with the *Kansas City Star*, has entered the School of Journalism, University of Missouri.

WITH THE SPECIALS

F. WILLIAM GRUMMAN the son of Fred Grumman of the Mergenthaler Linotype Company has joined the New York office of the George B. David Company newspaper representatives. Mr. Grumman will cover a division of the New York agencies.

New Jersey Newspapers, Inc., has been appointed national representatives for the *Ventnor (N. J.) News*.

Benjamin & Kentnor Company, publishers' representative, has been appointed to represent the *Clarksville (Tenn.) Leaf-Chronicle*.

PRESS ASSOCIATION NOTES

HERBERT REED, known as "Right Wing", formerly on the sporting staff of the *New York Evening Post*, has joined the staff of Universal Service, and will have a roving assignment this fall covering as many important football games as possible. Reed, who was graduated from Cornell, Class of 1899, where he played with the football scrubs, has been in close touch with the gridiron game for a quarter of a century.

Gus Robbins, formerly of the United Press bureau at Wilkes-Barre, Pa., is temporarily relieving Ed Sweeney, manager of the Buffalo, N. Y., bureau. Robbins will report to the New York office shortly.

Robert L. Getty, for the last 18 months city editor of the *Monmouth (Ill.) Atlas*, has joined the Associated Press in Denver, Col.

Obituary

EDWARD J. MAHER, for many years a printer on the *New York Evening Journal*, and for 20 years a delegate of the New York Web Printing Pressmen's Union, died recently.

THOMAS J. SILK, 47, for 20 years connected with the circulation and job printing departments of the *Brooklyn Eagle*, died recently at his home in Brooklyn.

ALFRED NOYES AMBROSE, publisher of the *Norwood (Mass.) Messenger*, which he founded, and for many years Norwood correspondent of the *Boston Globe*, died at his home in that town recently.

JAMES BAYLES, formerly managing editor of the *Lowell (Mass.) Courier-Citizen* and in newspaper work more than 30 years, died recently at his home in Tyngsboro, Mass.

DR. GEORGE GIFFORD, for many years editor of the old *Portland (Me.) Press*, and recently in the United States consular service abroad, died at Geneva, Switzerland, Oct. 6, as the result of injuries sustained in a fall last April.

EDWIN WILSON MORSE, 69, editor and writer, for the last few years literary advisor of Charles Scribner's Sons, died in New York, Oct. 11. He had been on the staff of the *New York Tribune* five years. Later he was editorial correspondent of the *Boston Transcript*, and music editor of the *New York Commercial Advertiser*.

CHARLES L. MORRIS, 64, for more than 20 years a member of the *Boston Globe* staff, located in the New York office of that paper, died on Monday evening last at the home of his sister in Geneva, Ga. Morris was a native of Georgia and held a number of positions in the South before coming to New York. For a number of years he worked as a telegrapher for the Associated Press in this city, later joining the staff of the *Boston Globe*.

Why Queens County News Likes Its Ludlow

MR. Eugene E. Early, publisher of The Queens County News, writes: "We have just published our annual automobile show number consisting of sixty-four pages. This edition is the largest ever published by any newspaper in the history of Queens County—'New York's Fastest-growing Borough.'

"Such an achievement would have been utterly impossible without the Ludlow, and in fairness to you we feel that it is only right that we should tell you what invaluable assistance the Ludlow has provided."

Ludlow Typograph Co.

2032 Clybourn Avenue

CHICAGO

San Francisco
Hearst Bldg.World Bldg.
New York

A Dependable Organization

Mr. Wm. V. Jones, General Manager of the Utica, N. Y. DAILY PRESS has this to say:

"It seems strange to us that more newspapers do not use your service. It has proved very satisfactory to us. We think you should without much effort be able to get many more papers to use your service. The more it is used the more it will be appreciated."

You will appreciate these remarks more, after you have joined our service. Why not—at once?

The Advertising CHECKING BUREAU Inc.

538 So. Clark St. CHICAGO 15-19 East 26 St., NEW YORK

A NEWSPAPER CHECKING PROOF SERVICE

LUDLOW QUALITY COMPOSITION

ADVERTISING AGENCY AFFAIRS

THE Guaranty Development Company of New Orleans, La., operating the Hotel Roosevelt, the Hotel Bienville and West End, have appointed Bauerlein, Incorporated, New Orleans advertising agency, to handle their advertising. A newspaper campaign in selected cities and a special magazine campaign will be released Nov. 1.

Charles B. Cory, Jr., and Harry E. Caylor have organized an advertising agency under the name of Cory & Caylor, Inc., with offices at 360 N. Michigan avenue, Chicago, and will furnish a complete advertising service to corporations, associated manufacturers and distributors. Mr. Cory was formerly vice-president of a Chicago advertising agency specializing in industrial association advertising, and Mr. Caylor has been in advertising and public relations work since resigning as manager of the Central Division of the United Press Associations in Chicago.

Charles V. Duggan, formerly with Collins-Kirk, Inc., Chicago, now is associated with Brennan-Eley Company, Chicago.

F. A. Baker, formerly with Guenther-Bradford Company, Chicago, has joined Charles H. Fuller Company, Chicago.

W. R. Townsend and G. A. Cummings, who conducted separate advertising agencies in Oakland, Cal., have formed a partnership under the name of United Advertising Service. An office has been opened in the Lyon Building, Oakland.

C. C. Younggreen, vice-president and general manager of Klau-Van Pietersom-Dunlap-Younggreen, Inc., Milwaukee, was recently unanimously elected president for the second term of the Milwaukee Advertising Club.

Eugene D. Barr, formerly editor of *Southwest Magazine*, San Antonio, and later of the *Houston Dispatch* reportorial staff, has taken charge of the service department of the Beek Advertising Agency at Houston.

John Raphael Riley, formerly head of the industrial department of the San Antonio Chamber of Commerce, has gone to Houston to join the organization of S. Dean Wasson, advertising counsellor.

E. F. Jessen has purchased the interests of Fred Wilson in the Wilson-Jessen Advertising Syndicate of Anchorage, Alaska. This company handles all coach card advertising on the Alaska Railroad and also the McKinley National Park News Agency on that line. Hereafter the company will be known as the E. F. Jessen Advertising Company.

August L. Kissel has joined the Ethridge Company, New York, as a member of their art staff.

A. J. McElhone has been appointed vice-president of the Nichols-Evens Company, Cleveland Discount Bldg., Cleveland, in which capacity he will still direct the advertising of the Eaton Axle & Spring Company, Cleveland, of which he has been advertising manager.

Granville C. Sewell has joined the staff of the Chambers Agency, Inc., advertising, New Orleans, New York, and Louisville. He was formerly connected with the Adamars Agency, St. Louis, and with the Reddick Agency, before it was absorbed by the Dorland Agency.

F. F. Frothingham, Oct. 1, joined the executive staff of Dorrance, Sullivan & Co., advertising, New York, and will be located at the Boston office. Frothingham was formerly general sales manager of the American Felt Company, and until recently was president of the Boston Belt-Sales Company. At one time he was publication manager of the *Ladies' Home Journal* in New England.

Ray Woltz, formerly with Critchfield & Co., Chicago, is now connected with the Brandt Advertising Agency, Chicago.

WHAT OUR READERS SAY

Local vs. Telegraph News

TO EDITOR & PUBLISHER: Underestimating the value of local news and overestimating the importance of telegraph news is a mistake many editors of small daily papers make. They seem to have a special reverence for any story that comes over the wire and little appreciation for the things that take place in the home town.

One reason for it of course is that on most small dailies the editor, who superintends the makeup, is also telegraph editor. And just as the police reporter often gets the idea that police news is the only thing and the society reporter becomes obsessed with the idea that society news is the most important part of the paper, so the man handling the telegraph copy comes to feel that telegraph news is the big news. But often it is not and should not be given front-page preference over local stories.

If you do not believe that many editors make this mistake, watch three or four small dailies for a few days. You will find telegraph and local news of similar events; and in many cases the telegraph story will be given the position of preference.

Not long ago, one Southern California daily, which has been publishing for more than 30 years, got the first story of a mysterious murder committed a short distance from the city, where the newspaper was located. The man murdered was a white man, a respected citizen of the community. But the newspaper placed the story on page four, although

the reporter had his copy in at 9 a. m., and the paper did not go to press until 2:30 p. m. This of course is an unusual example of an editor's failure to appreciate local news value. But many small dailies make the same mistake in a smaller degree every day.

The editor, who failed to appreciate the local murder story just mentioned, has been known to place on the front page telegraph stories of some slightly known Mexican being shot or stabbed.

Both reporters and readers resent having local news under-estimated. Featuring worthwhile local news encourages the reporter, who gets it, and attracts readers, who read the home paper primarily for local news. Besides it is good journalism. Judged by news interest, local stories should always be given first choice, although it seems that some editors hold the opposite theory.

They should heed the advice of Ralph Waldo Emerson in his essay "Self Reliance," in which he mentions the importance of properly appreciating the value of one's own message, instead of overestimating the importance of the messages of others.

W. L. ROPER,
Ontario (Cal.) *Daily Report*.

Denison's Flash Beat Frisco, Too

TO EDITOR & PUBLISHER: I have just read the interesting article on how Lindsay Denison's flash gave the *New York World* a beat on the Caverly decision. It might interest you to know that the *Illustrated Daily Herald* was able to beat

San Francisco apparently by the same flash.

I had three wires, one of which was the Western Union. I had the same plates as the *World* had ready and had the "14-year-to Life" in addition. The W. U. flash beat service wires by two minutes and we were able to hit all parts of San Francisco ahead of competitors.

I had been puzzled about the wire beat, but your story clears it up. Very truly yours,
MORT J. DONOGHUE,
Managing Editor.

Lincoln Daily Has "Junior Stadium"

The *Lincoln* (Neb.) *State Journal* has provided a "junior stadium" in an open space across from the newspaper building where sport and election parties are held. Bench seats accommodating several hundred have been erected. World Series reports were heard here by large crowds. The paper plans to megaphone also football and election returns.

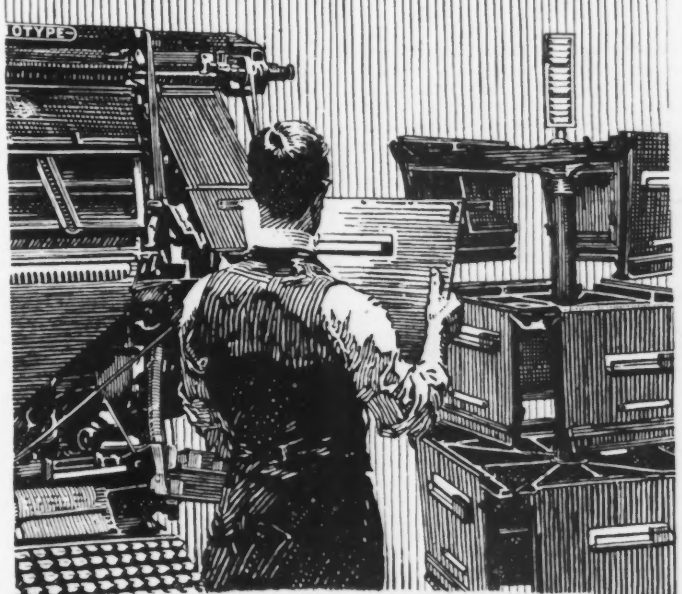
Sunday Edition Dropped

E. Roland N. Harriman and his brother W. Averill Harriman, who recently bought the *Middletown* (N. Y.) *Daily Herald*, which was sold at bankruptcy sale, have discontinued the publication of a Sunday edition which has been issued since the *Herald* was published.

Special Edition

Anderson (S. C.) *Daily Mail*, a 24-page 25th anniversary edition, Oct. 6th.

TRADE **LINOTYPE** MARK



Linotype Split Magazines

A change of face in less time than it would take a hand compositor to get out a case of type.

MERCENTHALER LINOTYPE COMPANY
Brooklyn, New York

Composed entirely on the Linotype in the Bodoni Series

Norwegian Newsprint

Prompt shipments

Inquiries solicited

NORWEGIAN PAPER MILLS AGENCY, INC.

33 West 42nd Street

New York City

Telephone Penn. 7443

THE STANDARD-STAR IN SPLENDID HOME

New Rochelle Building Opened This Week—Thousands Attend Reception and Inspect Plant—Merriam's Vision Realized

THE successful merger a year ago of the *Standard* and the *Star*, of New Rochelle, N. Y., under the ownership and management of Westchester Newspapers, Inc., was celebrated this week by the opening of a handsome and extraordinarily efficient new building.



FRANKLIN A. MERRIAM

The people of the city were invited to inspect the new home of the *Standard-Star* on Wednesday evening and thousands responded being received by Franklin A. Merriam, president, and his associate officers Mark D. Stiles, T. Harold Forbes and Maurine S. Porter.

There were many evidences of the affection the residents of a suburban city hold for a worthy home newspaper and the gaiety of the occasion was suggestive more of a popular wedding than the opening of a commercial institution.

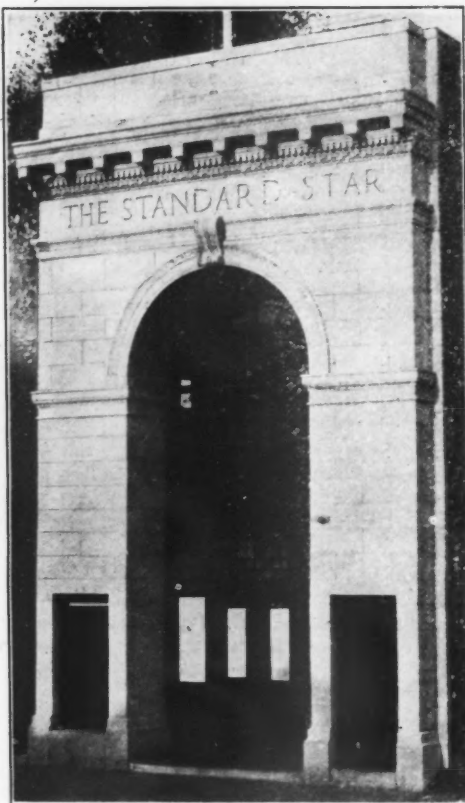
Many compliments were paid Mr. Merriam for his vision and confidence in consolidating two newspapers that had previously rendered only ordinary service and from that merger giving to the thriving city of New Rochelle, which is only 16 miles from the heart of New York City, a newspaper of metropolitan character, which stresses local news but is remarkably complete in its treatment of general news and standard evening newspaper features.

This is the second big success Mr. Merriam and his associates have made in Westchester, the first being the now thoroughly established and widely known *Mount Vernon Daily Argus*, which also occupies a new building that is a local show-place and the particular pride of the citizens of Mount Vernon. These two plants are considered unexcelled in this country for plan and completeness of equipment, consistent with size of paper and city. Many publishers have visited the *Mount Vernon Daily Argus* plant for patterns for plants to be erected in cities of similar size.

The *Standard-Star* structure is done in cast stone and face brick in an Italian Renaissance design. There is beauty in it, but efficiency is not cramped merely for ornamental effects. The interior is as neat as wax, good-looking, but made for practical newspaper purposes. The mechanical departments are light and airy, and convenience is everywhere sought as a means of gaining speed. Composing room, stereotype department and press rooms adjoin, on the ground floor. Business offices are at the street entrance and the second floor is used by editorial departments. The offices are handsomely furnished and mechanical equipment is generally of the very latest design.

Mr. Merriam and Mr. Stiles have been associated in business for 25 years. Stiles is president of the *Mount Vernon Trust Co.* They are leading figures in Westchester's business and social life. Mr. Forbes, who is publisher of the *Standard-Star* was formerly editor and publisher of *The Daily Star*. Mr. Porter, secretary of the company, has long been the active editor of the *Mount Vernon Daily Argus*. Norris A. Huse, who recently resigned from United Features Syndicate, is business manager.

