



EDITOR & PUBLISHER

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42ND STREET AND BROADWAY

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TWO SECTIONS
SECTION ONE

NEW YORK, NOVEMBER 28, 1925

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

10c Per Copy

The Radio Buyer Doesn't "Stay Sold"

—he is always in the market for new hook-ups, devices, equipment. Every radio fan is something of a technician, as well as a zealot in behalf of his favorite entertainment. He makes converts all about him.

Therefore, the best market for radio products is in concentrated areas of great population, where radio is firmly entrenched.

One of the greatest of these markets is Chicago. There are approximately 100,000 radio sets in Chicago, according to recent estimates—and there are 686,000 homes.

What to do?

Reach the radio fans and prospective buyers through the medium to which the great majority of Chicago people look for buying information and guidance--The Chicago Daily News. Besides its interesting and authoritative daily radio departments, and Saturday radio section, which are closely followed by radio enthusiasts, The Daily News maintains close professional touch with the radio public by means of its own broadcasting station, WMAQ. The Daily News is the only newspaper in Chicago that owns and operates its own radio broadcasting station.

Radio advertisers in The Daily News are assured the attention of the great majority of buyers and prospective buyers in the Chicago market.

THE CHICAGO DAILY NEWS

First in Chicago

HYLAN

His Own Inside Story of Eight Years As Mayor of New York City

For the first time, John F. Hylan, who retires from the Mayoralty at the end of this year, has consented to write the full and intimate narrative of

HIS RELATIONS WITH AL. SMITH, W. R. HEARST AND CHARLES F. MURPHY
CAUSES OF HIS FINAL BREAK WITH GOVERNOR SMITH
TAMMANY'S ATTITUDE UNDER THE OLD AND NEW LEADERSHIP
BRIBE OFFERS AND PLOTS AIMED AT MEN IN HIGH OFFICE
ANECDOTES OF CELEBRATED VISITORS WHO CAME TO THE CITY HALL
PROBLEMS, CONSPIRACIES AND ABUSE CONFRONTING THE MAYOR
POLITICS OF TODAY AS A VOCATION FOR HONEST CITIZENS
and many other aspects of his political life.

It will be a story of 50,000 words or more filled with human interest for the whole country, which has always watched the career of New York's fighting Mayor. No matter whether one agrees or disagrees with John F. Hylan, everybody knows he is a hard hitter—and that's what the reading public likes.

Newspaper Serial to Begin January 10th

[[Ten days after the Mayor's term ends]]

D. P. SYNDICATE, GARDEN CITY, N. Y.

WIRE FOR FULL INFORMATION AND TERMS

Why Baltimore comes first—

- ☞ A great try-out town!
- ☞ That's what Belasco will tell you.
- ☞ Baltimore is a friendly cross-section of America—what Baltimore likes, America will like.
- ☞ And this applies to toothpastes and clam chowder just as it applied to Kiki and The Music Master.
- ☞ Try out your advertising in Baltimore and you have an almost infallible test of the rightness of your product and the soundness of your sales arguments.
- ☞ And, of course, when you make that "test campaign" make it in the Sunpapers.
- ☞ For the Sunpapers are family papers, read from front page to back, leisurely, at home.
- ☞ The Sunpapers are delivered home to Baltimore and Baltimore's suburbs by exclusive Sunpaper carriers.

*Average Net Paid Circulation for 6 Months
Ending Sept. 30, 1925*

Daily (M. & E.) . . . 239,198
Sunday 183,814

Everything in Baltimore Revolves Around

JOHN B. WOODWARD
110 E. 42d Street, New York

GUY S. OSBORN
360 N. Michigan Ave., Chicago

THE
MORNING



EVENING

SUN
SUNDAY

Baltimoreans Don't Say "Newspaper;" They Say "SUNpaper"

Selling Cigars and Tobacco IN PHILADELPHIA

Philadelphia, having the third largest population in the United States, is an important market for the maker of Cigars, Cigarettes, Pipes, Smoking and Chewing Tobacco, and other articles that can advantageously be sold over the cigar store counter.

With a population exceeding three million, it numbers many devotees of the aroma of a good cigar or fragrant cigarette, who are receptive to the advertisements of new blends and brands.

Many specialties, such as magazines, safety razors, candies, chewing gum, books, school supplies, novelties, etc., find ready sale in the neighborhoods where cigar stores are located.

Send for a free copy of THE BULLETIN ROUTE LIST OF CIGAR STORES IN PHILADELPHIA AND CAMDEN. It will be of great help to your salesmen when calling on the trade.

DOMINATE PHILADELPHIA

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

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER



520,072 Copies
a Day

Average daily net paid circulation for the six months ending
September 30, 1925.

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

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(Park-Lexington Building)

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The Big Retail Merchant's Problem

The Public Must Be Won and Held—Merchandising Alone Can't Do It—Merchandising Plus Advertising Can—Penetrating Analysis of Retail Cost Figures

By CHARLES W. MEARS

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NEVER was there a period of greater uneasiness among merchants than at the present time. Few merchants feel themselves superior to the problems of today and tomorrow.

Swift and extensive changes are sweeping the mercantile field. The chain store invasion, the entrance of mail-order and 10-15 merchants into the department store business, the tremendous onrush of installment purchasing by consumers (who by mortgaging the future cut down their potential buying power), the unprecedented congestion of down-town shopping avenues by non-shoppers, the steady rise of new shopping centers closer to residential districts, and in big cities the comparative lack of buying by consumers during the morning hours—all these conditions, arising in quick succession, give retail merchants in many lines of trade a large and complicated problem to solve.

Within the memory of elder men, business in the United States was transacted in small units. Manufacturers were small, retailers were small and trading areas were small. The introduction of new and improved methods of manufacturing and the increase and improvement of transportation facilities, caused a complete revolution among manufacturers. The little, unprogressive producer found himself crowded out. The survivors grew big and powerful, and distributed their goods, no longer in limited sections of the country, but over all the nation and much of the world.

During this period population increased, cities of great size and wealth developed, and merchants found themselves growing beyond even their own expectations. The old dry goods store gave way to the new and gigantic department store, which is today an outstanding phenomenon of business life.

In the course of time our manufacturers reached a point where improved machinery and improved methods had approached their limit. No new progress could be made at the previous rate of speed. And since profits are greatest where improved methods are most readily applicable, men who otherwise might have been attracted to manufacturing went instead into the retail field. To them retailing proved most inviting, because retailing had not developed any acknowledged great efficiency.

The war period raised two important issues:

- 1. The charge that many retailers were profiteers.
- 2. The charge that consumers were paying altogether too much for mere distribution compared to the cost of the physical production of goods.

Since the war, retail competition has

grown keener. More research, analysis and intelligence have been applied to retailing, and today the slow-thinkers in retailing are being crowded out by chain stores (6000 new ones established in three years), by associated buying, and by smarter methods generally than retailing previously employed.

Meanwhile no merchant who hopes to survive can sit serene. Unless he is on his toes to fortify himself and to bring his methods to high effectiveness, he totters. No longer can he get by on mere inertia. He must do something—and what he does must be right, else he will surely be defeated by competitors who are right.

The battle started in the manufacturing field. That battle has been definitely transferred to the field of distribution, and today the retailer is in the midst of combat.

Every retailer is in business to get the consumer's dollar—a perfectly legitimate purpose.

Consumers must live. They must eat food, and wear clothes, and have household furnishings and equipment for their protection, comfort and pleasure.

All these goods must be supplied by retailers. Therefore, the retailer who stocks goods for consumers renders a public service. The retailer is practically a purchasing agent for the public. But he is self-appointed; the public does not enfranchise or underwrite him. He engages in business at his own risk.

That risk, however, is one that many thousands of enterprising men have freely undertaken; so many of them in fact that retail competition is keen, almost everywhere and in every line of goods.

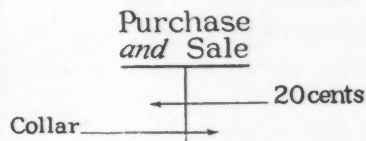
Once engaged in business, the normal retailer desires to do a larger business and to make more profit and to fortify his business against future contingencies.

To do this, he is quite willing to carry larger stocks of goods and to enlarge his premises when necessary and to employ more sales people. He is not always aware that these activities are not enough. Sales involve more than store and goods and sales people. Sales always involve purchasers—a fact so simple and obvious that it is sometimes neglected.

A sale is not merely something accomplished by a salesman. Every sale is also and at the same time a purchase—and in

law books is defined as Purchase and Sale.

Every Purchase and Sale engages at least two persons—a purchaser as well as a seller. And every sale is a two-way action, legally "the exchange of title (or goods) for a valuable consideration." In common language, the merchant sells a collar and I buy it, when he hands me the collar and I hand him 20 cents.



Since every retailers prosperity depends upon the exchange of his goods for purchasers' money across the Purchase and Sale line, let us consider it more in detail.

All the retailers' unsold goods in the world are on one side of this line and all the consumers' unspent purchasing money in the world is on the other side.



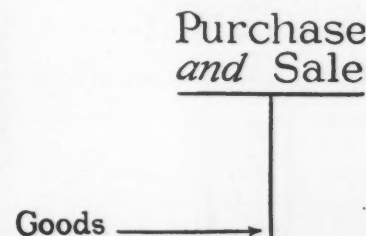
So long as goods and dollars stay in these positions, no sales are made and business fails.

Plainly the merchant's one big job is to get his goods across the line in exchange for consumers' dollars.

In order to do this the merchant has two and only two classes of acts to perform; no other is possible.

- 1. He can move his goods up to the line.
- 2. He can draw consumers (with money) up to the line.

Consider now what the merchant can do to get his goods up to the line.



First he establishes what he regards as a suitable store and possibly engages a warehouse. He employs men and women to help him carry on the business. From

C. W. MEARS' RETAIL ANALYSIS

EDITOR & PUBLISHER herewith presents the first of two installments of a book just published by Mr. Mears, wherein the following points are emphasized:

Radical changes are sweeping the retail field.

The department store has become an outstanding phenomenon of business life.

Slow-thinkers in retail business are being crowded out by chain stores.

The battle of business has been transferred from the manufacturing to the distribution field.

Traffic congestion in large cities intensifies the down-town merchants problem. How can he meet the competition of neighborhood shops and bring women from the homes to the crowded city centres?

Wanamaker is solving the problem in New York.

The big merchant is expending practically six times as much on merchandising as on influencing people to come to his store to trade, and he insists that the cost of the latter function is too high. What difference does it make if that cost is 4.3 cents per dollar or 8.6 cents, if it consummated sales at reasonable profit?

Last year department stores sold 4 to 10 per cent of their goods at reduced prices; proper advertising can save these losses.



CHARLES W. MEARS

manufacturers and wholesalers he purchases goods, which are brought to his warehouse and store. On every piece of goods he sets a retail price. The goods are then ready for consumers to buy.

Now what do these acts signify? First—They are acts that affect goods. Second—By bringing goods to his store he makes them accessible to his public—more accessible than when they were in the hands of manufacturers or wholesalers—*accessible as to place*.

Third—By placing a price on his goods he makes them accessible to such possible buyers as are able to pay—*accessible as to price*.

Fourth—He has used discrimination in buying. He wants people to like his goods. Hence, where he had choice, he chose goods that appeared *attractive*.

Fifth—Also discriminating in his buying, he has selected goods of intrinsic merit—goods that are *valuable*.

Do not confuse attractive and valuable. A suit of wool may be valuable because it will wear long and well, and still not be attractive if it lacks style.

So then, working on the left side of the Purchase and Sale line, the merchant's activities deal with goods exclusively, and bring them closer to the line by making attractive and valuable goods accessible as to both place and price.

Purchase and Sale

Goods

Accessible as to place
Accessible as to price
Attractive
Valuable

(These are Merchandising)

These acts of the merchant are acts of *merchandising*.

They are by no means all the acts he can perform as a merchant, for thus far he has worked on only one side of the Purchase and Sale line.

However, with these activities, merchandising reaches its limit and stops absolutely. The merchant may change his original prices by mark-up or mark-down, but these are simply variations of his original act in making the goods accessible as to price.

In time past many a merchant's success depended almost wholly upon his merchandising skill, and the better merchandiser built up the bigger business. Everything moves forward. The world's activities grow more complex and nowadays (except for 5 and 10 cent stores), the merchant who depends upon his merchandising to the exclusion of advertising will find himself outclassed.

Wide merchandising will always continue to be a cornerstone of successful retailing. Changed business conditions have not and will not lessen the need of good merchandising. We cannot get along without it. But changed business conditions have brought out another business activity, on the right side of the Purchase and Sale line, and the retailer who neglects that activity or underrates it is building trouble for himself. Work done on the right side of the line, to draw people into the store, is called Advertising.

Purchase and Sale

Merchandising | ADVERTISING

Vital as good merchandising is, we have reached a competitive stage in retailing where the most urgent of all necessities is to reach out and draw people into the store. For unless people come into the store, unless they step up to the counter, of what use is the best merchandising in the world?

In at least a vague way even the less

intelligent retailer realizes this. Therefore he doesn't establish his store in an uninhabited forest or desert, but establishes his store where some people are sure to pass by; and he reaches out to draw them in by putting a sign over his door and by displaying goods and placards in his windows. All that, however, is merely advertising in its most infantile state.

We might even say that to most big stores advertising as a necessity is taken for granted. "Yes, we've got to advertise," they'll admit. But that today they must advertise more vigorously and more intelligently than ever before is a fact which many large retailers have yet to recognize and to accept whole-heartedly.

The outlook is not encouraging for any large store that fails to put as much intelligence and effort on the Advertising side of the Purchase and Sale line as it does on the Merchandising side.

The public must be won and held. Merchandising alone can't do it. Merchandising PLUS Advertising can.

Is Congestion a Menace?

The growth of cities and skyscraper office buildings and the marvelous multiplication of motor cars have combined to give down-town merchants a problem that has absolutely no precedent.

For many years it has been taken for granted that the store located where the crowds are thickest has the best possible chance to draw customers.

This is still true as to cigars, cigarettes, drugs and other small commodities known as convenience goods. But having found that crowds do not necessarily mean sales, grocery stores have left the down-town crowds in order to be nearer their customers—i.e. the homes of consumers.

The crowds that pass by on the sidewalks begin to mean less and less for department stores and specialty shops—less and less in profit. It is a question to these stores if congested streets and sidewalks are not a positive drawback and menace.

For the most part the down-town city crowds are composed of people who are there of necessity and not by choice. The skyscrapers contain armies of tenants, who in turn attract other armies of clients and customers. These tenants and their clients and customers are mainly men and women busy with their own business and professional affairs, and not intent upon shopping.

Department stores and specialty shops are primarily stores for women—for women of the homes. And as residences move farther away from down-town, and as down-town sidewalk and street congestion grows more and more uncomfortable, the women of the homes are less and less likely to throw themselves into its laborious maelstrom in order to supply every shopping need that arises.

One consequence of this is that big cities are undergoing a sure and definite process of decentralization. New shopping centers are arising in outlying and suburban districts. Chicago presents one very notable instance in three highly successful department stores, under one ownership, all far away from the overcrowded loop. In Cleveland at Euclid Avenue and East 105th Street, four miles from down-town, one finds stores supplying goods to satisfy almost every human need. Like conditions are in evidence in many other cities. The trend is clear.

Hence, more than ever before, the down-town merchant must ask himself whether he approaches or has reached the limit of his growth—whether skyscrapers and motor cars, congesting his neighborhood with non-shoppers, have not more than offset his merchandising ingenuity—whether he can even hold his own unless he takes vigorous measures.

On the other hand, in New York, Wanamaker's store is far both from residential districts and from the more popular shopping centers—and still Wanamaker's lives on successfully. If in this instance there is a gleam of encouragement for down-town merchants elsewhere, we do well to remind ourselves why it is that

Wanamaker's lives where many another store would have died long since.

Can the reason be other than that Wanamaker's is a well-rounded store? A store that has worked energetically and faithfully on both sides of the Purchase and Sale line?

Wanamaker's merchandising has been excellent. Smart buyers have bought well. Goods offered—not at Cheap John prices—but at reasonable prices, have done for Wanamaker's all that good merchandising could do for any store.

But Wanamaker's didn't stop there. John Wanamaker knew what Epictetus knew and said "Men (and women) are not influenced by things, but their thoughts about things."

I recall very vividly Mr. Wanamaker's telling me how, out of the first day's receipts at his Philadelphia store, he set aside money to spend for advertising, and how from that day forward he never neglected to talk to the people in their homes about his store and his goods and his policies and his hopes and aims—through newspaper advertising. Wanamaker didn't wait for passers-by to drop into his store; he reached out afar to them, put his thoughts into their minds and drew them into his store as inevitably as anything in this world can be inevitable.

John Wanamaker was a man ahead of his times. He did not wait for competition and congestion to spur him on. He did not spend his advertising money either foolishly or reluctantly, but knowing very well what he was doing, he counted advertising expenditure as an investment even more vital to him than the purchase of any particular goods—since advertising as he practiced it gave him first and firmest hold on the good will of his readers and brought their trade to him from near and far.

John Wanamaker never believed a merchant's job ended with good merchandising. He worked with skill and energy and persistence on the other side of the Purchase and Sale line—by Advertising.

In Wanamaker's earlier days, shopping was no hardship. Passers-by might alone have built up a business for him. But Wanamaker caught and practiced the great secret of retailing, and because of that his business grew faster and more surely than did the business of any competitor. And that secret is that if you cause people in their homes to feel favorably toward you and your store, they will give you first call when the time comes to buy for their needs.

Today much more than ever before, shopping is done mentally before it is done physically. It is much easier for a woman to look through 20 pages of newspaper advertisements in her home than it is for her to visit personally even one down-town store. Therefore the women of the home in a big city shops no more by running down-town every day or two. Instead she reads and keeps informed and makes note of certain offerings and then, at her convenience, she does her down-town shopping all at once and gets it done for a week at least.

Today the great necessity in retailing is to draw people into the store. Merchandising, essential as it is, cannot reach far beyond the show windows; but newspaper advertising goes into the homes, influences purchases and brings purchasing dollars across the Purchase and Sale line and across the retailer's counters.

The retailer can work on both sides of the Purchase and Sale Line. He can Merchandise and he can Advertise. Nowadays, no matter how good his merchandising may be, if he neglects to advertise, neglects to influence people at a distance to prefer his store and his goods, he is thereby endangering his own welfare.

Figuring the Cost

Figures covering department store operations in 1924 show that for more than 150 large stores the three largest items of expense were for salaries, rent and advertising.

Out of every dollar received from customers—salaries took (including advertising salaries)*16.2 cents

rent took 3.0 cents
advertising took 4.3 cents
(Advertising 3.2 cents; advertising salaries and incidentals 1.1 cents.)

Thus the total advertising cost was the second largest item of the retailer's expense, and assumed, therefore, an importance that has caused larger merchants to ask: "How can we cut down advertising expense?"

Total retailer's expenses are 30.1c. per customer's dollar of Purchase and Sale, and can be divided as follows:

Purchase and Sale

Merchandising Expense	Advertising Expense
25.8 cents (85.7%)	4.3 cents (14.3%)

In other words, the big merchant is expending practically six times as much on merchandising as he expends on influencing people, and he insists that the cost of influencing people must be reduced.

Theoretically the ideal business would be one which involved no expense whatever. That of course is an absurdity. The nearest approach to rock bottom is the peddler with his pack, traveling on foot and paying no salaries, rent, taxes, or license fees. His expenses are the cost of his goods and his own time—that's all.

Experience has proved that the peddler cannot supply people's wants. So we have stores with rents, taxes, wages and so on, listed as merchant's expenses. Even under these added burdens retailing has paid profits, and men have continued to engage in it.

Many men have become retailers. Today so numerous are stores and so sharp is competition that the buying public remains the one big deciding factor; and that merchant lives and wins and grows bigger who is most expert in winning the public to his side, into his stores and up to his cash registers.

Where then is the wisdom that says that 4.3 cents per dollar is too much to pay for drawing prosperity into a store?

Or what difference does it make whether that cost is 4.3 cents or 8.6 cents—if it consummates sales at reasonable profit?

If there is a price that the merchant must pay to win the public, that IS the price and he pays it or loses his business.

And that price—whatever it may be—will be determined largely by business conditions from day to day in the future—not by anybody's figures of the past. These historical records of past performances are indeed a guide to action, but if meanwhile Merchant A (who follows figures) is losing trade to Merchant B (who is beating past performances) then Merchant B is the wiser man of the two.

The merchant protests against increased expenses of all kinds. It is sometimes difficult to adjust one's business to increasing costs. Yet ultimately that ability to adjust himself to changing conditions and rising costs is precisely the mark of the genuine business man.

If a merchant's taxes were doubled or tripled, if his rent were heavily increased, if the wholesale prices of goods were to advance sharply—he would not on that account shut his doors and go out of business.

By what reasoning then can he say that if advertising costs rise he cannot afford to advertise? No matter what the cost, he really cannot afford NOT to advertise.

I know and you know that the expenses of a business must be lower than its gross margin, else the boks will show a loss and the merchant will suffer. But we also know that the merchant can set his own retail price and that the laborer is worthy of his hire. By that I mean several things, but chiefly three:

1. If the merchant will stop advertising price, price as his big appeal and will make his goods desirable to consumers on service and quality, people will gladly pay him more for his goods

2. If he will stop hammering price as an advertising inducement, he will take himself more and more out of the pressure of competition. And

3. The honest merchant, who by advertising gets the public on his side, will run up his stock-turn and his sales volume to such an extent that, with no sacrifice of quality or service, he can lower his prices to a point where competition cannot control him. That has been proved.

* * *

Interesting also is the news that store buyers receive in salary 2.3 cents of every retail dollar. Again the laborer is worthy of his hire.

Figures also show that stores pay considerably less in advertising salaries—which might be interpreted this way.

Purchase and Sale

To get goods	To win the public
Buyers' salaries	Advertising salaries
2.3cents	0.5cents

Every large store, to be sure, retains more buyers than advertising employees, yet if an advertising writer, single handed, were able to win the public to purchase all the goods all the store's buyers purchase, would not that one advertising writer be worth as much to the house in salary as all the buyers are?

* * *

The question is worth considering. The merchant is in business to sell—indeed he *must* sell—that's how he earns his profits, and unless he does sell, his buyers work in vain.

Let us not underrate the value of able buyers. Nevertheless, on the merchandising side of the Purchase and Sale line the big mercantile drive nowadays is to purchase by groups of merchants and hence in larger quantities, a purpose which must necessarily lessen the importance of many individual buyers.

* * *

Then, too, on the buying side other factors arise.

1. The markets of the world are wide open and there are literally no goods which any one buyer or any one store can obtain which cannot be duplicated by another buyer or store.

2. Buying wisdom depends in large part on knowing from experience what style, kind and volume of goods patrons of the buyer's store are likely to consume at particular prices.

The degree of accuracy with which a buyer judges his store's customers and their desires may be judged by his "mark-downs," providing of course that the mark-downs are legitimate and do not represent goods that are deliberately marked up in the first place for the chief purpose of making them look like bargains when they are marked down. Some big stores are charged with that practice.

Records for 1924 show that in the department stores 4 to 10% of all sales are sales of goods marked down from the originally announced retail prices. The average mark-down figure is 7.8% of total net sales, and is increasing, since the 1923 average was 6%.

* * *

A legitimate mark-down always represents to the merchant a loss of profit which would have been his had the goods sold at originally marked prices. Hence, mark-downs are to some extent discreditable to the buyer.

Among the reasons why goods are marked down are these:

- Remnants.
 - Samples.
 - Damaged.
 - Out of season.
 - Clean up stock
 - Slow selling.
 - To meet competition.
 - Error in marking.
- If a store advertised so well as to increase the number of the customers materially, isn't it quite likely that such entries as
- Out of season,

Slow selling,

To clean up stock, and

To meet competition

would be greatly reduced?

Goods become unseasonable and slow selling simply because customers are not found for them in season. If there was good reason for their purchase at all, their sale at original prices depended chiefly upon getting enough customers into the store. It is simply a matter of

mathematics—the old law of averages.

More and better advertising at the right time might easily save the merchant's hoped-for profit and at the same time relieve the buyer from having his judgment questioned.

[In the concluding chapter, to be published next week, Mr. Mears discusses fundamental principles of retailing and offers some valuable recommendations.]

ASHLAND (KY.) INDEPENDENT NOW PRINTING FROM NEW MODERN HOME



ABOVE is pictured the new home of the *Ashland (Ky.) Independent*, just occupied by that newspaper. To celebrate removal to the new plant a special 56-page Progress edition was printed.

The new home of the Kentucky daily is located in the heart of the business section of Ashland, on Seventeenth street, near the Government building and the city hall.

The building is 48 by 100 feet. The business offices and the press and mailing rooms are on the lower floor. A basement provides ample room for paper storage. An alley at the south side of the building accommodates the paper's trucks and facilitates delivery.

On the second floor are the editorial rooms, where the full leased wire services of both the Associated Press and the United Press are received. In the rear is the composing room which contains six linotypes and one monotype.

The Independent was established as a daily in 1896 and has been operating continually since, the Sunday edition having been added in 1920. B. F. Forgey, president, editor and general manager, has been connected with the paper for 20 years. He has associated with him in the business J. T. Norris, vice-president and associate editor, and E. S. Cogan, advertising manager.

Changes to Morning Field

The *Bend (Ore.) Central Oregon Press*, afternoon paper, on Nov. 29, will be changed to the morning field. No Sunday edition will be issued. The paper was purchased this fall by J. E. Sheldon, Harold A. Moore and J. W. Jones, all of Eugene, Ore. Mr. Moore is editor and Mr. Jones business and advertising manager.

Kaltenborn Resumes Radio Talks

H. V. Kaltenborn, associate editor of the *Brooklyn Daily Eagle*, has resumed his radio talks. He is delivering a summary and interpretation of world news through station WOR at 8 P. M. each Monday evening.

Short cuts to a job, a man for a job, or mechanical equipment may be found on page 46 of this issue.

PRESS HITS RAILWAY MAIL PAY INCREASE

American Publishers Conference Tells Interstate Commerce Commission It Will Mean Higher Second Class Rates

The American Publishers Conference, representative of many important newspapers and magazines, launched an attack in Washington, Monday, before the Interstate Commerce Commission upon the proposed railway mail pay increase. A petition, signed by A. C. Pearson, national chairman, and William I. Denning, counsel for the Conference, was filed with the Commission in which leave was asked to intervene in the railway mail case as a protest against claims of rail carriers for increased compensation.

The conference was joined in the petition by the Agricultural Publishers Association, Marco Morrow, of the Capper publications, president; Associated Business Papers, Inc., Malcolm Muir, president; National Editorial Association, Frank O. Edgecombe, president; National Publishers Association, Inc., Arthur J. Baldwin, president; and Southern Newspaper Publishers Association, Walter C. Johnson, president.

It was contended by the petitioning publishers that any increase in pay of railroads for handling the mails would bring about higher postage rates on second class matter and seriously restrict the distribution of their publications through the mails.

If the Government through the Postoffice Department is obliged to increase the pay of the carriers for transportation and other services connected with the mails, the petitioners claim it "will result in increasing the allocations to second class mail matter showing alleged costs of transporting this class of mail matter and such findings as to costs will be the basis of unjust and unreasonable increases in postage rates on publications."

The railroads are asking that the Commission order increases in rates paid by the Postoffice Department for the carrying of the mails which would aggregate several million dollars, basing their claim

on the allegation that the present loading of cars is twice what they were when rates were fixed by the Commission. The publishers deny this claim and desire to join with the Postoffice Department in opposing the proposed increases.

Brooklyn Times Raises Price

The *Brooklyn (N. Y.) Times* announced an advance in subscription price from 2 cents a copy to 3 cents effective Nov. 23. Carrier delivery was increased from 10 to 12 cents a week.

N. Y. GRAPHIC EXPOSES BEAUTY CONTEST

Atlantic City Affair Alleged to Be Fraud by Tabloid, Sued for \$1,000,000 by Earl Carroll

In serial form extending over two weeks time, the *New York Evening Graphic* is now exposing as an alleged "gigantic nation-wide fraud" the 1925 Atlantic City Beauty Contest, involving about 1200 newspapers and almost that many participants.

The exposure alleges that the contest was "synthetic" and commercialized, the winner picked before the judges ever met, and the mothers of several of the beauty entrants defrauded of money in the promise they would be chosen "Miss America."

An almost immediate result of publication of the first of the series was the filing of a \$1,000,000 libel suit on Nov. 30 against the Macfadden tabloid by Earl Carroll, New York theatrical producer and promoter. The Graphic had alleged that Fay Lamphier, the ultimate winner, a professional stage and screen beauty who posed as a stenographer, and Kathryn Ray, Carroll's "Vanities" beauty, were "ridden rough shod over the hundreds of unsuspecting entrants to a manufactured victory."

Daily articles in the exposé, which has another week to run, are signed "K. C. West," a nom de plume belonging to Woodman Morrison, who has, since he wrote the story, left the Graphic and is now engaged as publicity man for a New York brokerage house.

Emile H. Gauvreau, the Graphic's managing editor, named in the Carroll \$1,000,000 suit this week showed Editor & PUBLISHER sworn affidavits supporting his allegations. Two affidavits were from mothers, swearing they had been "hood-winked" out of \$5,000, in the belief their daughter, would be chosen Miss America.

A development in the exposé this week, was the resignation of the management of the Atlantic City chamber of commerce.

"I decided to go the limit when I discovered the affair was a fake from start to finish," Mr. Gauvreau declared. "If I can put beauty contests on a decent honest basis in America I will be satisfied."

"My contention is the contest should not be commercialized. The impression was sent abroad in the preliminary days of the contest that it was being held for amateurs. I want to see the free puff people and the professional element given the gate."

"I discovered that behind this contest was a terrific battle between Florida and California for free publicity in the newspapers, and the newspapers were supporting the contest."

Sanford (Fla.) Signal Starts

The *Sanford (Fla.) Signal*, morning daily, started publication, using the Associate Press Report, on Nov. 27. T. R. Higgins is publisher and A. P. member.

Pollard Moves Up

Ernest C. Pollard, city editor of the *Richmond Times-Dispatch*, has been made managing editor.

Hause Ill

Frank Hause, managing editor of the *New York Daily News*, is ill at his home with an abscessed shoulder. Jack Masters, city editor, is in charge.

FREE PRESS OCCUPIES NEW \$4,000,000 PLANT

Detroit Daily's Home Is Last Word In Mechanical and Structural Efficiency—Built of White Limestone
Six Stories High With Fourteen Story Central Structure—E. D. Stair Is Publisher

ON the evening of May 4, 1831, in a rude, log cabined structure, the first editor of the *Detroit Free Press* took up his quill pen and by the light of a tallow candle, wrote the following editorial, which appeared in the first issue of this newspaper on the following day:

"The Democratic citizens of this territory, having found that the two other newspapers already established in Detroit are under the domination of the city aristocracy, we have been compelled to set up an independent press."

The words "Independent Press" were in capital letters in order that the purpose of the new journal might be emphasized.

Round about the little stockade that represented Detroit and her 2,200 inhabitants there was little but primeval forest, Indians and wild beasts.

Sheldon McKnight was the first publisher of the *Free Press*—a great leader—a strong character. Associated with him were two of the most powerful men in the village—Joseph Campau, friend of the Indians, a strong, alert, farseeing French trader, and Gen. John R. Williams, a great national character. Thus from its beginnings the *Free Press* had behind it the sound, stable support of an aggressive, thoughtful, straight thinking element—a foundation that endured throughout 94 years of public service.

Just a little over 94 years after its founding, the *Detroit Free Press* started to occupy its splendid new \$4,000,000 home on Lafayette Boulevard, Detroit, making the eleventh time in its journalistic history this newspaper has been forced to seek larger quarters to provide for its growth. Fronting 212 feet or one city block on Lafayette Boulevard, with a depth of 130 feet on Wayne and Cass avenues, its white limestone exterior presents a beautiful, yet massive face to a district that at one time was the outskirts of the old Fort Shelby Military Reservation. The main structure rises six stories above the sidewalk; the central portion of the building has eight additional stories, making a 14-story tower in the center of the block. Below the street level are two floors containing the press room, stereotyping department, paper storage, power equipment and paper reels. The building was designed by Albert Kahn and erected by Crowell, Little & Co., of Cleveland. All floors have a carrying capacity of more than 200 pounds to the square foot permitting the future installation of such newly developed processes of newspaper production as may be found necessary.

The new home of the *Free Press* was really built around its remarkable press room. Here more than a million dollars has been spent in the latest machinery and equipment. The press equipment consists of a battery of 25 Goss High speed multiple type presses with a capacity of 504,000 16-page papers per hour. From two to 64 pages may be printed, cut and folded on these presses at one time. Cline-Westinghouse automatic controls regulate the speed. The electrical installations in the press room are said to be the finest of their kind in America—the wiring job alone representing a quarter of a million dollars investment. In addition to these 25 press units there is a 12 cylinder multi-color press, so built as to permit its expansion to 24 cylinders. This press prints the colored comics and the colored pages of the Sunday *Free Press*, requires 96 plates to load and has a capacity of 25,000 eight page comics and 12 page magazines per hour, in four colors. Down in the sub-basement just below the press room is the group of paper reels that feed news print to the presses. Each of the twenty-five press units is equipped with a reel holding three rolls or 4,500 pounds of paper. It takes two car loads of paper



An entire block front on Lafayette Boulevard gave the *Free Press* architect a well-realized opportunity to combine beauty and utility in their design.

to load these reels. Paper is brought from the storage room by an industrial trucking system operating on more than a half mile of sunken track, equipped as in any railroad with turn tables and tiny cars called doleys. All work is done by machinery, automatically. Fingers that touch bottoms, pull levers and make adjustments are all the man power required. Foundations have also been laid in the press room to permit the eventual inclusion of 38 more press units identical with the equipment already installed, in order to provide for future growth. In the stereotyping department adjacent to the press room the equipment consists of 2 matrix moulding machines, 10 steam drying tables, 2 double Junior Autoplate machines, 2 Auto Shavers, 1 three pump furnace, 3 curved casting boxes, 1 Hoe plate finisher, 1 complete double plate casting outfit and 2 curved plate routers. The auxiliary stereotyping foundry equipment consists of a three ton furnace, four casting boxes, combination saw and trimmer, 1 table saw, 1 table trimmer, 1 shaving machine and a flat routing machine.

On the ground floor, just off the main lobby of the building is the beautiful Public Relations office. Both walls and ceilings are splendidly paneled in American walnut. Picked out against the soft browns of the ceiling wood is a decorative design in gold leaf, interspersed with vermilion. Occupying the upper half of the walls of the office is a series of five remarkable mural paintings done by Roy Gamble, which relate in picture the history of Detroit from the landing of Cadillac to the present time and two paintings by de Jonge Smith that tell in allegory the progress of printing.

The mailing room, which contains 25,000 square feet of space, is located on the first floor. Adjacent to the mailing room is the block-long, covered, loading platform. The loading of motor trucks with newspapers at the plant of the *Free Press* without interference in any manner with street traffic has been accomplished through the incorporation of this covered driveway as an integral portion of the building. It is one block long and 20 feet wide and is equipped with large steel shutter doors on the alley side so that trucks may be loaded with comfort and dispatch even in the most inclement weather. The out-of-town distribution of the *Free Press* is greatly facilitated by the fact that directly across from the outgoing end of this covered driveway is the Detroit postoffice, while only a few blocks away are the docks of the steamer lines and the railroad and interurban stations.

On the second floor of the building are located the offices of the circulation department, advertising department, including local, national and classified advertising, the managing director, the general manager, the auditor, the critics, the society department, Sunday editor, photographic and art departments. The Want ad order board with 42 positions is one of the largest want-ad order boards in the world. A large auditorium or assembly hall is also located on the second floor, adjacent to which a well appointed rest room for employes has been constructed. Care has been exercised throughout the entire plant to insure physical welfare through providing the very best types of lighting, heating and ventilating conditions. All air entering the various offices is filtered and washed,

while outgoing ventilators remove the vitiated air.

The reference library and morgue is located on the second floor. Modern steel filing cabinets specially designed have been installed.

Centered in spacious, well-lighted rooms on the third floor and overflowing to parts of the second floor, are the *Free Press* editorial offices afford exceptional facilities for assembling and handling accurately and speedily the daily news from every corner of the world. In addition to the home office staff, the *Free Press* is served by its 596 suburban and state correspondents and about 100 Canadian and foreign representatives. Supplementing the staff the complete news service of the Associated Press, United Press, New York World News Bureau, International News Service, Chicago Tribune Associated Newspaper Service, and the Mutual, World Wide and Current News Feature services.

Besides the Associated Press, special service and leased wires, more than 300 Postal and Western Union "loops" comprise the telegraphic battery at one end of the city room to handle special dispatches. To facilitate the handling of these widely scattered contributing factors into an effective newspaper organization, the *Free Press* editorial rooms have been laid out to permit the closest possible contacts. Light and ventilation are amply provided for and disturbing noise have been eliminated by treating the ceilings with sound-absorbing Acousti-Celotex, the second installation of its kind in American newspaper offices. All special writers, including editorial writers have private offices with their own individual reference libraries.

The southern half of the third floor of the building is occupied by the composing room, job print shop, and job stereotyping department. The present equipment consists of 42 linotype machines with space provided for 28 more. There are also four monotype machines. Each linotype machine is individually motor driven, and the metal used is kept molten by the use of electrically heated pots. Air vitiated by natural uses or the metal is drawn from the room by great ventilators, and filtered, washed and continually forced in. The lighting is done by Cooper Hewitt vapor lamps. The floor is built of Kreolite wooden blocks. The add alleys, linotypes and make up tables are so arranged that work flows through the department in an orderly, efficient manner—a system patterned after the assembling lines in the large motor car plants. Each month the composing room handles an average of 5,000 columns of advertising. Approximately 10,500 columns of news and advertising matter are handled in the composing room each month.

E. D. Stair is publisher of the *Free Press*. He is considered to be one of the most conservative minded men in Detroit, yet his genuine passion for orderliness, beauty and efficiency has led him and his associates in designing the new *Free Press* plant to carry out these desirable qualities in a most precise and admirable manner in both the equipment of the building and the fine stateliness and impressiveness of its exterior. It has been only a little over a decade since the *Free Press* erected its own new ten story building three blocks from its present office. At that time it was felt that provision had been made to care for the growth and progress of the newspaper for a quarter century or more.

In the ten years just past, however, the growth of Detroit and the *Free Press* have been so rapid it was realized that the building would soon prove inadequate. Departments became more and more crowded, and it was decided that a new and larger plant was imperative.

TRAIL BLAZERS OF ADVERTISING

The Indian Medicine Tent Show

by Chalmers L. Pancoast

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Chapter VI

(Continued from last week)

THE old time Labor Day was another event for wearing the Royal Garments of Publicity. I once built a float for a Labor Day parade advertising the William Penn cigar. It was a beautiful float until the town boys pulled it to pieces, while I drove proudly around the Public Square. But the building of this float, while my first tragedy in advertising, started me on the great adventure in the game; in the William Penn statue was the germ of a genius.

I became a house-to-house handbill distributor. My success was due to not mistaking a culvert, sewer or dark alley for a doorway. Those early masterpieces of advertising art, those famous old medical almanacs I distributed with great pride. Well do I remember such old almanacs as "The Seven Barks," with colored pictures of beautiful dogs, which the country people framed for their parlors; there were the almanacs of Dr. Jaynes Epectorant, published these 90 years; Paine's Celery Compound and many others greatly desired at that time.

My particular association with advertising almanacs was to give them to the country people standing in the market, and also to place one in each farmer's buggy or wagon hitched around the public square. These choice bits of advertising literature, with their highly-colored picture backs, stood at that time as the highest development in advertising art.

Tacking medical signs on telegraph poles, fences and barns was another advertising job at which I became an expert. I made a stepladder and used a long handled hammer to place the cards beyond the reach of devilish boys. The price paid was a cent a card, for those that stayed up. Once I became rather too expert. I was threatened with arrest in Zanesville, O., for tacking old Dr. Clark's Oil of Arnica cards on top of other signs. At the age of 14, in knee breeches, I traveled about Ohio passing hand-bills, tacking signs and taking orders for patent medicines. At that time I had the reputation of being the youngest traveling salesman and advertising man in the state.

I always seemed to be thinking in terms of advertising. There was always a thrill in some idea or scheme which popped into my head.

One time I wanted to sell a cow. I wasn't sure that the cow's own personality was attractive enough to make a real advertising appeal. So I dressed up

in my Sunday-go-to-meeting clothes and had the cow's picture taken with me.

The picture sold the cow. I always thought it was my curly hair and big wing collar and bold necktie which added the finishing touch to the sale.

My idea as a beginner was that the cow should have personality plus.

I also helped advertise one of the Seven Wonders of the World. As a smart news

people in the audience were asked merely to hold the bottles in their hands while the Doctor talked to them about ailments, complaints, and diseases, until all felt they had some of the symptoms of the dreadful and fatal diseases mentioned. Then we collected the silver dollars. A man could enter that tent show a picture of health but he would depart a terribly sick man, a bottle of cure-all clasped in his hand.

but the "free, gratis and for nothing" Indian Medicine Tent Shows had them all skinned to death.

There will never again be an advertising spectacle that will appeal to my imagination with such superb, dazzling brilliancy as the old Indian Medicine Shows. Even the gems of that sparkling publicity giant, the Great White Way, have never had the appeal of the golden sparkle of the old gasoline torch.

No publicity event will ever eclipse in my mind those exciting, hilarious nights when the old Doc awarded the prizes to the most beautiful woman and the most homely man in the audience.

No medal for bravery at sea, or in battle, could have filled me with greater pride, or conceit, as when Old Doc patted me on the head for passing bills into homes instead of stuffing them in culverts, as some boys did. My first important part played in the advertising game was a minor associate to that historical, hysterical spell-binder; that master of words and advertising phrases—that pioneer adventurer in the advertising game.

Chapter VIII

The Call to Adventure

ONE of my first important adventures was a part played in a real, genuine Wild West Carnival down in New Mexico. Here

all the thrills stored up by reading Diamond Dick, Nick Carter, Buffalo Bill, Wild Bill and Old Cap Collier came back to life. I had an interview with the real Buffalo Bill and wrote for him a great advertisement. All this was years after I read of his daring adventures at five cents a copy.

I was a frontier reporter, publicity man, special edition writer, and I became a strolling newspaper man. In New Mexico, Arizona and Texas I won notoriety, and met many strange advertising adventurers, who played a bold, clever hand in the advertising game.

I made history—exciting history to me, playing the newspaper and advertising game. It was the kind of history that leaves its red marks on the memory, and its records turning brown in many scrap books.

I have met all those unique characters in the game who sailed on the good ship adventure. It required cleverness, nerve and a reckless sort of daring to play the game they played.

NEXT WEEK
Publicity in the Wild and Woolly West



"Cures every ill that human flesh is heir to!" Under the flicker of kerosene torches the medicine show fakers held their small town audiences enthralled. Glib oratory played on human ignorance to sell worthless compounds for cash.

butcher I sold view books and photographs of the Grand Canyon of Arizona, and told timid tourists about the wonders of this great chasm before I had ever laid eyes on it. Such is the foundation of my imaginations.

I also advertised Corse Payton, by selling his photographs to the audience when he played 10-20-30 cent shows in our town.

Chapter VII

Indian Medicine Tent Show

I FIRST felt the great lure of adventure in advertising and saw its romance and glamour in helping advertise an Indian Medicine Tent Show. I can still feel the thrill of the old, picturesque, traveling Doctor's superb eloquence. He advertised by marvelous words of mouth.

I can still see the gaudy, painted faces of the Indians, who sat on the gasoline-torch-lighted stage, wrapped in their flaming red blankets, and grunted "Amen" to old Doc's eulogies.

I shall never forget the colorful, glimmering beauty of that scene under the glare of the smelly gasoline torch light, as a few of us, highly honored boys, passed out bottles of Indian medicines. The

The only show that I have seen in recent years to bring back vivid memories of this famous character in the early days of advertising was when Maclyn Ar buckle played in "Home Again." He truthfully portrayed Doc. Townsend, the purveyor of Townsend's Magical Bitters. I merely had to close my eyes to see that old Indian Medicine Tent Show of long ago.

Each spring saw the return of the Medicine Show's brightly painted wagon, gaudily decorated and skillfully painted Indians, and the jolly black-face banjo performers. The outstanding figure was Old Doc, himself, smiling, unctuous and bediamonded. His big white felt hat, Prince Albert coat and flowing beard completed the picture.

How well I remember the terrifying distinctness with which the doctor rolled off the unpronounceable names of the dread diseases the human flesh was heir to, any and all of which his remedies would positively cure, guaranteed or money refunded.

The hand-bills we boys passed from door to door told a wondrous story of how humanity was being saved from an early and unnecessary grave.

I have seen many attempts of advertising to get the crowds, yea, even in this enlightened age of dime novel movies,

EDITORS DISCUSS RHINELANDER CASE AS NEWS

Printing of Letters and Complete Details Held to Be Pandering Boldly to Public's Taste for the Salacious by Many Executives—Others Defend Full News Treatment, Calling Case Most Sensational Court Story of This Generation

By C. P. J. Mooney

Editor, *Memphis (Tenn.) Commercial Appeal*
The *Commercial Appeal* does not print stories about degeneracies and other obscene sex matters for the benefit of morons. If the Rhinelander trial were on in Memphis we would dismiss it every day with about two hundred words. This paper has the largest circulation of any in the South and it eliminates all such stuff as the Rhinelander and Nan Patterson cases. We do not play up crime that disgusts, but we do print crime and tragedies that are the outgrowth of passion, violence and cupidity. We try to run a he-man paper.

By Wallace Odell

Editor, *Tarrytown (N. Y.) News*
The New York papers went to lengths, that I thought they would never dare to go, in publishing the detailed testimony in the Rhinelander annulment case. What a spectacle of seeing men, supposed to be leaders in public thought, publishing the trash and filth in the lives of an ignorant colored girl and a man admittedly not normal.
Anything for circulation!
Is filth news? We speak a language. It has its good words and its foul words. With news we have lost the good and now there is no depths to which a newspaper will not go. Circulation at any cost to the human race and the coming generation—we must have it! We criticize the parents and blame them for the follies of the youth of today. Surely the publishers are to blame for flooding the world with all the garbage that is being dumped into the newspaper columns these days. What a responsibility!

The A. N. P. A. could do no greater thing for America than to arrange for a discussion of this important subject at its next meeting.

If the publishers would agree to put the soft pedal on crime news, uphold the laws of the country vigorously and refuse to publish all the details of such rotten stuff as the Rhinelander case we would soon see a greater and better America. Isn't it worth a trial? The press can do it. How much more important this would be than to feed such swill to the public as has come out of White Plains the last week or two. Think it over!

By Julian S. Mason

Managing Editor, *New York Herald Tribune*
It seems to me a newspaper should present a record of this case, disgraceful as it is, because it is a record of life. But decent newspapers should not print its revolting details, nor should they exploit it by position or headline. In the *Herald Tribune* we have kept down the space devoted to this case and have not played it once on the front page.

By Philip A. Payne

Managing Editor, *New York Mirror*
I won't defend publication of details of this case on any moral grounds at all; it is purely a circulation matter. Personally, not as an editor, I would rather have seen the case settled out of court. As a news story, however, I consider it twice as interesting as the Stillman case. It involves added problems. In the Rhinelander story the greatest problems of all time are rolled into one. To mention but a few there are the race problem, the servant in the house problem, the profligate son, the relations between poverty and wealth. If its publication is justified at all, it is that rich parents may be instructed in the better upbringing of their children.

WAS publication, direct or by suggestion, of the revolting testimony in the Rhinelander annulment case at White Plains during the past two weeks justified?

EDITOR & PUBLISHER put this question this week to a score of prominent editors.

Opinion is divided, the majority, however, holding that the scandalous facts, even with the actual smut deleted, were too indecent for print in daily newspapers.

By Julian Harris

Editor, *Columbus (Ga.) Enquirer-Sun*
Concerning the publication of the details of the Rhinelander case: It is the type of story which unfortunately is forced into newspapers by the pressure of the public's greed for salacious stories. If I could I would prevent such incidents from occurring and thus bar unclean stories from our news columns. But since it has happened, it is news and is so handled. The *Enquirer-Sun* held the "Fatty" Arbuckle story to a minimum for two days. Many subscribers complained bitterly because of the brevity of the Arbuckle news. This insistent demand of many persons for all the incidents of the sordid and unfortunate Arbuckle story led the Atlanta newspapers, published just a hundred miles from Columbus, and which carried every detail of the case, to flood the city with thousands of extra copies which were literally gobbled up.

Another phase of the Rhinelander trial which applies particularly to Southern newspapers, and their readers, is the interest in the efforts of a wealthy man to get rid of his mulatto wife. Many Southerners, if not sympathizing with the woman in the case, hope that Rhineland

lander will lose since New York recognizes as legal the intermarriage of whites and blacks. The color line feature of the case seems to be creating more interest here than the erotic details.

By Donald Sterling

Managing Editor, *Portland (Ore.) Journal*
The Rhinelander story is ugly at best. But the *Oregon Journal* published rather detailed stories, each day deleting from the press association reports some of the letters and testimony that were too offensive. It was not inspiring reading, but we believe that the public interest is better served by its publication at some length. The story certainly did not make vice alluring. If the newspaper doesn't turn the light of publicity into dark corners, what agency will?

By E. C. Hopwood

Editor, *Cleveland (O.) Plain Dealer*
I do not believe publication of detailed testimony and letters of plaintiff and defendant in the Rhinelander case in any newspaper of general circulation can be justified. Most of this testimony and correspondence was unspeakably inde-

cent. While the *Plain Dealer* printed the story, it edited it without mercy and attempted to keep it within the bounds of propriety. Newspapers which make sour faces about indecency on the stage and about offensive news-stand magazines are in a mighty poor position when they report the Rhinelander case in detail.

By Edmund W. Booth

Editor, *Grand Rapids (Mich.) Press*
The *Grand Rapids Press* carried a brief notice of the start of the annulment suit brought by young Rhinelander and will print nothing more concerning the case until it announces the verdict. In my opinion the space given to the details of scandalous news of this type is worse than space wasted and such cases have no legitimate place in the pages of papers entitled to call themselves home papers. We must believe that the great news gathering agencies would pursue a better public policy by leaving the gathering of unsavory details to such newspapers as desire them.

By Gene Fowler

Managing Editor, *New York American*
The Rhinelander case is Eugene O'Neil's "All God's Chillen' Got Wings" reversed. Its drama has been bigger than any court story I have ever known in basic elements as well as action. It is even greater than the Stillman story. Every paper that has played it up has increased its circulation.
We, as newspaper editors, are the servants of our readers. Our readers wanted the Rhinelander story, and we gave it to them. It has been handled in a very clean way, I think. The most astounding thing to me was that the case was ever allowed to go to trial.

By Stanley M. Reynolds

Managing Editor, *Baltimore Sun*
The Sun did not print Rhinelander letters nor detailed testimony, although the opposition did. We could see no justification for its use.

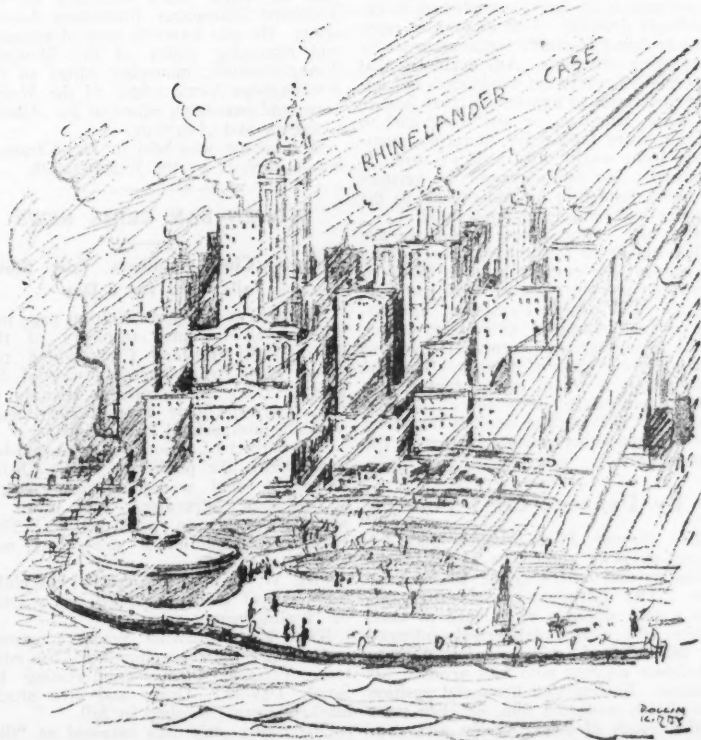
By E. S. Beck

Managing Editor, *Chicago Tribune*
The Rhinelander case, in various respects, is obviously exceptional and as news deserves the detailed reports that are being printed, as a matter of public policy no less than from the view of human interest. This publication is justifiable. None of those newspapers I have seen and read has stepped beyond the bounds of ordinary taste and decency in relating the proceedings of the trial.

By Jack Williams

Telegraph Editor, *Kansas City (Mo.) Journal*
Perhaps the public's most acute shock from the Rhinelander scandal was from finding it in newsprint.
It is one of those stories that appeals to the morbid in human makeup, therefore, it is a financial and circulation success. But after it is read it results in a general bitter condemnation of the press.
It seems improbable that the big play given the detailed story is worth the fall in dignity the press has suffered.
A story that causes parents to forbid children to read it will reflect in the prestige of the press in the next generation. It was a financial success. A worse story, do doubt, would have been a bigger financial success. Otherwise it was a horrible "flop" as far as public opinion goes toward the press and has injured the

THE RHINELANDER CASE AS VIEWED BY ROLLIN KIRBY OF THE NEW YORK WORLD



PHEW!

newspapers. It opened the gates wide for yellow journalism.

By Charles L. Knight

Publisher, Akron (O.) *Beacon Journal* and Springfield (O.) *Morning Sun*

In reply to your inquiry as to whether the letters and detailed testimony in the Rhinelander case were justified, my opinion is that they were not. Such stuff adds nothing to the wisdom of the world. It teaches no lesson humanity will learn. It can only be justified upon the assumption that the province of the newspaper is to stimulate circulation by pandering to a morbid appetite which always needs allaying rather than arousing. It is a sad commentary on the tendency of the times when such stuff as this occupies columns while a serious discussion of the pressing problems of the day would probably get mention so brief as to be incomprehensible.

By William Preston Beazell

Assistant Managing Editor, *New York World*

Our attitude on cases of this kind is this: when people go into court, they have invited public attention to their affairs, their so-called spiritual disasters, and have, therefore, forfeited their rights to secrecy and anonymity. Since full knowledge and attention of the community has been invited in the Rhinelander case, we have been governed only by good taste. We have kept away from vulgarities and obscenities as much as possible.

I hold, and I have reached this decision after years of consideration, not by myself alone, that crime and misbehavior have a definite place in a newspaper, because a newspaper is a mirror of day by day life, and as long as people fall into evil ways, it is the newspaper's job to reflect their fall truly.

Publication of the Rhinelander story is further justified by the fact that you will not find a stratum or group of society not discussing it, almost exclusively. If they are not shocked, why should a newspaper be stopped from printing it? Another thing that must be borne in mind, is that every essential of drama and realism is involved in this case. It is just life in the raw.

By Keats Speed

Managing Editor, *New York Sun*

We have given more actual space to the Rhinelander story, than any other newspaper in town. We have run probably 80 columns on this one case alone from Nov. 10 to Nov. 24, using as high as nine columns in one day. Let that record speak for itself. We haven't printed a line of actual filth and we have received only one complaint from a reader, who told us the story should not have been run at all.

By Vincent Byers

Acting Managing Editor, *New York Evening Post*

The Rhinelander case has occupied the time of our courts, has certain human interest values, and cannot be ignored. On the other hand, many details are not the kind one could discuss in full in a family circle, and therefore do not belong in a respectable newspaper. It becomes a matter of taste as to how much should be used. We have endeavored to cover the essential features, without leaning too much towards the realistic school in painting the sordid side.

By Joseph Mulcahy

Managing Editor, *New York Evening Journal*

Why not get the answer to your question from the public? The public wants the story; they buy the papers. It would have been unfair to the public, had the newspapers not played up the Rhinelander case. If you don't believe the public want it in the newspapers, ask the circulation managers.

Department stores put their best goods in their show windows. Newspapers which want to succeed do the same. The

Rhinelander story is the best of its kind in this generation, and, of course, should go into the newspaper show window—the front page.

By Lafayette Young, Jr.

General Manager, *Des Moines (Ia.) Capital*

Publication of detailed evidence in the Rhinelander case, within bounds of discretion, is justified under the news principle that truth should be told and that sunlight is the best cure. Emphasis upon the color line and the picture of a rich man's son preying upon the womenfolk of his social inferiors, probably incites race and class hatreds, but frank treatment of the story and public denunciation of the offender balance these evil effects.

Everyone recognizes there is a certain kind of testimony that is unprintable, but the fact that such testimony is given should be published so as to strengthen in the public mind a confident belief that newspapers tell the whole truth and shield no one.

By M. E. Foster

Publisher, *Houston (Tex.) Chronicle*

The Rhinelander case was of national interest because of the race question involved. While it brought forth some letters that seemed shocking, we do not believe the extracts published did any harm nor do we think the newspapers gave too many details considering the great interest in the inquiry. In our opinion, the news associations handled the subject very carefully and did not inflict upon newspaper readers anything that would injure the mind or morals of any sane person.

The effect on the other hand should be good in that it may cause the impetuous youth of the country to refrain from making hasty matrimonial connections or from putting in writing that the unco guid think in private but never utter in public. There was certainly nothing in this story that would encourage crime or lead one to follow in the footsteps either of the animal-like female or the half-witted male.

By Boyd Gurley

Editor, *South Bend (Ind.) News-Times*

If public interest is the final censor of news, then publication of the testimony and letters in the Rhinelander case was imperative. That any elevation of morals or safeguarding of readers against any temptations was accomplished, is exceedingly doubtful. Few newspaper readers are found in similar entanglements or perplexing situations. Any argument that the detailed revelation would curb the impulse of youth to express his first fancies in lavish language, or any weak girl to refrain from falling for flattering attentions from wealth, or those of rank, is specious. No editor would be accused of being remiss in his obligations to his readers had he deleted the details.

But any editor whose standards are either higher or lower than those of the average of his readers is quite likely to print for private circulation in the near future. The details formed an interesting story, unusual in its setting, unique in its psychology and were not revolting to the average sense of decency. The real justification is found in the fact that a larger percentage of readers followed that story with greater interest than they gave to any other printed matter in the same edition.

By Denver (Col.) Post

The *Denver Post* believes that the widest publicity should be given to the testimony and letters in the Rhinelander case. The testimony shows that this was a case where a white man of good family and wealth deliberately planned the seduction of what he believed to be a helpless negroess who had aroused his passions. Feeling that his social position and wealth protected him, he even went to the length of marrying the girl, confident that he could toss her aside at will. Now he should pay the full penalty of his love crime and nothing will hurt him

more than the widest publicity which has been given the case.

Whatever the court decides is competent testimony in this case should be printed in the newspapers. There are other Rhinelanders stalking their prey right now and the proper kind of publicity might cause them to hesitate.

By R. Charlton Wright

Publisher, *Columbia (S. C.) Record*

I can discover no justification for publication of the details of testimony and letters in the Rhinelander case. I believe in publishing news, but the publication of sordid incidents of this so-called romance of miscegenation illustrates a type of journalism that serves no worthy purpose and panders boldly to the taste of seekers of sexual sensations. You may call this an old fashioned Southern attitude.

W. M. CLEMENS JOINS GANNETT GROUP

Leaves Knoxville Journal to Become Assistant Publisher of New York State Chain of Dailies—Simmons Promoted

W. M. Clemens has resigned as managing editor of the *Knoxville (Tenn.) Journal* to become assistant publisher of Gannett Newspapers Inc., with headquarters in Rochester, N. Y. T. J. Simmons has been promoted from news editor to succeed Mr. Clemens on the *Journal*.

Mr. Simmons is a newspaper man of 25 years experience. For 17 years prior to going to Knoxville he was vice-president and managing editor of the *Macon News*. Previous to that time he was city editor of the *Atlanta Journal*.

Mr. Clemens takes up his new duties in Rochester effective Nov. 30. A native of Louisville, Ky., he has spent the past 20 years on Southern newspapers, and was for some years secretary of the Southern Newspaper Publishers Association. He was formerly general manager and managing editor of the *Memphis News Scimitar*, managing editor of the *Birmingham News*, editor of the *Mobile Item*, and managing editor of the *Atlanta Georgian and American*.

A luncheon was held in Mr. Clemens' honor Nov. 21 by the *Journal* staff.



W. M. CLEMENS

WOMEN BAN CRIME NEWS

History Club Members Edit Sioux Falls Press for a Day

Crime news disappeared from page one when twelve women members of the Sioux Falls History Club edited the *Sioux Falls Press* Tuesday. Sordid details of crime were called a menace to the American home and all such news virtually disappeared from the paper.

The verdict of a South Dakota murder trial, which the publisher, F. C. Christopherson, said would normally carry a first-page "streamer," was given a secondary head on page eight. The Rhinelander annulment story was not used.

Mrs. W. Grimes, president of the club, was general manager, aided by a staff of 11 club members.

New York financial news, comment and stock lists were eliminated, the editors declaring them "uninteresting to South Dakota." Grain and live stock markets were published in full.

One comic strip was retained as "the best and least offensive." Serial stories were omitted to "make way for better stuff."

STANSBURY TO EDIT NEW YORK AMERICAN

Comes from Washington Herald to Succeed Gene Fowler, Who Remains in Hearst Service As Writer—

Other Changes

Harry H. Stansbury, managing editor of the *Washington Herald*, was this week transferred to New York to edit the *New York American*, succeeding Gene Fowler, who, after several months' vacation, will remain in the Hearst service as a writer.

Mr. Fowler became managing editor of the *American* on Nov. 8, 1924. Prior to that he had been sporting editor of the *New York Mirror*, Hearst tabloid, since its establishment. Altogether he has been for eight years in Hearst service.

With Mrs. Fowler, Mr. Fowler plans to leave shortly, he said, on a trip to Egypt. On his return, it is understood he will become associated with King Features Syndicate, Inc., the Hearst feature service.

Before becoming managing editor of the *Washington Herald*, Mr. Stansbury was for several years Washington manager for Universal Service. He has been in the Hearst organization about 15 years.

Other shifts in Hearst executive personnel which became known this week include:

Joseph Mulcahy is now managing editor of the *New York Evening Journal*, succeeding John Hastings, transferred temporarily to the *Baltimore News*.

J. E. Watson, formerly publisher of the *Syracuse Telegram*, now city editor, *New York American*.

E. T. Jorgenson, formerly managing editor, *Fort Worth Record*, now night editor, *New York American*.

John Stuart, formerly star reporter, *New York Sun*, replaces Frederick Landis, editorial writer, *New York American*.

Martin Dunn continues as day city editor of the *American* with Ed Sullivan as news editor, John F. Cullen as night city editor, and Lou Levins, head of the copy desk.

PASADENA SUN LAUNCHED

New Morning Paper Began Publication Monday—J. L. Meehan, President

The *Pasadena (Cal.) Morning Sun*, the first morning daily ever published in Pasadena, made its initial appearance Monday, Nov. 23, and is to be published every morning except Sunday.

The Sun is owned by the Pasadena Morning Sun, Inc., of which J. Leo Meehan is president; E. C. Schmidt, secretary, treasurer and business manager. Mr. Meehan and Mr. Schmidt were formerly members of the editorial staff of the *Salt Lake City Tribune*. Mr. Schmidt is now managing editor of the *California Oil World*.

H. W. Hall, veteran Pasadena newspaper man, is managing editor of the new publication. F. W. Ryan, formerly on the staff of the *New York World*, is city editor. The telegraph editor is W. C. McClurg.

The Sun is receiving world news over the wires of the International News and United News services. The paper is republican in its policies. It is published from a new business block at 1207 East Colorado street.

Pasadena now has three daily newspapers. In addition to the Sun there are the *Star-News* and the *Post*, both evening papers.

Sir Charles Buys Sargent's House

Sir Charles Higham, British advertising agent, has purchased John S. Sargent's house in Tite Street, Chelsea, London, so that Alfred E. Orr, the portrait painter, may occupy it. Sir Charles said he had become Orr's patron and wanted the artist to be able to work in the atmosphere of the great master.

CRIME, SCANDAL AND MEDICINE ADS HIT WASTEBASKET WHEN PASTORS EDIT

Three Comic Strips and Boxing News Also Banned When Four Clergymen of Various Faiths Supervise Tolerance Edition of Minneapolis Daily Star

By W. C. ROBERTSON
Editor Minneapolis Daily Star

MINNEAPOLIS, Nov. 24—Tolerance had its day in the Good Will Edition of the *Minneapolis Daily Star* which was edited on Tuesday by four clergymen representing various religious groups of the city, and after laying down the blue pencil which they had wielded so industriously upon crime news and items they regarded as unwholesome, the editors departed for a six o'clock dinner meeting called for the purpose of organizing a Tolerance Club to be composed of clergymen and laymen of all faiths and opinions upon religious, international, political, social and economic questions.