The first number of the *Standard-Star* published in the new plant was 24 pages in size, handsomely illustrated and remarkably well edited. It was overflowing with high-class advertising. In this number the editor made the following statement:



"We want to have New Rochelleans feel that in The *Standard-Star* they have their chief and always to be depended upon public forum, and the messenger of communication with the people. For after all, such is the mission of the true newspaper and that is what we propose to be in every respect."

AGRICULTURAL PRESS ELECTS

C. A. Taylor, of Spencer, Ind., Named President at Chicago Meet

C. A. Taylor of Spencer, Ind., was elected president of the National Association of Agricultural Publishers at the semi-annual convention held Oct. 15, at the Hotel Lasalle, Chicago.

The session was taken up entirely with technical affairs the only diversion from the routine being the reading of a paper by Paul F. Faust of the American Association of Advertising Agencies. He recommended that advertisers cultivate the farm market of buyers by advertising in the farm trade papers.

Other officers elected include F. J. Merian of Atlanta, vice-president; C. E. Burgess of Springfield, Ill., treasurer; former Governor S. L. McKelire of Nebraska, president of the board of directors.

The association will hold their next convention in Chicago in March of 1925.

Fraudulent Ad Reaps \$100 Fine

In Boston Superior Court, Oct. 10, Harry Plotkin paid a \$100 fine on an indictment charging violation of the "fraudulent advertising law" of Massachusetts. He was found guilty last November of causing to be published in the *Boston Sunday Herald*, May 6, 1923, an advertisement of a marvellous cape as valued at \$115 and as offered for sale at \$15.

New Saskatchewan Paper

The *Big River* (Sask.) *Saskatchewan Sun* has been established by the Viking Company, with L. C. Klitteng, president, and C. McDonald, editor and manager. It is the most northerly newspaper in Saskatchewan.

The best education is said to be acquired in the school of experience. The main trouble is that the tuition fee is so high.—*Birmingham Age-Herald*.



Interesting facade of the new home of New Rochelle *Standard-Star*, in cast stone and face brick in an Italian Renaissance design. One of the most impressive and well-equipped new newspaper plants, for size of city, in the United States. This is the fruit of last year's merger of two papers.



NEW ART CRITIC

Miss Esther Singleton Succeeds Peyton Boswell on N. Y. American

Miss Esther Singleton, authoress and noted art authority, has been appointed art editor of the *New York American*, succeeding Peyton Boswell, resigned. Mr. Boswell continues as editor and publisher of *Art News* and editor of *International Studio*.

Miss Singleton in 1923 became editor of the *Antiquarian*. Previously she had written and published many books relating to the arts. Among them are "Towers and Temples," "Great Portraits," "Historic Buildings of America," "Famous Cathedrals," "The Art of the Belgian Galleries," "Famous Sculptures," and "Modern Pictures."

N. Y. World Men Writing New Play

Laurence Stallings, literary editor, and Maxwell Anderson, editorial writer of the *New York World*, co-authors of the successful play "What Price Glory" now running on Broadway are completing a second play to be produced within a few months simultaneously in New York and London and to be called "Morgan." It is written around a Sir Henry Morgan, pirate.

EDITOR & PUBLISHER classified ads do big business.

FLASHES

We note a great many paragraphers, but no one else, taking a crack at Jack Dempsey's new nose.—*Cleveland Times and Commercial*.

The papers are so full of the presidential campaign news it is hard to find anything to read.—*Columbia* (S. C.) *Record*.

A Chicago judge in straightening out a marital tangle limited the husband to three cross-word puzzles a day. True fame, however, awaits the judicial Solomon who can eliminate cross words from the home altogether.—*New York World*.

Former page who has bought a seat on the Stock Exchange for \$81,000 at the age of 22 should be able to afford a seat to the world series when he is a little older.—*New York Sun*.

A cat has only nine lives, but the fur she wears is sold after her death under at least eighteen different names.—*J. J. Montague in New York Herald Tribune*.

In a few years a hard guy will be one who likes his iced tea so strong you can't see the lemon.—*Columbia* (S. C.) *Record*.

The canning season doesn't come often enough in politics.—*Cleveland Times and Commercial*.

Personally we do not crave great wealth, but we would like to be rich enough to attract envy and hatred.—*Dallas News*.

It is hard to sing "Home, Sweet Home," when the rent is past due.—*Columbia* (S. C.) *Record*.

If people must gamble with death, why not load cars like dice to land right side up?—*San Francisco Chronicle*.

Everybody works hard in the next world, says Conan Doyle. This may reconcile you to losing your job in this.—*Boston Transcript*.

It seems almost superfluous to bring a big windbag like the ZR-3 over here during the campaign.—*New York Herald Tribune*.

The world will be a grand old place to live in when we are all organized against each other.—*Columbia* (S. C.) *Record*.

In
New Orleans
it's
**THE
ITEM**

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Fiction

"STORIES"
Lewis Wilson Appleton, Jr.
2048 East Wilmot St., Philadelphia, Pa.

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

Radio

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

CURRENT RADIO
Daily Service, reliable and timely, that makes radio fans regular newspaper readers. A complete department.
American Radio Relay League, Hartford, Conn.

Religious Features

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



The most economical and readable size for the newspaper page is **8 columns—12 ems—6 point rules.**

This can be comfortably printed on **68" rolls** by using **WOOD DRY MATS.**

No other dry mats shrink sufficiently to permit of the use of 68" paper and their shrinkage is not uniform.

To print 8-12 ems columns when using wet mats and steam tables requires rolls 70" wide. The saving in newsprint by using **WOOD DRY MATS** instead of the antiquated steam table process is, therefore, nearly 3%. To save 3% of your annual bill for print paper (as well as 3% of freight costs) is 100% profit. Figure it out for yourself.

Better printing, the saving of precious time, and easier labor for your men are other well worth while advantages of the **WOOD DRY MAT** process.

The print paper saved by **WOOD DRY MATS**, without narrowing margins, cannot be effected by any other means, and dozens of prominent dailies are now printing **8 cols. 12 ems. on 68" rolls.**

WOOD FLONG CORPORATION

501 FIFTH AVENUE

NEW YORK CITY

WHAT'S WHAT IN THE FEATURE FIELD

BEATRICE FAIRFAX, famous provider of "Advice to the Lovelorn" is married.

Her real name was once Lillian Lauferty; now, since the ceremony was performed Oct. 15, at the country home of Mr. and Mrs. Nathan Straus at Mamaroneck, N. Y., she is Mrs. James Wolf. Her husband is a basso of the Metropolitan Opera Company.



BEATRICE FAIRFAX

Mr. and Mrs. Wolf have planned a honeymoon trip for next spring, during which they will visit the singer's parents in Riga on the Baltic.

"Beatrice Fairfax," as played by Mrs. Wolf, was born in Fort Wayne, Ind. She was educated in Fort Wayne public schools and then graduated from Smith College. When she was about 7 years old, she had a pamphlet of rhymes published.

Mr. and Mrs. Straus, at whose home she was married this week, were partly responsible for her entering newspaper work. After she had completed her college education, and was wondering just what she would do, she visited the Straus home at Clayton, N. Y., in the Thousand Islands. There she was introduced to Arthur Brisbane, who offered her a position on the *New York Evening Journal*.

But her mother, Mrs. Wolf says, was the one who helped her most, when she first undertook the Fairfax assignment.

"Because you're young enough to be close to the problem of youth and mature enough to look forward to the problems of age, you can stand off, out of the cyclone of other folks' emotions and help them find solution," her mother said.

"And that is what I have tried to do," Mrs. Wolf declares today.

AMERICAN newspaper enterprise was graphically demonstrated this week by the manner in which features were obtained by syndicates on the historic transatlantic flight of the ZR-3.

Credit belongs to the Chicago Tribune Newspapers Syndicate, the King Features Syndicate, Inc., the Ledger Syndicate, and the North American Newspaper Alliance. All obtained exclusive stories.

But for ingenuity at least the feat of the last named, the N. A. N. A., was perhaps the most striking.

Their story was written by Hans Von Schiller, one of the navigating officers on board the Zeppelin and direct descendant of the poet, Schiller. Dropped by parachute from a ZR-3 gondola, as the airship passed over the Statue of Liberty, the document was picked up by a fast motor launch chartered by the N. A. N. A., rushed in 16 minutes to the office of the *New York World*, where, before the landing at Lakehurst, it was translated into English from German and was set in type.

James B. Wharton, Berlin correspondent of N. A. N. A., negotiated with Von Schiller before start of the flight. John R. Colter, assistant to the general manager, had charge of carrying out the stunt in this country.

Colter, early Wednesday morning, sailed down New York harbor on a chartered launch, decorated with an 8 by 10 panel of yellow muslin to distinguish it from other craft.

As the ZR-3 soared above, Von Schiller dropped his story overboard. It landed within 50 yards of Colter's launch. It was protected from the water by being sealed within a bottle, placed inside a rubber bag.

Because of the speedy delivery, the N. A. N. A. had an exclusive story on the wire and most of it in the offices of its 69 members before the Zeppelin came to earth at Lakehurst.

Smith Service has moved its offices from 1233 Gates avenue to 409 Classon avenue, Brooklyn, N. Y. The syndicate has added four new features: "Little Stories of Famous Folks," contributed by New York newspaper men; "Pen Points," by Cliff Thorn; "Pet Avocations," two-column comic, by Al Smith, and "The Random Reader," contributed by New York newspaper men.

The S. N. L. Technical Syndicate, which specializes in automobile and radio features, has taken new offices at 166 W. Jackson Blvd., Chicago. R. C. O'Hair is general manager.

The International Syndicate, Baltimore, has added a daily cross word puzzle feature to its list.

"Making Presidents," a feature written by H. I. King for the McClure Newspaper Syndicate, New York, has been made a required study in one of Chicago's leading high schools.

Sidney S. Loeb, formerly of the *San Francisco Examiner* editorial staff, has joined the promotion department of King Features Syndicate, New York.

The Children's Bible, by Henry A. Sherman and Charles Foster Kent, has been arranged in daily feature form for newspapers by the McClure Newspaper Syndicate, New York.

A new form of fiction service has been developed by Service for Authors, Inc., New York, providing short novels taking only two weeks to run in serial form. It is listed as "Fortnightly Fiction Features."

Walter B. Gibson is drawing up a new daily cross-word puzzle for the Ledger Syndicate, Philadelphia.

H. L. Mencken, of the *Baltimore Sun* and co-editor of the *American Mercury*, is now contributing a series of weekly articles on literary subjects to newspapers through the Chicago Tribune Newspapers Syndicate.

A. L. Brandt, formerly with the McClure Newspaper Syndicate, and more recently with the Metropolitan Newspaper Service, has joined the sales staff of the Readers Syndicate, Inc., New York.

Ed Howe, of the *Atchison (Kan.) Globe*, the "Sage of Potato Hill," is now writing a series of weekly articles for the Bell Syndicate, Inc., New York, under the caption, "Howe About Everything?"

Dr. Stephen S. Wise is preparing a series of weekly articles commenting on vital questions of the day for the Federal Feature Syndicate, New York.

Reporters Are "Friendly Enemies"

A case of "friendly enemy" occurred in Pittsburgh recently, when Lawrence Sarsfield McDonald, feature writer on the *Pittsburgh Press*, "wrote up" Clarence E. Grundish, reporter on the *Pittsburgh Gazette-Times*, opposition newspaper. McDonald wrote a 2-column article on some poetry written by Grundish, a World War veteran.

THE PASSAIC DAILY NEWS

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

TRADING POPULATION 167,395

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

WHAT THEY ARE SAYING

ED HOWE ON ADVERTISING

"**A**DVERTISING is the most interesting reading in the newspapers. You advertising men have a lot to say about appealing to women—that they are the buyers. They do the buying—too much sometimes. If you know how much trouble you cause us farm people with that appeal to the women you'd go easier."
—Ed Howe.

"THAT'S NEWSPAPER BUNK"

"**Y**OU hear the newspapers derided—such expressions as 'I don't believe anything I see in a newspaper,' and 'That's newspaper bunk,' but the truth is that most that you believe about current affairs comes out of the newspapers; they are the sources of nearly all you know about what is taking place in the world, in the nation, in your state and in your city. Unconsciously, your opinions are the reflections from published news, and the newspapers are distributors of perhaps 90 per cent. of all the information of events you gain."
—W. W. Ball, Dean of Journalism, University of South Carolina.

TRANSIT COMPANIES SHOULD USE DAILIES

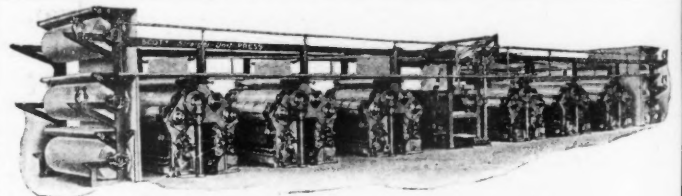
"**N**O electric railway company can afford not to advertise in its local newspapers. In fact, no business that I know of catering to a local general public can afford not to advertise in local newspapers. We ask to be treated like other businesses. We, therefore, must conduct ourselves like other businesses and advertise in the local newspapers. Effective publicity has caused electric railway companies to be born anew."
—W. H. Sawyer, Chairman of Advertising, American Electric Railway Association.

BANK ADVERTISING

"**A**DVERTISING is what it is today largely because of the power and success of the daily paper. Nevertheless, it is true that the daily paper is as successful as it is today because of advertising. The banking business has been benefited largely by advertising within the last dozen or fifteen years. Banks have installed advertising departments which acquaint their communities with facts formerly regarded in the light of institutional secrets. The banker publishes facts which build up confidence in his institution * * * Newspaper advertising has done more for American banks in the last dozen years than any other single agency."
—C. W. G. Edens of the Public Relations Commission, American Bankers Association.

ADVERTISING REDUCES SELLING COSTS

"**A**DVERTISING reduces the cost of selling because it reduces the time taken to make the sale. It reduces the time taken by the retailer to make the sale to the consumer; it reduces the time taken by the wholesaler to make the sale to the retailer; and it reduces the time taken by the manufacturer to make the sale to the wholesaler. It is oil on the wheels of distribution. It breaks down the barriers that are always built up by natural prejudices. It is the little spark of confidence that brings together buyer and seller in a friendly relationship."
—Ralph S. Butler, United States Rubber Company.



Scott Straight Unit Double Sextuple Press

SCOTT "Straight Unit" and "Multi" Unit

NEWSPAPER PRINTING PRESSES

are of extremely substantial construction with our comparatively simple design so that they are very reliable, easy to work on, and thoroughly practical. Our printing cylinders are solid forged steel .50 to .60 carbon, running in large diameter high-grade roller bearings and the printing cylinder gear train is steel and fabroil alternating. All our main driving gears are of bronze running into steel. The folding blade gearing is of chrome nickel steel and throughout the very best and most suitable materials are used.

THE SCOTT PRESS NEVER FAILS YOU

WALTER SCOTT & CO.

PLAINFIELD, NEW JERSEY, U. S. A.

CHICAGO
1441 Monadnock Block

NEW YORK
1457 Broadway, at 42d Street

PENNSYLVANIA

THE NATION'S KEYSTONE

THE Commonwealth of Pennsylvania received its name through the geographical and historical relation to the original thirteen states, in these later years Pennsylvania has proven itself the keystone in industry, manufacturing and agriculture.

In more ways than one, Pennsylvania has proven itself the real Keystone State. This is especially true in regard to National Advertising. Many somewhat weak and uncertain campaigns of advertising have been "held together," thanks to the good judgment of space buyers and advertising managers who have realized the wonderful opportunities for successful marketing in this territory.