The editors for a day were: Dr. Harry P. Dewey, Congregationalist, Rabbi C. David Matt; Father James Reardon, Catholic, Rev. G. K. Stark, Lutheran. Even the cartoonist was a clergyman—Dr. Roy Smith, of Simpson M. E. church, former "chalk-talk" lecturer on the Chautauqua circuit.

Every bit of copy submitted for the publication was edited by the clergymen who were given carte blanche to do as they desired with it.

The wastebasket did a rushing business. Crime news was held to a bare minimum and barred from the first page. Scandal stories were thrust into the wastebasket without any consideration and items of controversial nature which did not give both sides of the question were eliminated. Across the top of the first page was the motto of the Board: "Have We Not All One Father?"

The left hand ear depicted a knight on horseback with the shield of Good Will poising his lance at the Dragon of Intolerance which lay in wait in the right ear. Beneath the motto at the top of the page was engraved, "Good Will Edition" with the names of the editors and cartoonists and their religious affiliations.

The streamer in 60-point Cheltenham condensed light italic read "Friends of Good Will Organize," and announced arrangements for the dinner to launch the Tolerance Club movement. Second in importance in first page display was a two-column head on a statement contributed by Charles Evans Hughes on "The Menace of Intolerance."

A five column layout above the fold showed Father Reardon and Dr. Dewey making up the first page and Dr. Stark standing beside the International News operator reading the news of the proceedings of the trial of Col. Mitchell.

News of the possible impeachment of Gov. "Ma" Ferguson, a move for the settlement of the coal strike, the new Prohibition regulations, Briand's failure to form a French cabinet and the Mitchell case were the only stories of national interest which made page one. The Dr. Smith cartoon run below the fold of page one showed the Furies of Hate, Slander, Trouble, Envy, War and Malice escaping from Pandora's Box which was labeled "Intolerance," with a caption reading, "Let's Drive Them Back and Clamp the Lid down Tight."

A small streamer at the bottom of page one contained a quotation from Psalm 133-1 in Latin "Ecce quam bonum et quam jucundum habitare fratres in unum," followed by the Hebrew and the English translation, "Behold how good and how pleasant it is for brethren to dwell together in unity."

Proprietary medicine ads were rejected on the ground that the editors were not familiar with the merits of all the products and would therefore ban them. All boxing news was stricken out to the intense grief of the sporting editor as well as ads announcing dances.

The editors attended Monday night's performance of "Blossom Time" occupying a box together and impressed Rev. Edwin E. Deer, Secretary of the Council

of Churches to write their composite views on the production. After praising the character of "Blossom Time," Dr. Deer said, "We might be excused for uttering the pious hope that the gentlemen who control the stage would insist upon plays which are clean, wholesome and dramatically satisfactory and present them with such regularity that the public might always be assured that its intelligence and feelings would not be insulted no matter when it might choose to attend the theater."

The issue contained numerous statements and letters on the value of tolerance from Archbishops, Bishops and other prominent clergymen among them Rev. S. Parkes Cadman, president of the Federal Council of Churches, Rabbi Stephen B. Wise and Father John Ryan of the Catholic University of Washington.

Each of the editors contributed a signed editorial on the various angles of tolerance each of which contained a half-measure cut of the author with his facsimile signature.

Three of the regular comic strips received the ax—"You Know Me, Al," "Abie the Agent," "Adamson's Adventures."

Telegrams from all parts of the country asked for special copies of the Good Will Edition. Unsolicited contributions were received from as far west as San Diego, Cal. Requests by several religious publications for the editors to write an account of their experience as scribes added to the clergymen's burden.

FORESHADOWED EVENTS

Nov. 30-Dec. 5—Formal opening new home, Poor Richard's Club, Philadelphia.

Dec. 2-4—Texas Editorial Assn., annual meeting, Brownsville, Tex.

Dec. 5—Associated Dailies of Florida, annual convention, Jacksonville, Fla.

Dec. 28-31—Kansas Democratic Editorial Assn., annual convention, Wichita, Kan.

Dec. 28-31—American Association of Teachers of Journalism and the Association of American Schools and Departments of Journalism, annual joint-convention, Columbia University, New York.

Jan. 14-16—Annual Newspaper Institute, North Carolina Press Assn., Chapel Hill.

Jan. 15-16—Kansas Press Assn. annual winter meeting, Salina, Kan.

Jan. 15-16—Virginia Press Association, mid-winter meeting, Farmville, Pa.

Goodfellowship was manifested throughout around the large desk on which the editors worked and considerable "joshing" took place.

When Rabbi Albert Minda, who acted as a substitute for Rabbi Matt when the latter was called away by the announcement of his father's death entered the editor's office he greeted the three ministers with the remark, "At last I am in a position to call three ministers scribes. Surely you do not object."

Father Reardon quickly retorted "No, we don't object even when it comes from a Pharisee."

SONGS OF THE CRAFT

(Written Exclusively for EDITOR & PUBLISHER)

By Henry Edward Warner

TROUBLES

My desk's piled high with troubles,
They mount in nagging style;
My curse by day, my dream at night,
It is a stubborn pile!
I see it growing, always growing,
Staggering skyward, there
It stands and grows to draw my face
And gray my failing hair!

Some men go golfing gaily
And shed their troubles so;
But I no mashie have to swing
Nor will to let them go.
I nurse my troubles, pet my troubles,
Take my griefs to bed!
And all night long they stately dance
A saraband in my head!

Have I a problem waiting?
I clutch it to my breast!
I love these things that worry me
And keep me so distressed.
Without them I should perish, crying
Lonesome on my way!
I love these nightmares of my sleep,
These menaces of Day.

My desk's piled high with troubles!
They keep me company,
And all my troubles seem to think
An awful lot of me!

N. Y. ITALIAN EDITOR MAY GET MILAN POST

Barzini of *Corriere d'America* Mentioned as Successor to Sen. Albertini, Ousted from *Corriere della Sera* for Anti-Fascist Views

Senator Luigi Albertini has abandoned editorship of the *Corriere della Sera* of Milan, Italy, according to Rome dispatches reaching this country this week. This newspaper, owned by the Crespi Brothers, has always headed the fight against the Fascism. Reorganization of the paper to support Mussolini is reported, and Luigi Barzini, editor of the *Corriere d'America*, New York Italian language daily tabloid, is mentioned as a possible successor.

Mr. Barzini came to the United States three years ago. Prior to that date he was for 25 years connected with the *Corriere della Sera*. Sought out by Editor & Publisher, he said his Milan correspondent had notified him his name was mentioned as new editor of the Milan daily, but refused to say definitely whether or not he would accept, should he be actually appointed to that position.

"I love America," was his only reply to a direct question.

While declaring the *Corriere d'America* was an independent newspaper, Mr. Barzini said he was personally for Mussolini.

"Italy knows what she is doing," he said. "Iron rule is necessary during this present period of reconstruction. These are not normal times in Italy."

"During the war, Italy lost 600,000 men, half her trading ships, all her richness, and all her foreign credits. Mussolini has brought about a consolidation of his country, has made its financial position sure. When he took office, Italy's deficit amounted to 12,000,000,000 lire, while now there is a surplus of 300,000,000 lire."

Mr. Barzini was asked if the Italian situation could possibly justify the Mussolini press gag, suppression of opposition newspapers, and censorship of cable news dispatches, all of which has been so drastic the Italian dictator was openly snubbed by foreign correspondents at the recent Locarno conference.

"You do not understand Italian newspapers," he replied. "They are journals of opinions, not facts."

"There is no censorship of truth from Italy, but it is true foreign correspondents there are forbidden to send untruths and unfounded opinions damaging to the Mussolini government."

The New York Italian editor insisted American newspapers were giving a false view of Mussolini and his government, particularly in their headlines, and cited as an instance Mussolini's recent speech to the Italian Chamber, advocating constitutional reforms.

"The American newspaper headline," he declared, "serves at once as a narrative and an interpretation. It creates an opinion in ten lines."

Thus, he pointed out, the headline over the *New York Times* story regarding this speech was: "Mussolini Asks Arbitrary Power," and that of the *Herald Tribune* was "Mussolini Asks Deputies for Regal Powers," while, he said, in reality the Italian Premier was seeking constitutional reforms with the constitution of the United States as his model.

"Mussolini, who plans a vast program of economic reorganization and aspires to a gradual and imposing reconstruction of his country," Mr. Barzini said, "has found in our system of government the inspiration with which to confer on the Government of Italy a stability that is indispensable. It is strange that some of our newspapers should regard the powers he asks as 'regal' and 'arbitrary' when, in fact, they are, more or less, the same as those exercised by our President—powers free and independent of the intrigues of parliament. America has the good fortune of being ruled by an embryonic quadrennial dictatorship."

Mussolini, according to Mr. Barzini, was seeking "stability for Italy" by the advocated reforms.

SCRANTON TIMES MOVES COMPOSING ROOM TO NEW HOME IN EIGHT HOURS

Linotype Machines Set Up In New Quarters 45 Minutes After Dismantling—Plant Could Have Issued Extra During Removal Operations

WITHOUT missing a single edition and maintaining at all times a condition that would permit the production of an extra in case of emergency, the *Scranton (Pa.) Times* last week moved its composing room to its new home.

Linotypes weighting a ton and a half apiece were removed to the new building in exactly 45 minutes; stereotyping equipment, one piece of which weighed five tons, was shifted with equal speed and a thousand other things necessary to the production of a modern newspaper were transferred without a single mishap.

Eight hours after the signal had been given to start the entire mechanical department was transferred to the temporary quarters on the second floor of the new structure. Not a single injury was suffered by men on the job and the machinery was transferred without any damage. Not a single line of hundreds of galleys of type was "pied."

Thirty electricians, carpenters, riggers and general handy men worked in dismantling and setting up the mechanical apparatus under the direction of W. H. Huntsman, superintendent of construction of the Dwight P. Robinson & Co., Inc., of New York and S. P. Weston, newspaper engineer who assisted in designing the building.

Twelve linotype machines were removed to the new building, and it took but forty-five minutes from the time the

start of the moving of each machine until it was set up and ready for operation. Eight new machines were already in place in the new quarters.

A newly devised truck owned by the Mergenthaler Linotype Company, received the machines after removal of the motor and panel box, sorts trays and "pi" stackers. All that was necessary to place a machine on the truck was the removal of two pins and the brief use of a hoisting jack. Two men operated the truck to an elevator built between the two buildings in the rear especially for the removal of the machinery.

From the specially designed elevator shaft the machines were wheeled to designated spots in the new room, where experts of the Mergenthaler Company and machinists employed by the Times erected them.

At 7 o'clock Saturday night every machine was pronounced in perfect working order. From 7 o'clock until early Sunday morning men worked in placing type cases, testing newly erected monotype machines, saws and otherwise placing the department in readiness for work.

Work is going ahead in the completion of the new building, and will continue in the dismantling and wrecking of the old building without disturbing the daily routine of the publication of the newspaper. Removal of the editorial and business departments and executive offices will take place within the next few weeks.

ILLINOIS DAILY SOLD

Skewes and Morgan New Owners of Litchfield News-Herald

James H. Skewes, former owner of the *Danville (Ill.) Press* and Orson C. Morgan of Blytheville, Ark., have purchased the *Litchfield News-Herald* from the estate of its former editor and publisher, E. E. Burson, who died last March. Since then the paper has been published by Mrs. Mary Burson, his widow, and their two sons, Elbert E. and John H., who will remain with the publication temporarily.

Mr. Morgan will be editor and manager of the paper.

The new owners of the *News-Herald* are experienced newspapermen. Mr. Skewes is editor and publisher of the *Meridian (Miss.) Daily Star* and *Laurel (Miss.) Daily Leader*. Mr. Morgan until two months ago was editor and publisher of the *Blytheville Courier*, and has been in the newspaper business for 40 years.

Allardice Joins Brooklyn Eagle

James J. Allardice, for the past two years circulation manager of the *Albany Knickerbocker Press* and *Albany Evening News*, has resigned to become circulation director of the *Brooklyn Eagle*. Mr. Allardice joined the Press company organization 12 years ago, when he became secretary to the managing editor and manager of the Press news bureau. He went to the *Binghamton Press* in 1917 and was later connected with the International Time Recording Company of Binghamton, returning to the Press company in 1921. Employees of the Press company presented Mr. Allardice with a gold watch when he retired Saturday.

Our camera men today bear no more resemblance to the fellow who crouched under a black cloth before a tripod mounted camera a few years ago than the present day reporter does to the old fashioned journalist. They are news reporters first, and photographers afterwards. All the action and romance, the glamour that used to cluster around the news room and city desk, has, it seems to me moved over to our photograph studio.

The cameramen daily do the impossible to get the picture, and to get it into the office. Planes, special trains, extraordinary means of conveyance extraordinary effort and expense, are taken for granted. Romance has fled from the editorial to the photographic department.

Fourthly, The News is stabilized by features. The feature is often misunderstood by outsiders, often thought of as something that just fills up spare space. In reality, it is a tremendous asset to the publisher and to the national advertiser who uses newspapers. There are days when the news matter on the copy desk is as devoid of interest and sparkle as a clean slab in the city morgue, blue Mondays when the whole world has quit working from a news standpoint.

Now if newspapers were bought for news alone, there would be many more dull issues; and if newspapers were sold by news alone, the publisher's sales would fluctuate considerably from day to day. But strong, lively, interesting features—comics, cartoons, special and service departments always assure the newspaper buyer and reader of something interesting, something amusing and entertaining; and assure the national advertiser of an even, sustained, steady circulation, and a paper that will be looked at and read that will hold a readers interest throughout the pages where the advertisements are.

Such are the distinctive offerings of the tabloid, then—convenience, brevity, pictures, features—and always the human interest point of view.

We are often asked if the tabloid really covers the news, if it is a full vehicle. Last Spring, at the School of Journalism of Columbia University, Mr. Arthur Sarell Rudd made an independent study of the tabloid newspaper. He checked the news content of the *Daily News* against the front page stories, the main stories of all other New York morning newspapers, and found that over a period of ten weeks the *Daily News* carried 77% of such stories.

Sometimes we hear, also, the accusation made that we neglect the important news. Well, what is important news? On that night in July 1914, when reports of the assassination in Serbia that was the immediate start of the World War reached New York, I have been told that many of the morning papers gave a full account in their early issues, but cut the story in the subsequent editions "for more important news!"

The editor is no soothsayer. He cannot gauge or foretell the importance of any incident that passes across his desk because time discovers that many trivialities are tremendously important. All the editor can do is feature the interesting news—the news that interests most people most! Often such news is trivial.

A downtown traffic policeman stopped traffic one day five times while a mother cat carried a tiny mewling kitten across the street, five kittens in all. One of our photographers came along during the transmigration and snapped the incident. It made a tremendously interesting and talked of story, but the event was important only to the cat.

In conclusion, what does the tabloid hold for the advertiser? The small page gives greater visibility, gives the advertisement more chance to be seen and to be read, gives a greater reader interest and lessens the competition of other advertising.

Virginia Dailies Now 8 Column

The *Danville (Va.) Register* and *Bethesda (Va.) Daily* this week adopted the eight column format, according to H. B. Trumbull, business manager.

STANDARD BUS RATES IN INDIANAPOLIS

Public Service Commission Agrees with Publishers on 50c Per Cwt. as Rate for Carrying Newspapers

A standard rate for bus transportation of newspapers was arrived at in Indianapolis last week at a meeting of the business and circulation managers of the three Indianapolis newspapers—the *News*, *Star* and *Times*—with the Indiana Public Service Commission.

A flat rate of 50 cents per cwt. was agreed upon, the same as the price now charged by interurban lines. This rate applies to all bus lines operating under the jurisdiction of the Commission.

"It may be considered a step forward in solving our troubles with the buses, and newspapers in other States may feel encouraged that Public Service Commissions in their States will without doubt take similar action, if the matter is properly brought before them," J. M. Schmid, business manager of the Indianapolis *News* stated.

Clarence Eyster, of the *Peoria (Ill.) Star*, secretary of the International Circulation Managers Association, has been notified of the Indianapolis rate agreement. The I. C. M. A. has been working for standardized bus rates.

PROFESSIONAL FOOTBALL

United Press Collects Interviews By Wire from College Authorities

On Tuesday the United Press collected by wire from colleges and universities over the entire country interviews with football authorities on the question whether universities should train men, like Red Grange, to play on professional gridirons.

Most of the statements vigorously denounced the practice and condemned Grange's course. The feature received a big play in United Press papers. Coach Zuppke started the Grange condemnation.

WHAT ABOUT THE TABLOID NEWSPAPER?

By L. E. McGIVENA

(Manager of Publicity, *New York Daily News*)

Speech Delivered Last Week Before the A. N. A. Washington Meet

THE tremendous, rapid, continuing growth of the tabloid newspaper is not simply a publishing phenomenon, not merely an isolated instance or freak case; but rather a specific and definite indication of the change in the attitude of the public, in the public mind and psychology and taste, in the public demand.

On April 6, 1917, the United States entered the World War. A few weeks later, the war entered the United States upon the passage of the selective service act or draft law. The war came home to us. It touched us personally. Thereafter for the next eighteen months, the greatest news story of this generation streamed across our copy desks and front pages. Every incident was of intense and absorbing interest, because it concerned someone we knew or cherished. We lived in high key, spiritually uplifted and emotionally active. We rubbed shoulders with death, the greatest and ultimate adventure.

Then the armistice came, and the let down. There was no news in the world after the war that matched the news of the war. Disillusion, discontent, restlessness and dissatisfaction with things as they were touched all of us. Our outlook and viewpoint had changed, our attitude toward life and the world was different. So we entered into a period of stale news.

At one time the newspaper held a certain moral and political leadership. Today, the public will not take ready made opinions and leadership. The spread of literacy widened the field of the newspaper; the spread of independence of thought and action rejected any editorial leadership.

The American public today is the most prosperous, the wealthiest, and the best living group of people in the world. It has more money than ever before, more time, more ambitions, more recreations.

It has unlimited means of entertainment in the motion picture, in the radio, in the automobile, in new forms of social intercourse. So it demands a higher quality of interest and entertainment from its newspapers.

And with all these new interests and ambitions, the public is not so prodigal of its time. It no longer has hours for newspapers. The newspaper must compete with a thousand other attractions for the time and interest of its audience.

In general, then, the public has outmoded the old newspapers; not necessarily outgrown them, because all newspapers published today are better than they were a decade or generation ago—but found them out of style and demanded something different.

How has the tabloid satisfied the public? Firstly, it has made newspaper reading more convenient. The small size page fits the hand and the eye, can be easily carried and held and read in crowded cars. The *News*, incidentally, has an eight point body for easier reading.

Secondly, it has brevity. It saves time. It can be read within the limits of the time the average person has to read morning papers. It must of necessity dispense with verbosity and present its stories cut to the bone. This called for a new type of news writing and news editing which had to be learned by our staff.

Thirdly, it gave new interest, new vividness, new reality to news by presenting it in pictures whenever possible.

The picture, as you know is the most comprehensive, the most graphic, the most convincing, the most immediate as well as the simplest presentation of a story, fact or argument. It has its limitations of course, but so has the written news story. The technique of getting news pictures had to be learned, and tremendous steps have been made in this direction.

ZENGER, NOT BRADFORD, WAS FIGHTING EDITOR OF COLONIAL DAYS

Bradford Merely a Job Printer Always Subservient to Authority of the Crown Says Iowa Journalism Professor

By PROF. FRED J. LAZELL

Iowa University School of Journalism

AN EDITOR & PUBLISHER, Nov. 7, is an excellent article by Marion R. Leland, giving the reasons for



PROF. FRED J. LAZELL

Peter Zenger, also deserving. The printing crafts may well honor Bradford because he was New York's first job printer. But he deserves little honor as a journalist. That honor belongs to John Peter Zenger and the men associated with him in the publication of the *New York Weekly Journal*.

There are two paragraphs in Miss Leland's article which are likely to make the student muse regretfully upon the fact that the good that men do is too often interred with their bones. Too often the world forgets the patriots whose lives were filled with service and self sacrifice. Often it pins roses upon the remembrance of a man who was diligent in his business and became almost rich enough to "stand before kings." The eulogy of Bradford and the slighting of Zenger is a case in point.

The two paragraphs read: "When Bradford started his paper conditions in New York were rather quiet. At a late period however, local bickerings arose between the colonial governor and the state assembly. But as the strictures upon printed matters were very severe, Bradford, employed as he was by the Crown, had to be very careful of what he printed and found it better to let political matters alone. The times, however, were rife with the agitations caused by Governor Crosby's high-handed demands. Some organ for expressing the people's views was required. John Peter Zenger, a Palatine orphan, was sponsored and literally subsidized by Crosby's opponents as printer of New York's second paper, the *New York Weekly Journal*.

"Zenger had been trained in Bradford's shop. But after first running away, then later joining in partnership with Bradford for a short period, he had finally set up an independent shop. He was very poor, but aided by such men as Rip Van Dam and James Alexander, he soon prospered in his new enterprise and in his historic fight against the tyranny of the government over so-called seditious printed matter, he became famous as one of the early champions of the freedom of the press. It must be recalled, however, that Mr. Bradford had earlier suffered arrest and had been threatened with the loss of his press when in Philadelphia. In New York however, where he was under oath and practical bondage to the Crown he was of necessity conservative and loyal.

It was more than "local bickerings" which arose between Governor Cosby (not Crosby) and the provincial (not state) assembly.

Cosby had previously been ousted as governor of the Island of Minorca for confiscation of private property which he appropriated to his own use. His record was known to the colonial leaders before he arrived. But the assembly treated him fairly.

He claimed to have been instrumental in obtaining the repeal of a sugar bill detrimental to the interests of the colonies.

For this the assembly voted him a gratuity of £750.

"Damn them," he shouted, "why didn't they add the shillings and pence?" And the gratuity was raised to £1000.

Rip Van Dam had been governor between the time of Cosby's appointment and his arrival. The salary, and emoluments of the office had been collected by him. Cosby claimed half; but he already had grabbed £6,000 more than had come into Van Dam's hands and Van Dam refused to comply with his demand unless he accounted for what he had received.

Cosby dared not bring a suit at common law, knowing that the people already hated him and that a jury would decide against him. He could not bring suit in chancery because he was a chancellor; nor in the supreme court because it had no equity jurisdiction. So he forced an ordinance through the council, erecting a court of equity in the supreme court and directed Richard Bradley, his pliant attorney general, to bring suit against Van Dam in that court.

The erection of this court was contrary to the laws of Great Britain and of the provincial assembly. The assembly passed strong resolutions against it. Chief Justice Lewis Morris refused to sit upon it and was summarily removed from his office by Cosby without even the action of the council. That left the court with two members instead of three which was also contrary to law. In an effort to get judgment against Van Dam by default, Cosby's agents made two men drunk and then obtained their signatures to a lying document saying that Van Dam could not be found.

This was something more than "local bickerings." There were many other causes for popular indignation. Cosby deliberately destroyed a deed to the corporation of Albany made by the Mohawk Indians, because he expected big fees for the execution of another. He refused to grant lands to settlers unless he was permitted to retain a third for his personal use. Often he "packed" elections with his henchmen and with soldiers. He refused to allow Quakers to vote. He summoned to his council meetings only such members as were favorable to his avaricious schemes.

Bradford knew all this. But his *New York Gazette* took the governor's side. "Employed as he was by the Crown he had to be very careful of what he printed and found it better to let political matters alone."

There was one Francis Harrison, an agent of Cosby in a murder plot, who later came to a bad end. He wrote fulsome eulogies of Cosby and carried them to Bradford who printed them in his *New York Gazette*.

It is not on record that Bradford ever printed one word against Cosby or any other tyrannical officer of the British Crown, or one word in favor of the Colonial patriots who were fighting against tyranny and robbery. He was an Englishman who never ceased to be loyal to the land of his birth, and never became able to be loyal to the cause of American liberty. And for many long years he was public printer. Perhaps he did not

"crook the pregnant hinges of the knee That thrift might follow fawning," but those effusive eulogies of Cosby printed in his paper make the reader wonder if they were not comparable to what Shakespeare had in mind.

Miss Leland follows James Melvin Lee in his statement that Zenger ran away from his apprenticeship at Bradford's shop. The source of Dr. Lee's statement would be interesting. Hudson in his *History of Journalism* does not mention it. Neither does Isaiah Thomas in his *History of Printing*, nor John Fiske who

devotes several pages of his history of the "Dutch and Quaker colonies," Zenger. Livingston Rutherford, Zenger's best biographer, says that "at the expiration of his apprenticeship he went to Maryland." George Henry Payne, in his *History of Journalism*, says that "after serving an apprenticeship of eight years with Bradford, Zenger went to Maryland."

Be that as it may, it is true that he "prospered in his new enterprise." It was because he fought on the side of the colonists, whom Cosby called "a lazy, good-for-nothing crowd, filled with the spirit of insubordination." It is true, also, as John Fiske says, that "in point of telling argument and bold sarcasm Bradford was no match for Zenger and when sundry deeds of Cosby were held up to scorn the governor writhed under the infliction." It is true that the assembly was on the side of Zenger. Unfortunately, also, it is true that Bradford's *Gazette* derided Zenger, because he was one of a company of poor Palatinates who had been brought over to America by Queen Anne; to which Zenger made a reply so spirited that Bradford, like the governor, should have "writhed" under it.

Bradford had his first trouble with the Philadelphia Quakers when he printed the name of "Lord" Penn in his almanac. When he was called before the council after printing the protest of women because the fair ground was located too far from the city he turned the tables on his accusers by bringing forward the thing that rankled him most—the unfulfilled promise made by William Penn, that he should be public printer. As soon as the offer of the public printing in New York came to him he lost no time in leaving the Quakers, renouncing their faith and becoming a member of the Church of England, as soon as he reached New York.

He was an amiable, peaceful, God-fearing man who loved peace—and the public printing. It is as a printer rather than newspaper man that his anniversary should be celebrated. He was not a journalist. He started no paper in Philadelphia—did not start one in New York until his son Andrew had made a success of the *American Mercury* in Philadelphia. Even then the elder Bradford printed his first *New York Gazette* with the types which were too rounded and battered to be of much use in the job office. And all the time he printed that *Gazette* he seems to have remembered, as Miss Leland says, that "he was under oath and practical bondage to the Crown." In his paper he plumed himself for having been for 40 years "obedient to the King and all that are put in authority under him." What he did was to hinder, rather than to help the great victory for which Zenger was at first a vicarious sacrifice, the establishment of the principle that a newspaper may criticize any dishonest and tyrannical public official so long as it is careful to tell the truth, with good motives and for the good of society. It is regrettable that William Bradford can lay claim to even the smallest part of that victory.

But he was a vestryman in Trinity church. And his tombstone was over his grave in that famous churcyard, until the *New York Historical Society* took it away for better preservation. He was kind, affable, and once did a good turn to Ben Franklin, who nevertheless later wrote of him as a "cunning old fox."

He was diligent and successful in his business. He built paper mills and printed a family bible to be used as a premium for subscriptions. Nearly 200 years after his death he is honored by a great historical society in the Nation's largest city.

Zenger, who fought for the people, died in poverty. His widow and children almost starved and his paper actually died of starvation.

As Frederic Hudson said in his history, *Ainsi va le monde!*

Wherewithal shall the young man in journalism shape his way? With the life of Bradford, bidding him take heed to his job work that he may win present riches and future honor? Or with the life of Zenger, using his newspaper to "make the bounds of freedom wider yet" but perhaps achieving for himself only

present trouble and future neglect? These are questions likely to be asked by those who read of the Bradford celebration in New York; but happily the Fates, and the public, usually treat aggressive and patriotic journalists better than they did John Peter Zenger.

Why doesn't New York get up a celebration in honor of the memory of John Peter Zenger and Harry Crosswell, genuine journalists, and of Andrew Hamilton and Alexander Hamilton, their brilliant and successful defenders?

TEXAS AD CLUBS PLAN \$500,000 AD FUND

Committee Named to Work Out Details at Annual Meeting of 10th District in Fort Worth—Simpson District Chairman

A plan to raise a \$500,000 fund to advertise Texas was adopted at the annual meeting of the Tenth District Associated Advertising Clubs of the World in Fort Worth, Nov. 19-20.

A committee, consisting of Fred Johnston, of the Johnston Printing Company, Dallas, chairman; Dale Rogers, Houston; W. A. Garrabrant, Beaumont; Amon G. Carter, publisher of the *Fort Worth Star-Telegram*, and Harold Kayton, San Antonio, was appointed to work out plans of procedure and report back to the district officers. Organization of the movement followed an address by Mr. Johnston on "Advertising Texas."

As committee chairman he stated that \$100,000 should be raised immediately, to be increased in time to \$500,000. An operating fund of \$700 for use of the committee was subscribed.

James P. Simpson, of Dallas, was elected chairman of the district to succeed Amon G. Carter. O. S. Bruck, *Beaumont Enterprise and Journal*, was named first vice-president; J. H. Allison, Wichita Falls, second vice-president; Beeman Fisher, Dallas, secretary-treasurer.

C. King Woodbridge, president of the Associated Advertising Clubs of the World, was chief speaker at the meeting. He stressed the importance of advertising club work. He arrived on Friday afternoon, the second day of the meeting, and was met at the station by all the delegates, numbering more than 200.

Miss Jane Wood, advertising manager of Joske's department store, San Antonio, spoke on advertising to a family, showing the different appeals advertising must make to reach all classes. A. L. Shuman, of the *Fort Worth Star-Telegram*, attributed the frequent failure of advertising to the fact that merchants often fail to live up to their advertising. H. W. Stanley, manager of the Lumbermen's Reciprocal Association, Dallas, charged that advertising failure was often the result of mental bankruptcy on the part of the advertiser. He named mental alertness as the best advertising asset. The necessity for truth in advertising was emphasized by Milton Pandres, advertising manager of the Titcher Goettinger Company, Dallas.

In the second day's business session a resolution was adopted to take steps to safeguard investors in other states from unscrupulous promoters who might be operating at present or in future in Texas.

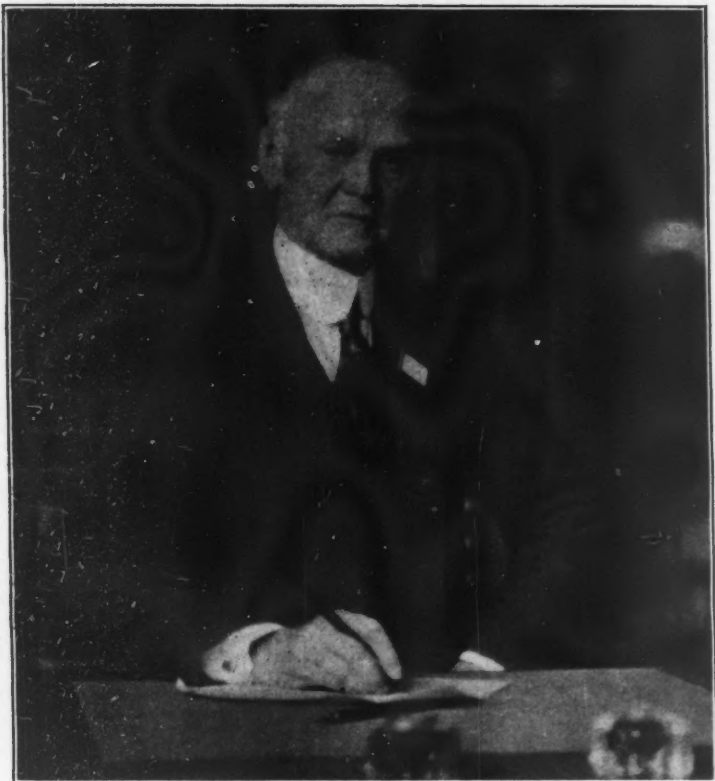
Directors of the district elected at the meeting are: W. A. Garrabrant, Beaumont; Lowry Martin, Corsicana; Miss Cora Krauter, Dallas; Art Millican, El Paso; Fred Michael, Houston; R. G. Coulter, San Antonio; Alfonso Jonson, Dallas; Garnet Clark, Galveston; J. M. Brinkley, Sherman; Miss Edith Astell, Houston, and Alva Wilgus, Wichita Falls.

Advertising Handbook

"The Handbook of Advertising Club Management" was issued this week by the Club Service Department of the Associated Advertising Clubs of the World. The book was compiled under the direction of Ed Hunter, head of the department.

NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



"Too many specialists in sensation."—E. H. O'Hara.

"If I were only a national advertiser," began Edward H. O'Hara, editor and publisher of the *Syracuse Herald*, and then followed a newspaper man's version of the much discussed advertising week-end traffic jam.

"Our big days each week are Thursdays and Fridays, with Saturdays' business dropping way down. This is the situation which I believe is general with most newspapers. It is natural that department stores should not place big business on Saturdays.

"But I cannot see the point of view of large national advertisers. It is their theory that they should place their copy in newspapers already crowded with advertising, and stay out, when, as a matter of fact, their message would catch more eyes, more minds, and more pocket books, than on any other day of the week.

"Saturdays, I think, should be made National advertiser's day in the newspapers.

"Saturday's news is just as interesting as Friday's, and large numbers of people have more time to read it."

Mr. O'Hara started newspaper making as a reporter about 45 years ago, on the *Syracuse Journal*, now his opposition. He had been a printer before he entered the editorial side. He joined the *Herald* when it first began publication.

In 1877, the late Arthur Jenkins started the *Syracuse Herald*. It was a tiny paper in comparison to present day dailies. But for all its miniature size of four pages, and circulation of 700 copies, it was enterprising from the start, and for that reason destined to grow. Syracuse in those days was a city of less than 40,000, while today the population number about 200,000.

First evidence of enterprise seen in the baby *Herald*, was when with the first number the price was set at 2 cents a copy, a big reduction, in view of the fact that all other dailies of that date were maintained the Civil War charge of 5 cents. Then, after it had been publishing, for a few years, the *Herald* was responsible for bringing the first electric light to its city, because of the backing it gave in the early '80's to the Louis Brush Electric Lighting Company.

The *Herald* has outgrown three plants since it was first started, and today its

home is a modernly equipped building into which it moved eight years ago.

In the conduct of the paper now, Mr. O'Hara said he worked from the theory that the reporter was the most valuable man to a newspaper.

"It is easy to get editorial writers," he said. "It is easy to find men who can ring door bells and sell space. The most important man, and the hardest to find, is the reporter who can see clearly, and write down what he sees accurately and truthfully.

"Reporters today have become 'specialists,' and I wonder if with all their specialization they are not in many cases forgetting to specialize in accuracy and truthfulness, the fundamentals of their trade.

"At any rate, I think, there are too many specialists in sensation."

Mr. O'Hara was asked what he thought of the future possibilities of the tabloid newspaper.

"We have considered starting a tabloid newspaper in Syracuse," he admitted. "We studied the proposition carefully. The decision we reached was that the tabloid, in its present day conception, will never be successful in a city under 500,000. "Perhaps I may be considered old-fashioned, but I cannot bring myself to think of the tabloid as a newspaper. It has its own good and growing field, that of the daily magazine."

Jemison Joins N. Y. Special

Dick Jemison has purchased a substantial interest in the firm of Hal T. Boulden & Associates, Inc., publishers' representatives, New York, and has been elected vice-president. Mr. Jemison has opened an office in the Finance Building, Cleveland. Prior to joining Hal T. Boulden and Don F. Whittaker in the above concern, Mr. Jemison was with the United States Advertising Corporation, Toledo, and Williams & Cunningham, Chicago, in executive capacities.

A. P. Executive Committee to Meet

The executive committee of the Associated Press will meet at New York headquarters, Nov. 30.

800 AT TIMES FROLIC

Employees Hold Reception and Dance at Hotel Roosevelt

More than 800 members of the *New York Times* staff and their friends attended a dance and reception held Tuesday night in the grand ballroom of the Hotel Roosevelt.

Parker A. Gleason was chairman of the Arrangement Committee, the other members including W. Berlinghoff, Florence M. Egan, Catherine Erb, Andrew Heath, Winifred M. Horan, Howard Humphrey, John J. O'Brien, Blanche E. O'Neill, William A. Penney, Paul J. Rowan and Mary Timmons.

The Reception and Floor Committee was headed by Hugh A. O'Donnell, chairman. The other members were Frances E. Atwater, Joseph M. Birch, John Black, Hazel Felleman, Etta M. Frank, Carol F. Hotopp, Walter Keenan, Katherine Maguire, Marie Mullaney, Michael Munz, Joseph Paterno, Charles C. Pogue, Thomas J. Roche, Marie F. Schmidt, Fred J. Schuyler, Edwin O. Sheets, B. J. Squier, Jr., Violetta A. Stoney and Cortlandt J. Strang.

NEW VICE-PRESIDENT NAMED

F. D. McKenney Replaces Odgen Mills as Mergenthaler Officer

Frederic D. McKenney, Washington, D. C., was elected vice-president of the Mergenthaler Linotype Company, when Odgen Mills, who has held that office for more than 30 years, declined re-election at the recent annual meeting of the company's board of directors.

Mr. Mills accepted re-election to the board of directors, and also to the executive committee, and in both such capacities will continue as heretofore.

Mr. McKenney is senior member of the firm of McKenney & Flannery, lawyers, of Washington, D. C., which for many years has been counsel at that point for the Pennsylvania Railroad System and other railroad companies operating into the District of Columbia; for the Washington Terminal Company (Union Station); the Mutual and the New York Life Insurance Companies; the Equitable and the Fulton Trust Companies of New York; the American Security & Trust Company of Washington, D. C., and other corporate organizations, including the Mergenthaler Linotype Company. He formerly served as a director on the boards of the Riggs National and the Commercial National Banks of the District of Columbia, and on several occasions has represented the United States as counsel in international arbitrations at The Hague and elsewhere. He is a graduate of Princeton University, class of 1884, and is a member of the following-named clubs: Metropolitan, Lawyers, Congressional Country Club of Washington, University of Princeton of New York.

Sun Club Dance Dec. 9

The annual holiday dance of the *New York Sun* Club will be held Dec. 9, at the Hotel McAlpin. The arrangements committee consists of John Hefferman, H. Muller, M. Entler, Fred. Ehler, Neil Kingsley, Einar Petersen, Conrad Schott, Joseph Francis, Ames Zina, Louis Monaco. Fred Carrington is chairman.

THE FLORIDA TIMES-UNION

Healthy Circulation

A live, steady, permanent growth of Jacksonville population is the aim of her builders . . .

City limits—marked by expansion—best seen in increase of city readers.

City circulation
 October 20, 1924 . . . 20,847
 October 20, 1925 . . . 27,713

Total Circulation
DAILY - - 55,000
SUNDAY - 70,000

Read of Florida's weekly development in our weekly bulletin. Copy upon request.

National Representatives—BENJAMIN & KENTNOR CO.

New York, Chicago, Los Angeles, San Francisco.



Briggs Service International in Scope

Newspapers Everywhere Are Adding From 100,000 to 500,000 Lines of NEW Business Annually Through Briggs' Weekly Business Review and Other Feature Pages

THE importance of Briggs' service is clearly emphasized by the fact that the most prominent newspapers in nearly every section of the United States and many sections of Canada are running our Feature Pages permanently. They run these pages and endorse them because they are excellent mediums for the advertisers and increase, tremendously, local lineage without selling expense and assist them greatly in leading their competitors.

**We Create Local Display from
a NEW Source**

We put industrial firms, manufacturers, wholesalers, etc., in your paper on long time contracts without cost to you. Write or wire for full details.

THOMAS W. BRIGGS Co.

Home Office: Columbian Mutual Tower
MEMPHIS, TENN.

Ask Dun or Bradstreet about our *responsibility*

Ask any newspaper about our *service*

PUBLISHERS ASK DISMISSAL OF TRADE COMPLAINT CLAIMING NO JURISDICTION

Majority of Federal Trade Commission Expected to Sustain Motion Made When Hearing Opened Monday— Say No Public Interest Involved

By BART CAMPBELL

WASHINGTON, Nov. 25.—Spokesmen for the advertising and publishing interests charged with conspiracy and other unfair practices in the preparation and distribution of national advertising appeared confident this week that their contentions that the Federal Trade Commission has no jurisdiction in the case will be sustained by a majority of the Commission itself.

Counsel for the American Newspaper Publishers' Association, the American Association of Advertising Agencies and the Southern Newspaper Publishers' Association argued at the hearing held by the Commission in the case on Monday that the motion to dismiss the complaint for want of jurisdiction by the Commission should prevail.

Counsel for the Southern Newspaper Publishers' Association based this motion upon the three substantive judicial questions, viz:

"(a) Whether the facts and purposes clearly set forth in the pleadings, any acts of the respondents can be said to be unfair.

"(b) Whether there is involved here any operation in commerce between the States and whether any of the restraint alleged to have been procured can possibly be such direct restraint as the law prohibits.

"(c) Whether there is any such public interest shown here as is considered by the Commission necessary to give it jurisdiction."

Counsel for the Commission submitted an elaborate brief in opposition to the motion for dismissal but as the argument on all sides proceeded before the Commission for four hours it was evident from inquiries made and comments injected by members of the Commission that they were not inclined to agree regarding the question of jurisdiction.

It was predicted in some quarters here that while there may be a dissenting minority decision rendered, which is not unusual, as the Commission is now constituted, a majority concurring opinion upholding the contentions of the publishing and advertising interests—may be anticipated.

How widespread has become interest in the case was shown by the appearance of representatives of monthly and weekly publishing interests at the scene. They were obviously interested in the case as one that might extend to their interests eventually unless it were stopped where it rests now.

A formidable array of U. S. Supreme Court and other precedents and authorities were cited by opposing counsel to support the argument, pro and con, as to whether the Commission has jurisdiction, or not.

Counsel for the publishing interests agreed that the ease, whittled down to the bare truth, "merely represents an attempt by an infinitesimally small group to collect something that does not belong to it."

The hearing was confined largely by counsel combatting the complaint in their efforts to convince the Commission the case is not one involving interstate commerce, or related to it in any way, and hence the commission should wash its hands of the matter.

Several important points were scored by counsel for the publishing and advertising interests represented at the hearing, viz:

That there is no foundation for the allegation by counsel for the Commission that both the A. N. P. A. and the Six Point League have entered into advertising agreements in restraint of trade.

That the A. N. P. A. does not attempt to influence or dictate to its members with respect to rates, discounts, agencies or similar phases of the advertising business.

"Our organization has no machinery to enforce its will upon its members even if it desired to interfere in advertising matters," stated M. D. Plante of counsel for the A. N. P. A. "Its charter would not permit it to assess penalties."

"The A. N. P. A. had only adopted a general policy of recommending the A. A. A. A. to its members," he explained.

That it is impossible for the Four A.'s or any other organization to coerce either members of the A. N. P. A., Six Point League or the Southern Newspaper Publishers Association into adopting any advertising policy they do not approve or desire.

That a contract between the publisher and the advertiser or his agent is an intrastate, not an interstate matter, and hence does not lie within the jurisdiction of the Federal Trade Commission.

That advertising is essentially a public service, and has been so recognized repeatedly by U. S. Supreme Court and other rulings.

Clark McKercher, counsel for the Four A's, in riddling the complaint, pointed out that several large advertising agencies are not members of that organization, although these agencies "handle some of the biggest accounts in the country and have not the slightest trouble in buying space or placing copy."

"The newspaper makes certain requirements and we claim we are well within our rights if we too make our own requirements," said Mr. McKercher. "Just suppose a manufacturer receives a 15 per cent commission from the publisher on his own business. He contends this to be entirely just and fair. But if you go direct to him and demand a wholesale price for his goods, what is his reply to you? He will inform you that a secret rebate is illegal. But he will not grant your request in any other form. We see no difference between his stand and that of the newspaper publisher. The advertising agent is a wholesale buyer of space, and no matter how large he is, the individual advertiser is a retail buyer."

Mr. McKercher emphasized the fact that 97 per cent of all advertisers in the United States have adopted the standard agency policy of doing business. He and other counsel also stressed the thought expressed by J. F. Finley, of Chattanooga, Tenn., spokesman for the Southern Newspaper Publishers Association, that the "real reason for the complaint is that the publishers would not allow a few manufacturers the agency commission."

Mr. Finley argued that if the publishers were to allow such a commission it itself would have been against the public interest and restraint of trade.

"It would allow the big manufacturer to obtain a rebate upon his advertising, and would prevent the small manufacturer from buying his advertising as cheaply as does his more powerful competitor," said Mr. Finley.

"We pay agencies commissions because of value received. If it were not for their service the publishers would have to meet greater costs than an agency commission to obtain business. There are few newspapers which can afford to solicit their business at the rates they charge. The agency system developed because of a definite need. It is entirely legitimate and necessary and like many sound business practices has developed the supply and demand in the development of all business."

Mr. Plante, speaking for the A. N. P. A., pointed out that for many years the newspapers have had card rates, fixed by the individual publishers, and that the commission has not charged that the publishers ever combined or conspired to fix these rates.

"The only charge we have here is that we do not give the advertiser the same discount as we give accredited advertis-

ing agencies. The publisher pays the agency because it does the work of a salesman soliciting business, creating and mapping out campaigns, writing copy, finding selling ideas.

"The agency creates advertising business. The agency not only performs many special and necessary tasks that the manufacturer is not competent to perform, but it encourages the appropriation of money for advertising. The agency is in all ways a very necessary factor in the publishing business.

"On the other hand, the publisher guards his business against the dummy agency which may be set up by an advertiser for the mere purpose of obtaining an unearned discount."

EL PASO TIMES SOLD TO HERALD PUBLISHER

H. D. Slater Discontinues His Morning News-Herald and Will Continue Publication of Times

An Associated Press membership dating back more than 42 years, one of the originals in the old Illinois Association changed hands Nov. 20, when the *El Paso Times*, morning and Sunday, was transferred to H. D. Slater. Mr. Slater has published the *El Paso Herald*, evening paper, since 1897 and has been an evening member of the Associated Press for 23 years.

He bought entire control of the *El Paso Times* Company. E. C. Simmons was publisher of the *Times*. No real estate was involved. The price paid for plant, good will and current assets on a debt free basis was approximately equal to the annual average of five years' gross revenues.

The separate character of the papers will be conserved. For a year the *Herald* has been issuing a morning and Sunday edition called the *News-Herald* for local circulation only and this paper will now be suspended and the *Times* will be the only morning and Sunday paper in the field. The *Herald* plant has long been organized to take care of the morning paper and there will be only a slight enlargement of the force and no other change will be required. *Herald* executives in all departments took charge of the *Times* as successor to the *News-Herald* without interference with established routine. The combination has four leased wires, three night and one day, besides the service of North American Newspaper Alliance and partial reports of Consolidated Press, United Press, International News and numerous special services.

In the early days there was no railroad or commercial telegraph in El Paso and the *Times* as Associated Press member furnished the reports of Apache warfare over the military telegraph to the nearest commercial relay 500 miles north.

Mr. Slater was editor of the old *Public Opinion* in New York 30 years ago the periodical that later was merged in the *Literary Digest* and for a time was engaged in railroad civil engineering in Mexico before he bought the *Herald*. He served nearly two years in the war as captain of infantry in the 90th Division overseas and spent most of another year in European travel. Associated with him as department heads are George W. Lemons, five years advertising director of the *Dallas News and Journal*, B. D. Marcum, circulation director of Seattle papers and the Vanderbilt group, C. C. Gibson, auditor, Hubert S. Hunter, assistant to the editor-in-chief; L. C. Townsend and C. G. Nuehols, news editors.

The John Budd Company represents both papers in the foreign field.

The "Two Heralds"

The *Two Heralds* published every Sunday in Bridgeport and Waterbury, Conn., were not listed in the recent EDITOR & PUBLISHER tabulation of Sunday newspapers. No reply was received by this office to advance requests for information from the publishers.

NEWSPAPER TAX RULING APPLIES TO ALL FIRMS

Capitalization of Prior Expenditures Thoroughly Established When U. S. Tax Board Holds for Goodell-Pratt Company

The so-called newspaper tax ruling, A. R. M., 141, which permits newspaper publishers to capitalize expenditures made in prior years to build circulation, was thoroughly established recently and extended to all other taxpayers in a ruling of the U. S. Board of Tax Appeals in the case of the Goodell-Pratt Company of Springfield, Mass.

This company, which manufactures mechanics' tools, nullifies the regulations of the Commissioner of Internal Revenue which have in practice prohibited taxpayers from capitalizing expenditures made to develop intangible assets.

The Goodell-Pratt Company appealed when it was prohibited from listing as invested capital a sum of \$280,513.26 spent in developing patents, secret processes, special machinery and establishing foreign markets.

The Board of Appeals ruled as follows: "Taxpayer is entitled to restore to its surplus account and include in its invested capital the sum of \$280,513.26 representing capital expenditures previously charged as current expenses on its books and income tax returns in error."

M. E. FOSTER REMINISCES

Tells of Start of Houston Chronicle on Its 24th Birthday

The *Houston* (Tex.) *Chronicle* celebrated its 24th anniversary Nov. 15 with a 152-page edition.

Marcellus E. Foster, president and editor reminisced upon the start of the paper in his page one column as follows:

"Looking back 24 years from a newspaper standpoint:

"A few young men gathering together, with the aid of friends, a few thousand dollars, to start a new daily in Houston. "Some of them were fortunate in having been trained from boyhood in newspaper work, but not one had any real business knowledge.

"They thought Houston needed a live afternoon newspaper, and believed they were capable of furnishing that need. The happy egotism of youth!

"The *Houston Chronicle* was started. The plant consisted of three typesetting machines, a small press that printed direct from type, a few second-hand typewriters, some old desks, one telegraph wire, scissors, pencils, paste pot and a dozen employees.

"That was the beginning of *The Chronicle* in the fall of 1901."

The *Chronicle* now publishes from a ten-story plant and has leased an adjoining ten-story building.

Elias Asheville Times Owner

IN EDITOR & PUBLISHER, Oct. 3, it was incorrectly stated that P. M. Burdette had purchased the *Asheville* (N. C.) *Times*. The *Times* was purchased by D. S. Elias who became president and business manager. E. B. Wilson is vice-president, and E. C. Greene, secretary-treasurer.

New York Mirror Adds to Plant

The *New York Daily Mirror* is installing its own photo-engraving plant. It will be ready for operation next week.

Booker Joins Tulsa Tribune

John H. Booker, for the last eight years managing editor of the *Sapulpa* (Okla.) *Herald* joined the staff of the *Tulsa Tribune*, as telegraph editor on Nov. 27.

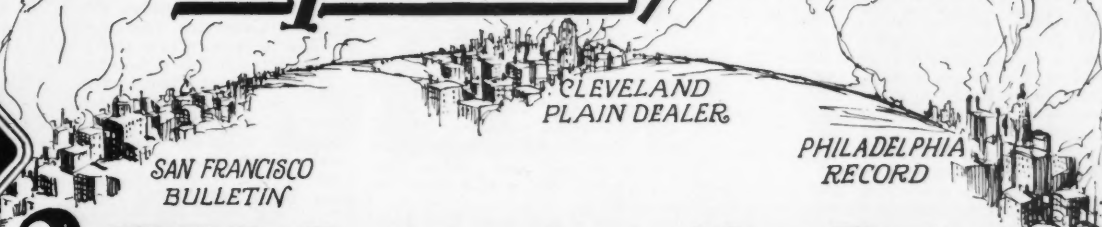
Baby Girl in Walker Home

Stanley Walker, of the *New York Herald Tribune* staff, and Mrs. Walker are the parents of a girl, born Nov. 24.

Only Unrivalled Success Can Win Supremacy Like This!



C. B. HOLLISTER
General Manager



3 BIG Campaigns Now Running and ALL of them Hollister Campaigns!

Other Notable Clients of Hollister Service

- PHILADELPHIA INQUIRER (2)
- LOS ANGELES TIMES (3)
- SAN FRANCISCO CHRONICLE (2)
- WASHINGTON POST (2)
- INDIANAPOLIS NEWS
- MEMPHIS COMMERCIAL APPEAL
- KANSAS CITY JOURNAL POST
- ATLANTA JOURNAL
- LOUISVILLE COURIER JOURNAL
- CINCINNATI ENQUIRER
- DALLAS MORNING NEWS
- BALTIMORE AMERICAN
- PORTLAND TELEGRAM
- NASHVILLE BANNER
- ROCHESTER HERALD
- BIRMINGHAM AGE HERALD
- SAN ANTONIO EXPRESS

FROM COAST TO COAST the Hollister Circulation Organization is again proving, as it has proved conclusively in the last twenty years, its matchless leadership in the circulation building field. Only three BIG campaigns for large circulation gains are now being conducted — and every one is a Hollister campaign! The Cleveland Plain Dealer's \$115,000 campaign is the greatest one on record in newspaperdom; and The Plain Dealer's invitation to Hollister to conduct it came as a direct result of their unqualified satisfaction with the methods used and profitable results obtained during his first campaign for them four years ago; The San Francisco Bulletin's campaign, in similar fashion, results from a previous Hollister success there; The Philadelphia Record's campaign follows two previous impressive triumphs for Hollister methods in that city.

SUCH A CIRCULATION GAIN as only Hollister plan campaigns can obtain — and all of the increase bonafide, NEW, home-delivered, prepaid and lasting — can benefit any metropolitan newspaper. It only takes ten weeks to secure the gain; almost immediately the advertising revenue shows a substantial increase; within four or six months the campaign is decidedly on the profit side of the ledger; and for years and forever the newspaper benefits by a Hollister campaign.

While Hollister's established clients keep the organization busy practically all the time, the publisher of any metropolitan newspaper who desires a rapid and sure increase in circulation can obtain full information and open dates by writing, wiring or telephoning care of The Cleveland Plain Dealer.

HOLLISTER'S

Circulation Organization

717-18 Commercial Exchange Bldg. Los Angeles, Cal.

REPORTERS SQUIRMED WHEN GOV. PEAY, INTERVIEWED, TURNED INTERVIEWER

Tennessee Executive Turned Tables When Asked for Comments on State's "Darkness" During Scopes Trial—News Men's History Lacking

By KENNETH WATSON

WASHINGTON, D. C., Nov. 24.—Ever since the evolution trial at Dayton, newspaper men have been chuckling on how cleverly one correspondent learned from Judge Raulston how a vital ruling was to be made without the judge being aware that he had disclosed anything.

This was when William K. Hutchinson, International News man, scored an important scoop by announcing that Raulston was going to overrule the motion by defense counsel to quash the indictment against John T. Scopes on the grounds that it was unconstitutional.

Hutchinson obtained the story by the simple process of interviewing Judge Raulston during the noon hour and asking if the trial would go on after the ruling had been made. When the judge said it would he unwittingly had given Hutchinson the information that the ruling would be against the motion.

Now it appears that all of the mental dexterity palms weren't carried off by the press.

Another side of the picture has just been disclosed by Governor Austin Peay, of Tennessee, who testified in Washington recently before the House Ways and Means committee framing the new tax bill and advocated repeal of the federal inheritance tax.

During most of the time the Scopes evolution trial was in progress Governor Peay was vacationing at a Battle Creek, Mich., sanitarium.

Local reporters were not long in discovering his identity and besieged him for interviews. Peay at first talked rather freely to the newspaper men but when he discovered that the more he talked the more he was asked for opinions on evolution he evolved a clever scheme for ending the requests.

The procedure as related to me by Peay today was amazingly simple.

It consisted of merely turning interviewer instead of being the object of the questioning.

And incidentally in convincing the newspaper men that Tennessee hasn't wholly been the home of "ignorant mountaineers" as some accounts would indicate.

"After I had formulated my plan of getting some respite from being interviewed I did not have long to wait to put it into execution," Peay told me.

"I simply told the first reporter that I had no objections to giving him a story if he had none in my asking a few questions.

"I then asked him where he was born and after ascertaining that it was not Tennessee asked him what the capital was. He didn't know—in fact none of the four or five reporters who followed him did. One said Knoxville and one Memphis, but the others simply confessed they did not know."

"I then asked him if he knew how many Presidents Tennessee had furnished and if he knew that one of the decisive victories in the Revolutionary War—one which really turned the tide against Great Britain—had been won by Tennessee mountaineers.

"Or that a Tennessean had played a decisive part in the War of 1812 and that the War with Mexico in 1845 had been conducted under the leadership of a president elected from Tennessee."

Peay said that he followed up these initial questions by asking the various reporters if they knew how prominent a part Tennessee had played in the Civil War and that if they knew the greatest hero in the World War was a Tennessean.

"Most of them seemed greatly surprised when I told them more engagements had been fought during the Civil War in Tennessee than in any other state," Peay said, "while none could tell

me the name of Sergeant Alvin York."

"I then asked that and each succeeding reporter if he knew whether any of the present justices of the United States Supreme Court were from Tennessee and not one could tell me," Peay said.

"I also asked the reporters if they knew how many national commissioners of education we had had. When they invariably replied 'No' I told them the number—seven.

"I then asked if they knew how many of the seven were from Tennessee and none knew. I told them three of the seven were appointed from Tennessee while the other 47 states had contributed only four commissioners between them and asked if they thought this was such a reflection on the educational standards of the state."

Governor Peay told me that by this time each reporter, that questioned him after he had conceived his plan of turning interviewer, was squirming nervously on his chair.

"I then would say: 'Well, son, I have no objection to talking to you later, but first don't you think you had better brush up a little on your history and then come back?'"

"And not one of them did and from that time on my way stay wasn't interrupted by requests for interviews," Peay said.

For the benefit of readers who aren't students of history the answers to Governor Peay's questions not given in his own statements above are enumerated here.

1. The capital of Tennessee is Nashville.

2. None of the 30 Presidents of the United States were actually born in Tennessee, but three of them are accredited to Tennessee because of their residence there at the time of accession to office. They were Andrew Jackson, seventh President; James Knox Polk, eleventh President and Andrew Johnson, seventeenth President.

3. The battle of Kings Mountain which was fought on Sept. 25, 1780, is regarded by many historians as the most important victory of the Revolutionary War next to Saratoga. A little army composed entirely of East Tennessee mountaineers led by Cols. John Sevier, Isaac Shelby and William Campbell, intercepted a larger British force commanded by Col. Patrick Ferguson who was advancing from the Carolinas to join Cornwallis in Virginia. Ferguson was killed in the battle and his whole army either killed or taken prisoners. This battle prevented the junction of the

two British forces and hastened the surrender of Cornwallis to General Washington at Yorktown.

4. General Andrew Jackson, then a Tennessean, was the outstanding figure in the War of 1812 because of his victory over the British at New Orleans even though peace had been declared previously.

5. Polk was president when the war with Mexico was fought.

6. Two of the justices of the U. S. Supreme Court are Tennesseans. They are Justice James Clark McReynolds and Justice Edward Terry Sanford.

7. The present Commissioner of Education, Dr. John J. Tigert, was born in Tennessee, as was his predecessor, Dr. Philander Claxton, while John Eaton, commissioner from 1870 to 1886, altho born in New Hampshire, was appointed from Tennessee.

Democratic Editors Elect Good

Robert Good, owner and publisher of the *Cawker City* (Kan.) *Ledger* was elected president and Ansell F. Hatten, editor and business manager of the *Westphalia* (Kan.) *Times*, secretary-treasurer of the Kansas Democratic Editorial Association at the annual meeting in Wichita recently.

Longnecker Honor Guest at Dinner

J. W. Longnecker, advertising manager of the Hartford Fire Insurance Company, and chairman of the first district of the Associated Advertising Clubs of the World, was guest of honor at a banquet held in Hartford Nov. 23, by the executive committee of the First District.

EDMONTON BULLETIN REVIVED

C. E. Campbell Acquires Canadian Daily From Frank Oliver

Charles E. Campbell, former publisher of the *Vancouver* (B. C.) *World* and the *Vancouver Star*, has taken over the *Edmonton Bulletin* and is publishing it as a morning daily.

The *Edmonton Bulletin*, formerly edited by Frank Oliver, suspended publication several months ago and *Edmonton*, with a population of over 100,000 persons, was without a morning paper until Mr. Campbell entered the field. Mr. Oliver retired from the newspaper business to accept appointment as member of the Canadian board of railway commissioners.

The amount Campbell paid for the *Bulletin* has not been disclosed.

Woman Covering Druse Rebellion

Lady Drummond Hay, known as the most beautiful woman journalist in England, has been engaged by the *London Daily Express* as a regular member of the staff. Until recently she has been doing only special assignments. She has been sent to Syria to cover the uprising of the Druses.

Anderson Named Hoe Treasurer

R. Earle Anderson, for the last year comptroller, has been elected treasurer of R. Hoe & Co., Inc. Boudinot Atterbury, who has been acting temporarily as treasurer, has been recalled to his post with the Guaranty Company of New York.

Dry Goods Stores and Specialty Shops Prefer the Times-Star

Like the dealers in food stuffs and apparel, the merchants who sell dry goods and specialties in Cincinnati rely upon the family circulation of the *Times-Star* for most of their business. They place more display advertising in this one paper during the six business days than they carry in the two morning papers combined in seven days. They place more display advertising in this paper in six months than they place in the second afternoon paper in a year.

And they do this day after day, year in and year out, which proves that the actual consumer influence of the *Times-Star* is greater than that of both morning papers and twice that of its afternoon contemporary.

What a world of meaning is revealed by these figures! Take any classification of business in which the advertising must actually pay its own way as it goes, and you will find that the bulk of the advertising goes on its way through the *Times-Star*.

No generalities,—no long-drawn-out investment in hypothetical "good-will" or "dealer influence,"—but results, direct, immediate, and the kind of good-will that expresses itself in sales over the counters and the cheerful music of the cash register bell!

Yet, the line rate for display advertising in the *Times-Star* with 50% more daily local circulation than both morning papers combined is only 2/3 as great as the combined line rates of the two morning newspapers.

Think it over!

CINCINNATI TIMES-STAR

CHARLES P. TAFT, *Publisher*

C. H. REMBOLD, *Manager*

Member of Audit Bureau of Circulations

Largest
morning &
Sunday
circulation
west of
St Louis
Los Angeles
EXAMINER

1ST in St. Louis

4TH in America

Advertising Lineage of America's Leading Newspapers

Compiled by the Statistical Department of the New York Evening Post for October, 1925

	Agate Lines
1. Detroit News	3,213,378
2. Chicago Tribune	3,095,973
3. New York Times	2,897,642
4. St. Louis Post-Dispatch	2,441,320
5. Los Angeles Times	2,295,818
6. Pittsburgh Press	2,254,070
7. Philadelphia Bulletin	2,189,400
8. Philadelphia Inquirer	2,180,100
9. Washington Star	2,130,465
10. Chicago Daily News	2,124,361
11. Columbus Dispatch	2,084,344
12. Los Angeles Examiner	2,035,333
13. Baltimore Evening Sun	1,846,421
14. Indianapolis News	1,811,886
15. Cleveland Plain-Dealer	1,798,050
16. Oakland Tribune	1,784,510
17. Milwaukee Journal	1,776,936
18. New York Herald-Tribune	1,774,878
19. New York World	1,762,298
20. San Francisco Examiner	1,757,294
21. Baltimore Sun	1,714,315
22. New Orleans Times-Picayune	1,698,575
23. Dayton News	1,685,978
24. Brooklyn Eagle	1,656,942
25. Birmingham News	1,649,172
26. New York Sun	1,642,102
27. Philadelphia Evening Ledger	1,635,328
28. Buffalo News	1,630,984
29. Philadelphia Record	1,606,329
30. New York Evening Journal	1,600,824
31. Detroit Free Press	1,595,398
32. Boston Herald	1,528,732
33. Cincinnati Times-Star	1,466,100
34. Minneapolis Tribune	1,459,864
35. Cleveland Press	1,439,175
36. Minneapolis Journal	1,436,980
37. Boston Globe	1,433,591
38. St. Louis Globe Democrat	1,422,600
39. Chicago American	1,403,955
40. Seattle Times	1,395,856

(These comparisons are based on statements from the New York Evening Post and do not include any of the newspapers published in Florida where there is now an abnormal volume of Real Estate advertising)

The volume of Total Paid Advertising carried by the Post-Dispatch in October was the fourth largest among all metropolitan newspapers in America—and, as usual, first in St. Louis. This new high record advances the Post-Dispatch from seventh to fourth place in America, and second in the nation's group of great evening and Sunday newspapers.

Because of the marked supremacy of the Post-Dispatch as an advertising medium in St. Louis, this one newspaper alone regularly carries far more paid advertising than the second and third newspapers combined—often more than all three others combined.

The fact that the Post-Dispatch is first in its home city and fourth in America, while the second newspaper in St. Louis is thirty-eighth in America, emphasizes the important position occupied by the Post-Dispatch among America's leading newspapers.

The Post-Dispatch naturally takes a measure of pride in its enviable

position with such newspapers as the Detroit News, the Chicago Tribune and the New York Times—all of which are published in cities which surpass St. Louis in population.

Results are responsible for this advertising supremacy. Local advertisers who concentrate the major portion of their advertising in the Post-Dispatch, and those who depend upon the Post-Dispatch exclusively, have learned, through many years of experience, that this one newspaper produces more sales at less cost than can be secured from any other St. Louis newspaper, or combination of newspapers.