The iron industries, the steel industries, the coal mines and the great farms of Pennsylvania have combined to make this state a "fountain of wealth" from which many campaigns have secured the necessary nourishment to carry them through trying periods.

Merchandise of all kinds is in demand in Pennsylvania; put it there and tell Pennsylvanians that it is there. Tell them what store has your goods. Tell them in their daily newspapers and tell them regularly.

Don't pick your papers at random. Choose these papers which herewith submit their circulation figures and rates.

	Circulation	2,500	10,000		Circulation	2,500	10,000
	lines	lines	lines		lines	lines	lines
*Allentown Call(M)	29,446	.10	.10	*Scranton Times(E)	41,414	.12	.11
*Allentown Call(S)	19,425	.10	.10	***Sharon Herald(E)	6,287	.0285	.0285
††Beaver Falls Tribune(E)	5,702	.025	.025	*Sunbury Daily Item(E)	4,564	.025	.021
†Bloomsburg Press(M)	7,189	.029	.029	***Warren Times-Mirror(E&M)	9,090	.036	.036
†Carbondale Leader(E)	5,664	.025	.025	†Washington Observer and Reporter(M&E)	17,358	.06	.06
*Chester Times(E)	15,507	.055	.055	†West Chester Local News.....(E)	10,883	.04	.04
†Coatesville Record(E)	6,529	.035	.03	*Wilkes-Barre Times-Leader(E)	23,775	.08	.05
***Connellsville Courier(E)	6,302	.02	.02	*Williamsport Sun(E)	19,766	.07	.07
***Easton Express(E)	20,815	.07	.07	†York Dispatch(E)	18,527	.05	.05
††Easton Free Press(E)	12,711	.05	.05	††York Gazette and Daily(M)	17,435	.05	.05
*Erie Times(E)	26,258	.08	.08				
***Harrisburg Telegraph(E)	38,546	.095	.095	††Government Statement, Sept. 30, 1923.			
***Oil City Derrick(M)	6,765	.035	.035	***A. B. C. Statement, April 1, 1924.			
*Pottsville Republican and Morning Paper(E&M)	16,284	.08	.07	†††Government Statement, April 1, 1924.			
†††Scranton Republican(M)	28,492	.12	.10	†Government Statement, Sept. 30, 1924.			
				*A. B. C. Statement, Sept. 30, 1924.			

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DRK
2d Street

MAINE EDITORS ELECT EVANS PRESIDENT

Portland Again Chosen as Next Meeting Place—Treasurer's Annual Report Shows Flourishing Financial Condition

Liston P. Evans, of Dover-Foxcroft, was chosen president at the annual meeting of the Maine Press Association, held in Portland, Oct. 10. Portland was again selected as the next meeting place.

The election of officers was completed with the choice of C. F. Mann, of Lisbon Falls, as vice-president, and H. W. Saunders, of Brunswick, as secretary-treasurer. The executive committee consists of Albert K. Stetson, Houlton; Nathan H. Small, Belfast, and Ora L. Evans, Dover-Foxcroft.

The association adopted a resolution on the death of Colonel Charles H. Prescott, founder of the *Biddeford Journal*, and a member of the association from 1908 until his death a few months ago, expressing a deep sense of the loss to the association.

A flourishing financial condition was shown by the report of Secretary-Treasurer Saunders. The organization now has 81 members.

Closer co-operation between the Maine Typothetae and the owners and managers of the Maine daily and weekly newspapers was urged by Edward A. Harris, secretary of the Maine Typothetae.

One of the features was an address by Samuel T. Dana, former Forest Commissioner of Maine, now director of the experiment station of the northeast at Amherst, Mass., for the United States Department of Agriculture, on "The Forestry Problem of the Northeast."

Mr. Dana said the situation is particularly acute in the pulp and paper industry, which is centered in this region. With a steadily increasing consumption, he said, and the probability of decreasing imports, the problem of supplying the necessary raw material for the industry is becoming more and more acute.

Arthur G. Staples, editor of the *Lexington Evening Journal*, presided as toastmaster at the dinner Friday night. The other speakers were Morris McDonald, president of the Maine Central Railroad Company, and Capt. Donald B. MacMillan, who recently returned from his Arctic explorations and scientific work.

Daily Stages Classified Drive

Donville (Ill.) *Commercial-News* printed three full pages of classified advertising Thursday, Oct. 9, during that paper's semi-annual classified week. Thirty young women solicitors canvassed all parts of the city. Each carried a card, "ANN AD, Want Ad Girl from the Commercial-News."

News Men in Plane Crash

H. H. Steeley, Associated Press correspondent at Tulsa, Okla., and J. H. Dameron, of the *Tulsa World*, had a narrow escape from death when a plane in which they were leaving for Nowata, Okla., on an assignment, crashed from a height of 300 feet. Steeley was pilot of the plane.

Pennsylvania Daily Chartered

The Monongahela Publishing Company of Monongahela, Pa., has been granted a Pennsylvania charter with a capital of \$50,000. The incorporators are Claude E. Tower, Robert H. Robinson, and J. S. Skelly, all of Monongahela. They will publish the *Monongahela Daily Republican* and conduct a general job printing business.

Savage Heads Canadian Group

Hugh Savage, editor of the *Duncan Cowichan Leader*, was re-elected president of the British Columbia and Yukon Press Association at the annual convention held in Vancouver recently. Ben Hughes, *Courtenay Comox Argus*, was re-elected secretary-treasurer.

MRS. SARAH PATTERSON, 84, LOOKS BACK ON 50 YEARS OF REPORTING

By Bab Vickrey



SARAH FRANCES PATTERSON—She guides 'em right.

NOT a soul has gone to hell from Saline county, Missouri, during the past 50 years.

Sarah Frances Patterson has seen to that. Mrs. Patterson is a reporter on the *Marshall (Mo.) News-Democrat*. She has filled this same role, written her columns with scratchy pens, in the same room on the same shaky desk for the last half century. And now at 84 years of age, is still on the job, getting news, writing "features," and seeing to it that any one of her fellow Saliners that dies gets a straight ticket to heaven by way of the *News-Democrat*.

Mrs. Patterson, the first woman to enter newspaper work west of the Mississippi, had the pioneer spirit. For 50 years ago, "nice" women did not work except in their homes. To start in working on a newspaper in a terrible place where you saw and heard things that nice women ought not to know existed—for a woman to do that was indeed unheard of.

Mrs. Patterson's husband was a printer. Her son's great ambition was to own a little paper and to run it himself.

With her husband and son, she founded the *News Democrat* 50 years ago, and today she sits in her little room and writes just as she did then, for she has never learned to use the typewriter. Three generations of Saline people have read her stories and they still look forward daily to her wise and tolerant accounts of the doings of "just folks."

"I don't do very much active work any more," she will tell you with her gentle smile. "I have let the young people take that part of the work. But I sit here in my office and people all around me telephone stories to me about what they are doing. I generally get a story as quickly as anyone, even if I am 84 years old and not quite as active as I used to be."

One principle Mrs. Patterson has always upheld. She will not write unpleasant things. "Any story that is to be broadcast through a newspaper should never be ugly," she declares and no amount of pressure has ever changed her attitude.

"I realize, of course, that modern editors do not agree with me. They call it a small town idea, and I suppose it is,

still I think it but none the less true." Mrs. Patterson is a disciple of the common people. In all of her half century of service, she has never interviewed a president or any other celebrity, and never once has she written under her own name, never with any sort of a "by-line."

"The people all know me. What difference would my name make?" she asks. "I am not looking for other work, bigger jobs, and never have been. I've been happy right here. And as for 'big men,' when you have lived as long as I have, you will realize that they are just people, whether president or laborer, and a president is no more interesting, intrinsically, than is my humblest neighbor. In fact I like to think of my work as being glorified by the commonplace."

The Pattersons are a newspaper family. The old *Jefferson City (Mo.) Express*, the first paper west of the Mississippi, was founded by J. C. Patterson, the father of our Mrs. Patterson's husband.

HELPING Dallas to grow from a small town into a fine city has been *The News'* great privilege. Helping to build a finer city, of far more splendid ideals and attainments will be *The News'* supreme destiny.

The Dallas Morning News
Supreme in Texas

On and after September 6th,
1924

The New Orleans States

Will be represented in the East and West by the

JOHN M. BRANHAM COMPANY

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

Detroit

Fourth Largest City

Complete coverage with one paper.

The Detroit News
Offers advertisers unusual opportunities

THE TACOMA NEWS TRIBUNE

TACOMA

Population, 112,000 People

Four transcontinental railroads, two with terminal shops in Tacoma; large and commodious harbor; thirty commercial docks; cheapest electric power in U. S.

You can blanket the rich and prosperous territory of Tacoma and South west Washington through the columns of the *News Tribune*; A. B. C. Audited Circulation, 32,643.

Frank S. Baker President Charles B. Welch Editor and Gen. Mgr.

ADVERTISING REPRESENTATIVES
David J. Randall Ford, Parsons Co.
341 Fifth Ave. 360 N. Michigan Ave.
New York City Chicago, Illinois
R. J. Bidwell & Co.
San Francisco and Los Angeles, Cal.

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

35,434

Net paid (1923) Average.
An increase of

47% in 7 Years.

TRENTON (N. J.) TIMES

KELLY-SMITH CO.

National Representatives
Marbridge Bldg. New York Lytton Bldg. Chicago

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

UTILITY CREDITS IMPROVED DEALER RELATIONS TO NEWSPAPER SPACE

Pacific Gas & Electric Company Reached All Consumers in Its Territory and 5,000 Retailers Through Ad Drive—69 Dailies, 140 Weeklies Used

EDITOR & PUBLISHER herewith presents the fourth of a series of nine articles dealing with public utilities and advertising prepared, in response to many requests, by the Bureau of Advertising of the American Newspaper Publishers Association. The purpose is to help public utility companies build business through newspaper advertising. The articles are built upon facts rather than theories.

THE Pacific Gas & Electric Company, one of the foremost electric power and light organizations in the world, tells an interesting story in support of its belief in newspaper advertising as the best medium for building sales and public good will.

A company official says of the advertising:

"There is no question but that the daily and weekly newspaper is the medium



Electrical Appliances for Quick, Tasty Spreads

How much the convenience of electrical appliances and the charms they lend to a table is appreciated by housewives! For breakfast, tea, a bite after the theatre, and tasty spreads at any time, electrical appliances are indispensable in the modern household.

The rapidly growing popularity of electric percolators, toasters, waffle irons, grills, etc., has made them appropriate and highly prized gifts for weddings. They are electrical services, the time and labor-saving convenience of which are greatly appreciated.

For wedding presents this year, choose electrical appliances. They are easy to buy, in good taste and sure to please.

PACIFIC GAS AND ELECTRIC COMPANY
of California company serving over 10,000,000 consumers of electricity

P.G. and E.
"PACIFIC SERVICE"

An excellent piece of copy from the appliance series, tying in with California Appliance Week.

through which we can reach the greatest number of people at the lowest cost.

"During 1923 all of our advertising was directed, prepared and handled under the direction of our publicity department.

"An extensive display campaign was carried out in all of the daily and weekly newspapers of general circulation, this type of medium being selected as one through which our messages would reach the greatest at the lowest cost. These advertisements, which were original and of outstanding character have been favorably commented on from many sources.

"In this part of the program sixty-nine daily, 140 weekly, eight farm and six foreign language publications were used to convey the messages to our consumers and the public. More than 150,000 column inches of space were used in these publications, which have a combined circulation of approximately 1,275,000 or about the equivalent of one copy for each person in the territory served.

"The newspaper advertising was divided into three classes: Institutional, gas sales and electric sales. In all, 112 pieces of institutional, seventy-eight pieces of gas sales, and seventy-eight pieces of electric sales copy were prepared and published.

"Tying in with our newspaper advertising, we used posters, films, lecturing and a service manual.

"Our objective on the institutional copy was to familiarize the public with the terms used in our business and the convenience and low cost of the commodity. Through these advertisements we also aimed to better acquaint the public with

our personnel and methods of doing business.

"On our gas and electric sales work, as we aren't in the merchandising business, our object was to sell the idea of service rendered by the commodity and the appliance, rather than the appliance itself.

"Our campaign cost approximately \$125,000. The schedules ran throughout the year and called for not less than one piece of copy each week in the list of papers used.

"The results have been very satisfactory.

"On the institutional plan, there is a closer relationship and better understanding on the part of the public as to the aims and purposes of our company.

"On the sales work, there is a substantial increase in the sale of our commodities and marked improvement in the relationship with dealers, resulting in increased sales of appliances. This has been brought out forcibly by an outstanding and most successful 'Gas Appliance Equipment Campaign' which has just been completed and in which over 5,000 dealers actively participated. During this campaign, which lasted one week, it is conservatively estimated that 400 full newspaper pages were used for advertising of gas equipment."

The copy plan has been excellent. Carefully worded advertisements, well balanced lay-out and story telling illustrations have been used. Simple language has been substituted for technical terminology in presenting the story of "Pacific Service" in a territory which numbers more than half a million customers.

AGENCE HAVAS CHIEF HONORED

Advanced to Commander of the Legion of Honor by France

M. Léon Rénier, managing director of the Agence Havas, the chief news distributing and advertising agency in France, has been advanced by the French government from the rank of Officer of the Legion of Honor to that of Commander of the Legion of Honor.

Commenting on the distinction conferred upon M. Rénier, the *Paris Petit Parisien* says: "During a long and brilliant career devoted entirely to the interests of the press, M. Rénier has earned the friendship of everyone by his tact and his intelligent activity. The news of the order just conferred upon him will be received with great satisfaction by all those who in the press of Paris and the provinces have learned to appreciate his clear-sighted advice and the sureness of his friendship."

New Rate Book Issued

In conjunction with the national advertising campaign launched by the Washington Press Association some months ago, a new rate book is being issued. It will contain the national rate with agency discount, city and county circulation, city and county population, and other necessary information.

Ad Drive Planned for "Purolator"

Newspapers will be used in an advertising campaign to start before Jan. 1, by Motor Improvements, Inc., New York, promoting "PurOlator," a device which purifies oil used in motor cars. MacManus, Inc., advertising agency, Detroit, is handling the account.

Two Baseball Scribes Tour Europe

Sam Crane, of the *New York Evening Journal*, and Harry Cross, of the *New York Evening Post*, were the only baseball writers who sailed this week with the Giants and the White Sox to report the six weeks' European exhibition tour of the teams.

CLOSE-UPS OF EUROPE

One Hundred Days in the New Old World

By HERMAN BERNSTEIN

A striking New Daily Feature by the distinguished foreign correspondent, HERMAN BERNSTEIN, who has achieved many notable beats during his fifteen years' service with the *New York Times*, *Herald*, *Sun* and *American*, including the world-famous WILLY-NICKY TELEGRAMS, hailed by Lord Northcliffe as "the biggest journalistic scoop of the war."

Herman Bernstein will spend four months traveling through the old new countries of Europe and the Near East, under exclusive contract with the Federal Feature Syndicate, writing a series of

One Hundred News Letters

Telling What Is Going On Behind the Scenes in Europe and the Near East—Colorful, Human Interest Stories of the day-by-day life in these countries—

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160 FIFTH AVENUE, NEW YORK

HOE MERGER DENIED BY PRESIDENT

Purchase and Consolidation of Other Companies Not Contemplated
R. Kelly Declares—Stock Issue Oversold

Richard Kelly, president of R. Hoe & Co., Inc., this week officially denied a merger with any other printing press manufacturing concern was under contemplation.

Mr. Kelly was sought out by EDITOR & PUBLISHER on the matter, because rumors persisted an important printing press combine was being engineered by the syndicate of banks headed by the Guaranty Company of New York, which has just purchased the controlling interest in R. Hoe & Co., forming a new corporation.