ST. LOUIS POST-DISPATCH

St. Louis' ONE BIG Newspaper

EASTERN ADVERTISING OFFICE: World Building, New York.
SAN FRANCISCO OFFICE: 564 Market Street.
LOS ANGELES OFFICE: Title Insurance Building.

WESTERN ADVERTISING OFFICE: Tribune Tower, Chicago.
KANSAS CITY OFFICE: Coca Cola Building.
SEATTLE OFFICE: Terminal Sales Building.

DENVER PRESS CLUB ATTAINS ITS GOAL WITH OPENING OF NEW \$30,000 HOME



Unwritten stories of Denver will be tossed from chair to chair in the new Press Club cozy corner, a view of which is shown above.

CULMINATING happily a 20 year dream of its members and officers, the Denver Press Club formally opened its handsome new home at 1330 Glenarm Place, Denver, Sunday, Nov. 22. More than 500 state and city officials and business and professional leaders of Denver were guests of the club during the three-hour opening reception.

Erected on valuable property purchased in the heart of the city ten years ago, the new clubhouse was built at a cost of approximately \$30,000. Architect, contractor and interior decorators donated a large part of their services and all construction materials and interior furnishings, including restaurant-type kitchen and poolroom equipment were presented at cost.

"We believe our new club home to be unique on two counts," E. C. Day, president of the Denver organization, declared.

"First, we move into it absolutely debt-free—an achievement in itself. And secondly, a large portion of the customary cost of building was virtually written off by our friends to whom we appealed directly.

The club as it stands today is conservative valued at \$50,000, though the cost to us was around \$30,000, this cash sum representing many long years of saving, several money-raising activities and many substantial gifts."

Active members of the Denver Press Club number 150, with 50 non-resident and 100 honorary associates and life members including every president of the

United States since McKinley. The Denver organization claims to be one of the few large press clubs whose active membership is strictly limited to newspaper men, virtually 90% of the active newspaper workers of the city being members.

Architectural style of the new clubhouse is Old English. The exterior is of rough stucco with terra cotta trim, leaded window panes and heavy studded oak door, near which in a recessed niche, is a medieval, torch-style door light.

Ground-floor plan includes a spacious lounge, the great fireplace of which is flanked by scone-type electric fixtures and surmounted by the Denver Press Club emblem carved in stone. A large alcove off the lounge is used as a dining room. The kitchen is of latest restaurant type fully equipped even to an ice-making plant.

On the second floor an auditorium capable of seating 300 occupies the rear two-thirds of the floor space, the front being devoted to a comfortable library with fireplace and leaded glass windows.

Card rooms and a well-lighted billiard room occupy the basement. Brick wainscoting and exposed beams are the decorative feature here.

Officers of the Denver Press Club are E. C. Day, *News-Times*, president; Frank E. White, Conner Advertising Agency, vice-president; Warren E. Boyer, Denver Tourist bureau, secretary and house manager; Charles MacA. Willcox, Daniels & Fisher's, treasurer, and Raymond A. Eat-

on, *News-Times*, historian. C. L. Parsons, *Denver Post*, Sidney B. Whipple, *Denver Express*, A. Thomas Pollock, *Rocky Mountain News* and Lee T. Casey, *Denver Times*, with the officers, compose the board of directors.

BETTER READERS NEEDED

Professor Urges Classes in Newspaper Reading for Schools

Learn how to read! What is the use of producing good newspapers, if the public does not read them intelligently?

Grant Milner Hyde, professor of journalism at the University of Wisconsin, made the statement and asked the question in an address on "How to Read a Newspaper," given before the Illinois State High School Press association conference in Urbana, Ill., Friday, Nov. 20.

"A great deal is being done in the newspaper profession and in the schools of journalism toward the production of better newspapers," concede Prof. Hyde.

"But almost nothing," he maintained, "is being done to produce better newspaper readers."

"Why bother to gather the news carefully and accurately?" he asked. "Why hire good reporters and correspondents, why keep men in France and England and Washington at great expense—if all the public wants is comic strips and sport 'dope'?"

To develop a public that will appreciate and support a good newspaper, Prof. Hyde advocated that regular courses in "How to Read a Newspaper," be established in high schools and that an advanced course of the same nature be offered in every college.

Wyoming Paper Loses Suit

Found guilty of criminal libel, M. M. Levand and Sam H. Day, publisher and managing editor respectively of the *Casper (Wyo.) Herald*, were fined \$250 each by Judge William A. Riner, at Torrington, Wyo. Notice of appeal was immediately given. Editorials in the *Herald*, alleging that the Ku Klux Klan swayed the jury for acquittal in the case of Deputy Sheriff Errol Cantlin, of Caspar, tried for the killing of Mrs. Nellie B. Newcomb, were the cause of the suit.

Use the "SPACE BUYER'S GUIDE"!

WHAT fills
the gap
between spot
news and time
copy ?

The live
news-feature
series of

CURRENT NEWS FEATURES, INC.
Star Bldg.
WASHINGTON, D. C.

The Miami Herald

is first choice

with the national advertiser, advertising agency and space buyer

in the Miami field

National Advertising Lineage
first ten months, 1924—1925

1925—total agate lines 2,091,656

1924—total agate lines 1,470,483

Net Gain Agate Lines
621,173 or 42%

The Miami Herald renders a comprehensive merchandising service to all national advertisers who enter the Miami field

The Miami Herald

"Florida's Most Important Newspaper"

FRANK B. SHUTTS, Publisher

PRINTERS AND PUBLISHERS!

Good Values in Rebuilt Equipment

- Two 5-0 Miehle Presses, bed size 46 x 65
- 3-0 Two-color Miehle, bed size 45 x 62
- No. 2 Miehle, bed size 35 x 50
- 3 Monotype Casters
- 2 Model 8 Mergenthaler Linotypes—almost new

Send for a copy of the "Hall Broadcaster" giving complete list of Newspaper and Printing Equipment.



THOMAS W. HALL CO., Inc.
512 West 41st St. New York
Phone—Chickering 2307



When You Are In Detroit—

Advertising men, newspaper men, anyone in fact—whenever you are in Detroit, The Free Press would consider it a pleasure to have you inspect its new plant, which was formally opened to the public on Friday, November 20th.

Five times during its 94 years of journalistic service The Free Press has been compelled to seek larger quarters to provide for growth and expansion. Its newest home is one of the finest newspaper plants in the world, and there is none anywhere more efficient.

The Detroit Free Press

“Starts The Day In Detroit.”

VERREE & CONKLIN, INC.,
National Representatives

New York

Chicago

Detroit

Kansas City

San Francisco

FRANK P. MacLENNAN REVIEWS HIS 40 YEARS AS NEWSPAPER OWNER



From debt to prosperity—Frank P. MacLennan

FRANK P. MACLENNAN celebrated the fortieth anniversary of his purchase of the *Topeka* (Kan.) *State Journal* recently by publication of the following editorial:

FORTY YEARS.

Forty years ago, today, the writer became the owner of the *State Journal* and has been the proprietor and publisher continuously since that date, October 30, 1885. The previous week he had bid for the property at public auction and on the last named date took possession, the district court having confirmed the plant and its ill-will to the highest, successful bidder. The paper had gone through two receiverships, and the last receiver, in the course of two years, had sunk \$10,000, which was a large amount in those days, in the enterprise.

The new, young and enthusiastic publisher struggled a long while to overcome the bad repute into which the publication had fallen, and to get it on its feet. This required a longer time and more money than had been anticipated. After using all his own capital and all he felt he could borrow, he was ready to sell out, but there was none willing to step into his shoes, so there was nothing to do but remain and hang on. The publication began to pay and since that time several hundred thousand dollars in profits have been put back into the en-

terprise to place it in its present position of prestige and prosperity.

Forty years seems a long time to be connected with and the manager of one enterprise, and the changes that have happened in that time are almost unbelievable. Topeka was a growing city of twenty-one thousand, without a block of paved or hard-surfaced streets. Kansas avenue following a heavy rain was a quagmire; frequently farmers' wagons were stalled on the highway.

There were few concerns in business at that time that are still in business today under the same ownership. Among those few are the Crosby Brothers department store, then a dry-goods store; R. L. Cofran, of the Western Foundry; D. H. Forbes, hardware; Doctors C. B. Reed and A. C. Sloan were young dentists, W. A. S. Bird, attorney, and T. G. Shillinglaw, real estate.

The day following the sale Crosby Brothers had a five-column advertisement, which helped some. It undoubtedly paid, for they have kept on advertising ever since and ought to know after forty years' trial.

At the site of the present Crosby Brothers' big store were one-story, frame buildings; a little restaurant known as "The Hole in the Wall," and in front rickety, board sidewalks.

Only two wings of the state house were in existence, the east and west wings.

The dome had not yet risen to dominate the landscape, and the principal part of the southwest section of the city, now thickly dotted with beautiful homes, was a prairie, across which were diagonal paths leading to the few scattered houses that pioneers had erected at that date.

A journey from one side of Kansas avenue to the other was considered a trip over waste places; now an avenue the proper width for a business street.

The *State Journal* building was a one-story affair, the ground south of it vacant, except it was overgrown with weeds, and was the site of a small shanty from which lime and coal were sold.

Automobiles were unknown. The daily supply of paper was received in a wheelbarrow; now carloads are used monthly.

The *State Journal* had one reporter and a circulation of 800, against more than ten reporters and a circulation of 23,000 today.

No one other than the publisher connected with the paper is with it today, although there are many who have served with him twenty and twenty-five years.

Is present managing editor and its business manager were unborn.

The member of the present staff in longest continuous service is W. T. Brown, editorial writer. "Tom" was present at the auction when the paper was "knocked down," but did not join

the force until eight years later, when he became North Topeka reporter. That was thirty-two years ago.

The paper, it is believed, was from the start, an important factor in the welfare and growth of the community, forward-looking, confident and with abiding faith, and must always, so long as it exists, be such a factor.

F. P. M.

PLAN NEW DAILY

Company Incorporated to Start Third Woodland, Cal., Paper

Woodland, county seat of Yolo County, California, is soon to have its third daily newspaper. Articles of incorporation of the Woodland Independent Publishing Company were filed Nov. 16, 1925.

The newspaper is capitalized at \$50,000 and the directors are J. F. Garrette and F. W. Stephens of Woodland and L. B. Hart of San Francisco. Mr. Garrette, who will head the new company, is owner of extensive farm lands and is secretary and a director of the Yolo Water and Power Company. He has not yet determined whether the paper will be published morning or evening.

At the present time, Woodland is served in the morning field by the *Mail* and in the evening field by the *Democrat*.



Building on Performance

WHEN you buy type metals on the basis of quality you expect *certain results*. For quality in type metals expresses itself in performance just as surely as it does in other commodities.

You expect solid slugs, type, and stereo plates, which will print clear and sharp. You expect a metal which will work at low casting temperatures, with a minimum of drossage. A metal which is always the same, one order after the other.

It is these characteristics which have established the good reputation of "Wilke's" Type Metals. It is upon performance, day after day, week in and week out, that we have built our business in type metals—and maintain it.

If you become a "Wilke's" User you may take advantage of the "Wilke's" Type Metal Insurance Plan. This plan is your protection against the deterioration of your metal supply. Ask us about it.

METALS REFINING COMPANY

HAMMOND, INDIANA

Warehouses in All Principal Cities

QUEEN'S COUNSEL

by *Queen of Rumania*

FAMOUS FEATURES SYNDICATE, Inc.
1819 Broadway, New York, N. Y.

and as **TRENTON, (N.J.)**
 grows—your advertising return
 becomes even greater.

NEW \$5,000,000 LINOLEUM PLANT

of

W. & J. SLOANE COMPANY

is nearing completion

A new concern for Trenton—therefore an added force of
 employes and increased buying power.

ESTABLISH your product and continue to grow with this city
 of diversified industries—diversified not alone but they are
 large industries.

THE Trenton Times takes your ad-
 vertising message into an aver-
 age of every home in Trenton and its
 trading population.

Trenton Times

DAILY 38,000

A. B. C.

National Representatives

KELLY-SMITH COMPANY

Waterman Building
 BOSTON

Marbridge Building
 NEW YORK

Tribune Tower
 CHICAGO

Atlantic Building
 PHILADELPHIA

EVERYBODY

Says—

PASSAIC DAILY NEWS

Passaic, New Jersey

We consider the Pony Autoplate Machine the ideal equipment for a newspaper of our size.

R. E. LENT,
General Manager

Says—

NEW BRITAIN DAILY HERALD

New Britain, Connecticut

We certainly find vastly improved conditions in our Stereotype Department since we discarded the hand operated equipment and installed the Pony Autoplate Machine.

It is a sturdy machine, with very few wearing parts and evidently built to last. It is easy to operate, turns out a first class plate and certainly speeds up production at a time when production is most needed.

Its most appealing feature to us, however, is labor saving. It takes away that blood-sweating horse work from the stereotype department and enables the stereotypers to produce plates very rapidly without the exertion which was so noticeable with the old methods. We are pleased with it.

T. F. JACKSON,
Business Manager.

Says—

TAMPA MORNING TRIBUNE

Tampa, Florida

Our Pony Autoplate Machine is giving us entire satisfaction. In fact we are really surprised at the wonderful capacity this machine is displaying. We are casting close to 1,000 plates per week on this machine, and it has never faltered at one stage of the game.

J. S. MIMS,
Business Manager.

PONY AUTOPATE

Y LIKES

Says—

THE NEWS SCIMITAR

Memphis, Tenn.

No doubt you will be interested in knowing that our Pony Autoplate Machine is doing everything that we expected of it. In fact, it has really done more. We find it reliable, free from break-downs, and the upkeep has been free from unnecessary expense.

JOHN M. HERTEL,
Business Manager.

Says—

THE TOLEDO TIMES PUBLISHING CO.

Toledo, Ohio

We have had most satisfactory results from the Pony Autoplate Machine.

When the machine was installed in our Stereotyping Department we continued our old equipment fearing that some time something might go wrong and it might be necessary for us to return to this old equipment in case of emergency, but this has not been necessary.

We have used the Pony Autoplate constantly and find that it has not only been a time saver but also a very economical machine from all standpoints.

R. C. PATTERSON,
President.

Says—

THE TIMES-PRESS

Akron, Ohio

I believe that this office is on record as to the Pony Autoplate.

I can only add that, in my opinion, the Pony Autoplate is so far ahead of the old method of casting by hand-box that there is absolutely no comparison.

So far as the printing properties of the plates are concerned, I believe they are as nearly perfect as they can be made.

L. E. HERMAN,
Business Manager.

PATE MACHINE

EDITORIAL

SPACE BUYERS' GUIDE

EDITOR & PUBLISHER appears this week in two sections, a total of 344 pages, including the Space Buyers' Guide, an annual service number contributed to the thousands interested day by day in distributing and advertising commodities among the American people. Our Guide is the most authentic and complete local trade reference work in existence, as will be obvious to any reader glancing at its monumental classification of information concerning the people, institutions and customs of the cities and towns of America where daily newspapers are published.

Two years ago the Space Buyers' Guide was a cherished plan in the **EDITOR & PUBLISHER** office. Today realizes its second number, in greatly amplified and refined form. It will find its place on thousands of busy desks in the realm of merchandise selling, and for a year serve as a searchlight which in a jiffy may be turned upon any city or town for essential facts to guide intelligent trade campaigning.

Some of our friends have called the Guide **EDITOR & PUBLISHER's** best single achievement for advertising interests. May we say that it was scientific advertising's most urgent need. The Guide may now be regarded as an institution ranking with audited circulations, published rate cards and all other modern factors which tend to make the newspaper space buyer's purchase a soundly tangible investment.

Glance through the pages of Space Buyers' Guide and stand in wonder and awe of the immensity of our nation and its boundless resources in the year 1925!

*The best news is local, and by the same token
the best advertising copy has local flavor.*

ANOTHER PROFESSIONAL SPORT

IS the newspaper press about to erect in this country another million-making professional sport?

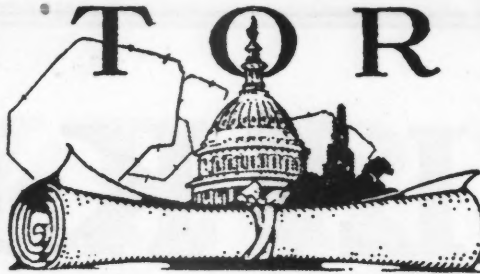
Professional football is the latest contrivance of a few shrewd business men for highly profitable returns from small investment. To succeed it must draw large crowds to a given place, but no advertising appropriation is necessary. Football is "news." The press services, through the demands of their clients, will be compelled to string wires into the grounds and cover the games. Sporting editors will fall over themselves in a mad rush to find attractive material with which to promote the new sport. They will tell the public that the game will start promptly at 3:15 o'clock. They will expend publisher's capital with lavish hand to create interest. They will run little funny stories about ticket speculation which drives up the price of seats two or three thousand per cent. They will get out extras announcing the results of games. It will all be in the name of "sport," but the little coterie of promoters will be best able to appraise its value.

Professional football is to supplement professional baseball. It is to fall upon the shoulders of a press now burdened to the breaking point with professional boxing, horse racing, six-day meets, and all the infinite variety of dollar netting sporting schemes.

Collegiate football, in amateur terms, is one of the happy institutions in American life. It jolly well justifies the interest that is bestowed upon it. Professional football to us seems a gross perversion. It's first act is to turn a good boy's head with some absurd salary like \$100,000 per year. No longer is Red Grange, it is said, interested in his college degree. He looks intelligent and perhaps may stand the strain, but we submit that nothing could be better calculated to wreck a fine lad than professional football at \$100,000 per annum for the two or three seasons that he can run, then to discard him as a useless and fallen hero.

Will the newspaper press support professional football and make of it what professional baseball has become? We fear this will happen. It is apparently now in process.

Christian Science Monitor recently published an Ohio special edition which might be used as a model for such enterprises—a special edition of such editorial merit as to warrant permanent filing.



Where shall wisdom be found? and where is the place of understanding? Man knoweth not the price thereof: neither is it found in the land of the living.—Job, XXVIII; 12, 13.

THE RHINELANDER CASE

MANY newspapers have published decent and wholly justifiable accounts of the Rhinelander annulment case at White Plains. The public is entitled to the socially significant information that another rich man's son, reared in idleness and shallow material luxury, has been exposed in his young manhood as a sottish degenerate. From the ignorant female's side of the case the ancient and unsolved problem of miscegenation was perhaps wholesomely revived. The news served to bring to public consciousness many other vital social questions which can only be solved by discussion. Not the least of these is whether it is civilized, all questions of law and advantage aside, to permit a woman bare her body in the presence of the officers of a court.

The Rhinelander case has had its important social aspects and it is with pride in the newspaper profession that **EDITOR & PUBLISHER** is able to record this week that the majority of editors have not only conserved decency in print but have had the courage to give the public sufficient information upon which to base its rightful power of judgment.

A minority of the daily press has wallowed in the filth, using the inane mumbling letters and as much of the lascivious testimony as the law would permit for the lowest form of circulation pandering. This pornographic orgy in print is without a parallel in modern journalism in the country. Much of it has been produced by the subtle process of creating through deletions an imagery more devastating to the simple mind than publication of brutal facts which carry with them their own antidote in the form of natural revulsion. This skirting of the actual smut to evade the law has been accompanied by a familiarity with the "Kips" and "Alices" and "Bobs," in headlines and pictures, fit to turn a normal stomach inside out.

There was no Theodore Roosevelt to cry out, as

the late President did from the White House 20 years ago when the Thaw principals were on parade, that newspapers carrying indecency should be refused the United States mails. Yet the Thaw testimony at its worst had no such corroding influence on undisciplined minds as has been intended by swinish suggestion in the Rhinelander case.

The power of a newspaper for good or for evil is incalculable. When it goes wrong it must be curbed. There are powers that can and will control it. The lines that lie between freedom and license are easily distinguishable. License digs its own grave in this country.

*Read Charles W. Mears articles in **EDITOR & PUBLISHER** and learn something from the great inside of department store administration.*

A 1926 VISION

WHAT would it mean to the newspapers of the United States if all automobile free publicity were to be discontinued? Millions of dollars in conserved newsprint and mechanical costs, which might very well be spent by editors to obtain material which would spell sound advantage for the automobile industry. They could employ able writers to cover the legitimate news of the automobile field. Instead of vapid puffing of local dealers and far-fetched press agent yarns, made in New York or Detroit for local consumption, newspapers might commence publishing the facts about local road construction and maintenance and take up the thousand and one problems of the car rider, not overlooking the grafting roadside cop and the scatterers of bent nails and broken glass.

The average automobile driver has no conception of the play of mechanical forces that propel his car. Rubber has jumped amazingly in price and it may be true that there is a British rubber corner. There is constant experimentation in the manufacture of cars. Automobile statistics, such as are prepared by the Automobile Chamber of Commerce, furnish wonderfully interesting information. Any imaginative reporter can write a column of per day with more real interest concerning automobiles than all the press agents that are now bombarding newspaper offices with their endless pages of half-baked "dope." In our opinion one column written true to news principle would do more for the industry than a thousand columns of the puffing which no sensible person wastes time to read.

We believe the day may be near at hand when the automobile industry will accept the point clearly raised by Albert R. Erskine, President of the Studebaker Corporation, published in our columns last week. All industrial free publicity will fall by the wayside when this happens. Ably conducted columns, written by newspaper men for newspaper readers, will spring up to cover such fields as radio, movies, real-estate, financial and similar classifications of industrial interest, each contributing sound news values.

Is it too much to believe that this great reform, vital to editors, necessary to advertising rate stability, urgently demanded by all clear-visioned men whether on the buying or selling side of publishing, may be realized in 1926? The answer lies in the power of the organized press of the United States.

Advertising men must study the problems of production and distribution more carefully to win in the great business development of the immediate future, wisely said E. A. Filene at Washington last week.

\$1,000 A WEEK

ONE small-city newspaper editor last week received a total of 70 columns of free advertising in mat form from press agents. If he had published it at card rates it would have been worth \$1,176. Being a sensible editor he did not publish a line, but returned the whole mess to **EDITOR & PUBLISHER** as an exhibit. "This is somewhat less than we usually receive," the editor commented. "I believe that the big national distributors are beginning to see that the press agent is not as effective as formerly."

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J. B. Keeney, Business Manager.

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George Strate, Circulation Manager.

Associated with The Advertising World of London.

Washington: J. Bart Campbell, Homer Building, Telephone Franklin 6636 or 4054.

St. Louis: Roy M. Edmonds, 1332 Syndicate Trust Building, Olive 117.

Chicago: L. B. Gilmore, Room 900, 30 North Dearborn St., Telephone Dearborn 5422.

Pacific Coast: Ike Allen, care San Francisco Examiner.

London: The Advertising World represents **EDITOR & PUBLISHER** for the British Isles, 14 King Street, Covent Garden, London, W. C. 2.

Paris: G. Langelan, 47 Avenue de l'Opera, Paris.

Tokio: 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.

PERSONALS

WILLIAM RANDOLPH HEARST left New York, Nov. 22, to return to his ranch at San Simeon, Cal.

William Allen White, editor and publisher of the *Emporia (Kan.) Gazette*, is author of a new biography called "Calvin Coolidge, The Man Who Is President," published Nov. 17, by MacMillan.

Senator Arthur Capper, publisher of the *Topeka (Kan.) Capital*, visited New York this week. He has recently returned to this country from a long trip abroad, during which he attended the Newspaper Dinner, held during sessions of the League of Nations at Geneva.

Julian S. Mason, managing editor, *New York Herald Tribune*, addressed the British Empire Chamber of Commerce of the United States on Nov. 17, at the Bankers Club, on "The Industrial Situation of the British Empire from an American Viewpoint."

Merritt Bond, managing editor of the *New York Evening Post*, and Mrs. Bond, are spending several weeks traveling on the Continent. They are planning to return to this country about Dec. 22. Vincent Byers, city editor, is acting as managing editor.

Mr. and Mrs. Charles M. Palmer, and their son, Dean Palmer have returned to New York from a 6,000 mile motor trip in England and France. Mr. Palmer, and his son, Dean, are partners in the firm of Palmer, Dewitt & Palmer, newspaper properties.

J. W. Dafoe, editor-in-chief of the *Manitoba Free Press*, and Grattan O'Leary, associate editor of the *Ottawa Citizen*, returned recently from the Empire Press Union conference in Australia.

IN THE BUSINESS OFFICE

EUGENE KELTY, business manager of the *Eugene (Ore.) Guard*, has been elected to honorary membership in the Alpha Delta Sigma national advertising fraternity by the W. F. G. Thatcher chapter at the University of Oregon.

William D. Nugent, advertising manager, *Boston Herald and Traveler*, gave an address on "Newspaper Advertising," before the New England Jewelers exposition in Boston last week.

James H. Ford, of the automobile advertising department of the *New York Herald Tribune* is on a one month western trip.

Hazel Freeman of the book advertising department, *New York Herald Tribune* has joined the educational department staff of the *Red Book*.

F. J. Burd, managing director of the *Vancouver (B. C.) Province*, has returned from a business trip to New York.

John Lewis and Clarence Hagman have been promoted from the classified staff, *St. Paul Dispatch-Pioneer Press*, to display staff.

W. Francis Nee, secretary of Culbertson Publications, has been commissioned a second lieutenant, military intelligence section, O. R. C., and has been attached to general staff section of 78th division, headquarters in Newark.

IN THE EDITORIAL ROOMS

JOHN KERNELL is again make-up man on the *New York Sun*. Some time ago he held this post with the *Sun-Herald*, and when the Herald was amalgamated with the *Tribune*, as the *Herald Tribune*, he went with that combination. He returned to the *Sun*, Nov. 20.

Louella Parsons, movie critic, *New York American*, has been granted a leave of absence to recover from a recent illness. She has gone to the Pacific Coast.

Theodore Dibble has joined the staff of the *New York Evening Post*. He was previously connected with the *New York Mirror*.

John S. Allen, of the *New York Evening Post* copy desk, and formerly of the *Boston Herald*, is recovering from pneumonia at the Long Island City, N. Y. hospital.

Jack Ferris has returned from a leave of absence spent abroad and has rejoined the re-write staff of the *New York Evening Post*.

Virginia Terrell has been added to the reportorial staff of the *New York Evening Post*.

Walter Millis, editorial writer of the *New York Herald Tribune*, has been sent abroad to join the London staff of that newspaper, effective Dec. 1.

James Butterfield, columnist of the *Vancouver (B. C.) Province*, has returned from a trip to New York.

Harvey T. Sethman, state house reporter for the *Rocky Mountain News and Denver Times* and Mrs. Sethman are parents of twin girls.

George Anderson is now city editor of the *Eureka (Cal.) Humboldt Times*.

Claude Swenson, reporter for the *Fairmont (Minn.) Daily Sentinel*, has been elected member of the city council.

W. H. Workman, former owner of the *Little Falls (Minn.) Herald* and later city editor of the *Daily Transcript* of that city, has become editor of the *Hastings (Minn.) Herald*.

Leonard Agazellow, formerly of the *San Francisco Chronicle* and *San Francisco Bulletin*, has joined the city staff of the *Eureka (Cal.) Humboldt Times*.

Julius W. Muller, editor of the *Lino-type Bulletin*, left New York on the President Wilson, Nov. 24, for Trieste, Italy, on a research-pleasure trip of several months. He was accompanied by Mrs. Muller.

S. Carlyle Adams, school page editor of the *Columbus (O.) Dispatch*, is ill in a hospital in that city.

Carrie Tissington, a graduate of the Oklahoma University school of journalism has joined the staff of the *Muskogee (Okla.) Times-Democrat* as society editor.

A. W. Little, Jr., formerly with the *Cody (Wyo.) Enterprise* and the *Kingsport (Tenn.) Press*, is now associate editor of the *Minneapolis Daily Star*.

Harry Tucker, city hall reporter, *Richmond Times-Dispatch*, has returned from New York, where he spent his vacation.

PRESS ASSOCIATION NOTES

EDGAR T. CUTTER, superintendent of the central division, Associated Press, Chicago, spoke at the Linwood avenue M. E. Church in Kansas City recently on "The Church and The Press."

Lawrence H. Selz, managing editor of the Kent Press Service, returned to Chicago this week from Detroit, where he superintended the opening of that organization's fourth news bureau.

P. H. Dixon of the Tulsa, Okla., Associated Press bureau has resigned to become editor of the *Okemah (Okla.) Daily Leader* recently established by Raymond Fields and E. M. McIntyre, owners of the *Guthrie (Okla.) Leader*.

John Tobin Nevill, of San Antonio, Tex., has joined the Kent Press Service as chief correspondent in the Detroit bureau.

MARRIED

BURTON SEYMOUR of the *Queensboro (N. C.) Daily News* to Miss Betty Styner formerly of the News staff in Danville, Va.

Lewis C. Mills of the editorial staff, *Stour Falls (S. D.) Daily Argus-Leader* to Miss Jessie McGregor, recently.

T. Russell Cannon, Associated Press telegrapher of the *Eureka (Cal.) Humboldt Times* to Miss Neva Tracy of Eureka.

Joseph C. Sherer, editor of the *Glendale (Cal.) News* to Miss Caroline Shaw of Cambridge, Mass., recently.

Earle H. Tostevin of the *Mandan (N. D.) Daily Pioneer* to Miss Agnes Olson of St. Paul, recently.

WITH THE SPECIALS

DENEWIS MACQUOID Company, Inc., newspaper representatives, New York and Chicago, have opened an additional office at 921 Bessemer building, Pitts-

FOLKS WORTH KNOWING

TWENTY years with the *New York Tribune*, now the *Herald Tribune*, is the record of Arthur S. Draper, who is at present foreign editor of that newspaper, with headquarters in New York.



ARTHUR S. DRAPER

When he was graduated from New York University, Mr. Draper became a *Tribune* reporter. He was later shifted to the re-write staff, and promoted to night city editor and then in 1913 to Sunday editor. In 1915 Mr. Draper was sent abroad as general European manager of the *Tribune* with headquarters in London. From 1915 until the close of the war, he sent a daily communique, interpreting war developments. He made during this time many trips to the front as war correspondent. His coverage of the start of the Irish Free State also attracted considerable attention in this country.

In his present position, Mr. Draper has charge of all *Herald Tribune* correspondents abroad, and also writes editorials on foreign affairs for his newspaper.

burgh, Pa., with E. J. Hayes in charge. Mr. Hayes has been engaged in the sales and advertising business in Western Pennsylvania and West Virginia for the past ten years, his last connection being the Continental Sales Company of Pittsburgh. The Devine MacQuoid Company has been appointed to represent the *Philadelphia Graphic*, tabloid, east and west.

CHANGES OF OWNERSHIP

NEGOTIATIONS were brought to a close last week transferring the ownership of the *Penn Yan (N. Y.) Democrat* from the estate of the late H. C. Earles to Earl F. Morse and Ellis Kennedy.

Staples (Minn.) World has been sold by E. D. Lum & Sons to Howard Sims of Pinckneyville, Ill. Mr. Sims' father has been publisher of the *Pinckneyville Advocate* for 46 years.

Harold Hamstreet has bought from D. M. Major the *Wallowa (Ore.) Sun*.

J. S. Daley, publisher of the *Eagle Rock (Cal.) Reporter*, has bought from W. L. Miller the *Eagle Rock (Cal.) Sentinel* and has merged the two as the *Sentinel-Reporter*.

George A. and H. A. Clark, publishers

of the *Madera (Cal.) Tribune*, have purchased the *Madera Mercury* and merged the two papers as an afternoon daily.

Herman Hilson, formerly of the *Coeur d'Alene (Ida.) Press*, has bought the *Oakesdale (Wash.) Tribune*.

HOLDING NEW POSTS

N. C. HOUK, from *Minneapolis Tribune*, to copy desk, *St. Paul Daily News*, succeeding James Keefe, resigned.

T. P. Magilligan, from city staff, *Eureka (Cal.) Humboldt Times* to city staff, *San Mateo (Cal.) Daily Times*.

Lewis Hicks, from *Oakland (Cal.) Examiner*, to reportorial staff, *Sacramento (Cal.) Bee*.

John G. O'Brien, from Cambridge staff, *Boston American*, to copy desk, *Lynn (Mass.) Telegram-News*.

Carl Blaker from *Vancouver (Wash.) Columbian* to *Inglewood (Cal.) Daily News*.

Edwin Wilson, from display department, *San Bernardino (Cal.) Sun*, to advertising manager, *Fontana (Cal.) Herald*.

NEW PLANTS AND EQUIPMENT

THE following newspapers have installed new Intertypes: *Lincoln (Neb.) Star*, *Jackson (Mich.) Tribune*, *Cleveland Plain Dealer* (3), *Dayton (O.) Daily News* (3), *Sheboygan (Wis.) Press*, *Columbus (O.) Citizen*, *Albert Lea (Minn.) Tribune* (3).