Unofficial denial of the rumored consolidation plans was also forthcoming from the Guaranty Company of New York. Boudinot Atterbury, assistant vice-president, the only person authorized to speak officially regarding the bankers' plans, could not be reached at his office on Broadway.

Brokers handling stocks and bonds of the new corporation this week reported the securities were all sold, and were now being offered at a slight premium on the exchange.

According to a preliminary analysis, an official of the Guaranty Company of New York, said that a "fair amount" of the issue of both Class A stocks and the 6½ per cent gold bonds offered were taken up by newspaper publishers. The bonds, he said, were sold in small amounts, averaging in lots between \$1,000 and \$5,000, and were well distributed throughout the east.

UPHOLDS CONTEMPT OF COURT SYSTEM

(Continued from page 8)

court should be pardonable the same as a crime. * * *

"One further application of the law of contempt, of infrequent occurrence but of interest to newspaper workers, is the punishment of an editor or reporter for refusing on the witness stand to disclose the source of his information on the ground that it was given him in confidence. The witness's motive in such cases may be commendable, but unfortunately the law does not recognize the ground for his refusal. * * * I am aware of no case in which any court has held that a newspaper man may be excused from revealing facts or statements on the stand because they were given to him in confidence.

"Therefore if a newspaper man, admitting that he has such information, still refuses to divulge it before a court or grand jury, he is clearly in contempt and liable to punishment the same as any other contumacious witness. The law on that point is clear, and as far as I can learn it is uniform everywhere. If it is desirable to change the law, it can be done only by legislation. Meanwhile no criticism can lie against courts for enforcing the law as it stands. * * *

"As to the impression that there is an invasion of the liberty of the press, I am unable to see wherein either the rights of

the public or the proper practice of journalism have been, or can be, prejudiced by a reasonable and proper application of the existing law of contempt. The answer might immediately be made that the law is not always reasonably and properly applied; that some courts have arbitrarily imposed punishment in pique or anger, or from an exaggerated sense of their own dignity, and that some publishers have been victims of gross injustice. That may be true. It is also true that some judges have been crooks or drunkards, that some juries have been venal, that the guilty sometimes escape and the innocent sometimes hang. Individual instances of the abuse of judicial power, however flagrant, do not argue convincingly for a change in the system itself, unless they are so numerous and frequent as to reflect a chronic tendency to such abuse. If publishers were being haled before judges daily all over the country, and punished severely on trivial or unjust grounds, it would reflect such a chronic and determined attitude on the part of the courts as would logically demand a curtailment of their power in such matters. * * *

"In some of the states an editor cannot expose a judge's infamy without incurring the risk of punishment for contempt. In other words, suppose a bad judge takes refuge behind a rule of law designed for the public benefit and uses it unfairly for his own benefit and against the public. In such case the editor who attacks him simply becomes a crusader for the right, and must suffer the same as any other crusader who wages war against forces of evil that are temporarily entrenched behind the ramparts of official authority. He is like a subordinate officer in the army or navy who defies discipline and invites demotion and punishment in order to expose the unworthiness of a superior. His guilt becomes a virtue, his offense a public service, his punishment a martyrdom. Such cases have arisen, and will arise; there is no way to prevent them. And when they do arise, the editor or the officer, conscious of the righteousness of his cause and willing to perform a public service to his personal detriment, can only go ahead bravely, make his fight, take his punishment, and await the public vindication which surely will come to him.

"The case of Carl Magee apparently is of that kind. Judged from this distance, he seems to be in the right, and to be

making an admirable and heroic fight in behalf of the public welfare. The history of his case, as it is reported, naturally arouses the indignation of newspaper men and of good citizens. But it would be a great mistake to let the current of that indignation sweep us toward radical changes not demanded nor justified by the relations of courts and newspapers, viewed as a whole.

"Such cases are rare. They are essentially abnormal or revolutionary in character, and they cannot be taken care of by any change in the law without inviting worse evils from the opposite direction. Enlarged freedom for the press in dealing with the courts and with matters pending before them might occasionally enable an editor to expose an unworthy judge or an unfair trial, but it would open wide the door to an evil that would be greater and much more frequent—the trial of cases by the newspapers and the public, instead of by judges and juries. The mobilization of emotion, prejudice or partisanship during court trials, and the hounding of unpopular litigants and witnesses, are evils that unfortunately already exist, despite the law of contempt. With that restraint removed, or even impaired, we can only imagine to what lengths the evil of 'trial by newspapers' might go.

"There are certain particulars in which the law of contempt, at least as regards procedure, might well be modified in certain jurisdictions. The most important would be a provision that charges of contempt committed outside the presence of the judge should be heard before another judge. * * *

"Another proper regulation, in states where it may be needed, would be to ex-

pedite and simplify the procedure for review of a judgment of contempt, and also to insure in all cases a brief delay in the execution of the sentence, to enable the defendant to take proper steps for a review of his case. * * *

"I hope no one will interpret my words as a surrender, in the slightest degree, of any part of the legitimate liberties of the press. Not only would pride in my profession, and confidence in its essential integrity, forbid such a concession, but also the realization that a free press is at once a sacred heritage from the past and an indispensable safeguard for the future, something to be preserved at all effort and defended at all risk and cost. I am fully mindful of the shortcomings of our legal system in general, which I have pointed out and denounced repeatedly over many years. And on the other hand I have scant patience with the shallow and intemperate denunciations of the press as a promoter of crime and disrespect for law. I believe no force in our public life works more strongly in favor of the reign of law and the sound administration of justice.

"But while we strive to maintain freedom in our action, let us aim not to segregate journalism as a separate interest, but to appreciate more fully its intimate identity with the body politic which it serves. Eternal vigilance is the price of liberty, for the press as well as for the individual; but let us not overlook the fact that without the protection of individual rights there can be no safety for the press, and that the free and efficient operation of the courts is the foundation upon which rest all our constitutional guaranties, including that of a free speech and a free press."

Help Local Churches With Their Copy

Denominational advertising departments are urging local churches to have experienced advertising men help with display copy for churches. Perhaps your staff can assist in this educational work. Churches can well afford to say something more in their display space than announce merely the topic of the sermon.

Prepared illustrated advertisements for local churches, designed for one or two column use, are now obtainable from Standard Advertising Service, issued by Church Systems Company, York, Pa. Proofs will be sent on request. Show these to local churches.

Series No. 6, issued by this department, is general copy designed to help all the churches in town. Such copy is used by scores of papers over the country.

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New Haven Register

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BANKERS TRY TO PICK THE RIGHT PAPERS

Newspaper Competition in Some Cities Is Making Task Difficult for Group Planning Ad Campaign

(By Telegraph to Editor & Publisher)

CHICAGO, Oct. 16.—The reorganized publicity committee of the Investment Bankers Association held its first meeting here this week under the chairmanship of John W. MacGregor. Plans and media for the proposed advertising campaign were under consideration. The committee is finding it difficult, it is said, to apply ordinary business rules to selection of newspapers owing to highly competitive conditions in many cities.

Members of the committee are: J. W. MacGregor, Glover & MacGregor, Pittsburgh, chairman; Robert Stevenson, Stevenson, Perry, Stacey & Co., Chicago; Fred W. Ellsworth, Hibernia Securities Company, New Orleans; Arthur D. Walton, Continental & Commercial Bank, Chicago; George Dock, Jr., W. R. Compton & Co., St. Louis; Mathew Pierce, Harris Trust & Savings Bank, Chicago; Martin Egan, J. P. Morgan & Co., New York; G. C. Stephens, Stephens & Co., St. Louis; H. B. Mathews, S. W. Straus & Co., New York; A. E. Bryson, Halsey, Stuart & Co., Chicago, and George B. Caldwell, Caldwell, Masser & Williams.

JOURNALISM IS ONLY UN-ORGANIZED PROFESSION

(Continued from page 8)

of a newspaper staff, from the youngest "cub" reporter to the editor-in-chief, is daily furnishing the food of opinion for thousands of citizens, and thus is helping to form public opinion on the hundred and one issues of the day, issues—local, state, national, and international—that will be voted on at the ballot-box largely on the basis of the news and editorials that the average citizen has read in his daily newspaper.

"Should we not, both as newspaper publishers and patriotic Americans interested in the welfare of our country, be concerned about the qualifications of those who are gathering, writing, editing, and commenting editorially on the news of the day, the food of opinion?"

"Today, as you all know, there are no definite requirements for admission to the practice of journalism. Any one may become a reporter. No matter how careful and intelligent copy-readers and rewrite men may be, they cannot correct all of the inaccurate work of incompetent reporters and correspondents.

"Mr. Melville E. Stone, drove this point home when after his long newspaper experience, he declared.

"To be a good reporter requires a great education. There is nothing more pitiable than the attempt of an ignoramus to write an abstract of an intelligent man's ideas in an interview."

"The constantly changing staffs of reporters on many newspapers is one of the greatest weaknesses of present-day journalism. The so-called 'labor turnover', which efficiency experts find to be one of the biggest sources of waste in industry, is no less wasteful in journalism. The result is that newspaper reporting

has come to be regarded, not as a permanent occupation, but rather as a stepping stone to better paid vocations such as publicity work, advertising, and business.

"If we want to keep competent, experienced reporters as reporters, we must expect to pay them salaries comparable to those they can get in other positions. The discrepancy between the salaries paid men on the business staff of newspapers and those on the news staff is a potent source of dissatisfaction on the part of reporters and editors in many newspaper offices. Although advertising and circulation are important to the financial success of every paper, circulation and the value of advertising space depend on the way in which reporters and editors do their work.

"The reporters are the only representatives of the paper that come in contact with any considerable part of the public. By these human contacts they create good-will or ill-will for their paper. Nevertheless, after he has come to know the sources of news and has gained confidence, we too often let him go because some one else offers him \$5 more a week. A jobbing house that let valuable travelling salesmen who had won confidence of the trade, go because some other jobber offered \$5 a week more, would be the laughing stock of the trade.

"E. C. Hopwood, managing editor of the *Cleveland Plain Dealer*, recently said that 'cheap reportorial help has cost newspapers infinitely more in respect and good-will in their communities, if not actual damage suits, than it would cost to pay adequate salaries to keep high-class, able, accurate men on the pay roll.'

"Hasn't the time come for newspaper publishers to establish tests and standards of efficiency in the news department similar to those that they have developed so admirably in the advertising and the circulation departments? Hasn't the time come to recognize the money value to the paper of intelligent, competent, accurate reporting, and to consider the advisability of abandoning the salary limit of \$35 or \$40 a week for good, experienced reporters, and that of \$40 or \$50 a week for experienced and able desk-men? Should we not ask ourselves whether we are practising real economy and business efficiency when, as Mr. Hopwood says, 'every newspaper has had the sad experience of seeing men whom it has trained to a high point of efficiency, men who gave promise of attaining standards of reportorial proficiency, turn away to other lines of employment for a wage which the newspaper for some reason or other usually could not see its way clear to meet?'"

"I believe that requirements for admission to the practice of journalism can be established, as they have been for other professions. Educational qualifications can be established. By tests, you can find out every qualification necessary to a good reporter or copy-reader.

"It has even been seriously proposed in several states to license journalists. Newspaper men generally have opposed such proposed legislation. If we are to have intelligent, competent, reliable journalists, we must establish and main-

tain standards for admission and standards of practice, not unlike those of the older professions of law and medicine. William Allen White believes that a system of licensing is not only feasible but is necessary.

"Today there are no generally accepted standards of practice in journalism, no established code of ethics, like the codes and standards adopted by the medical and legal professions, by the Associated Advertising Clubs of the World, and recently by Rotary Clubs and various organizations of business men. Some state organizations of editors and publishers have adopted codes of ethics and a year ago a group of some 125 editors of newspapers in cities of over 100,000, constituting the newly organized American Society of Newspaper Editors, adopted Canons of Journalism. None of these organizations, however, is representative of the profession of journalism as a whole.

"Journalism today is the only unorganized profession.

"What newspaper work needs most today is to be given a more definite professional status. It needs a greater feeling of solidarity among all newspaper writers and editors, from the 'cub' reporter to the editor-in-chief. It needs a salary scale for reporters, desk-men, city editors, and managing editors equal to that offered to these men and to men of like ability and training in publicity, advertising, and business. It needs local, state, sectional, and national organizations of newspaper writers and editors, comparable to organizations engaged on the business side of newspapers and to similar organizations in other professions such as law and medicine. It needs generally accepted standards of admission and standards of practice like those of other professions. It needs more general recognition by the public at large of the fact that competent, intelligent newspaper writers and editors, as purveyors of the food of opinion, are absolutely essential factors in the success of our republic, its government and society."



Fort Wayne Adds Two For Imperial

THESE two well-edited Fort Wayne papers have joined the ranks of hundreds of other newspapers using the Imperial Plus Metal Plan. In so doing their publishers have selected means to assure dependability in publishing.

We feel satisfied that the Plus Metal Plan can be used to a real advantage in your shop. It will add many years of life to your type metal as well as increase its efficiency. As a publisher you will be quick to see its advantages from the standpoint of reliability and economy.

Can We Send You This Plus Plan?

Will you take five minutes to read a plan that is being used by hundreds of leading American newspapers? Would five to ten years more usefulness from your type metal be worth the time it takes to read the Plan? If so, send for it today.

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averages 12,000 words, and is written in a fashion so that the lay newspaper reader fully comprehends what the various markets, industries and commodities are doing. In our reports we cover all of the stock, bond, curb and commodity markets of the country, in addition to carrying nightly various other business, commercial, financial, and industrial news reports and specialties.

Write or wire for samples and rates on this complete service—sold to only one newspaper in each city.

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The Indianapolis NEWS



OF the entire population of the state of Utah, 263,340 people, or 53 per cent, live within a 44 mile radius of Salt Lake City.

The Deseret News

THE Deseret News delivers daily to this territory 18,887 papers, or a paper to every 2.9 families.

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OUR OWN WORLD OF LETTERS

By JAMES MELVIN LEE

DOUBLEDAY, PAGE & CO. have issued in book form "Religio Journalistic" by Christopher Morley. When this charming essay first appeared in the *Century Magazine* it was so favorably noticed in these columns that no follow-up is necessary.

Mr. Morley, after retiring from the editorial rooms to his quiet study, sends forth this interesting observation:

The newspaper man who has pride in his honorable tradition may well feel grim to see the things he has sweat for trafficked across counters like bundles of merchandise; yes, and to see the transaction applauded by eminent statesmen and divines who feel the need of a front page quote. A little pride is desirable now and then; yes, in God's name, a little pride, gentlemen . . . are we to be hired to and fro by the genial hucksters who know the art of print chiefly as a rapid factory for gaily tinted palaver?

In book form "Religio Journalistic" has an insert in which C. E. Montague, author of that satire of newspaper life, "A Hind Let Loose," thus describes the origin of his novel:

It arose from much study—in the course of my daily work—of the editorial articles of the best-reputed English papers. I found that they consisted, to a wonderfully large percentage, of certain stock expressions of positiveness, dislike and contempt. These, I noticed, were so general that they constantly recurred in all sorts of discussions on various subjects, and the fancy took me that their use could be carried further and further until all reference to any particular topic vanished and nothing but quite general positiveness remained, the Olympian mentality and temper just going on asserting themselves for assertion's sake.

"Religio Journalistic" has caused considerable comment at the New York Newspaper Club. A book that can start something at such a club does not need any quote to get it a reading among the members of the working press.

BRUCE BLIVEN, who at one time was managing editor of the *New York Globe*, reviews "Cobb of the World: a Leader in Liberalism" (E. P. Dutton & Co.) in the *New Republic* for Oct. 15. In this review Mr. Bliven makes the following comment about the decline of the editorial page:

Most editorial writers who regard their occupation as more than a mere form of livelihood suffer somewhat from a sense of futility, of perpetually shadow boxing, never fighting in the ring. It is hard to believe that Frank Cobb ever had it; and there was certainly better reason than usual why he should not. While everyone in the country was noting "the decline of the editorial page," the World's did not decline. It has wielded an extraordinary power, partly the result of 20 years of Cobb's ability, partly because of the known and evident freedom to tell the truth as they see it which World writers have always enjoyed. To an extraordinary degree it has influenced the opinions of other newspapers—in late years, particularly in the South. In fact, Cobb's two decades on the World demonstrated over again that a man with a strong enough personality can always defy all existing rules, and make up new ones for himself as he goes along.

LEON R. WHIPPLE of the Department of Journalism at New York University begins in the midmonthly issue of the *Survey* for October a book review department described by the editor of the *Survey* as "distinctive as it is engaging and serviceable." Writers on po-

litical topics may be interested in the books which Mr. Whipple lists as "First Aid for Voters."

ROBERT NEAL is contributing to the *Writer's Monthly*, Springfield, Mass., a series of articles about news and news writing. This series contains so much practical stuff that it ought to be gathered together and published in book form—as it doubtless will be.

JAPAN has made wonderful progress, no small part of which is due to the development of its local press. This close association between newspapers and the political development of modern Japan is well brought out in "The Press and Politics in Japan" by Kisabure Kawabe (University of Chicago Press).

The story of the newspaper in Japan is the same as other countries. Before the printed newspaper there were songs and ballads, the written news letters and the private news sheets. These precursors of the press have a separate chapter.

The distinctive contribution of the volume, however, is the chapter dealing with commercial journals. In it the author lets run the story of the development of a journalistic style, the introduction of the rotary press, the increase in advertising, the make-up of Japanese newspapers, the censorship of the press, along with the decline of editorials and the increase in the space devoted to news.

Possibly the most interesting chapter is the concluding one, in which the political awakening of the masses is outlined. As in America, this political awakening of the masses came when newspapers began to be circulated among the lower classes. This last chapter is extremely helpful in interpreting editorial comments printed in Japan newspapers. It ought to be read by every political editor.

THOSE who want to know how the news of the voyages made by Christopher Columbus was published in Europe should write for a copy of the current issue of *The Bulletin of New York Library* and read the opening article by Wilberforce Eames, the bibliographer of that library. The trick was turned by a Latin translation from the Spanish of the letter in which Columbus described what he had found. This Latin letter closely resembled a news sheet folded twice, and made a small pamphlet of 8 pages. In speaking of these letters Mr. Eames says:

These forerunners of the modern newspapers have always been esteemed as the choicest and most valuable of all publications relating to America.

The Latin letter describing the first

voyage in 1492 had nine different editions. Of these the New York Public Library is fortunate enough to possess five. A reprint of edition No. 7 with an English translation was published in 1892. Copies of this edition in cloth binding may be obtained for 50 cents from the New York Public Library, Fifth avenue and 42nd street, New York City.

THAT picturesque portrait of Joseph Pulitzer sketched by his intimate friend and business associate, Don Seitz, for the *Atlantic Monthly* has been issued in pamphlet form by Simon and Schuster under the title "The Portrait of an Editor." It gives a dramatic picture of "a giant checked in a swift journey by a darkened road." But blindness did not prevent Pulitzer from directing, in a very active way, his newspapers as he cruised from sea to sea in his yacht.

As I have pointed out, "The Portrait of an Editor" is simply one of the chapters of the long-awaited biography of Joseph Pulitzer, the publication date of which has been advanced from Oct. 6 to Nov. 15, 1924. This volume will contain more than 500 pages and will be illustrated with 23 portraits, including a reproduction of the famous John Singer Sargent painting of Joseph Pulitzer. The title of the volume will be "Joseph Pulitzer—His Life and Letters" and the book will be published by Simon and Schuster. The request for a copy of the pamphlet should be addressed to that firm, 37 West 57th street, New York City.

EDNA FERBER, a former Chicago newspaper woman but better known as a writer of short stories, speaks with a woman's frankness about "The Best Short Story Bunk" in the current issue of *The Authors' League Bulletin*. What she says about best short story bunk has some bearing on the selection of the best news story of the year, the best editorial, the best sermon, the best cartoon or what-not of the year.

W. G. CLUGSTON, the Kansas correspondent of the *Kansas City Journal*, in his contribution of "A Reporter's Mirror" to *The Nation* for Oct. 8, divides reporters into the two following classes:

With few exceptions the ranks of reporters are made up of two classes: those who stay with their jobs of reporting because these jobs give them a chance to associate with successful business men without being successful; and those who having failed to become literary successes stay with reporting because writing news is the next best thing they can do when unable to earn their "ham and" by writing and selling literature.

The best reporters of the first class usually are leeches or grafters; those of the second class usually are sourheads and cynics. Most generally it is the reporter of the first class who "gets on" and becomes a "star" writer. The cynics usually drift into desk jobs and socialism, becoming copyreaders, rewrite men, or headline writers.

In spite of his criticism of American newspapers Mr. Clugston believes that the American people get "stung" on a lot of things worse than they do on the newspapers they buy.

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

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 126,763

Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. Lytton Bldg.
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Because

The BEAUMONT ENTERPRISE

AND

The BEAUMONT JOURNAL

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

Ask Beckwith—He Knows.

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The Pittsburgh Post

MORNING AND SUNDAY

Daily Circulation118,000
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"FIRST IN PUBLIC SERVICE"

The World.

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

The Evening World

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M. C. Mogensen & Co., Inc.

Los Angeles—San Francisco—Seattle

Over—

200,000

CIRCULATION

in less than 3 years.

—because Detroiters want it.

DETROIT TIMES

100 REPORTERS COVER ZR-3 ARRIVAL

Special Telegraph and Telephone Accommodations Provided at Lakehurst for News Men—Press Room Established Near Hangar

By LEE TRENHOLM

LAKEHURST, N. J., Oct. 16.—The clearing in the Jersey pines which is the Lakehurst Naval Air Station was the mecca this week of newspaper men assigned to cover the arrival of the Zeppelin ZR-3 from Friedrichshafen, Germany. Nearly a hundred reporters, correspondents, photographers and telegraphers trekked through the sand dunes of the government reservation to the mammoth hangar which, while they watched, became the home of the greatest dreadnought of the air ever constructed.

Before the arrival of the reportorial vanguard on Monday, the Western Union had detailed two additional operators to its regular office in the Lakehurst railroad station to handle the voluminous wire copy. The Bell System had prepared for a quadrupled demand for telephone service with extra trunks from Lakewood.

Through the courtesy of Commander Maurice R. Pierce, acting commandant of the station, press quarters were established in an office letting out onto the floor of the hangar and arrangements were perfected to permit the use by the news men of additional telephone extensions.

It was in this room that the American Telephone and Telegraph Company, put in and maintained leased wires for the Associated Press and for the International News Service. Installation of the instruments entailed the special stringing of more than ten miles of outside wire. The Standard News Association used leased telephone lines.

The main body of the reporters reached Lakehurst Tuesday, although perhaps a dozen got in Monday, and more than a score arrived at the hangar only a few hours before the ZR-3 put in an appearance skyward on Wednesday. Many found living quarters at Lakewood, others at Toms River, while a handful accepted the accommodations offered by the local hostelrys.

William Kuhns, United Press, assigned to Mitchell Field, was a passenger in one of the convoy planes which went out to greet the arriving Zeppelin.

Charles B. Parmer of Universal Service was also permitted to ride in one of the convoy army airplanes.

Among those reporting the ZR-3's arrival were: A. D. Allen, *Newark Evening News*; B. C. Allen, *New York World*; John L. Burdge, *Philadelphia Inquirer*; Austin J. Carson, Associated Press; John Carter, *New York Times*; Walter Chambers, *New York Telegram and Evening Mail*; Daniel Content, International News Service; George Doran, Kinograms; Karl M. Elish, International News Service; W. C. Farson, *Philadelphia Inquirer*; George B. Fife, *New York Evening World*; Oliver H. P. Garrett, *New York World*; Frank Getty, United Press; Dr. Adolf Halfeld, *Hamburger Fremdenblatt*; August W. Halfeld, *Berliner Lokal-Anzeiger*.

J. C. Hardy, Associated Press; Thomas Hogan, Kinograms; Max Hollander, Kinograms; Warren Irvin, *New York Times*; Ferdinand C. M. Jahn, United Press; Dr. Max Jordan, *Berliner Tageblatt*; John W. Kempson, *Newark Evening News*; J. L. Kilgallen, International News Service; Harold A. Littledale, *New York Times*; Norman Nevins, *Philadelphia North American*; Harlan Miller, *New York Evening Post*; Charles F. Newman and Patrick J. O'Brien, *Philadelphia Evening Bulletin*; J. C. Oestreicher, International News Service; John Painter, Fox News Reel; L. F. Parton, North American Newspaper Alliance; Robert W. Potter, *New York Evening Post*; Jack Price, *New York World*; Willis Rhodes, *New York Eve-*

FORESHADOWED EVENTS

- Oct. 20—Lancastria Reunion Dinner, Advertising Club of New York.
- Oct. 21—New England Daily Newspaper Assn., fall meeting, Boston.
- Oct. 27-28—Insurance Advertising Conferences, annual convention, Pittsburgh, Pa.
- Oct. 29-31—Direct Mail Advertising Assn., annual convention, Pittsburgh, Pa.
- Nov. 3-8—Canadian National Newspapers and Periodicals Assn., annual meeting, Toronto.
- Nov. 16—New England Advertising Clubs, annual convention, Hartford, Conn.
- Nov. 17-19—Sigma Delta Chi, national convention, University of Indiana, Bloomington, Ind.
- Nov. 19-20—National Forestry Conference, Washington, D. C.
- Nov. 20-22—Michigan University Press Assn., annual fall session, Ann Arbor, Mich.
- Nov. 20—Pacific Coast and Inter-Mountain Newspaper Executives, second annual meeting, San Francisco.

ning Post; Garner P. Roney, *New York Herald-Tribune*; James Seeback, Fox News Reel; David Sentner, International News Service; Daniel Shoemaker, Associated Press; "Doc" Skinner, *New York American*; Thomas Steep, *New York Herald-Tribune*; John Stuart, *New York Sun*; Louis M. Toughill, *Philadelphia Evening Public Ledger*; Lee Trenholm, Standard News Association; Louis R. Winter, Jr., *Philadelphia North American*.

Former Newsboy Now Reporter

"East Side, West Side, All Around the Town" was sung with special significance Oct. 12, at Beethoven Hall, when Nathan Zalinsky, 20, was given a banquet by the New York City Newsboys' Protective Association, celebrating his rise from newsboy to reporter on the *New York Evening Graphic*, covering the East Side District. Addresses were made by Bernarr Macfadden, publisher of the *Graphic*; William Preston Bezell, assistant managing editor, *New York World*; and Louis Weitzenkorn, editor of *Radio News*. Guests included Samuel Ornitz, author of "Haunch, Paunch, and Jowl"; Col. Harry M. Friend, F. Darius Benham, and Ned Brown, of the World. Zalinsky was presented a loving cup by the association.

A New Stunt in Political Ads

Foreign language newspapers this week were asked to insert advertisements in their editions soliciting funds for the La Follette-Wheeler campaign, with the promise that they receive one-half of all the money which might be thus collected to cover cost of the space.

Unusually High Grade Inquiries

October, 1924

The New York Times: Through our advertising in the Magazine Section of the Sunday edition of The New York Times, we have regularly received a satisfactory number of inquiries regarding Pelmanism. The New York Times is one of the first three publications on our list. The character of the replies from The Times is of unusually high grade. Within the past year we have enrolled 452 students through The Times Magazine Section.

The Pelman Institute of America, Inc.
B. C. McCulloch, Vice President
2575 Broadway, New York

Indiana Is a Business State

presenting trade advantages which are particularly attractive.

It has unequalled transportation facilities. All leading trans-continental railroads cross its borders, with branches reaching to every corner of the State. Besides steam railroads, Indiana has over 2,000 miles of electric railroads. Natural resources, such as timber, oil and coal, have greatly contributed to the buying power of the people.

Indiana Is an Agricultural State

Indiana's security is farm lands, the best farm lands in the world, where Indiana's great agricultural wealth originates. Millions of cattle, horses, sheep and hogs are produced annually, together with about five per cent of the national crop—corn.

Indiana Is a Manufacturing State

Its manufactured products are worth over \$1,901,000,000. Manufacturing comprehends practically all standard products, steel, machinery, tinplate, motor cars, flour, glass, oil refining and meat packing. Many Indianians divide their time between farm and factory.

Indiana Leading Daily Newspapers

listed below have enormous influence and result producing power. The National Advertiser who links his merchandise to the local merchant through this list of daily newspapers will cash in.

	Circulation	Rate for 5,000 lines
†Decatur Democrat	(E) 3,106	.025
*Evansville Courier and Journal... (M) 27,839 (E) 11,230	39,069	.09
*Evansville Courier and Journal	(S) 32,840	.08
***Fort Wayne Journal-Gazette	(M) 31,274	.07
***Fort Wayne Journal-Gazette	(S) 34,657	.07
*Fort Wayne News-Sentinel.....	(E) 41,938	.09
*Gary Evening Post-Tribune	(E) 13,370	.055
Hammond Times	(E) 15,436	.05
***Huntington Press	(M&S) 3,563	.025
***Indianapolis News	(E) 131,818	.25
*Lafayette Journal & Courier..... (M) 7,605 (E) 12,900	20,505	.06
†††La Porte Herald	(E) 4,091	.025
***Newcastle Courier	(E) 4,603	.025
***South Bend News-Times..... (M) 10,155 (E) 12,884	23,039	.06
***South Bend News-Times..... (S) 21,440		.06
†South Bend Tribune..... (S) 19,388..... (E)	20,627	.06
***Terre Haute Tribune	(E&S) 23,608	.06

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

†††Government Statement, April 1, 1924.

*A. B. C. Statement, Sept. 30, 1924.

†Government Statement, Sept. 30, 1924.

CIRCULATION

FOR ALL DISTRIBUTORS OF DAILY NEWSPAPERS

By J. OMANSKY

AFTER every World Series we kick ourself around the office and vow that we will never again go wild over another series. Then when October rolls around and the winners of the Major League pennants get ready for the big games we prepare to sell a million papers and get stung. This year we loaded up everywhere and got burnt again. So did everybody else; as far as we can find out. We should have known better and have no one to blame but ourself for the bath of returns we got.

For several years base ball news has been very little help in selling papers. About the only towns where this doesn't hold true are those where the teams have won pennants or have been close to the top. But in cities where the teams hang around the second division, sales due to baseball news have been practically nil. And World Series get flatter every year.

We really do not believe the game is worth the space and effort given it. There are still plenty of fans in the country who do not seem to get enough baseball news, but extra circulation cannot be made on the strength of this so called sport unless the home team is a winner. Baseball extras are rapidly disappearing and they should because they outlived their circulation-making possibilities long ago. The quicker baseball news is run more along the lines of theatrical news and the effort now spent on the national game by both the editorial and circulation departments devoted to other channels the more circulation will papers make.

Just to be sure that next year we will not forget our promise to ourself we are going to cut out the above and stick it in our date ahead file.

The election this year promises to be a bigger circulation stimulant than any other since 1916. The latter part of this month sales will surely go away up everywhere and the sales following the election should be even greater especially if neither candidate gets a majority and the election is thrown into Congress. The 96-hour vigil of 1916 when California seemed to take a year to get its vote counted will look tame compared to what is in store for us this year.

A good way to get publicity election night is to give out returns by means of a bulletin board, stereopticon slides, or radio. A combination of radio and bulletin board that would show the standing of the national, state, and local candidates is probably the best method.