A new \$9,000 building is being erected for the *Barstow (Cal.) Printer*, of which Lloyd E. Tiernan is publisher. It will be ready by Christmas.

Lawrence (Mass.) Eagle and Tribune will replace its present 40-page Hoe Press with the new heavy pattern unit-type Hoe Octuple purchased this week. New stereotype equipment has also been purchased.

Jacksonville (Fla.) Journal, which recently moved to its new home, has installed a battery of fifteen Intertypes.

Rutland (Vt.) Herald has bought a 16-page press unit from R. Hoe & Co., Inc.

Le Sueur Center (Minn.) Leader has installed a 22x24 two-revolution press and a complete layout of new type.

Spring Valley (Minn.) Mercury has added a Model C Intertype.

Winger (Minn.) Enterprise has installed an AC motor.

SCHOOLS

HIGH school journalists and their advisors assembled from all parts of Iowa to attend the conference on journalism which was held at the University of Iowa, Nov. 27 and 28. The high school students were given control of one 16-page issue of the *Daily Iowan*, official student newspaper of the university. Students of rural journalism at the

In Case You're Still in Doubt, Here Are More Figures.

IN New Jersey, 18 months ago, The Central Press Association had six client papers. Now it has 13.

In 12 of the 15 largest cities Central Press has a client paper. In eight of those 12 cities, the newspapers with the largest circulation and widest influence use Central Press Association service and features.

No other feature service has so high a score in New Jersey.

If you want to know the facts about which is the most popular daily illustrated feature news service in the world, follow our series of advertisements in the Editor and Publisher, of which this is the third.

The Central Press Association

V. V. McNITT President Central Press Bldg. Cleveland H. A. McNITT Manager

P.S.—We produce the world's best daily picture page.

Missouri School of Journalism will write, edit and direct the make-up Jan. 5, 1926, of a 48-page issue of the *Missouri Ruralist*, a Capper farm paper published in St. Louis.

ON THE MECHANICAL SIDE

EDGAR YATES for more than 28 years with the proofreading department of the *Boston* (Mass.) *Post* was recently presented with a gold watch and chain by his friends on the *Post* in recognition of his years of service on the paper and as of vice-president of the Boston Post Bank. Mr. Yates was forced to retire from active duty last month on account of ill health.

ASSOCIATIONS

OFFICERS recently elected by **Montana State Press Association** are: president, Henry O. Woare, editor and publisher, *Chester Reporter*; first vice-president, Martin J. Hutchens, editor and publisher, *Missoulian*; second vice-president, Joseph Gehrett, editor, *Laurel Outlook*; third vice-president, Charles H. Draper, editor, *Red Lodge Picket-Journal*; secretary-treasurer, S. E. Peterson of Great Falls.

Goodfellowship Club of Ohio Associated Press telegraph operators has elected Joseph Lemkuhl of Lima president and R. A. Pfadt of Columbus, secretary-treasurer.

Victoria (B. C.) Press Club recently re-elected R. T. Freeman, city editor of the *Victoria Times*, president. Percy Richards, marine editor of the *Colonist*, was re-elected president, and Jerome B. Eberts, political writer of the same paper, was elected vice-president.

Oklahoma Interscholastic Press Association held its annual convention, Nov. 21, at the school of journalism, Oklahoma University. Speakers included Claude V. Barrow, state editor, *Oklahoma City Oklahoman*, and Clyde E. Muchmore, publisher of the *Ponca City News*, and president, Oklahoma Press Association.

New York Newspaper Women's Club has invited officers of the Newspaper Men's Club to an informal dinner in their honor at the club's rooms at 47 W. 44th street, on Friday evening, Dec. 4, for the purpose of showing them the club's new home. In the absence of Miss Louella Parsons, president, who is in California, the hostesses for the evening will be Miss Theodora Bean, first vice-president, and Miss Martha Coman, chairman of the dinner committee. Invited guests include Dwight S. Perrin, president of the Newspaper Men's Club, William P. Beazell, first vice-president; James Melvin Lee, second vice-president; Frank E. Perley, treasurer, and Augustin McNally, corresponding secretary.

Advertising Club of New York held a Thanksgiving dinner-dance at the clubhouse Thanksgiving Day.

National Conference of Business Paper Editors has postponed its Washington meeting from Nov. 30 to Dec. 14, so that members may combine attendance with the National Distribution Conference to be held Dec. 15-16.

Women's Advertising Club of Chicago celebrated its eighth birthday on Nov. 18, with a dinner dance at the Parkway hotel. Among the guests of honor were many of the club's former presidents.

ASSOCIATION CHIEFS

HAROLD SEARLES, recently elected president of the California Circulation Managers' Association, is the circulation manager of the *Hollywood Citizen*.



HAROLD SEARLES

Practically all of his life has been spent in Hollywood, where he has watched that city grow from a small town to its present 100,000 population. He knows its peculiar circulation problems thoroughly. Following his graduation from the Hollywood High School in 1915, he attended Occidental College, and when war was declared he joined the Army, serving for 2½ years.

On returning from the war he joined the Pacific Mail Steamship Company, and sailed as purser until the latter part of 1921, during which time he made three trips to South America, one trip to China, and one trip around the world.

He joined the *Hollywood Citizen* as circulation manager in February of 1922, without previous circulation experience. He joined the California Circulation Managers' Association and the International Circulation Managers' Association. Mr. Searles became active with Harlan G. Palmer, publisher of the *Hollywood Citizen* in the fight against free circulations being certified as paid by the Audit Bureau of Circulations, under the classification of 'combination circulations.' In 1923, with Searles as one of the leaders, the California Circulation Managers' Association took up the fight against the certification as paid, by the Audit Bureau, of circulations of two papers sold for the price of one. The fight was successfully brought to an end at the recent A. B. C. convention when the general assembly of the convention condemned the practice.

Searles, who was vice-president during the past year, was elected president at the seventh annual convention of the C. C. M. A. October 19-20, 1925, to succeed John Grey.

SPECIAL EDITIONS

MONROE (La.) *News-Star*, Second Annual Progress edition, Nov. 16. *Hibbing* (Minn.) *Daily News*, 16-page "Zinsmaster Bread Company" section, Nov. 15.

Woman Wins Damage Suit

In a suit against the Portland (Me.) Evening Express Publishing Co., Mrs. Frances M. Smith on Nov. 21, was awarded \$5,150 damages by a Superior Court jury for injuries received when a bundle of newspapers was thrown to a sidewalk from a truck delivering the Express. The jury was out 80 minutes. Mrs. Smith sued for \$15,000. The defendant company admitted its liability, the only question before the jurors being the amount to be awarded for damages sustained. The accident happened Dec. 27, 1924.

FLASHES

In the old days you hated the villain and loved the hero, but that was before movie heroes were invented.—*Washington Post*.

"Bow-legs are a sign of courage," says a scientist. They certainly are if their owner wears an up-to-date skirt.—*New York American*.

You can't flout all the laws. There are the in-laws.—*New York Telegram*.

A Michigan burglar stole \$100 worth of overalls. He will have to undergo an examination by alienists.—*J. R. Wolf in Milwaukee Journal*.

How can a city charge a fee for marriage licenses without getting into trouble with the national lottery law? *J. J. Montague in New York Herald Tribune*.

Some towns have all the luck. In Detroit a man got mad at his motorcycle and tore it up.—*Columbia Record*.

The saddest day in Jackie Coogan's life will be the one on which he gets his first shave.—*New York American*.

Even if you did start life as a baby, you should outgrow it.—*Columbia Record*.

This is no advertisement, but a king in the Balkans should use only a Dodge car.—*Cleveland Times*.

News item says that in Georgia and Vermont the law entitles a man to his wife's earnings. What have Florida and California to offer that will offset this?—*Little Rock, Arkansas Gazette*.

Dinner for A. C. Reeves


A. Crozer Reeves, president of the *Trenton Times*, will be honored at a dinner of the Press Club of Trenton Monday night, Nov. 30, celebrating Mr. Reeves' election to the New Jersey Senate. James Kerney, principal owner of the *Trenton Times*, will be toastmaster.

Sells Paper to Write Novels

Wyoming's only woman editor, Miss Caroline Lockhart, publisher of the *Cody Enterprise*, who is the author of several successful novels, has sold her paper and will devote all of her time to writing.

ADDRESS WANTED

E. T. Jorgenson, formerly with Ft. Worth Record



CLINE SYSTEM

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

is used by

Johnstown Tribune
Johnstown, Pa.

Ask them about it.

CLINE ELECTRIC MFG. CO.
Chicago: 111 West Washington Street
New York: 47 West 34th Street
San Francisco: First National Bank Building

Now is a Good Time

to get the facts about

CERTIFIED DRY MATS

In the brief space of one year of actual selling, CERTIFIED DRY MATS have won their way into SEVERAL HUNDRED stereotype plants.

When so many publishers and stereotypers are using CERTIFIEDS, they must know that they are getting full value for every cent they spend for our mats.

What is true in every line of business, is equally so of CERTIFIEDS, the "QUALITY-PRICE" is actually the cheapest in the end.

To COMPARE is to know; and there's no time like the present for doing so.

CERTIFIED DRY MAT CORPORATION

340 Madison Avenue, New York, N. Y.

For "wet mat" printing with DRY MAT facility—use CERTIFIEDS.

Made in the U. S. A.

A REAL NEWSPAPER BUY

Afternoon daily in city of over 25,000 population. Only paper in city. In southern state where big development in Iron and Steel is taking place. Owner has to retire on account of ill health. Paper is paying net 10% on over \$200,000. Will take \$100,000 cash to handle proposition. This is gilt edge, meddlers need not write. Address "Southern Opportunity," Box B-921, Editor & Publisher.

Covering the Ohio Market

Cleveland Press

The Cleveland Press has the largest circulation of any newspaper in the entire State of Ohio—largest total circulation—largest city and suburban—largest city circulation. The Press has the lowest milline rate. On every point it is the FIRST advertising "buy" in Cleveland.

Akron Times-Press

All of the circulation of The Times and of The Press was combined and retained in the consolidation and The Times-Press is steadily growing in circulation. The Sunday Times-Press is the only Sunday paper in Akron. The Times-Press is first choice in Akron.

Toledo News-Bee

In this busy industrial center, The News-Bee is the best and most economical contact with city families. Circulation exceeds 90,000. Not only because of its large circulation and advertising volume but also because it has such an intimate place in the lives of the most responsive people of the community, The News-Bee is the preferred medium.

Cincinnati Post

The Cincinnati Post is first in Cincinnati with a total daily net paid circulation of 191,816. The Post's city and suburban circulation in October, 1925, was 19,600 greater than in October, 1924. Cincinnati and the rich Ohio Valley cannot be covered without listing The Post, the leading paper.

Youngstown Telegram

With a larger circulation than any other Youngstown paper, daily or Sunday, and with a long-established dominance in volume of Youngstown advertising. The Telegram is first choice of discerning national advertisers. The Telegram's "firsts" include total circulation, local circulation, total advertising, local advertising.

Columbus Citizen

First in verified (A.B.C.) circulation, The Citizen is first choice with national advertisers who buy circulation as a definite, measurable, audited commodity. The Citizen is the strongest force in this quality market.

The six Ohio Scripps-Howard Newspapers have a combined rate of \$1.15; a combined milline rate of \$1.79; a total combined circulation exceeding 641,000. These evening newspapers are represented in the national advertising field by—

Allied Newspapers, Inc.

NEW YORK: 250 Park Avenue

CHICAGO: 410 North Michigan Ave.

Cleveland—Cincinnati—San Francisco—Los Angeles—Seattle

WITH THE GENERAL ADVERTISERS

Dodge Brothers, Inc., Purchases Majority Interest in Graham Brothers—Buick Ad Chief Praises Newspapers—Campaign Being Planned for Dillingham

DODGE BROTHERS, Inc., have purchased for cash the majority interest in Graham Brothers, one of the largest independent motor truck manufacturers in the world, it was announced this week by Clarence Dillon, head of the firm of Dillon, Read & Co., bankers.

Ray A. Graham has been appointed general manager of Dodge Brothers, and Joseph E. and Robert C. Graham have been added to the board of directors.

With the consummation of this deal, Dodge Brothers becomes the third largest producer of motor cars in the United States. Graham Brothers rank first among manufacturers of 1½-ton trucks and are second in the production of 1½ and 1-ton trucks combined. The field constitutes approximately 75 per cent of the total truck production.

Graham Brothers have factories in Detroit, Evansville, Ind., Stockton, Cal., and Toronto. There will be no change at present in the executive personnel, it was announced. Production for the first six months was 11,000 trucks, equal to the entire output of 1924, and the estimated output for the current year will more than double the 1924 output.

Graham Brothers Company was organized in 1919 and in 1921 effected an arrangement with Dodge Brothers whereby they were to use Dodge Brothers engines as standard equipment and market exclusively through Dodge Brothers dealers. In 1921, the first year of that arrangement, their output was 1,085 cars. This has been increased to 16,500 cars for the first ten months of 1925.

More than a million people were brought to Buick salesrooms in two days, following announcement of the 1926 model in 7,000 newspapers, according to A. Brown Batterson, director of advertising of the Buick Motor Company.

"The coming year promises to show a larger volume of Buick advertising in newspapers than has ever been published since the inauguration of the Buick national newspaper advertising campaign several years ago," Mr. Batterson declared.

"About 4,000,000 inches of display space was used last year, divided between the dealer advertising and that of the factory branches and distributors. The entire cost was over \$2,000,000. The dealer and distributor paid for his own space, but the copy, plates, etc., were furnished gratis by the sales advertising department.

"The list of newspapers now used totals 4,420 dailies and weeklies carrying dealer advertising, and 335 metropolitan papers which are used as media for branch and distributor advertising. The composite newspaper circulation of all these is about 40,000,000 and the list is constantly increasing."

Newspapers are to be used almost exclusively for the 1926 campaign for Dillingham's Plant Juice, Cincinnati, it was announced this week by the E. C. Harris Advertising Agency, Inc., Atlanta, Ga., which is handling the account. The appropriation is said to be about \$250,000.

Advertising will probably be used to promote the "Save to Travel" movement, plans for which were discussed in New York this week at a meeting between representatives of leading banking institutions, the North American Steamship Conference, and some of the principal railroads. Francis H. Sisson, vice-president of the Guaranty Trust Company, New York, is one of the backers of the move.

Paul H. Helms, president of the General Baking Corporation, this week announced the purchase of the Smith Great Western Baking Corporation. The General Baking Corporation operates three plants in Kansas City, Mo., one each in Kansas City, Wichita and Hutchinson, Kan., and one each in Oklahoma City, Enid and Tulsa, Okla. To these will be added the nine bakeries operated by Smith Great Western in Missouri, Kansas and Oklahoma.

Directors of the William Wrigley Jr., Company this week declared an extra dividend of 50 cents a share on capital stock, in addition to four regular monthly dividends of 25 cents each. The extra dividend is payable Jan. 2, to stockholders of record Dec. 19.

For the quarter ended Oct. 31 the Fisher Body Corporation and subsidiaries report net income of \$8,238,400, equal after all charges, to \$3.36 a share earned on the 2,400,000 shares of common stock of \$25 a share par value outstanding. This compares with net income of \$3,178,199 in the same quarter last year, equal to \$1.25 a share.

An increasing tendency towards newspaper advertising was reported by Stanton Van Wie of the Beech Nut Packing Company, speaking for his firm to EDITOR & PUBLISHER. Now Beech Nut is using small space in about 10 newspapers.

"But," he said, "the retail dealers are telling our salesmen they want advertising in their local newspapers, and the trend is definitely that way."

Mr. Van Wie believes in the power of the small newspaper advertisement.

Gold Dust Corporation, New York, reports net profits of \$677,885, after charges, comparing with \$673,885, last year.

ADVERTISING AGENCY AFFAIRS

Critchfield & Co. Opens New Chicago Offices—Hine Named Frank Seaman, Inc., President—Wyly Elected Vice-President of Tauber Agency

CRITCHFIELD & CO., advertising agency, has leased the entire ninth floor of the Lytton building, Chicago for their headquarters in that city. Architects have devised a floor layout which will result in the utmost efficiency in the internal operation of the business and will give the company one of the finest and most complete advertising offices in America.

Critchfield & Co., was established in 1892, and ranks among the oldest agencies in the country. It maintains branch offices in New York, Detroit and Minneapolis.

F. A. Sperry is chairman of the board; Scott S. Smith, president; A. L. Salisbury, vice-president; R. J. Birkle treasurer and E. P. Nesbitt, secretary.

At a meeting of the directors of Frank Seaman Inc., Nov. 18, Frank Seaman was chosen chairman of the board and Walter R. Hine was elected president of the corporation to succeed Mr. Seaman. Mr. Hine has been associated with Mr. Seaman for the past thirty years and from the time the business was incorporated in 1905 has been its vice president and general manager.

The Tauber Advertising Agency, Washington, D. C., has elected R. D. Wyly vice-president. Mr. Wyly has been connected with this agency for the last year and a half.

W. G. Hastings and Eugene C. Casady have joined the staff of the Massengale Advertising Agency, Atlanta, Ga.

Arthur E. Andrews has resigned from N. W. Ayer & Son, following seven years service with that advertising agency.

Irvin F. Paschall, Inc., Chicago advertising agency, announces the appointment of Miss Cora I. Leiby to its copy staff. Miss Leiby was formerly with the H. W. Gossard Company, Chicago.

John Craig Healy has opened an office in Chicago to act as counsellor to advertising agencies and service corporations and as an independent advertising copy writer. Most recently Mr. Healy was associated with the Smith-Paulsen Advertising Service, Inc., Chicago.

Watch this Department weekly for Agency Changes and keep informed.

Our Customers Write Our Ads

**Brattleboro, Vermont,
Reformer**

SAYS:

"The **DUPLEX FLAT-BED** cannot be excelled for small newspaper requirements."

**DUPLEX
PRESSES**

FOR ALL NEWSPAPERS

Duplex Printing Press Co.
BATTLE CREEK, MICH.

A SINGLE ADVERTISING APPROPRIATION

Will cover the two publications that reach those who control the national advertising of the United States and Great Britain.

EDITOR & PUBLISHER

*New York
and*

ADVERTISING WORLD

London, Eng.

have entered into an agreement in respect to editorial and advertising representation in their representative fields and thereby afford a single source of information and service for those interested in international marketing and advertising.

Combination Advertising Rates for 12 Insertion Contract

Full Page \$280.00 per insertion
Half Page 145.00 per insertion
Quarter Page 82.50 per insertion

You are cordially invited to communicate with EDITOR & PUBLISHER, Suite 1700 Times Building, New York, for further details of circulation, editorial policy and mechanical requirements of ADVERTISING WORLD. This office can be of great assistance to manufacturers who desire information in regard to marketing conditions of Great Britain. Publishers of leading American newspapers will also avail themselves of this opportunity to deliver their messages to the largest advertisers of Great Britain, many of whom are keenly interested in the markets of America.

Editor & Publisher

1700 Times Building
Broadway at 42d St.
New York, N. Y.

Telephones:
Bryant 3052 - 3053 - 3054 - 3055 - 3056
Cable Address: EDPUB, NEW YORK

Advertising World

14 King Street
Covent Garden, W. C. 2
London, England

Telephone: Gerrard 7615
Cable Address:
ECOPUBLISH, RAND, LONDON

FOR PROMPT SERVICE

TYPE

BORDERS - ORNAMENTS - BRASS RULE

Printers' Supplies

KELLY PRESSES - KLYMAX FEEDERS - PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR
AMERICAN CUT-COST EQUIPMENT

Carried in stock for prompt shipment at the following Selling Houses of the

American Type Founders Company

BOSTON	RICHMOND	DETROIT	MINNEAPOLIS	SAN FRANCISCO
NEW YORK	ATLANTA	CHICAGO	KANSAS CITY	PORTLAND
PHILADELPHIA	BUFFALO	CINCINNATI	DES MOINES	SPOKANE
BALTIMORE	PITTSBURGH	ST. LOUIS	DENVER	WINNIPEG
	CLEVELAND	MILWAUKEE	LOS ANGELES	

CONTINUOUS COMPOSITION Six to Sixty Point

All From The Same Keyboard

FIRST MAIN MAGAZINE
10 Point Antique No. 1 with Italic
General Retreat on city is imminent and all Foreign Forces mobilize for the big

UPPER AUXILIARY
60 Point Gothic No. 14

DEFEND

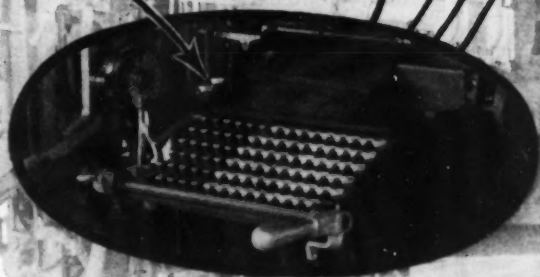
BODY MATTER—SECOND MAIN MAGAZINE
6 Point No. 2 with Bold Face No. 1
For the first time on record the voices and the pictures of the three Presidential nominees were

LOWER AUXILIARY
26 Point Gothic No. 14

TOMBS IN E

TRADE **LINOTYPE** MARK

A touch on the keybutton shifts the keyboard action from the main to the auxiliary magazines



MODEL 26
Continuous Composition Linotype
Two Standard Main Magazines.
Two Standard Auxiliary Magazines.
All Operated by a Single Power-driven Keyboard.
All Magazines Quickly Removed from the Front and Interchangeable with other Magazines.

MERGENTHALER LINOTYPE COMPANY

Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World

J. C. CORY, CARTOONIST, DIES IN DENVER

Nationally Known Newspaper Artist
Aided in Wilson Campaign and
War Activities—Formerly
on New York World

J. Campbell Cory, nationally known newspaper artist, cartoonist and writer, died Nov. 17, at his home in Denver following a three weeks' illness.

Cory's work on the *New York World*, *New York Journal* and the *Cincinnati Times-Star*, and most recently on the *Rocky Mountain News* and the *Denver Times* won him national recognition as one of the most powerful political cartoonists of the day.

During the Woodrow Wilson campaign Cory was chosen to prepare cartoons for 100 newspapers in the doubtful sections of the United States, the effectiveness of his pen playing no small part, it was said, in the successful outcome of the campaign.

A signal honor was paid Cory when the United States Government appointed him official cartoonist of the Government in France. Ill health prevented his acceptance of this commission.

Cory was born in 1867 in Waukegan, Ill. His first ambition was to become an animal artist and his first newspaper job was drawing horses for the horse race department of the *New York Journal*.

Later he became cartoonist of the *New York World* working for that paper for nine years at two different periods in his life. Some of his *World* cartoons of 25 years ago on Roosevelt are still remembered.

For seven years immediately prior to his death Cory's daily cartoon was a feature of the *Rocky Mountain News* and the *Denver Times* for which papers also he created his humorous feature, "How Strangely Small One Feels At Times." At the time of his death Cory had just inaugurated an animal series for juveniles entitled "Jack Cory Stuff."

Interspersed between Cory's newspaper experiences were years of vivid life as explorer, adventurer and mining man. He traveled the wilder sections of the Old West and remote parts of British Columbia as scout for a mining syndicate. He also established records as an amateur balloonist.

Cory is survived by his widow and one sister, Fanny Cory of Chicago, who under the pen name of F. V. Cory is a nationally known magazine artist.

N. Y. Graphic Cartoonist Dies

William Garvey, 20, cartoonist on the *New York Evening Graphic*, died Nov. 22 in the Hackensack, N. J. hospital. He was creator of the racing strip "Asparagus Tips." His first newspaper position was with the *New York American* and later he worked on the *Baltimore News*.

Mrs. Carpenter to "Carry On"

Following the death of Willard E. Carpenter, president of the *Lincoln* (Ill.) *Courier-Herald* the management of the paper has been transferred to Mrs. Carpenter, who was associated with her husband since he purchased the paper in 1922.

Memorial Tablet for Publishers

A bronze tablet commemorating the late William Henry Greenow, publisher of the *Hornell* (N. Y.), *Tribune-Times*, from 1870 to 1918, has been placed near the entrance of the newspaper's new home at Cass and Canistota streets.

Italian Editors Fight Duel

Curzio Suckert, editor of the Fascist paper *Conquista* and Pietro Nenni, director of the *Avanti* fought a duel in Rome, recently. Nenni was twice wounded in the tenth assault, but the duellists parted unreconciled. Suckert challenged Nenni after a newspaper controversy.

Obituary

NATHAN WELTMAN, 64, formerly connected with the *Pittsfield* (Mass.) *Journal*, died suddenly Nov. 21 in Pittsfield.

PATRICK H. LANNAN, 85, former publisher of the *Salt Lake City* (Utah) *Tribune*, died in Los Angeles, Nov. 6.

GEORGE MEANLEY, 4, grandson of E. W. Scripps, newspaper publisher, was killed at La Jolla, near San Diego, Cal., recently by an automobile truck.

EDGAR F. ENNIS, editor of the *Kiester* (Minn.) *Courier*, died Nov. 18, of heart failure.

THOMAS J. KENDRICK, 59, veteran Denver printer and long-time employe of the old *Denver Republican*, died Nov. 17, at his home in Denver.

MRS. TENA M. JORDAN, for the past two years dramatic critic of the *Portland* (Me.) *Press Herald*, died suddenly.

SOLOMON W. RAYMOND, for more than 30 years joint owner and publisher of the *Durango* (Col.) *Herald*, died recently in Denver, following a short illness. He retired six years ago.

EDWARD J. ECKHARDT, 53, New York advertising agent, died Nov. 22 at his home in Hollis, L. I. He was formerly on the staffs of the *New York World*, the *New York Journal*, and the *New Yorker Staats Herold*. At one time he was advertising manager for Ludwig-Baumann, New York furniture store.

A. A. SCHUTE, for the past three years editor and publisher of the *Gallatin* (Mo.) *Missouri-Democrat*, died at Minneapolis, Minn. Burial was made in Gallatin.

JOE BURNETT, 78, for many years editor of the *Paris* (Mo.) *Mercury*, and for half a century prominent in Missouri newspaper circles, died suddenly. He entered the newspaper business in 1860.

THOMAS P. MONTFORT, retired Missouri and Kansas newspaper man, died at his home in Kansas City. He founded the *Excelsior Springs* (Mo.) *Advocate* in 1880 and later the *Pittsburg* (Kan.) *Democrat*, now the *Pittsburg Daily Headlight*.

FRANCIS H. WITTRAM, former El Paso, Tex., newspaper man died recently and was buried at his former home in Ft. Scott, Kan.

ETHEL M. STEADMAN, for more than 20 years connected with the composition and proofreading departments of the *Boston* (Mass.) *Transcript*, died at her home in West Somerville, Mass., following an illness of about 8 weeks, Nov. 23.

Editors Guests of Stock Exchange

More than 200 editors from New York state, New Jersey and Connecticut and their wives were guests of the New York Stock Exchange, Monday Nov. 16, at the invitation of E. H. H. Simmons, president of the Exchange. Following the conference at which Mr. Simmons spoke, the guests watched operations on the floor of the Exchange. The editors also inspected the Federal Reserve Bank and the National City Bank. Luncheon was served at the Luncheon Club of the Exchange.

The DES MOINES CAPITAL

Completely covers
Des Moines' entire
trade territory for
you at a rate of 14c
per line.

It is the best
advertising
buy in the mid-
west.

O'Mara & Ormsbee
Special Representatives

The
DES MOINES
CAPITAL
Lafayette Young
Publisher

NEWS TEACHERS PLAN MEET

Two Journalism School Groups to Gather in New York

Plans are being completed in New York for the annual conventions to be held in that city Dec. 28-31 of the American Association of Teachers of Journalism and the Association of American Schools and Departments of Journalism. Sessions will be held at the Pulitzer School of Journalism, Columbia University.

Nelson Antrim Crawford, president of the former group, has announced various questions, which will be discussed. They include: What training would be given for other than newspaper work—for instance, magazine and book writing? What policies methods and habits of mind determine success in administration of a journalism department? What new and useful teaching methods have been devised? How many students best get the professional spirit in journalism?

Reports will be made by the association's committee on research and the special committee investigating salaries paid in various newspaper positions in the several parts of the country.

Charles Phillips Cooper, of the Pulitzer School, heads the schools group.

Tietsort Launching Florida Paper

Francis J. Tietsort, formerly of the *New York American*, was to bring out the first issue of his new paper, the *Miami* (Fla.) *Town Talk*, a weekly, on Thanksgiving Day.

OLDEST WISCONSIN AD FOUND

Prairie du Chien Miller Offered Flour for Sale in 1818

The first Wisconsin business man to place an advertisement in a newspaper was Joseph Rolette, a miller of Prairie du Chien, the historic city on the Mississippi river, and he made the venture in 1818.

It was on the first day of December that year that Mr. Rolette's baby ad appeared in the *St. Louis Inquirer*. It ran as follows:

"Three hundred barrels of fine bolted flour, manufactured at the Prairie du Chien water mill, can be yearly furnished on the most reasonable terms by the subscriber, Joseph Rolette, Prairie du Chien."

The ancient ad was unearthed by John G. Gregory, a veteran newspaper man of Milwaukee while at work in the Wisconsin State Historical Library at Madison. He says that Prairie du Chien in 1818 had a population of about 300.

Ludlow Slug-Line Still Good after 1,000,000 Impressions

The following unsolicited letter from Mr. R. E. Fithian, Editor and General Manager of the *Bridgeton* (N.J.) *Evening News* gives some idea of the satisfaction he is receiving since his feature heads and display advertisements are all being set the Ludlow way.

"NEXT week completes five months since we installed our first Ludlow. This afternoon our foreman brought to my attention a 94 em line of 48 Caslon which, with today's run, passes the 1,000,000 impression mark and as you will observe, is good for considerable duty yet if we decide to let it ride the limit before renewing the line.

"When we installed this Ludlow, we had been studying numerous other kinds of machines. We have been consistently complimented upon the marked cleanliness of our advertising pages and the make-up which Ludlow slug-lines make possible. In fact we are tickled to death with the Ludlow System."



Simple — Economical — Efficient The Elrod Slug Caster

Now fully licensed by agreement under both Knight (Monotype) and Elrod patents
for Leads, Slugs and Plain Rules

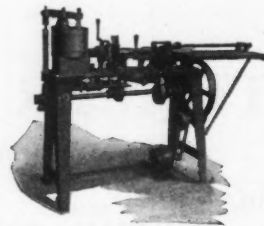
The Elrod Slug Caster is a profitable investment in all but the smallest composing rooms because—

It casts leads, slugs and plain rules of various point sizes in full length strips or cut to any lengths for less than the cost of distributing.

Practically automatic and extremely simple, it does not require constant attendance of an expert operator or machinist. It can be operated with minimum attention by almost anyone.

Changes from one size or kind of product to another are made quickly and easily with no intricate adjustments.

Elrod material is solid and stands up under the most severe press and stereotyping conditions.



Ludlow Typograph Company

2032 Clybourn Avenue, Chicago

San Francisco: 5 Third Street
Atlanta: 41 Marietta Street

New York: 63 Park Row
Boston: 261 Franklin Street

LUDLOW QUALITY COMPOSITION

NEWSPAPERS IN PENNSYLVANIA ARE PRODUCERS

Pennsylvania is still commercially supreme and continues its leadership in individual wealth. As a merchandising territory it is of vast importance to the National advertiser because of its attractive variety of trade advantages.

Pennsylvania productions are enormous and it demands commodities in variety and volume. It is a potential, prosperous market.

Successful newspaper advertising campaigns have been carried through in Pennsylvania, campaigns are now in operation and others will follow. If your merchandise is manufactured to meet the demands in this territory, you can be assured of the utmost cooperation in territorial survey, merchandising and sales promotion by the daily newspapers that dominate the Keystone State.

The concentration of an intensive National advertising campaign will cultivate this territory and secure the cooperation of jobber, dealer and newspaper for permanent trade.