Bulletin extras in this day of radio fall flat. There is still plenty of demand and probably always will be for complete extras but not for those that merely give flashes. Readers now want and expect to get in their extra details of results, interpretative stories, forecasts, and comment. To give them this and

leave to radio the flashing of bulletins seems to us to be the best policy.

We have little use for publishers, editors and business managers excepting of course, those we are working for now. But there is one ex-publisher to whom we want to pay our respects and he is General Pershing. His retirement brings to mind the Stars and Stripes, the official newspaper of the A. E. F. which we helped to circulate in France during the war. This great newspaper was established with the consent of the Commander-in-Chief. He could have dictated its policy, used it as his own or the army's propaganda organ, and interfered with its operation. He did neither and left the paper in the hands of the staff, which was in many respects, the best we have ever seen. As a result the paper was a powerful influence in keeping up the morale of the men, became their bible, and when the armistice was signed the press run exceeded a half million.

We have always felt kindly toward the General for the way in which he cut red tape in order to permit the Stars and Stripes to function efficiently and for the protection he gave several members of the staff in their tilts with pygmy officers who were swelled up with temporary power. We don't know what he is going to do with his time and energy but if he starts a newspaper we make our application for a job right now.

Here's a letter we received from a reader who prefers to buy his paper on the street:

"I bought a paper from a boy on the corner this morning and he had six or seven pennies, two or three nickels, and several dimes right in his hand. He made change so fast that I was able to get my car in a hurry. I'll buy a paper from him again."

Very few corner boys know the value of having plenty of change. A little coaching of sellers so that they will realize the importance of always being ready and willing to make change quickly will go a long way toward increasing the good will of any paper.

Page one boxes and liners are very effective in advertising features and departments. Yet out of 23 exchanges which we looked through today only two had page one boxes and one had a couple of liners. And these boxes were mere announcements. The best type of box we believe is the one that tells readers why they should read a certain feature. A box that says,

"Read Craig's cartoons everyday" is not nearly as effective as one that tells

something about the cartoons. Of course, if the editor gets a great story by a well known writer a mere announcement is sufficient and is often the best way to advertise such a story. Usually, however, "reason-why" copy is the kind to use in calling attention to regular and new features. The same applies to liners.

Rules are odious to most of us but one good one to follow is to have a page one box in every issue that will stimulate reading of features by old and new readers.

What we should like to know: Where make-up editors get their alibis for late starts?

Why mailers insist on stamping labels on reading matter?

Whether, when the publisher travels, he does anything else besides check on our out-of-town news stand coverage?

Who invented cross word puzzles?

Why the editorial department thinks it has a monopoly on brains?

What would happen to baseball if newspapers stopped advertising it?

If comic artists are ever going to get a new idea?

Newspaper Foreman Celebrates Jubilee

Vaiden B. Sweeney, mechanical superintendent and foreman of the composing room of the *New York Journal of Commerce*, on Oct. 11 celebrated completion of 50 years' continuous service with that publication. His associates in all departments, including the management and ownership, joined in presenting Sweeney with a Howard watch and chain, and other gifts of gold, significant of the golden jubilee. No less than four of the present composing room staff of the *Journal of Commerce* have completed half a century of service and are still on duty, while several connected actively with the paper in other departments have more than 40 years to their credit.

Testimonial to M. E. Foster

Marcellus E. Foster, publisher of the *Houston (Tex.) Chronicle*, recently received a testimonial letter signed by 142 leading citizens of Victoria, Tex., thanking the *Chronicle* and "Mero," nomdeplume of Mr. Foster, for what they called "the magnificent fight which you have made for constitutional government and freedom."

Thomas Weds Actress in Paris

Edward R. Thomas, vice-president of the *New York Morning Telegraph*, married Leslie Cotten, an actress, in Paris on Oct. 10. The couple returned to New York this week.

New Trans-Continental Wire

The Postal Telegraph-Cable Company has just completed an additional trans-continental wire route from New York to San Francisco which will facilitate the handling of telegrams from the Coast and cablegrams from the Far East.

WHAT DO YOU DO FOR THE BUSINESS MEN OF YOUR TOWN?

A Financial Page which consists solely of stock and bond tables and Wall Street gossip is not enough. John T. Flynn's *Daily Business Reviews* deal with fundamental business conditions of vital interest to every merchant and every other business man in your community. They are backed by the greatest business news collecting organization in America, The United Publishers Corporation, publishers of *Iron Age*, *Dry Goods Economist* and a score of other nationally known business publications.

Write for Particulars to
Edward F. Roberts, Editorial Director
U. P. C. NEWS SERVICE, INC.
243 West 39th Street, N. Y. C.

Our Features:

- Irvin S. Cobb
- Samuel G. Blythe
- R. L. Goldberg
- Roe Fulkerson
- Don Herold
- O. O. McIntyre
- Nellie Revell
- Will Rogers
- H. J. Tuthill
- Albert Payson Terhune
- and others

The McNaught Syndicate, Inc.
Times Building, New York

even if you don't play golf

You'll get pure joy from this new humorous series at the expense of golf friends.

"Wearin' Out the Green"

By
WALTER TRUMBLE
and
RALPH BARTON

Mr. Trumble's irresistible copy is ably illustrated by Mr. Barton's irresistible drawings. A combination you can't beat!

Send for this weekly feature at once.

Readers' Syndicate, Inc.
799 Broadway New York City

AUTOMOBILE FEATURES

Touring — Camping — Traffic — Gasoline — Upkeep — Roads — Legislation — Taxation — Insurance — Garaging — Used Car Buying and Selling and all the other

BIG SUBJECTS OF MOTORING COVERED IN A BIG WAY

The Ullman Feature Service
Home Life Bldg., Washington, D. C.

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.

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

again ON THE San Francisco Chronicle

Both in the methods we use and in the results we obtain, we please the publishers of great metropolitan dailies throughout the country. That is why we are constantly being invited to repeat our successes for the same papers, as we are now doing for The San Francisco Chronicle.

HOLLISTER
CIRCULATION ORGANIZATION
717-719 COM'L EXCHANGE BLDG.
LOS ANGELES, CAL.

COCA-COLA GOODWILL BROUGHT \$30,000,000

Bankers Who Paid Fortune for Name Almost Lost It in Year by Stopping Long-Continued Advertising

"The Coca Cola Company started about 25 or 30 years ago. A chemist down in the South made a drink of the cola nut and the cocoa bean and everybody liked it. So he called it 'Coca-Cola' and copyrighted the name. He didn't know then what he was copyrighting. But the Government made him stop selling the drink because it had too much kick in it. Yet everybody liked it, so he said, 'I can make the same thing out of tea and sugar, and they can't stop me from selling that.' So he did it," Charles W. Duncan of San Francisco told the recent convention of the Oregon State Editorial Association. "And the recipe is on file in every drug store in the Union. Anyone can make it and use it; but you cannot call it Coca-Cola. And others did make it—the same thing—and called it everything they could think of—Nola-Nola—and such imitations, but people didn't fall for it. They wanted Coca-Cola—'Delicious and Refreshing.' So when Mr. Candler got a little extra money, he began to do some advertising—in a newspaper here, a magazine there, and a drug-store window—with a pretty poster. He used a pretty girl (that's the stuff that gets everybody). He always kept the same script—even in the newspaper advertising. And his business grew and soon was known all over the country.

"Finally some bankers in New York took notice of it and decided they wanted those profits for themselves. So a group of men formed a syndicate and went down to Georgia to see Mr. Candler. They argued with him that he was getting old and had better quit.

"But the more he pushed them away, the more they pressed him. Finally he said, 'Come and see me in the morning.' Then he went home. He said to himself, 'I'll fix them. I'll just put the price so high they'll forget all about wanting to buy this company.'

"In the morning they came back. 'Well, Mr. Candler, what have you decided?' 'I will sell you the Coca-Cola Company for \$25,000,000.' And they said 'Sold' before he fairly had the words out of his mouth.

"And they took it to New York and sold it for \$30,000,000, clearing \$5,000,000 for themselves, and it paid \$11,000,000 in dividends on a business whose net assets were \$480,000. Now what did they buy?—these bankers who don't believe in advertising. I'll tell you what they did. They bought the name and the good will fore."

that extended all over the United States, of an article that anybody could make and use under any other name but Coca-Cola.

"Then what did they do? They cancelled every advertising contract just as soon as possible and squeezed it down so that they lost 2,500,000 gallons the first year in sales, and they spent in the following year more than twice as much money in advertising to re-establish their business as they would have had to carry out their advertising as it had been before their change of policy.

TIPS TO AD MANAGERS

Ankrum Advertising Agency, 20 W. Jackson boulevard, Chicago. Copy on the Chalmers Oil Burner Company, Chicago, is being sent to a general list of papers.

George Batten Company, McCormick Building, Chicago. Will handle account of the Vollrath Company, Sheboygan, Wis., manufacturers of "Vollrath" enameled ware.

Bauerlein, Inc., Hibernia Bank Building, New Orleans. Will handle account for the New Orleans Retail Lumber Dealers Association, Inc.

Blackman Company, Inc., 120 West 42nd street, New York. Has obtained the Lehigh Portland Cement Company account.

Brandt Advertising Company, 7 S. Dearborn street, Chicago. The account of the John Puhl

Products Company, Chicago, formerly handled by Critchfield & Company, Chicago, has been secured.

Robert H. Brooks, 802 Boyle Building, Little Rock, Ark. Has secured the accounts of the Chamber of Commerce, Hot Springs National Park, Arkansas, the new Arlington Hotel, the Eastman and Majestic hotels, and the Superior Oak Flooring Company, Helena, Ark.

Chambers Agency, Inc., Starks Building, Louisville. Will handle the winter resort account of the Louisville & Nashville Railroad.

Erwin, Wasey Company, 844 Rush street, Chicago. Orders on the Northern Paper Mills Company, Green Bay, Wis., are being sent out to newspapers in the middle west.

Federal Advertising Agency, 6 East 39th street, New York. Has secured the following accounts: Canadian Pacific Railway Company, Montreal; Continental Tobacco Company, New York; "Dunhill" cigarettes and "Barking Dog" tobacco; Nestle's Food Company, New York; "Nestle's Milk-Food"; Park & Tilford Company, New York, toilet requisites and candy; A. Santaelia & Company, New York, "Optimo" cigars and A. Schulte Cigar Stores, New York.

Industrial Advertising Company, 615 Wayne street, Detroit. Placing account of the Mutual Electric & Machine Company.

Jacques Manufacturing Company, 1603 S. Canal street, Chicago. Direct advertising on K. C. Baking Powder is being sent out to a number of new towns added to the present list.

John L. Jones, Chicago. Copy on Herbert Frost, Inc., Chicago, is being distributed for the radio sections of a general list of papers.

J. Roland Kay Company, 163 E. Erie street, Chicago. About half a dozen smaller towns adjacent to Chicago will be tested out on a new dye and shine product for shoes, manufactured by the Sunbeam Chemical Company, Chicago. Copy on the Vitamine Food Corporation is also being distributed to a general list of papers in the southwestern territory.

Klau-Van Pietersem-Dunlap-Younggreen, 417 Sycamore street, Milwaukee. Handling account for the Wisconsin Manufacturers' Association.

Lake & Dunham Advertising Agency, Exchange Building, Memphis. Handling account of the Continental Piston Ring Company, Memphis, manufacturers of piston rings.

Lord & Thomas, 400 N. Michigan avenue, Chicago. A special list of newspapers is being prepared for the Quaker Oats Company, Chicago, on Mother's Oats. Now handling account of the Autopoint Manufacturing Company, Chicago, manufacturers of "Autopoint" and "Realite" pencils.

McJunkin Advertising Company, 5 South Wabash avenue, Chicago. Has secured account of the O-Cedar Corporation, manufacturers of O-Cedar mops and polishes and wax.

Frank Presbrey Company, 247 Park avenue, New York. Has secured the account of the Auto Pneumatic Action Company, one of the Welby Kohler Industries, manufacturers of the Mignon Reproducing Piano Action.

William H. Rankin Company, 1 West 37th street, New York. Will handle account of the Depolier Watch Company and the Dubois Watch Case Company of New York.

Roberts & MacAvinche, 30 N. Dearborn street, Chicago. New territory in the west is being added on Tarkroot, for the Dearborn Supply Company, Chicago.

Sehl Advertising Agency, 139 N. Clark street, Chicago. Newspapers generally are receiving orders on the Calumet Baking Powder Company, Chicago.

J. Walter Thompson Company, 244 Madison avenue, New York. Has secured the account of the Welch Grape Juice Company, Westfield, N. Y.

United States Advertising Corporation, 30 N. Michigan avenue, Chicago. Contracts are being sent out to a general list of newspapers on the Willys-Overland Company, Toledo, O.

FANCY DRESS FOR CODE

A.N.A.E. Supplying Copies of Their Ethical Standards for Framing

Copies of the code of ethics adopted by the Association of Newspaper Advertising Executives at their 1924 meeting have been artistically printed on fine paper and are being sent to newspapers generally in suitable form for framing and display in executive offices. This code, standardizing methods of selling and handling newspaper advertising, was approved by the London convention of the A. A. C. W. Frank T. Carroll, advertising manager of the *Indianapolis News*, and president of the A. N. A. E., informs Editor & Publisher that he will supply additional copies to newspapers as long as the supply lasts.

Newspaper Ads Cut Gas Rates

Newspaper advertising, properly applied, brought about a voluntary reduction in rates by many gas companies during the past year, a special committee reported to the board of directors of the Public Utilities Advertising Association in convention this week at Atlantic City with the American Gas Association. Gas companies have spent about \$11,000,000 for advertising, so far this year, the report says.

IOWA

Its 213,439 farms, with farm property valued at over \$8,525,000,000, rank first of all states.

The income from crops amounts to nearly a billion a year, and this income is spent in town.

Iowa is greater in area than Connecticut, New Hampshire, Rhode Island, Vermont, Maryland and New Jersey combined and there are more families and people living in Iowa than there are in all of the following states combined: Rhode Island, Vermont, New Hampshire, Maine and Delaware.

A territory with farmland valued at over eight billion and an income from crops at nearly a billion per year is some territory.

The diffusion of prosperity is indicated by the \$391,505,000 deposits in savings banks by 905,970 persons, averaging \$432.14 per account or almost one account for each two and a half persons.

It is a territory any advertiser needs.

In order to reach Iowa buyers often and regularly, you must advertise in these daily newspapers.

	Circulation	Rate for 5,000 lines
***Burlington Gazette.....(E)	10,535	.04
*Cedar Rapids Gazette.....(E)	21,481	.07
***Council Bluffs Nonpareil.....(E&S)	16,132	.05
*Davenport Democrat & Leader.....(E)	14,564	.06
*Davenport Democrat & Leader.....(S)	17,895	.06
†Davenport Times.....(E)	24,676	.07
*Des Moines Capital.....(E)	57,945	.14
*Des Moines Sunday Capital.....(S)	24,662	.14
*Iowa City Press-Citizen.....(E)	6,387	.035
***Keokuk Gate City.....(E)	5,899	.03
††Mason City Globe Gazette.....(E)	13,405	.04
***Muscatine Journal.....(E)	7,980	.035
*Ottumwa Courier.....(E)	12,852	.05
*Waterloo Evening Courier.....(E)	17,071	.06

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

†† Government Statement, April 1, 1924.

* A. B. C. Statement, Sept. 30, 1924.

† Government Statement, Sept. 30, 1924.

NEWSPAPER MAN SAVES YOUTH FROM HANGING

O'Donnell of N. Y. Times and Friends Win 4-Year Fight for Life of Chinese Valet — Supreme Court Grants New Trial

A New York newspaper man was responsible for the successful termination of the four-year fight, Oct. 11, resulting in the United States Supreme Court decision, barring a murder confession made under duress.



HUGH A. O'DONNELL

The court held that the confession of the Chinese student, Ziang Sung Wan, convicted of a triple murder, was inadmissible, because after Wan was arrested in New York and taken to Washington, where the crime was committed, he was "third-degreed" for 11 days. A new trial was ordered.

Wan had been the valet of Hugh A. O'Donnell, assistant business manager of the *New York Times*.

The triple murder, for which Wan was found guilty and sentenced to hang, was committed in 1919. O'Donnell believed his former valet innocent. With Warren Nolan, now with the *New York Telegram and Evening Mail*, then with the *Times*, he obtained the services of James A. Nolan, a lawyer, and later successfully appealed to John W. Davis to interest himself in the young Chinese boy's behalf.

Wan confessed to having killed Dr. Ben Sen Wu, Under Secretary of the Chinese Educational Mission, and his two secretaries, Dr. C. H. Hsie and Dr. Theodore T. Wong, who were found shot to death in the cellar of the mission in Washington on Jan. 21, 1919.

Efforts in Wan's behalf, conducted by O'Donnell and his friends, never ceased in all the years he was in jail, although he was penniless and no material sum was ever raised to help him. The Chinese government is said to have spent a considerable sum to aid in prosecuting him, because the murder victims were members of its official government family.

Five times, during the four years, O'Donnell, through his own efforts, saved Wan from execution. He enlisted the aid of priests, and missionaries, who, working in China, assisted in the fight.

Intertype Income Slightly Off

For the three months ended Sept. 30, the report of the Intertype Corporation, announced this week, shows a net income of \$197,659 after depreciation and reserve for taxes, equivalent after allowing for first and second preferred dividends to 98 cents a share earned on the 181,031 share of no-par common stock. This compares with \$210,521, or \$1.04 a share, in the preceding quarter and \$262,271, or \$1.32 a share, earned on 152,672 shares outstanding in the third quarter of 1923. For the nine months ended Sept. 30, 1924, the net income amounted to \$615,239, equal, after preferred requirements, to \$3.04 a share, compared with \$727,517, or \$3.66 a share, in the same period of 1923.

Publishers Purchase Art Works

Three newspaper publishers won the right to purchase art works at the drawing of paintings and sculpture held Oct. 14, at the Grand Central Art Galleries, New York. Albert Snook, publisher of the *Aurora* (Ill.) *Beacon-News*, obtained John Singer Sargent's painting, "The Chess Game." Mr. Snook's name was the first drawn, his priority entitling him to first choice from more than 150 examples of the work of America's leading artists. Van Lear Black, chairman of

the board of directors of the *Baltimore Sun*, selected a portrait by Cecelia Beau, and Ralph Booth, of the *Booth Newspapers*, Michigan, a portrait by Jean McLane Wendell Herbruck, of Canton, and a portrait by John C. Johansen.

Traction Lines to Advertise Locally

Through local sources, members of the American Electric Railway Association will expend \$3,000,000 for advertising next year, according to a survey made public this week, following the association's annual convention which closed at Atlantic City, Oct. 10. There will be no national campaign, but the association's headquarters will furnish members with a new series of advertisements to be run in local newspapers. At the convention it was recommended that companies use 1 per cent of gross receipts for local advertising. Some are now spending 2 per cent.

Attleboro Paper Incorporated

A charter of incorporation was granted last week to the Sun Publishing Company, publishers of the *Attleboro* (Mass.) *Sun*, for a newspaper and general publishing business. The capital is given as \$200,000. The incorporators are John H. Vallette, of Attleboro, publisher and general manager; Charles C. Cain, Jr., of Taunton, editor and Albert A. Penney, of North Attleboro, superintendent of the mechanical department.

Daily Loses Libel Suit

The *Frederickton* (N. B.) *Gleaner* was ordered by the York Circuit Court to pay \$100 damages to R. B. Hanson, M. P., when an award was made on Oct. 6, in a libel action for \$25,000, on the grounds that Mr. Hanson had been charged by the *Gleaner* with "dishonorable and unprofessional conduct." Five cases were involved, on four of which the verdict was for the plaintiff.

Seattle Newspaper Cashier Robbed

Armed bandits recently robbed Luther A. Bernheisel, cashier, *Seattle* (Wash.) *Post-Intelligencer*, of \$5,697.52 as he left the Post-Intelligencer building on his way to make his daily deposit of the newspaper's funds at a local bank. The bandits escaped.

N. Y. Jewish Daily Forward Robbed

Three armed hold-up men entered the office of the *New York Jewish Daily Forward*, Oct. 10, and took the weekly payroll of \$11,358 from the cashier's cage. All escaped.

U. S. News Writer Missing in China

Talbot Patrick, of the *Shanghai China Press*, has been reported missing at the war front near Shanghai. He is an American newspaper man. He went to the battle sector Oct. 7 and has not returned.

SUPPLIES AND EQUIPMENT

FOR NEWSPAPER MAKING

Wanted.
Hoe Matrix Roller, Hoe Pneumatic Steam Tables, circular saw, router. Must be A-1 condition and reasonable. Nu Method Matrix Co., 233 W. 35th St., New York City.

For Sale.
Hoe Octuple. Modern design. Fine condition. Page dimensions 22 3/4" over all, 8 columns wide. A very desirable press. Complete newspaper plant with 20-page press and 4 linotypes. Other bargains in presses from 8 pages to sextuple capacity. Griffiths Publishers Exchange, 154 Nassau Street, New York City.

For Sale.
Three Hoe single-platen pneumatic steam tables, complete with aprons and gas-heated steam generators placed under each table. Can be used as separate units. In A-1 condition. Present day quotation \$3,000 complete. Price reasonable. Immediate delivery. Syracuse Journal. Syracuse, N. Y.

For Sale.
Goss Junior Straight Line, printing 4-6-8-10-12-14-16 pages, at a speed of 20,000 per hour. With the press is a complete stereotype equipment. Can be seen in operation at any time. Daily Telegraph Printing Co., Bluefield, W. Va.

For Sale.
Goss half-tone color press, prints four colors outside and two colors inside, suitable for newspaper supplements or comics. Send for sample of its work and details. Our No. 427. A very good equipment at a low price. Baker Sales Co., 200 Fifth Ave., New York. (Many other machines on our list; "used but good." Let us know your needs.)

Printers' Outfitters
Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

Don't "Pig" Metal

It Wastes Money

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

MONOMELT

SLUG FEEDER

Eliminates the Metal Furnace

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

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

USED BY THE

LOS ANGELES TIMES

Los Angeles, Calif.

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

N. Y. DAILY NEWS

HALF-TONES

Best in the World

Made by

POWERS

NEW PROCESS

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

Hoe Quick-Lock-Up Flat Casting Mould

The throwing of a single Lever locks this Hoe Flat Casting Mould which is carefully designed and constructed for perfect Balance as well as Quality and Durability.

Made in three sizes, five seven and eight columns.

If It's a Hoe, It's The Best.

R. HOE & CO., INC.

504-520 Grand Street, New York City

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

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

GOSS

THE MARKET PLACE OF THE NEWSPAPER

3c per word per insertion, cash with order, for advertisements under the classification of "Situations Wanted."

18c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

6c per word per insertion, cash with order for advertisements under any other classification.

36c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

SITUATIONS WANTED

Advertising Man, special edition work, special pages, promotional work. Can organize special edition men on commission or salary basis. Commission or salary. Box B-916, Editor & Publisher.

Advertising Manager, Business Manager, 33, married, 15 years morning and evening fields; capable salesman, able executive; college graduate but experience gained in school of long hours and hard knocks; considered expert campaigns and layouts. Just sold to partner interest in thriving Ohio weekly reason for seeking daily connection. Desire immediate, permanent position. Protestant, member Shrine. This same copy, run previously, failed to find satisfactory proposition. Particulars first communication please. Address Box B-904, care Editor & Publisher.

Advertising Solicitor, experienced; open for position on Daily Newspaper. Specialty, special edition, business pages and special pages or cooperative advertising. Salary and commission or commission with guaranteed weekly drawing account for quick action. Address Box B-918, Editor & Publisher.

Advertising Solicitor. A two-fisted young fellow who believes that hard work achieves results is now open for a proposition. Age 37. Twelve years' experience in the field of hard knocks. Now employed without opportunity of advancement. A leader in the field and a real producer. Pleasing personality without the ruffles. If you appreciate ability here is an asset. Executive ability but not seeking titles. Apply B-888, Editor & Publisher.

Agricultural Editor. Young man is seeking place as farm editor on daily paper. Can get out the right kind of daily department or weekly page that will attract and hold country readers. Five years' experience on editorial staff of a leading agricultural weekly. In touch with developments and people who count in this field. Very best of references. Prefer Middle West, but will go wherever there is a good opportunity. Box B-906, Editor & Publisher.

Capable and Experienced Woman 30, desires connection with daily anywhere. Five years' experience on small western daily of 2500 circulation. A. B. C. Now handle all circulation, bookkeeping and general office. Have stock in Company, but desire change. References. B-908, Editor & Publisher.

Cartoonist Desires position that can offer better future than the one he now holds. Experienced in all newspaper art. B-900, Editor & Publisher.

Circulation Manager Thoroughly competent to manage large or small daily, desires immediate connection with daily in New York or metropolitan area. Experienced through over 25 years' executive connections in circulation work. Enjoys confidence of newsmen in all parts of country. Available immediately. B-881, Editor & Publisher.

Situations Wanted

Circulation Manager. Can produce, want salary and bonus proposition on Western newspaper under 15,000 circulation. Have best references, married man; now connected with large paper. B-889, Editor & Publisher.

Circulation Manager. I want to connect with an evening newspaper where there is an opening for a high-grade circulation manager and capable executive. My years of experience in circulation and circulation promotion work, my understanding in every department of a newspaper is bound to be of value to publisher. Highest references. Also available at once. B-913, Editor & Publisher.

Circulation and Promotion Man Desires opening as manager or assistant on Eastern daily of 25,000 or less. Five years' experience with same papers—still employed but opportunities for advancement now closed. Present salary \$40. Single, age 23. Best references. Address Box B-911, care Editor & Publisher.

City Editor Desires position with mid-western or eastern daily. Excellent all-around desk experience. Capable, dependable, ambitious. Young and married. Now employed. Box B-899, Editor & Publisher.

Classified Manager. Years of experience will come to your newspaper for 4 to 8 weeks or longer. Suggest methods, train your help, increase your business. In 13 weeks increased business 800 per cent for eastern city newspaper third in field. Doubled the business of New Jersey daily in 4 weeks. Increased business 400 per cent for Ohio city daily. Make weekly charge for services for stated time. Good references, especially good for papers from 10,000 to 25,000 circulation, second or third in city. For details address Box B-919, care of Editor & Publisher.

Editor. Daily newspaper editor wants situation as editor of western newspaper; strong editorial writer and news editor. Republican. Western experience. Box B-866, Editor & Publisher.

Editorial Writer Desires connection. Highly identified. Now with large nationally-known publishers. Clean record as writer and executive. Address Box B-914, Editor & Publisher.

Managing Editor. Thoroughly experienced editorial department executive, having accomplished in a remarkably short time the results for which he was employed in a field of 50,000, desires return to larger undertaking. Metropolitan and small city training in every responsible news post, with knack for getting out economically a bright, up-to-the-minute newspaper, both as to contents and typographical appearance, make me at home in any office where a result getter and not a "lickspittle" or "yesser" is desired. Constructive co-operation with all departments, loyalty to newspaper's policies and ideals and a willingness to put heart and soul and hard work into the job are my pledges to the publisher looking for a real managing editor. Age 35, married and temperate. Sixteen years' experience. Box B-917, Editor & Publisher.

Telegraph Editor. Mid-West dailies. Nine years' experience desires immediate permanent connection. Fast, accurate worker. Keen news judgment. B-907, Editor & Publisher.

Sport Writer. 14 years' experience, university graduate and letter man wants position on evening paper. Great Lakes region preferred. Best references. B-912, Editor & Publisher.

Advertising Salesman-copywriter. Develops accounts and sells non-advertisers. Broad experience. Makes attractive lay-outs and prepares real selling copy. Available seven days' notice. Box B-920, Editor & Publisher.

HELP WANTED

Advertising Solicitor. Nationally known daily newspaper has opening for experienced advertising solicitor on special work in each of the following cities: New York, Boston, Philadelphia, Chicago, Detroit and St. Louis. In answer give age, experience at least five references regarding character and ability, likewise enclose photograph of yourself with your application. Party who secures this position in each of these cities must have lived in such city for at least six months. Box B-903, Editor & Publisher.

Display Advertising Solicitor, \$50.00. Classified Advertising Manager—salary open; Print Superintendent, large salary; Salesmen, \$250.00 per month and expenses. Other openings. Publishers' Placement Service, 401-403 Seitz Bldg., Syracuse, N. Y.

Help Wanted

Wanted. Man who has thorough knowledge and can take charge of New York City suburb (large weekly) newspaper contests. Only one who can build up newsstand circulation need apply. State age, experience, salary, etc. Box B-915, Editor & Publisher.

Wanted. Advertising man experienced in small-town field to work two or three months signing up contracts and organizing the advertising department of a recently established daily in northeastern Ohio. State qualifications, salary expected, etc., in letter. B-910, care Editor & Publisher.

Wanted. A classified manager in a city of over 100,000. No wandering pilgrim need apply. Some good aggressive second-string man on a big paper which has given him modern experience is preferred. Industry, enthusiasm and results achieved, will be rewarded. Box B-908, Editor & Publisher.

Wanted. Circulation Manager or Assistant who is now holding position paying about the limit that his company can give him and who is ready and able to take up bigger propositions. Such man must be capable of handling force of house to house salesmen. Position is permanent with good chance for advancement in salary and position. State age, experience, if at present employed, whether married or not. Replies confidential. B-909, Editor & Publisher

CIRCULATION BUILDERS

125% More Circulation for Another Daily. The Alexandria Daily News, Alexandria, Ind., will gladly answer your letter of inquiry as to our service. Write the publisher, K. J. Sullivan, and inquire about the results of our circulation and advertising campaign for the News. Have us develop your territory for you this year. Don't delay; write today. Indiana Circulation and Advertising Co., Toney E. Flack, Shelbyville, Indiana.

MAILING LISTS

National Newspaper Reading Service compiles mailing lists of births, deaths, engagements or marriages from original press clippings. Four Terrace, Buffalo, N. Y.

NO HEARING ON NAME SUIT

Absence of Federal Judge Indefinitely Postpones Post-Dispatch Case

Hearing of the motion for a temporary injunction sought by the Pulitzer Publishing Company, publisher of the *St. Louis Post-Dispatch*, to restrain the Houston Printing Company from using "Post-Dispatch" as a name for its newspaper, was not held at Houston on October 11, the date on which it had been set.

Federal Judge Hutcheson, of the Houston Division of the Southern District of Texas, is absent from the district, and Federal Judge Benjamin C. Dawkins, of the Western Division of Louisiana, who was sitting in Judge Hutcheson's absence, declined to hear the case. Although John F. Green, of Judson Henry & Green, St. Louis, counsel for the Pulitzer Publishing Company, went from St. Louis to attend the hearing, the case is not now set for any date. In the meantime, the *Houston Post-Dispatch* continues to use that name.

N. J. News Men Tour Times Plant

A delegation of 35 executives and employees of the *Passaic* (N. J.) *Daily News*, visited the *New York Times*, Oct. 14, and inspected the newspaper's plant.

Oklahoma Editor Retires

R. C. Nash, formerly editor and publisher of the *Osage* (Okla.) *Chief*, has retired after passing his 70th birthday. Mr. Nash had owned and published 13 newspapers during his career. He began newspaper work in Michigan 30 years ago.