**Don't pick your papers at random.
The advertising rates and circulation
figures that are submitted by the daily
newspapers listed below assure you
state wide service at a nominal cost.**

	Circulation	2,500 lines	10,000 lines		Circulation	2,500 lines	10,000 lines
*Allentown Call(M)	30,274	.10	.10	†Scranton Times(E)	43,495	.12	.11
*Allentown Call(S)	21,285	.10	.10	*Sharon Herald(E)	7,031	.0357	.0357
†Beaver Falls Tribune(E)	6,183	.03	.03	†Stroudsburg Record (E) Press... (M)	7,401	.045	.045
†Bloomsburg Press.....(M)	7,535	.04	.04	*Sunbury Daily Item(E)	4,958	.0285	.0215
†Chester Times(E)	17,827	.06	.06	*Warren Times-Mirror.....(E&M)	8,780	.0428	.0428
†Coatesville Record(E)	6,716	.04	.05	*Washington Observer and Reporter(M&E)	16,861	.06	.06
*Connellsville Courier(E)	5,801	.02	.02	†West Chester Local News.....(E)	11,720	.04	.04
*Easton Express(E)	23,668	.08	.08	†Wilkes-Barre Times-Leader(E)	24,841	.08	.06
*Eric Times(E)	28,026	.08	.08	†Williamsport Sun(E)	20,203	.07	.07
Harrisburg Telegraph(E)	40,022	.095	.095	†York Dispatch(E)	19,197	.05	.05
†Hazleton Plain Speaker....(E)	19,721	.07	.06	*A. B. C. Publishers' Statement, Sept. 30, 1925. †Government Statement, Sept. 30, 1925.			
†Hazleton Standard-Sentinel.(M)							
*Mount Carmel Item.....(E)	4,343	.0285	.0285				
*Oil City Derrick(M)	7,379	.035	.035				

HOW LARGEST LIBRARY FILES NEWSPAPERS

Congressional Librarian Declares 810 Papers Preserved Because They Reflect Life of People, Investigation by F. B. Shutts

Methods employed in filing newspapers by the Congressional Library, Washington, the largest in the world, were investigated recently by Frank B. Shutts, publisher of the *Miami (Fla.) Herald*. "I was interested to know what importance the librarians attached to newspapers that would lead them to preserve newspapers so carefully—all issues are kept at least a month," said Mr. Shutts. "I was surprised to learn that 318 newspapers are bound and permanently preserved. I was told by the chief of the periodical division that they receive 810 newspapers—about 300,000 issues annually. Of these, 507 are American dailies and ninety-nine foreign, while 179 are weeklies published in this country, with twenty-five weekly editions from abroad.

"I got the librarian's viewpoint from H. H. B. Meyer, director of the legislative reference service, who told me that there is much information in newspapers not found in books or periodicals—local information not, as a rule, given in periodicals. I found they are particularly interested in interviews and details of opinions of prominent men which are given quite fully in newspapers as well as current business, political and social events.

"The legislative reference service of the library maintains a collection of newspaper clippings on current, social, political, economic, financial and historical questions for the use of committees and members of Congress. These clippings are pasted on standard sheets of manila paper and kept in regular letter files.

"Mr. Meyer, I think, sounded the keynote when he said, 'Librarians are committed to the preservation of files of newspapers as far as their resources permit, because newspapers reflect more fully the life of the people.'

DAILY WINS SUIT

Truck Carrying Newsboys to Picnic Is on Business Wisconsin Court Rules

A newspaper truck transporting newsboys to a picnic is being used for business, it was stated in a ruling handed down by the Wisconsin supreme court in the case of the *Milwaukee (Wis.) Journal* against the General Accident Insurance Company.

The supreme court affirmed an order overruling in this case a demurrer of the insurance company. The Journal Company had a policy of insurance against damage or loss in connection with its trucks. Five newsboys were killed and one injured while in a Journal truck on the way from a picnic given newsies by the Journal. The insurance company denied liability, claiming the truck was used for pleasure, making it exempt from damages under a specific clause of the policy.

The court held that the truck and other automobiles used for the gathering were employed partly in the business of the Journal Company and that the insurance company was therefore liable.

EVENING HERALD

Los Angeles, Calif.

Gained 7,505 Daily Average Circulation Sworn Government Statement, Six Months Ending Sept. 30, 1924, 174,280 Daily. Six Months, Ending Sept. 30, 1925, 181,785 Daily. Increase in Daily Average Circulation, 7,505.

IT COVERS THE FIELD COMPLETELY

REPRESENTATIVES:

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

GRAPHIC'S SHOCKING PICTURE

New York Tabloid Describes With Photographs Court Disrobing Scene

On Wednesday *New York Evening Graphic*, the Macfadden tabloid, appeared on the streets with the most shocking news-picture ever produced by New York journalism. With headline and caption it filled the space of the first page. It purported to depict the scene in the private chambers of Justice Morschauer, of the White Plains court, when Mrs. Leonard Kip Rhinelander partially disrobed to furnish evidence of her flesh coloring.

The Graphic represented the picture as a "composite photograph." The figure of a woman, her back turned and face concealed, stood in the foreground, naked except for a single piece of lingerie which dropped to the waist and extended half way to the knee. E. H. Gauvreau, managing editor of the Graphic, told an EDITOR & PUBLISHER reporter that the person who posed for this picture was a chorus girl employed for the occasion.

At desks in a semi-circle, facing the partially nude figure, were ranged the judge, lawyers and family of Mrs. Rhinelander. A Graphic photographer had snapped these portraits in the court room and they were rephotographed for size and pasted in true perspective on the "composite" layout. The desks and background were from a photograph made for the purpose.

The caption did not explain how the picture was made except that it was "carefully prepared from a description given by one of the witnesses to this amazing scene." Mr. Gauvreau said that the paper had broken all previous circulation records for the day.

According to other newspaper reports Mrs. Rhinelander wore a long coat which she lifted. The scene was enacted in private by order of the court.

The *Mirror*, Hearst morning tabloid, used as striking a method of illustrating the disrobing episode, but instead of a "composite" photograph, reproduced Gerome's famous painting of Phryne disrobing before a Greek jury.

Presbrey a Director

Frank Presbrey, president and treasurer of the Frank Presbrey Company, has been elected a director of the White Rock Mineral Springs Company.

Entertain Wizard

Harry Houdini was guest of honor at a luncheon held in New York last week, celebrating the end of his first year as editor of the "Red Magic Section," distributed by the *New York World*.

Are you buying a Combination that has an 80 per cent. duplication and covers the same field twice?

The Baltimore News and Baltimore American, with its small factor of duplication, is beyond doubt the best buy in Baltimore at 35 cents a line.

THE BALTIMORE NEWS

and

Baltimore American

G. LOGAN PAYNE CO.
St. Louis, Los Angeles, Chicago
Detroit

PAYNE, BURNS & SMITH
New York, Boston
Atlanta

WHAT'S WHAT IN THE FEATURE FIELD

Col. Edward M. House to Break His Long Silence—McNaught Now Handling "Dubville Foursome"—Al Posen Has a New Comic Strip

PURCHASE of the world rights for newspaper serial publication of "The Intimate Memoirs of Colonel House" was announced late last week by Harry Staton, manager of the New York Herald Tribune Syndicate, New York.

The sale, Mr. Staton said, carries with it the option to a later book by Col. House, covering a different period, which will not be written for two or three years.

The present memoirs, to be published in book form by Houghton Mifflin & Co., Boston, will be edited down from 300,000 words to about 150,000 words for newspaper publication, which will begin early in 1926.

"The Dubville Foursome," a four-column Sunday golf comic has been taken over by the McNaught Syndicate, Inc., New York, effective, Dec. 6. This weekly art feature is drawn by A. W. Brewerton.

Henry M. Snevily returned this week to New York headquarters from a two weeks' business trip.

Al Posen, creator of "Them Days are Gone Forever," is now drawing a new daily two-column comic for United Features Syndicate, New York.

The D. P. Syndicate, has signed a contract with Mayor John F. Hylan of New York for his memoirs of eight years in the City Hall, to be ready in January as a daily and weekly serial, just after he retires from the Mayoralty.

Two new comic strips entered the field this week under the aegis of the Premier Syndicate, New York. They are "Brothers-in-Law," drawn by Darrell McClure, and "Frollicky Fables," by Wesley Morse.

"Fifty Ways to Entertain at Bridge," by Jean Walden, is announced this week as a new offering from the Ledger Syndicate, Philadelphia.

International Syndicate, Baltimore, Md., has had prepared four full-page Christmas features and one full-page annual review of sport for the New Year. They are under the headings, "Christmas Playthings Blend Art and Skill," by Malcolm MacDonald; "Indians Have Their Christmas Dolls," by Duncan Cameron; "The Story of Jesus and the Holy Family in Nazareth," and "Famous Pictures of the Christ Child." The sport feature is called "Champions of 1925."

TRANSLATE THIS INTO REVENUE—



Have you noticed how many outstanding periodicals are devoting space to religious topics? We refer to The Literary Digest, Harper's Monthly, The Ladies' Home Journal, Scribner's, the New York Herald Tribune, and many others.

Have you considered the economic trend of which these articles are the signal? If it is profitable for these periodicals and papers, would it not be profitable for you?

Translate this into revenue by teaching those in your community who have a message to broadcast it through newspaper advertising.

We will supply plans and copy for a page of church advertising in your Saturday issues.

Church Advertising Department

ASSOCIATED ADVERTISING CLUBS,

383 Madison Avenue,
New York, N. Y.

POWERS PERFECTION COOLER

Every Newspaper Photo Engraving Plant should have at least one

The Powers Perfection Cooler requires no water connection of any kind.

It can be moved at will by simply picking it up and placing it where it is wanted.

It has no mechanical parts to get out of order.

It applies cold water evenly and simultaneously to all parts of the plate—ON THE BACK OF THE PLATE only.

It cools the plate instantaneously to the exact temperature required and saves wiping, mopping and reheating.

The price of the Powers Perfection Cooler is \$350



The Powers Perfection Cooler met with the instantaneous approval of both the workers and the owners wherever it was installed and tried. The men in the shops like it because it helps them in their work. They save time and effort, turn out more work and better work, and do it with very little physical labor. It is a clean, workmanlike way of doing what is otherwise a messy, sloppy task.

Proprietors like it because it saves gas, water, time and makeovers. These savings mean money and profits and that is what we all want. To satisfy yourself, go into your etching rooms and see what happens when the etcher tries to cool a large plate by dragging it over a roller wrapped in old towels and rags or a piece of burlap. Watch the plate buckle and then see him try to straighten it out. You know what that means in color work.

The use of the Powers Perfection Cooler does away with buckled and twisted plates, the splashing of water on the face of the plate and the constant work and worry connected with etching. A zinc etching is heated from 13 to 16 times by the etcher. That tells the story.

ASK ANY USER

Baltimore News

Boston American

Boston Post

B'klyn Daily Eagle

Bronx Home News

Chicago Daily News

Chicago Herald Examiner

Chicago Tribune

Denver Post

Des Moines Register & Tribune

Florida Times Union

Kansas City Star

Milwaukee Journal

N. Y. American

N. Y. Evening Sun

N. Y. Morning Telegraph

N. Y. Daily News

N. Y. Times

N. Y. World

Providence Journal

Rochester Herald

San Francisco Bulletin

Washington Times

Wisconsin News

Immediate delivery guaranteed

POWERS, INC.

205 West 39th Street
New York City

LETTERS FROM OUR READERS

Insurance Space Grafting

To EDITOR & PUBLISHER: In a recent issue of your most valuable publication appeared a long letter from the "advertising manager," of the Hartford Fire Insurance Company, one of the largest units of the fire insurance monopoly, in which he took you to task for taking "a gentle crack at us."

What is needed in dealing with these people is not "a gentle crack," but a "mighty blast," as they are the worst space grafters in the country, through their annual fire prevention week, when frequently headed by the president of the United States and many state executives, they make one great onslaught on the press of the country. The primary purpose of this Fire Prevention week is to obtain a vast amount of publicity for their business, without the payment of a red cent, and they have been wonderfully successful.

Your correspondent admits as much, when in his communication he boasts of the "200 full page mats," which were sent out by his company. Publishers not wanting to look a gift horse in the mouth, were invited to accept these free mats, and send out their own advertising men to sell space to their local advertisers to help the Hartford, and other units of the fire insurance trust.

Personally I would rather donate them the space in the first place, than try to make our local advertisers pay for their advertising.

EDWIN RACKAWAY,

Editor Mt. Vernon Register-News.

Why Not Advertise?

To EDITOR & PUBLISHER: I have just read your editorial in which press agents are so vehemently referred to, and I must say, that you are right—but only partly so.

Don't you think yourself a bit hasty in condemning all publicity men just because some few—might have "pulled your leg" at one time or another?

Did you ever stop to think that press agents have been known to do good—as well as doing you good?

Let's think it over. During the World War, our citizens were called on again and again for money with which to support the army. Who told the people about the Liberty Loans? Advertising men? Yes, but publicity men stepped in and did their part, too.

An immense church is about to be erected, and a lot of money is needed to do the work. Advertising starts the ball rolling, but publicity places the story before thousands of people who would never have known of it.

Motion pictures. "The Ten Commandments"—perhaps one of the greatest factors for good ever put on a screen was just as good when it was shown in a projection room; but its work wasn't accomplished until the citizens of Gotham were told about it. If a press agent hadn't worked day and night on that one picture—"The Ten Commandments" would never have run for fifty-nine weeks on Broadway, and certainly, it would never have been the phenomenal success it turned out to be.

"The Fool"—another play which might come under the same category is an example of skillful publicity. I could keep this up for an indefinite length of time, but I hope you've gotten my point of view.

Before closing, I think it wise to state a fact—I am not a press agent!

JAMES B. ZABIN.

Famous Players-Lasky Corp.

Those Lost Checking Copies

To EDITOR & PUBLISHER: "Where do the checking copies go," asks "A. D. Manager," in your issue of Nov. 7. His discussion of the subject was to the point and in not one instance was he wrong, neither did he exaggerate the situation, which, to say the least, is very aggravating.

In fact, I feel that much more could be said upon the subject. I do not feel it necessary to go over his ground, but the fact does remain, that a great many advertising agencies appear to lack a lot of system somewhere in their departments, evidently in the checking department, or perhaps the trouble is centered in the receiving and distribution of the mail.

For years we heard a great cry from agencies, and this was echoed through the trade journals, that newspapers were very lacking in their system of providing the agencies with checking copies. This complaint was hurled at the country press so consistently that the old practice of maintaining agencies on the mailing list was abolished, especially by the larger weeklies and the country dailies. The tear

sheet system was adopted and apparently was a great help all around.

About four years ago, my publisher abolished the mailing list system and adopted the tear-sheet system. This country daily has about 50 foreign agencies. At the end of each week, tear sheets showing the insertion of foreign advertisements are mailed to the respective agencies. They are carefully checked and mailed under first class postage, in a strong envelope, bearing the huge inscription on the front, "Advertising Checking Copies—Please Preserve." In the four years we have been mailing tear sheets in this manner, we have never recorded one instance of non-delivery of these envelopes by the postoffice department. But, sorry to say, at least a fourth of the agencies are heard from each month with the same old stereotyped message, "your bill held up for missing checking copies." And it is the same offenders each and every month, showing that something is "rotten in Denmark" with their systems.

It is mighty fine with some agencies—they attend to their business as though they meant business. Never a whimper is heard from them, and their checks are always correct to the cent. Then there the other offenders who never issue a correct check, and who take their discounts any old time they issue their checks. Purely unfair tactics. The writer can name a prominent advertising agency which never issues a correct check, and can beat the record for requesting checking copies. Then there is the other agency which does not pay until forced, and this applies to a large agency handling one of the large auto accounts.

What a blessing it would be if agencies had dependable service in their checking departments, and were as careful with their checking copy mail as they are to cut the publisher short and take unfair advantage of him in various ways.

"A. D. Manager" wrote a "mouthful," and in conclusion, this writer suggests that instead of the trade papers yelping at the publisher, they do a little yelping at the careless, unfair and non-co-operating agencies, and suggest to them the need of system and co-operation with the publishers. They would get more for their money and would create a kinder feeling for their "free publicity," which, to a large degree, is now consigned to the waste basket.

A little organization and system in many of the advertising agencies would prove a God-send to the publishers.

"ANOTHER A. D. MANAGER."

Editorial Ignorance

To EDITOR & PUBLISHER: As one who has worked in both the "front office" and the mechanical departments of newspapers, I wish to endorse the statements made by Edward H. Edwards in his two articles on "How Editorial Laxity Nibbles Profits," which have appeared in EDITOR & PUBLISHER. The ideas which are expressed in the articles are not in the least exaggerated, judging from my personal experience, and I believe a publication such as EDITOR & PUBLISHER would do well to stress them by referring to them often, for I am afraid that the editorial offices will be slow in grasping the significance of them. Too often, I have found, the editorial office feels that those who work in the composing room "do not know anything," when, as a matter of fact, the printers are constantly making stories conform to the style of the paper, correcting grammatical errors, and even rewriting headlines so that they will fit.

I would hate to believe that young men and women, who have just left college, as many of the members of the staffs on some of our metropolitan papers have, can not write grammatically, yet a grade school pupil's compositions are written in much better English than a good portion of the copy which is turned in to the composing room. Of course, those in the editorial office have the excuse that they must work fast, and therefore do not have time to read copy carefully, but if they had worked in a composing room they would realize, as Mr. Edwards points out, that more time would be saved if the copy reader took the

time to edit carefully, than if he left the work to the linotype operator, who would have the choice of letting an ungrammatical sentence "go through," or resetting two or three lines to make corrections. And a good printer invariably has enough pride in his work to refuse to let bad workmanship get by. He will either reset the sentence, or, as I have seen done, leave out a whole sentence because it lacks a verb, on the theory that "When in doubt, leave it out."

Once worked in a plant where there was a "production manager," whose duty was to increase the efficiency of the production of the paper. So far as I could see, he did not increase the efficiency of the composing room at all, although I understand he did complain about the payroll of that department. But I do not think he was a printer, for he apparently saved work for the clerks in the want ad department by attaching a lot of carbon paper to want ad copy, which probably increased the efficiency of the \$30 a week clerks by decreasing the efficiency of the \$50 a week men who had to handle all the extra paper in the composing room.

There were many ways in which the production of the composing room could have been increased, by securing more co-operation from other departments, but I think Mr. Edwards has pretty well covered them in his articles.

LLOYD KIRKBY,
San Francisco, Cal.

WASHINGTON PAPERS GAINED

October Linage Up Half Million Over Year Ago

The New York Evening Post Statistical Department this week announced a correction of lineage figures for the newspapers of Washington, D. C., for October, 1925. The revised agate line record is as follows:

	1925	1924	Gain
Washington Star..	2,664,757	2,426,707	238,050
Washington Post..	1,006,128	848,400	157,728
Washington Times.	785,342	750,693	34,649
Washington Herald	474,594	490,307	15,713
Washington News.	218,888	129,431	89,457
Total	5,149,709	4,645,538	504,171
		(Gain)	

In the previous announcement, reproduced in EDITOR & PUBLISHER last week, all classified lineage had been omitted by mistake, it was said. Instead of showing a loss, the Washington newspapers had a sound gain in October.

Colorado Springs Launches Campaign

The Colorado Springs Chamber of Commerce, through its Climatic Conditions Committee, has started a unique advertising campaign in metropolitan newspapers reaching the states of Illinois, Indiana, Michigan, Ohio, Wisconsin, Iowa, Kansas and Missouri. It is directed especially to sufferers from tuberculosis and features an ideal year-round climate. The first advertisements were 225 lines on 5 columns. The Chicago office of Albert Frank & Company, Advertising Agency, is handling this account.

New Chicago Radio Editor

O. N. Taylor, associate editor of Radio Digest, has assumed editorial management of the Chicago Evening Post's radio magazine, succeeding D. D. Richards, who is leaving the newspaper field to become assistant director of the Sears, Roebuck & Co. broadcasting station WLS.

FLORIDA

Sunshine City's Largest Circulation

The DAILY NEWS, St. Petersburg's Picture Paper, has the largest circulation in the Sunshine City.

The DAILY NEWS was started on March sixteenth last. Its circulation is growing daily... On October tenth it reached fifteen thousand, without the aid of any circulation campaign.

It carries the flag of progressive newspaper achievement in Western Florida. Every body reads the NEWS. Any bank reference.

Daily News
ST. PETERSBURG PICTURE PAPER

Sunday News
ST. PETERSBURG PICTURE PAPER

Owned by Frank Fortuna Pulver
Edited by Major Alfred Birdsell
REPRESENTED BY
GEORGE B. DAVID COMPANY
NEW YORK: 110 East 42nd Street
CHICAGO: 1010 Hartford Building

CLASSIFIED AND TO THE POINT

That is why the busy publisher likes the Classified page. That is why every Manufacturer with either Equipment or Supplies to sell to the Newspaper should carry on the Classified page an announcement of his product and where to get it. Under proper classification and stating vital facts only the Classified advertisement does its work. It conveys to the busy reader the information he wants without waste of time or effort.

The Classified page can also meet the demands of Syndicates and Services for quick contact with clientele and prospects.

And as a meeting place for the man who wants a job and the man who wants help, the Classified page has a record that substantiates its claim to successful service.

Buy and sell through the Classified page of

EDITOR & PUBLISHER

A good classified medium must be built right—from the ground up!

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

With This Issue—

EDITOR & PUBLISHER SPACE BUYERS' GUIDE FOR 1925

EXCLUSIVE SURVEY OF 1257 DAILY NEWSPAPER
CENTERS OF THE UNITED STATES AND CANADA

A Complete Standard Analysis of Markets

Thousands of facts and figures arranged in condensed, unbiased form for the use of national advertisers, advertising agents, space buyers, sales managers, and others who control the marketing and promotion of nationally known products of every description.

The Only Volume of Its Kind in America

A GENUINE SERVICE

PARTIAL LIST OF CONTENTS

Population of newspaper centers.	Number of theatres, class and seating capacity.
Number of families.	Number and kind of wholesale houses.
Exact location by counties.	Number of retail outlets in thirty-six (36) leading lines of trade.
Distance of each market from nearest larger city.	Number of physicians.
Transportation and shipping facilities.	Number of dentists.
Climatic conditions	Number of wired houses.
Leading manufacturing interests.	Number of chain stores in four leading lines of trade.
Number of schools and pupils.	Description of retail trading districts.
Number of churches.	Extent of trading area for each locality.
Number of banks and resources.	Residential features of each city.

288 Pages of Vital Facts and Figures

Edition Limited—Restricted to Regular Subscribers

Be Sure To Get Your Copy Now

If Not a Regular Reader of EDITOR & PUBLISHER Subscribe at Once

EDITOR & PUBLISHER
1700 Times Bldg. (B'way at 42nd St.)
New York, N. Y.

Enter my subscription and mail to address on this blank

Name Official Title

Address City State

DAILY'S FULL PAGE CAMPAIGN CHECKED INDIANAPOLIS REAL ESTATE SLUMP

By WILLIAM H. PICKETT

Classified Manager, Indianapolis News

THERE is no use trying to evade or equivocate, real estate was "off" in Indianapolis during July, August and September. The real estate fraternity was in the doldrums. Whatever the causes may have been—excessive Florida speculation, too high prices, too long and too many vacations, the excess building activity in rental properties that had considerably reduced rents—the fact was inescapable: real estate was "off."

In spite of increased selling efforts the volume of advertising in our real estate columns was showing a steady loss, both in actual lines and in number of offerings. Our linage in relation to the other papers was constant, so it was evident that the cause lay outside of our own organization and with the general condition of the real estate business.

We determined to run a promotion campaign of large display copy to advance the interests of our classified department, but, more than that, to create a market in Indianapolis for Indianapolis real estate. It seemed a task almost impossible of accomplishment. To transform a dull market into a brisk one, to turn indifference into enthusiasm, to overcome unvoiced obstacles that even the real estate men had been unable definitely to discover, was a job that might well dampen the ardor of even enthusiastic advocates of the power of display advertising.

Appreciating the magnitude of our objective, we prepared a campaign of six full pages, scheduled to run in two weeks, from Oct. 10 to 22, a page every other day.

Classified advertising occupied only a very minor position in the campaign, in fact four of the six pages had no displayed signature whatever. The real theme was to sell Indianapolis to Indianapolis, to sell the soundness of an investment in city real estate, to interest the speculative buyer in the certain future profits from Indianapolis real estate as indicated by the record of the past.

Six pages on alternate days is a big campaign, but the objective demanded it, and the copy was written with a broad, forceful sweep, worthy of the amount of space and the size of the schedule. We did not stop with the use of the space, we did as any other advertiser would have done with that amount of copy—we merchandised it intensively to the real estate profession. Complete sets of reprints were supplied them for display in their offices, giving us a second and third reading for the copy at the "point of purchase," tying up each realtor with the campaign. Reprints were also displayed by banks and trusts companies, building and loan associations, building material dealers, and we even went so far as to display them in the paymasters' offices of Indianapolis industrial plants. This was done primarily for the effect on the real estate men who appreciated having the "buy a piece of Indianapolis" message put before the reader for the second time at the time when he had received his pay and thus felt more able to buy.

A week before the first advertisement appeared, classified salesmen called on every real estate dealer in the city with a portfolio of the campaign to tell him the full story of the advertising and the merchandising of it.

During the campaign our real estate classification showed an increase, directly traceable to the campaign, of 3,290 lines. This is not a large gain, but having transferred a losing classification over to the gaining side in two weeks is an achievement relatively larger than the mere gain in the lines indicates.

The biggest gain in linage will come in the next two months as an aftermath of the campaign. This is no mere hazy prediction but it is a certainty because the real estate market is now sufficiently active to warrant extensive advertising by the real estate fraternity. The two objectives of the campaign have already been achieved (1) a satisfactory increase in linage has immediately resulted and (2) the stability of the real estate market has been assured, indifference on the part of the buying public has been turned into an alert activity and receptivity that augurs well for the winter months to come.

GOVERNOR SETS TYPE

Ohio Executive Earns 40 Cents in Columbus Dispatch Plant

Opening of the new building of the Columbus (O.) Dispatch got into the daily papers Nov. 24, when Gov. Vic. Donahey crossed the street from his office and tried out his hand at typesetting again, his former occupation. Next Tuesday he will receive a check for 40 cents, representing pay for 20 minutes work in the composing room.

The Governor made a bee-line for the composing room and asked Foreman John P. Kuhns for a job. The Chief Executive still retains a card in the Typographical Union.

He was first put to work on a linotype machine. After setting several sticks he donned a printer's apron and was given a job making up one of the Dispatch pages. In all he put in 20 minutes.

"The pace is too fast," he said as he walked out. "When I was a printer we worked much slower."

Foote & Morgan Has Priess Radio

The Foote & Morgan, Inc., advertising agency, New York, is placing the account of the Priess Radio Corporation, New York, not the Ferry-Hanley Advertising Company, New York, as reported in last week's EDITOR & PUBLISHER.

ELKINS, W. VA.

is a beautiful little city situated high on the mountains, with prosperous industries, coal mines and rich agricultural and fruit development surrounding.

Elkins has one daily newspaper

The INTER-MOUNTAIN

Leased wire Associated Press service and modern in every respect.

Rate, 2½c a line

Represented nationally by

The Devine-MacQuoid Co., Inc.
New York Pittsburgh Chicago

Mexican Editor Sentenced

A Texas jury last week assessed a penalty of 30 days in jail upon the editor of a paper in Mexico on a charge of criminally libeling a resident on the Texas side of the border. C. Learte Sanisteban, editor of *La Democracia*, Nuevo Laredo, Mex., was arrested when he crossed the international bridge to Laredo, Tex., after publishing in his paper, which was circulated in the Texas city, an article alleged to have libeled P. M. Alexander, Laredo bank president.

UNDER FIRE I



John O'Brien at the Morocco front

When French troops were bombarding Rifian tribesmen in Morocco, one of the few American correspondents at the front

They Like It

147 Nationally Advertised Products run regularly in the

ASHTABULA STAR-BEACON Ashtabula, Ohio

The big daily of Northeastern Ohio. If you desire to reach the people in this territory, place your copy in their home paper.

Members A. B. C.—Ohio Select List
National Representatives
ROBT. E. WARD, Inc.
New York — Chicago

Northern Ohio!

one of the country's
Greatest Markets
covered ALONE by
one of the country's
Greatest Newspapers

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

J. B. Woodward
110 E. 42d St.
New York

Woodward & Kelly
360 N. Mich. Ave.
Chicago

was John O'Brien, staff correspondent of the United Press and United News.

Always a restless trouble-seeker, O'Brien this week welcomed the assignment from New York headquarters, to speed to Damascus, and the Syrian front.

O'Brien makes his home office the U. P. Paris bureau, but is seldom there. He is a roving correspondent, and likes news best when, he must write while under fire.

Furniture Store Takes 10 Pages

Ten solid pages of advertising were carried in the *Binghamton Press* by the Stickley-Brandt Furniture Company, Nov. 19, telling about a two-day \$50,000 sale.

Wheeling Telegraph Joins A. P.

The *Wheeling* (W. Va.) *Telegraph* has been elected to membership in the Associated Press.

MICHIGAN and the BOOTH NEWSPAPERS

THE LEADING NEWSPAPER IN
GRAND RAPIDS—THE ONLY
DAILY IN SEVEN OTHER
CITIES

The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News

National Advertising Representatives

I. A. KLEIN J. E. LUTZ
50 East 42nd St. Tower Building
New York City Chicago, Ill.

Buffalo, The Wonder City of America

Buffalo—A Profitable Market for Advertisers

Sales in Buffalo are splendid for advertised goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the

BUFFALO EVENING NEWS

Read in 4 out of 5 Buffalo homes
Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. Lytton Bldg.
New York, N. Y. Chicago, Ill.

THE WELFARE COMMITTEE of the INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION

Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.

Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.

SERVICE

THE
CHARLES PARTLOWE
COMPANY

America's Largest Circulation
Building Organization
RESULTS COUNT
6th floor OCCIDENTAL BLDG
INDIANAPOLIS-IND

EXPANSION IN RETAIL BUSINESS IN

New York State

INDICATES A RECORD HOLIDAY TRADE

A record holiday trade in New York State is foreseen in the unusually satisfactory reports of business in retail stores. October retail business, as reflected in the reports of chain store organizations and department stores, was strikingly larger than in the same month of last year. November opened with business activities and indications favoring further expansion.

Other evidences of progress appear in the increasing operations at textile plants, in the betterment in mercantile collections, and in the reduced number of liabilities of failures, while such important barometers of commercial activities as bank clearings and freight car loadings continue to make exceptionally favorable comparisons. During the entire year business as a whole has made substantial gains and the upward trend of recent months has been the more gratifying because it has been of a conservative and healthy character.

New York offers ideal merchandising facilities and, with the exceedingly favorable trade conditions, no sales or advertising campaign is complete that does not include this steadily expanding market.

*Shrewd national advertisers will use
this list of New York newspapers*

	Circulation	2,500	10,000		Circulation	2,500	10,000
	Lines	Lines	Lines		Lines	Lines	Lines
*Albany Evening News(E)	30,060	.08	.08	*Middletown Times-Press(E)	6,792	.04	.04
*Albany Knickerbocker Press(M)	32,864	.10	.10	*Mount Vernon Daily Argus.....(E)	9,871	.05	.05
*Albany Knickerbocker Press(S)	56,014	.14	.14	*Newburgh Daily News.....(E)	11,842	.06	.06
*Amsterdam Recorder-Democrat(E)	7,903	.04	.04	*New Rochelle Standard-Star(E)	8,108	.04	.04
†Auburn Citizen(E)	6,214	.045	.035	*The Sun, New York.....(E)	254,18956
*Batavia Daily News.....(E)	8,639	.04	.04	*New York Times.....(M)	350,406	.75	.735
†Binghamton Press(E)	34,505	.10	.10	*New York Times.....(S)	572,815	.90	.882
*Brooklyn Daily Eagle.....(E)	70,622	.22	.22	*New York Herald-Tribune.....(M)	281,672	.6435	.624
*Brooklyn Daily Eagle.....(S)	79,652	.22	.22	*New York Herald-Tribune.....(S)	321,889	.693	.672
*Buffalo Star and Enquirer.....(E)	30,134	.13	.09	*New York World.....(M)	309,386	.595	.58
*Buffalo Courier(M)	63,491	.17	.13	*New York World.....(S)	542,386	.595	.58
*Buffalo Courier(S)	115,578	.27	.22	*New York Evening World.....(E)	311,450	.595	.58
*Buffalo Evening News(E)	128,455	.25	.25	*Niagara Falls Gazette.....(E)	20,355	.06	.06
*Buffalo Evening Times(E)	102,796	.21	.21	*Port Chester Item.....(E)	4,750	.03	.03
*Buffalo Sunday Times(M)	102,068	.21	.21	*Poughkeepsie Star and Enterprise.....(E)	12,429	.06	.06
*Buffalo Express(S)	50,796	.14	.12	†Rochester Times-Union(E)	67,974	.21	.20
*Buffalo Express(E)	57,682	.18	.14	*Syracuse Journal(E)	45,204	.14	.14
*Corning Evening Leader.....(E)	9,148	.055	.05	*Troy Record(M&E)	22,427	.06	.06
*Elmira Star-Gazette Advertiser.....(E&M)	33,500	.11	.11				
†Geneva Daily Times.....(E)	5,527	.04	.04				
*Gloversville Leader Republican.....(E)	6,939	.035	.035				
*Ithaca Journal-News(E)	7,473	.05	.05				
*Jamestown Morning Post.....(M)	11,636	.04	.035				

* A. B. C. Statement, Sept. 30, 1925.