WOULD REVIVE POWER OF EDITORIAL PAGE

Illinois Press Organizes Group to Promote Editorial Writing—Gravenhorst Elected President at Annual Meet., Oct. 9-11

Members of the Illinois Press association at their annual meeting at the University of Illinois, Urbana, which closed Oct. 11, endorsed the organization of an auxiliary society which will have as its chief function the restoration of the editorial page to the place it occupied in the early days of American journalism.

B. H. Gravenhorst, of the *Effingham* (Ill.) *County Review*, was elected president for the ensuing year. Other officers are: W. U. Smith, *Waukegan Sun*; A. L. Bowen, *Springfield Journal*, and Miss Catherine McLain, *LaSalle Post*, vice-presidents; H. L. Williamson, Illinois state printer, Springfield, secretary; E. H. Childers, *Fairfield Press*, treasurer. The only change of the executive board was the election of J. H. Harrison, *Danville Commercial-News*, retiring president, to succeed Charles Meade, of Geneva.

After registration Thursday morning the gathering divided into two sections, one under President Harrison discussing the problems of the daily papers, the other under E. P. Preston, of the *Gillespie* (Ill.) *News*, devoting itself to the weekly press.

Mr. Harrison struck the keynote for the rehabilitation of the editorial page when he declared that "the paper that makes a football of its editorial page, and does not maintain a courageous, thoughtful editorial page, not only fails to make the most of its opportunity to gain and hold subscribers, but it lacks stability and the confidence of its readers. No paper is complete if it is content to fill the space that should be filled with editorial, with advertising or frivolous material."

As a result of this talk, the auxiliary was launched with A. L. Bowen, of the *Springfield Illinois State Journal*, as chairman to arrange a program for the meeting next year. John Harrison and W. F. Hardy, of Decatur, will assist him in the work. Mr. Hardy, too, made a more direct appeal for the restoration of "personal writing."

Ernest Gruening, former managing editor of the *New York Tribune*, in a talk said: "Journalism is one of the most important, worthwhile and honorable of professions and I am convinced by approaching the professional ideal, that soon it will be firmly established as a profession. The press is more important today than ever before, and I feel assured despite the fact that radio is of great importance, that it will never take the place of the press."

Lee A. White, of the *Detroit News*, urged the value of a well kept and up-to-the-minute morgue in every newspaper office.

A feature of the meeting was the unusually complete display of front pages and daily and weekly publications. Fifty dailies submitted typical first pages for the judges' selection. The *Bloomington Pantagraph* won first honors, the *Sterling Gazette* ranked second, with the *Bellevue Daily Republican* and the *Moline Daily Dispatch* receiving honorable mention. More than 100 weekly papers entered the contest in their division, first prize going to the *Aledo Times-Record*.

F. A. Curtis, Detroit Ad Man, Dies

Fred A. Curtis, 57, president of the Curtis Advertising Service of Detroit, Mich., died Wednesday, Oct. 8, following an illness of several months. He is survived by the widow, one son and one daughter. The son, F. A. Curtis, is head of the Windsor (Ont.) branch.

Curtis Music Institute Opens

The Curtis Institute of Music, Philadelphia, established by Cyrus H. K. Curtis, publisher of magazines and the *Philadelphia Morning and Evening Ledger* and the *New York Evening Post*, began its first season Oct. 13.

"MONEY MAGNETS"

THAT'S another name for Business Opportunities advertisements. If you need capital a "Money Magnet" will locate it for you. It will attract the men with capital to your proposition.

Put it over with a "Money Magnet"

DOLLAR PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

BUSINESS TICKLER

HALLOWE'EN is coming Friday, Oct. 31, and many stores in your city will want to pay tribute to the witches, spooks, and other nocturnal creatures which delight the children at pumpkin and lantern time.



Candy stores, stationers, fruit markets, and dry goods shops might boost the slogan "Have a Hallo-we'en Party" in advertising columns of their local newspapers.

One splendid copy we noticed used by a Los Angeles store last year, shows an old witch riding a broom stick with an invitation to "meet her at Witchville" written backwards to be translated by using a mirror.

All this is advertising "down to the children."

The Yuletide season is also making its debut now with the same appeal. Toy shops are telling people to come early and avoid the Christmas crush.

THE Rockford (Ill.) Gazette recently ran a full page of barber and beauty shop ads featuring bobbed hair. "Good-bye old-fashioned troublesome tresses. Hello 'Bob'! Bobbed hair is here to stay! Fashion long ago placed her stamp of approval on the bob. Leading stars of the stage and screen have bobbed their hair because they must look their feminine best," was the introduction. Then followed the full page of ads. It was a good stunt for the paper.—J. L. Jellison, Dubuque, Ia.

You can get a little extra space from the plumbers in your town during this season of the year if you go after them, armed with a layout and a suggestion for copy that reads: "Is your plumbing o. k. for the winter? When cold weather comes, we all want hot water. We don't want frozen pipes." Just a reminder to have our plumbing inspected will make us call in the plumber—that means profitable advertising for him, and a little more advertising is sold for you. Try it.—R. John Gibler, St. Louis, Mo.

American Education Week will be observed from November 17 to 23, 1924. Cooperation may be secured in a substantial manner from private schools and colleges, correspondence institutions and book stores, in support of this event.—C. M. Littlejohn, Washington, D. C.

The greatest drudgery of winter is in firing the old furnace which keeps the house warm. And, of course, everyone who has a furnace is interested in anything which promises to do away with this drudgery. So it would be a splendid

Try the Sunday Anecdote Feature—
"With the Notables"



stunt for the paper to get up a page or double page of ads of local concerns dealing in oil stoves, gas heaters and other appliances designed to heat homes without the use of coal furnaces. The heading over the ads should urge people to get away from the bother and dirt of a coal furnace. It shouldn't be very difficult to get up a group of ads of this sort.—Frank H. Williams, Santa Ana, Cal.
A little bonus for the classified advertiser

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

ARE there historic spots in your city? Why was that memorial tower in the center of City Park given to the city? Did you know that these chimes in Grace Church were put there to commemorate Admiral Perry's victory? Does the present generation realize there was a ten years' legislative fight before the Main street bridge was built? Sketches of these objects, which your readers know but do not know about, with a brief exposition of their significance, make a good semi-weekly feature.—H. M. Haffard, Providence, R. I.

Here's a clever box that Lee N. Meriman published, on the first page of the *Marshall (Tex.) Messenger*, to suggest to his readers the speed of printing and delivery of his newspaper:

"Be careful—this ink is wet. Ten minutes after presses started this paper is on sale at the Fair Grounds."—M. E. P.

Hallowe'en comes this month. Don't forget to start features about games for parties, special menus, recipes, decorations, etc. Your readers are on the lookout for these things, and they will make your paper more popular. Your society editor can write these features along with her regular work.—R. John Gibler, St. Louis, Mo.

An Illinois newspaper found it produced good results to publish a more enlarged time table than is customary, once each month. The time table not only gives the arrival and departure of trains, but also shows from where the trains come

tising branch office that produces the greatest number of new orders each week serves to stimulate more interest, and business through getting the branch offices to push classified actively. We tried it out and the plan went big for a gross increase of about 30 per cent over preceding months.—B. A. T.

Offer a prize for the best solution of the problem of getting out the vote in the coming election and go after political advertising to run on the same page, offering at the same time a certain number of lines in which candidates may explain their reasons on why they should be elected, barring any appeal to the people to vote for them.—Chas. H. Cowles, Poteau, Okla.

A publication in Northwestern Iowa recently carried a "Truth in Advertising" ad for ten weeks, paid for by the foremost advertisers in the town. It tended to create faith in advertising. It made a fine feature for light days. Donald O. Ross, Washington, Ia.

answered and they cover the field more thoroughly. Parents will see the point and you will benefit by it.—R. C. Bolton, Jr., Jamaica Queens County News.

We have found it a good idea to save copies of the *EDITOR & PUBLISHER*. The Dollar Pullers and Hunches of a year ago often seem better with age and one can often use them to good advantage after thinking over them awhile. This is an especially good plan for holidays and seasonable ideas.—Donald O'Ross, Washington, Iowa.

"What do you prefer in daily fiction stories?" was the question put to readers by one newspaper with awards for the best five letters. The replies were unique and offered a guide to future policy as well as making a good feature in the publication of the letters themselves.—B. A. T.

Is the size of the human foot changing, or are people just becoming more sensible about the kind of shoes that they wear? It used to be that nearly everyone wore uniform lasts, but today there is an ever increasing demand for combinations. Why doesn't someone interview some well known foot specialist, and get up a write-up? The result would not only be interesting—for everybody wears shoes—but a live ad man could get up a special page of footwear ads.—Howard W. Townsend, Seward, Neb.

Syracuse University has nearly 100 journalism students.

A Reader Demand For You To Meet

Every Reader Everywhere A Present or Potential Fan

Daily or Weekly

Crossword Puzzles

As now used by

- St. Louis Post-Dispatch
- Baltimore American
- Washington Post
- Cleveland Plain Dealer
- Boston Traveller
- Oregon Journal
- Birmingham News

and others across the country

"Official" Puzzles

From the Second and Third Crossword Puzzle Books.

Edited by the Experts Who Started the Craze

WIRE TO

METROPOLITAN NEWSPAPER SERVICE
Maximilian Elser, Jr., Genl. Mgr.,
150 NASSAU ST. NEW YORK CITY

All-Star Features

- Comics
- Magazine Pages
- Editorials
- Special Articles
- Fiction

Send now for

THE GREEN CATALOG

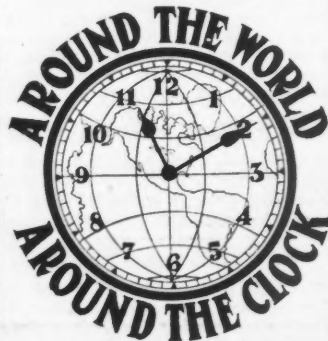
of

KING FEATURES SYNDICATE, INC.

M. Koenigsberg, President

NEW YORK CITY

BY UNITED PRESS



UNITED PRESS ASSOCIATIONS
World Building New York

The Immortal Stories of The Bible

Told in Simple Words for Children

"The Children's Bible" by

HENRY A. SHERMAN and CHARLES FOSTER KENT

is a Daily Feature That Means Home Circulation

Write for Samples.

The McClure Newspaper Syndicate
373 Fourth Avenue, New York City

The World's Greatest Newspaper Feature Service

Supplying a complete and exclusive daily illustrated feature service to newspapers throughout the United States and in foreign countries.

Write for samples and rates

NEA SERVICE INC.
1200 W. 3RD STREET,
CLEVELAND, OHIO

Treasures of the Sea

INCREASE

New England's Wealth

The fishing industry of New England cannot be overlooked when considering this territory as a market to promote meritorious merchandise.

New England produces annually one-half billion pounds of fresh fish which return to the fishermen over \$20,000,000. Over 30,000 persons and 1,000 vessels are directly engaged in this industry. It represents an investment of \$40,000,000.

In other words, New England produces about 20 per cent in pounds and about 25 per cent in value of the entire American production.

This great business of New England of turning into wealth the resources of the sea is an almost unappreciated asset.

There is only one sure way to get to a New Englander. That is through his local daily newspaper.

There are two million people reading the daily newspapers of New England every day and only through this list of representative dailies can you be assured of getting a fair share of New England's business.

MASSACHUSETTS—Population, 3,852,356			
	Circulation	2,500	10,000
	(E)	lines	lines
**Attleboro Sun	(E)	5,628	.0275
**Boston Globe	(M&E)	278,616	.50
**Boston Globe	(S)	332,083	.55
**Boston Post	(M)	362,520	.60
**Boston Post	(S)	367,600	.55
**Fall River Herald	(E)	15,271	.05
**Fitchburg Sentinel	(E)	11,410	.055
*Haverhill Gazette	(E)	15,400	.055
†Lynn Item	(E)	16,345	.06
††Lowell Courier-Citizen and Evening Leader	(M&E)	21,270	.06
**New Bedford Standard-Mercury	(M&E)	32,565	.10
**New Bedford Sunday Standard	(S)	27,334	.10
**North Adams Transcript	(E)	9,604	.04
††Pittsfield Eagle	(E)	17,073	.04
*Salem News	(E)	20,784	.08
Taunton Gazette	(E)	8,551	.04
*Worcester Telegram-Gazette	(M&E)	26,049	.24
*Worcester Sunday Telegram	(S)	49,849	.18
MAINE—Population, 768,014			
†Bangor Daily Commercial	(E)	14,750	.055
**Portland Press Herald	(M&S)	31,115(A)	.09
*Portland Express	(E)	27,251	.10
*Portland Telegram	(S)	29,992	.10
(Sunday Edition Express)			
†Waterville Sentinel	(M)	6,134	.035
NEW HAMPSHIRE—Population, 443,683			
*Concord Monitor-Patriot	(E)	5,104	.0375
†Keene Sentinel	(E)	3,609	.03
**Manchester Union Leader	(M&E)	28,846	.10
RHODE ISLAND—Population, 604,397			
†Newport Daily News	(E)	6,249	.0336
†Pawtucket Times	(E)	25,555	.07
†Providence Bulletin	(E)	64,524	.17
*Providence Journal	(M)	36,886	.10
*Providence Journal	(S)	61,575	.15
*Providence News	(E)	26,845	.07
†Providence Tribune	(E)	23,603	.10
**Westerly Sun	(E&S)	4,499	.025
†Woonsocket Cell	(E)	13,666	.05
VERMONT—Population, 352,428			
*Barre Times	(E)	6,944	.03
†Bennington Banner	(E)	3,067	.0125
*Burlington Free Press	(M)	12,983	.05
*Rutland Herald	(M)	10,765	.04
**St. Johnsbury Caledonian-Record	(E)	4,024	.0214
CONNECTICUT—Population, 1,380,631			
*Bridgeport Post-Telegram	(E&M)	45,795	.15
*Bridgeport Post	(S)	20,017	.10
*Hartford Courant	(M)	37,649	.08
**Hartford Courant	(S)	50,247	.11
†Hartford Times	(E)	48,875	.12
*Meriden Record	(M)	7,348	.045
*Middletown Press	(E)	8,050	.0325
*New Haven Register	(E&S)	42,171	.12
*New London Day	(E)	11,925	.06
††Norwich Bulletin	(M)	12,494	.07
**Norwalk Hour	(E)	5,624	.03
††South Norwalk Sentinel	(E)	3,771	.025
*Stamford Advocate	(E)	9,305	.05
**Waterbury Republican American	(M&E)	21,951	.08
**Waterbury Republican	(S)	15,181	.06
*** A. B. C. Statement, April 1, 1924. †† Government Statement, April 1, 1924. † Government Statement, Sept. 30, 1924. * A. B. C. Statement, Sept. 30, 1924. (A) Circulation daily edition only. (B) Combination rate Daily Journal and Eve, Bulletin.			


A Mighty Swing Upward

DURING the 9 months of 1924 The Sun published 9,330,752 lines of advertising—a *gain* of more than two million lines over the corresponding months of 1923.

Local merchants know newspaper values. They must seek out the most productive circulation and they have found this in The Sun, which has carried over seven million lines of local display advertising in the 9 months of 1924—a *tremendous gain* of more than one million and-a-half lines over the same months of 1923.

National advertisers, during the 9 months of 1924, have preferred The Sun to any other New York evening newspaper and have used over two million lines—a gain of almost a half million lines over the corresponding period of 1923 and 327,732 lines more than the next evening newspaper.

The Sun has a unique reader confidence among its high-class clientele, making it an outstanding factor for successful advertising campaigns in the New York market.

The  Sun

280 Broadway

New York

Average Daily Net Paid Circulation More Than 250,000