† Government Statement, Sept. 30, 1925.

INCREASE OF PAVED ROADS AIDING NEWSPAPERS TO SERVE SUBSCRIBERS

Speedy Rural Delivery by Truck Has Added Farm Subscribers and Given Added Service to Advertisers—60,000 Buses Now Operating in U. S.

Following, in part, is the text of an address by H. Colin Campbell, advertising manager, Portland Cement Association, on "Highway Construction As Related To Newspaper Delivery Service" given before the Inland Daily Press Association Convention, Chicago, Oct. 14.

WITH practically 18,000,000 motor vehicles registered in this country, motor transportation naturally has assumed a position of importance.

Two things are basic to industrial and commercial prosperity—production and distribution. Distribution is synonymous with transportation. It doesn't do anyone any good to produce anything unless that thing can be placed within reach of somebody who wants it. Competition in all industry in this country is so intense today that speed is all-important. The automobile has annihilated distance for us in a way the railroads never did, and never can. They have to do their distributing where the rails lead. The automobile, the motor bus and the motor truck have greater flexibility since they may go where highways permit.

As molders of public opinion, newspapers occupy an enviable position. And as business organization, they likewise occupy the same position of selfish interest in local affairs that is occupied by the individual.

The experience of the *Indianapolis News* as a user of good roads from the standpoint of a business enterprise should be particularly interesting.

Early this year, John M. Schmid, circulation manager, called our attention to the important part which the highways in the vicinity of Indianapolis played in the circulation increase of his paper. Mr. Schmid's story was so interesting we asked him to tell it in his own way for the readers of our *Concrete Highway Magazine*. I am going to quote from Mr. Schmid's manuscript:

"Good roads are necessary, or this newspaper could not even attempt to serve its patrons in rural districts. They have opened a new field for the advertiser. For example, a city merchant advertises a sale for the following day. A rural subscriber has the same opportunity to read the advertisement as the city subscriber, and plans a trip to town early the next day to attend the sale. As travel on a paved highway is as convenient in January as in July the trip is easily and quickly made.

"The total circulation of the *News* in Marion County is approximately 85,000. About 9,000 copies are distributed in the country outside the city of Indianapolis. The *News* is an afternoon paper with its last edition going to press about 2:30 P. M. and both city and county deliveries are made before 6:00 P. M."

The remainder of Mr. Schmid's article is well summed up from the standpoint of interest to newspaper publishers by his concluding paragraph:

"Advertisers find favor in the plan as it tends to increase the radius of their trade. And the paved highways, most of which are concrete, make it convenient for customers from many miles around to get into the city quickly at any time."

Experience similar to Mr. Schmid's has been recorded by numbers of much smaller papers than his and located in parts of the country where on first thought you would not suspect that highways were so important to a newspaper.

One of the latest examples of this kind was brought to my attention recently by one of my fieldmen while making a trip through the Michigan peninsula. He called on the publisher of the *Iron Mountain* (Mich.) *News*, and among other things began to talk of the necessity for more improved highways in the Michigan peninsula.

The *Iron Mountain News* has a total

circulation of approximately 6,500. Of this number about 1,350 copies are distributed in suburban towns within a radius of 20 miles. These towns are along what is known as the Iron Range.

When motor bus service was established between Iron Mountain and the Iron Range towns, the *Iron Mountain News* extended its circulation area to include these towns. This was impossible before the busses began operation because the only afternoon train leaving after the last edition was printed departed at 7:30 P. M., too late for evening delivery. With busses operating over good highways, the *Iron Mountain News* now leaves the publication office at 4:30 P. M. and is unloaded at various towns so that rural subscribers receive the paper on the date of publication at practically the same time it is delivered to city subscribers. By developing this suburban territory, the *Iron Mountain News* has been able to increase its circulation 22 per cent.

Advertising and business managers will testify that increased circulation of this kind make the paper of greater value to advertisers and likewise increases the advertising lineage of the paper for quite obvious reasons.

There are other examples, but perhaps the two that follow will be sufficient to complete the picture.

Twenty-five thousand pounds of newspapers are delivered each month by the motor or bus line of Denver, Colo., to towns, villages and farms surrounding Denver.

Newspapers reach readers within 25 miles of Denver one hour after they have been printed; 54 miles from Denver two hours after printed; 70 miles from Denver three hours after printed.

The newspapers are carried on regular passenger coaches which run every two hours and serve farmers along the route. The three o'clock afternoon edition of Denver papers are delivered in Greeley, 54 miles away, at the same time they are placed on the doorsteps of Denver subscribers.

The Motor Transit Company of California operates 150 stages out of Los Angeles. During June, 1925, these stages carried 159,000 pounds of newspapers for delivery to various cities throughout southern California.

A "paper car" leaves Los Angeles at 1:00 A. M. for Bakersfield, arriving there at 6:00 A. M., so that Los Angeles newspapers can be laid on the breakfast table at Bakersfield and Taft. The last Southern Pacific train for San Joaquin Valley points leaves Los Angeles at 11:30 P. M., which is too early for the last edition of the Los Angeles newspapers. The stage leaving Los Angeles at 1:00 A. M.

beats that train to Bakersfield by three hours and transfers consignments of newspapers to it for delivery to points farther south.

California has more than 4,000 miles of concrete roads and where there is a concrete road, there is an open traffic way for the motor bus or motor truck, as well as the automobile, 365 days a year.

The 60,000 busses now operating in the United States are the property of 31,000 separate corporations or individuals. The bus lines at present in this country travel regular routes of 200,000 miles. That is, there are established bus routes only 50,000 miles shorter than our present railway mileage. Some railroads are abandoning certain branch lines or are petitioning the Interstate Commerce Commission for permission to do so because they recognize that the railway has an inflexibility that does not meet present traffic demands. There are 20 of the leading railroads in this country at the present time operating bus lines—probably because it pays. There are 200 electric railway lines in the country also operating bus lines and, no doubt, for the same reason. Busses carry to and from school each day in this country more than 450,000 children.

Those of you who are immediately responsible for the business or advertising departments of your paper have no doubt connected some of my remarks with advertising possibilities. Do not the few figures which I have given you, indicate that your publication has a circulation possibility to a certain extent unknown to you, and if that is true, is it not also true that by getting that circulation, which means a larger audience, you can make your paper more valuable to its advertisers, more valuable therefore to yourself, and likewise more valuable to its readers? It seems to me that these are simple business facts.

The Portland Cement Association is a service organization, having nothing to do with the commercial side of the cement business, and therefore is not interested in the business affairs of its membership.

Although our work is almost entirely educational, it is nevertheless admittedly for the purpose of increasing the business of our members.

We are in a position to give anyone interested the last word as to what he may expect from any proposed use of concrete. Sometimes, and not infrequently, we may have to tell an interested person that even concrete will not do what he hopes.

We maintain a Laboratory in cooperation with Lewis Institute here in Chicago, where a staff of 40 scientists is constantly engaged in studying the behaviour and possibilities of concrete.

The construction industry in its broadest sense is one of the most far reaching

America's
most complete
newspaper

The New York
**Herald
Tribune**

NEW YORK STATE
Westchester County's

Fastest Growing Cities
Mount Vernon and
New Rochelle and
The Vicinity Towns

Are Covered Completely by
THE DAILY ARGUS
of
Mount Vernon
THE STANDARD STAR
of
New Rochelle
Both Members of A. B. C.

Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

Use the
COMBINATION RATE
OF
The Gazette Times
(Morning and Sunday)
AND
Chronicle Telegraph
(Evening)

in order to cover Pittsburgh and
Western Pennsylvania thoroughly
at the lowest cost.

Member A. B. C.

URBAN E. DICE, Nat. Adv. Mgr.
GAZETTE SQ., PITTSBURGH, PA.

National Representative:
E. M. BURKE, Inc.
42nd and Broadway, N. Y.
122 S. Michigan Blvd., Chicago.
Constitution Bldg., Atlanta, Ga.
R. J. BIDWELL CO.
742 Market St., San Francisco, Cal.
Times Bldg., Los Angeles, Cal.

The one sure way
to increase the
producing power
of your advertising
is to use the

Norristown
Times Herald

Norristown, Pa.,
Montgomery County's
Great Home Newspaper

National Representative
Paul Block, Inc.
Philadelphia, New York,
Chicago, Boston, Detroit.

The World

These two newspapers offer
the most powerful all-
day service in New York
available as a unit under a
single contact. The 650,000
DAILY WORLD—EVENING
WORLD readers constitute a
highly concentrated force to
be reckoned with in any
campaign designed to effect
distribution in Greater New
York.

The World

Pulitzer Building, New York
Tribune Tower, Chicago

Dominant

in
the
rich
Louisville
field

The Courier-Journal
THE LOUISVILLE TIMES

Represented Nationally by
The S. C. BECKWITH Special Agent

industries as viewed from the benefits which it spreads. \$6,000,000,000 worth of construction means that a good deal of money is put and kept in circulation. If the construction industry is enjoying reasonable activity, the whole nation is sharing in some measure in its prosperity.

I look at a newspaper as simply a business enterprise. It is one man's idea of how to make a living. A newspaper publisher says: "I believe I can make a good living in this town by publishing a paper here." He has a right to think of a town in that way. First, it is nothing but a business proposition. To succeed, a newspaper, like any other business enterprise, must make money. And to succeed, any business soon finds there is a mutual interdependence or obligation underlying success. You have to help someone in order to succeed. This fact is obvious and it seems almost foolish to mention it, but simple things are frequently lost sight of.

You go into a community as a newspaper publisher, unasked, like any other business that comes to town—a shoe store for example. As a newspaper, the business success you enjoy depends upon how you contribute to the success of you community. It is characteristic of newspapers to be boosters—characteristic of most newspapers. There are a few who think that the community owes them a living. Fortunately, there are only a few. You have to boost your community to get money out of it. You have to help make your community a larger one to get more circulation for your paper. To make your community larger, you have to make it better, more attractive, so that more people will want to come there and live, and like you, wrest a living from the place. When you have done these things, you have increased your circulation. For more people buy more papers; more people read advertising; more people call on your business men—your advertisers—and purchase their wares. Better paved streets, better schools, better homes, better sanitary conveniences make your community a better place to live. So if you are always behind these things, you benefit directly and most surely from every such movement.

In soliciting advertising, newspapers lay great stress upon the fact that advertising is "news" and that the advertiser should buy space to tell his news. That is a logical viewpoint. We are buying space in 5,200 newspapers at this time to tell our news. As nearly as I can find out, only three or four other national advertisers have ever used as many newspapers in one year as we have used each year for several years past.

I often wonder what you mean sometimes by the term "free publicity," which you so frequently use. I have just reminded you that nothing is free. You can't give anything to anyone without getting something in return. And you can't discuss the news of the day without engaging in "free publicity" as you call it, or propaganda, if you please, that benefits someone, some thing or some cause. You can't publish baseball "news" without attracting people to the box-office of the grandstand. You can't tell about someone having made a transcontinental motor trip without giving "free publicity" to automobiles. You can't talk of aviation without directly helping someone who may be at the present time engaged in financing an aeroplane factory. It is utterly impossible to separate propaganda of some kind or in some form

from "news." Because advertising is news, news itself must necessarily partake something of advertising.

The great amount of material which we mail to publishers is by way of information. We are willing to abide by their judgment as to whether any of the information is of use. We feel we have a right to take exception to published statements that are contrary to the facts, when we have gone to the trouble of trying to place before those who take the responsibility of directing public opinion, the facts as we know them.

It has been our experience that many

publishers pay no attention to certain classes of advertising in their publications. We are solicited each week by some newspaper representative from a paper which has been carrying our advertising over periods ranging from several months to several years, who does not seem to be aware of that fact. Such experiences are at least somewhat discouraging. Nevertheless, we have found that our advertising is read by many and it is producing results. If publishers themselves would make it a practice to read it more often, results would be in larger measure.

INTRODUCING THE NEW A. N. A. CHIEF

"A FRIEND of newspaper men and newspapers" is what is said of Edward T. Hall, advertising manager and vice-president of the Ralston Purina Company, St. Louis, elected this week president of the Association of National Advertisers. Mr. Hall invests \$500,000 annually in advertising, is an extensive user of newspaper space, and is, he reported, rapidly increasing the appropriation for this medium. Mr. Hall said he liked "to get his feet under the same table" with newspaper publishers.

"I don't want free puffs in newspapers," he said to EDITOR & PUBLISHER in an interview following his election in Washington. "I do not believe it is good advertising."

"I do not believe that if the big buyers of space will get their feet under the same table with the newspaper advertising directors, that most advertising problems can be easily solved."

Mr. Hall said he liked to use newspapers that were showing a healthy growth in circulation and that he was absolutely opposed to some of "the high pressure circulation promotion stunts employed by some newspapers."

Asked his view regarding the merchandising services, offered by some newspapers, he replied:

"Newspaper merchandising departments should not give away the world with a fence around it, but should be willing to adapt their plans within reason to the requirements of an advertiser's business. I have been delighted to see that most newspapers the country over are willing to do this."

"I think the next big advance in merchandising service work by newspapers will be to cut out the unnecessary frills and spend what funds are justifiable along lines calculated definitely to move goods from dealers' shelves."

Mr. Hall graduated from Andover and then Amherst College, in 1907. His first work was in the circulation department of the Curtis Publishing Company, Philadelphia. He remained with this concern three years, during which time he was promoted to head of the subscription agents department, where he worked among the Saturday Evening Post carrier boys.

Next he went to St. Louis as promotion manager of the Ralston Purina Company.

In 1918 he was made a member of the executive committee and shortly afterwards was appointed secretary. Two years ago he was promoted to vice-president of the company, retaining control, however, of the advertising activities.

With Theodore Roosevelt, he believes that every man should do something for the business in which he is engaged. Thus, in addition to his activities in the A. N. A., he has been president of the Advertising Club of St. Louis, a director of his local Better Business Bureau and very active generally in national Vigilance work. He has also been a member of the board of governors of the Direct Mail Advertisers Association, and last year was vice-president of the A. N. A.

His hobby, he said, was working with young boys, and he is chairman of a committee in St. Louis, which is promoting the building of a new Y. M. C. A. building. He also plays the cello and is very fond of painting.

Dr. Clay MacCauley

Dr. Clay MacCauley, vice-president of the International Press Association of Japan, and a cousin of Miss Lena MacCauley art editor of the *Chicago Evening Post*, died Nov. 15 at his home in Berkeley, Cal.

Regional Advertising

at Regional Rates

in The Christian Science Monitor

An International Daily Newspaper Publishing SELECTED ADVERTISING

ATLANTIC, CENTRAL and PACIFIC Editions

Rates and Circulation Data* Supplied on Request

ADVERTISING OFFICES

- Boston Philadelphia Cleveland Detroit
- New York London Paris Florence
- Kansas City San Francisco Los Angeles Seattle Portland

"Buy What You Can Use"

Six Months Average

Daily 11,064
Sunday 10,793

Was the average net paid circulation of the JACKSON (MISS.) DAILY NEWS for the six months ending Sept. 30, 1925, as released by the Publisher to the Audit Bureau of Circulations.

Jackson Daily News Leads

By far, the other Jackson paper in:

- Circulation
- Local Display Advertising
- National Advertising
- Classified Advertising

The News is supreme in its field. The News is the only A. B. C. Member in Jackson.

Representative

THE S. C. BECKWITH Special Agency
New York—Chicago—St. Louis—Detroit—
Kansas City—Atlanta—Los Angeles—
San Francisco.

Largest Evening Circulation in Largest Market

For 26 consecutive years the Evening Journal has had the largest evening circulation in America—concentrated in New York and suburbs. More than DOUBLE the circulation of any other New York evening paper.



America's Largest Evening Circulation and at 3c a copy



Springfield, O. Wisely Selects Imperial

THE Springfield, Ohio, Daily News and Daily Sun put Springfield on the Imperial Plus Plan Map.

We can't help but feel that the publishers of these papers showed an unusual amount of discrimination when they selected to care for their type metal, a concern whose entire efforts were confined to making and serving just one product—Type Metal.

Imperial's efforts, all being directed in one channel, enable us to give, through the Plus Plan, a metal and a service without a peer. To the publisher the Plus Plan means a constantly efficient metal with many years of additional working life.

Metal Wisdom

We think you will agree that the publisher who places the care of his metal into the hands of exclusively type metal specialists will reap a reward in service and saving. Have you read our Plus Plan?

Imperial METAL

Linotype—Monotype—Intertype
Stereotype
Elrod—Ludlow—Linograph—Thompson

Imperial Type Metal Co.

Philadelphia—Cleveland—New York—Chicago



BEST BY HIGH TEST TRADE MARK REG.

BUILDINGS PLANT LAYOUTS PRODUCTION OPERATION

An organization specializing solely in newspaper building design, manufacturing and production problems.

S. P. WESTON

Newspaper Buildings
Plant Layouts
Production, Operation

420 West 42nd Street New York

AUTO MAKERS PLAN 1926 AD SPLURGES WITH PROSPEROUS YEAR ENDING

Tour Through Motor Territory Finds Everyone Optimistic—Abundant Page Copy Will Precede and Follow January Show

CHICAGO, Nov. 25.—Automobile manufacturers have had such a good year that they are now loosing purse strings for 1926 advertising. A tour through the motor territory finds everyone feeling very optimistic for next year. If one goes to Detroit, for example, he will find the advertising men very busy with plans for the annual shows which open at New York in January.

For New York this year the plans call for a number of full pages. There will be more of them than ever. The problem of the papers and the special representatives will be in placing them. Already the advertising men at factories and agencies are asking just what can be done on position for their copy, and they emphasize that they are going to start with full pages and may duplicate some of these during the week.

During this year the factories have done a great business. The orders have been coming in unceasingly from all over the country, with many sections looming up that never had looked to be at all possible for more than a few sales. Florida is an example. Factories have been shipping cars there by the hundreds when in past years they counted them by the half dozen. Dealers have had to get warehouses in Georgia to accept shipments because of the embargo against Florida. Agencies that in the past ranked low have jumped distributors in big cities who always were among the first 10. Other cars that never got a foothold in Florida are now well represented. A Miami paper on the desk of an executive in Cleveland carried a full page advertisement by a Ford dealer showing a business running into seven figures in eight months and telling of a new salesroom and service station there. Other places, where booms have not hit, have emerged from the "never-ran" class into the main speedway now.

In the last few months a number of men in the industry who knew that the financial conditions of their companies would cause their stock to rise in value added to their holdings. And they felt that the general rise would carry along others. So they went into the market and made money. They were not gambling or speculating, but decided to go along with the upward tide. They knew when to step out of the boat.

With the big profits from both angles they are optimistic. Looking ahead, they see in the downward revision of taxes tangible reasons for anticipating a good year. Some there are who feel that there will be good times anyway for the first six months and they will have made enough to tide along for any slowing up toward Fall and Winter.

With new models coming along there will be a greater incentive to advertise than ever. The hard-headed men in the industry realize that it has been the advertising which helped put the big volume of sales over. And they intend to do better.

General Motors has been a liberal spender this year, and the new Pontiac Six to sell under \$1,000 is going to be

backed by heavy copy. This car fits in between Chevrolet and Oldsmobile, also Oakland, and these cars, good sellers this year, will not be allowed to slip back.

Ajax came on the market recently and by show time it will be widely represented.

Paige-Detroit has a new six that will sell at a lower price and its campaign will be larger than ever beginning with full pages the middle of December, followed by half pages with now and again a full page until next June.

Peerless is entering a new regime with a light six selling at \$1,595, and for the first time in months it is using full pages. Its policies are shaped for more aggressive advertising, of which the present is an indication.

Stutz is working on an eight cylinder model and will have to let the world know all about it to sell the car. With F. E. Moskovics, Col. E. S. Gorrell and Bert Dingley all in the Stutz organization, as they were with Marmon until recently, more activity for Stutz is expected than it has had in recent years.

Hupmobile introduced a new six a few weeks ago. To enable the dealers to keep up their sales of eights, when they might drop off due to the arrival of a new model, the Hupp people launched a newspaper campaign all of which was paid for by the factory. It is going yet, full pages alternating with half pages.

There will be other new announcements coming along about show time that are bound to add to the incentive to splurge. And when one adds to this all the copy of the old line companies the total to start the year is going to be good. The expected elimination of a number of companies this year did not take place, and while a few dropped out of the picture, others came back, with tentative new ones getting a start.

DAVIS PUNCTURES WILSON DRIVE

Herald Tribune Reporter Uncovers Plans of Obscure Promoters

A smart bit of reporting by Forrest Davis, staff correspondent of the *New York Herald Tribune*, has shattered the \$5,500,000 dream of two obscure Washington promoters.

The dream was a vague one of gothic architecture rising on the banks of the Potomac to memorialize Woodrow Wilson in a University. The dreamers were W. W. Pettey, a clerk in the Treasury Department and A. Russell Lowell, a newspaper man out of a job.

Several months ago the two engaged offices in the Transportation Building

and began sending out letters to prominent persons, enlisting their support.

A lesson in "suckerism" resulted. More than 50 of the best known politicians and educators in the country signed up for the "Executive Committee" of the Memorial without investigating and soon circulars were being dumped into the mails bearing these "big" names.

The Wilson following in Washington and New York sensed something unstable about the Memorial but were powerless to do anything, fearing that any move on their part would be misinterpreted as unwillingness to aid any Wilson cause.

Then Davis got a lead on the inside workings of the Memorial. He came to Washington and spent several days getting a line on Lowell and Pettey and then broke a series of four articles showing the thinness of the promoters' plans.

Today the Memorial has virtually collapsed. A majority of the politicians, after reading Davis' story, withdrew their names. The Memorial's offices have been closed and the circular campaign cut short.

STUDENT DAILY SUED

City Official Asks \$30,000 Libel Damages of Columbia Missourian

Charging publication on Nov. 12, of a false and malicious news story about the city water and light department, J. E. Hathman, city councilman, late yesterday filed in Boone County Circuit Court a libel suit for \$30,000 against the *Missourian Publishing Association*, a corporation.

The defendant owns the *Columbia Missourian*, evening daily paper written and edited by students in the Missouri School of Journalism. Hathman has supervision over the water and light department.

Hathman particularly stressed this paragraph: "No invoices are filed in the records of the water and light department to cover the expenditure of \$1,534.22 of the \$7,726.56 not yet approved

by the council. Of this amount not approved by the council a check for \$2,403.20 to Ira L. Davis."

Hathman alleges that Nov. 13, the *Missourian* "renewed and reiterated" its statement. He claims \$15,000 actual damages and \$15,000 punitive damages, besides the cost of prosecution.

The date for the trial will be set at the December docket.

C. H. Armstrong Joins Printing Co.

C. H. Armstrong has resigned as business manager of the *Chicago Journal of Commerce* and will become a partner in the Gentry Printing Company. Succeeding him on the paper is Ellis Sibley, son of W. G. Sibley, who writes the *Journal* highway column.

The reason EDITOR & PUBLISHER classified department is so rapidly growing that newspaper wants are quickly realized through these advertisements.

Los Angeles Times

California's Great Newspaper

More news, reading matter and advertising than any other Pacific Coast newspaper.

Circulation 96% home delivered and 95% concentrated in the Los Angeles metropolitan market.

Pittsburgh Press

"Giant of the Newspaper World"

A Scripps-Howard Newspaper

Represented by ALLIED NEWSPAPERS, INC.

The Dispatch-Herald

Leads the second Erie, Pa., newspaper in circulation, local advertising, national advertising and good will of its public, and leads by a good margin.

ERIE, PA., DISPATCH-HERALD
WILLIAM A. HENDRICK, Publisher
LOUIS BENJAMIN, Treas. & Gen. Mgr.
CHAS. H. EDDY CO., Representatives
New York Chicago Boston

Cinco Cigars

is another of the nationally famous accounts which has recognized the fact that the Washington, D. C., territory cannot be adequately covered without

The Washington Times

The futility of the "one paper buy" argument is nowhere better illustrated than in the experiences of its national advertisers.

PAYNE, BURNS & SMITH
New York City—Boston
G. LOGAN PAYNE CO.
Chicago - Detroit - St. Louis - Los Angeles

Remarkable Growth
Detroit Times
Evening over 220,000
Sunday over 280,000

GRAVURE SECTIONS PRINTED

SPECIAL AND REGULAR EDITIONS, MAGAZINE INSERTS AND COMMERCIAL WORK.

Standard Gravure Corporation
LOUISVILLE, KY

In New Orleans It's
THE MORNING TRIBUNE
(Published week-day mornings)
THE NEW ORLEANS ITEM
(Published week-day afternoons)
THE ITEM TRIBUNE
(Published Sunday mornings)

Sold to National Advertisers at a combination rate 15c a line week-days and 18c a line Sundays.

WHAT THEY ARE SAYING

YOUTH DICTATING BUYING TODAY

"TEN years ago the young woman came into a store accompanied by her mother. The latter would say to the clerk: 'My daughter wants this or that.' But the mother did the selecting while the daughter merely looked on, not daring to make known her own desires. Today the young woman does her own buying and she also accompanies her mother. And now it is the daughter who says: 'Now mother, you don't want that. It isn't youthful enough.' And in the majority of cases mother buys what daughter prefers. The younger man and woman invariably pay more for the things they buy. Dad finds that \$3 shirts are good enough for him but Jonathan, Jr., plunks down \$10 for a silk shirt without batting an eye. Mother pays 85 cents for stockings, but Marjorie's trim ankles must be encased in silk hose at \$3 a pair." —Andrew L. Carmical, Promotion Manager, *Chicago Evening American*.

* * *

PENALIZING INDUSTRY

"WOULD you put a tax on mass production, penalizing a man or the industry which makes possible a superior product at a price no other country can meet in spite of its low wages and low living cost? Certainly not, but our government is doing that very thing today in placing a special postal tax on advertising." —Merle Thorpe, Editor, *The Nation's Business*.

* * *

THE PATH TO BROADWAY

"WERE I required to chart a course for a newly fledged reporter with his eye on a Broadway assignment as the ultimate Heaven of his existence, I would present it as my opinion that he should at first establish himself in a smaller community. I think that an ideal place to begin would be on a daily newspaper in a town of from 20,000 to 50,000 people. A year or two in such an environment would bring the ambitious acolyte into contact with almost every fundamental phase of newspaper publishing." —Frederick B. Edwards, of *New York Herald Tribune* staff.

WEEK'S AD TIPS

Agricultural Advertisers' Service, 76 West Monroe street, Chicago. Now handling the accounts of John P. Gasson, Brookfield Poultry Farm and Hatchery, Versailles, Ohio, and the Gardner Nursery Company, Osage, Iowa.

George Batten Company, 383 Madison avenue, New York. Placing account of the Jones Dabney Varnish Company, Louisville, manufacturers of Twenty Minute Lacquer.

Brandt Advertising Company, 7 South Dearborn street, Chicago. Sending out 1000-line contracts on Treasure Chest Company.

Brennan Phelps Company, 200 South State street, Chicago. Will place the advertising of the Williamson Candy Company, Chicago, Ill. (O'Henry Candy Bar) in the future.

Coolidge Advertising Company, 310 Insurance Exchange Building, Des Moines. Placing account of H. and H. Cleaner Company, Des Moines, manufacturers "H. and H."

E. C. Harris Advertising Agency, Inc., Atlanta, Ga., are now sending out orders to newspapers on Dillingham's Plant Juice, Cincinnati.

Hicks Advertising Agency, 52 Vanderbilt avenue, New York. Has secured the following accounts: Jomark, Inc., Dress Manufacturers; J. Heit & Sons, Inc., Manufacturers of Women's Coats; Dorothy Junior Frocks; Burndept Wireless Corporation of America, Manufacturers of the "Ethovox" Reproducers; all of New York City.

Ralph H. Jones Company, Cincinnati, Ohio. Will handle the account of the Carey Roofing Company in the future. The list for next year will be made out in December.

Koenig Medicine Company, are sending direct some 1400 line schedules to some Middle West papers.

Lord and Thomas, 400 North Michigan avenue, Chicago. Sending out schedules to middle West papers on Electrical Research Laboratories (Radio) of Chicago, Ill. Planning a campaign for large city newspapers on Mary T. Goldman Company of St. Paul, Minn.

McJunkin Advertising Company, 5 South Wabash avenue, Chicago. Sending out a schedule on A. Stein and Company of Chicago. This will be complete within a few weeks.

McLain-Simpers Organization, 210 W. Washington square, Philadelphia. Handling account of the Speakman Company, Wilmington, Delaware, manufacturers of showers and plumbing fixtures.

Porter-Eastman-Byrne Company, 27 West Monroe street, Chicago. Sending out copy on National Fibre Textile Company of Neenah, Wis.

William H. Rankin Company, 435 North Michigan avenue, Chicago. Planning on starting schedules for Zipper Boot Advertising for B. F. Goodrich Company of Akron, Ohio.

Arthur Rosenberg Company, Inc., 110 West 34th street, New York. Has secured account of the Trinity Six Radio Receiver.

Frank Seaman, Inc., 470 4th avenue, New York. Handling account of A. E. Nettle Company, Syracuse, N. Y., manufacturers men's shoes.

J. Walter Thompson, 400 North Michigan avenue, Chicago. Preparing a special schedule for a few towns to run before January 1 on Cheek-Neal Coffee Company, Nashville, Tenn.

Charles H. Touzalin Company, 7 South Dearborn street, Chicago. Will start schedules on Stewart-Warner Company, Chicago (Radio) to newspapers this week. Will issue the radio advertising of Stewart-Warner Company to newspapers in towns only where they have a service station.

Vanderhoof & Company, 167 E. Ontario street, Chicago. Handling account of the Kewanee Private Utilities Company, Kewanee, Illinois.

N. C. NEWSPAPER INSTITUTE

University and Press Association Join in Planning Discussional Meet

CHAPEL HILL, N. C., Nov. 25.—A Newspaper Institute will be held here Jan. 13-15, 1926, under the joint direction of the North Carolina Press Association and the University of North Carolina. The Press Association, through its executive committee, has set the problems and the University has undertaken to supply experts to discuss them. The Institute will be open to any member of the Association on payment of a nominal registration fee, but the bulk of the expense will come from the treasury of the Association and from the University.

Five problems affecting all newspapers have been selected for study during the two-day session, and in addition a place will be reserved on the program for the discussion of questions peculiar to country weeklies.

The five scheduled general problems are, (1) free publicity, including propaganda of all sorts, (2) professional ethics, (3) editorial policy, (4) business policy, and (5) the law of the press.

The treatment of each problem will include at least one lecture and a round-table discussion. Paul Patterson, president of the A. S. Abell Company, publisher of the *Baltimore Sun*, will talk on business policy from the practical side.

E. E. Peacock, professor of accounting in the University School of Commerce, will discuss the theory of accounting. The law of the press will be discussed by a professor from the law school.

ADVERTISE IN

Indiana

The Business is There

Because it has unequalled trade advantages, great wealth in agriculture and live stock, manufacturing that includes practically all standard products and daily newspapers of dominating influence, Indiana offers a sales promotion territory that must not be neglected by the National Advertiser.

Transportation facilities are ideal, with 7,197 miles of steam railways, carrying immense tonnage, and over 2,000 miles of electric railroads.

Indiana farms are the best in the world. It is a big producer of corn. Cattle, horses, sheep and hogs are produced by the millions. Manufacturing products exceed agriculture and mining.

These diverse sources of prosperity combine to produce a purchasing power among an industrious people that are influenced by their daily newspapers.

Advertising in the Indiana newspapers will create local demand for your merchandise.

These Newspapers are Leaders in Indiana

	Circulation	Rate for 5,000 lines
*Columbus Republican	(E) 4,860	.03
†Connersville News-Examiner	(E) 4,557	.025
†Decatur Democrat	(E) 3,194	.025
*Fort Wayne Journal-Gazette	(M) 34,198	.08
*Fort Wayne Journal-Gazette	(S) 30,599	.08
*Fort Wayne News-Sentinel	(E) 42,168	.10
*Gary Evening Post-Tribune	(E) 15,019	.06
†Hammond Times	(E) 17,127	.06
†Huntington Press	(M & S) 3,836	.025
*Indianapolis News	(E) 125,827	.25
..... (M) 7,761		
*Lafayette Journal & Courier	(E) 13,204	20,965
..... (E) 13,204		
†La Porte Herald-Argus	(E) 6,560	.035
†Shelbyville Democrat	(E) 4,012	.025
..... (M) 9,634		
*South Bend News-Times	(E) 15,671	25,305
..... (E) 15,671		
*South Bend News-Times	(S) 23,249	.07
South Bend Tribune	(S) 19,735	20,697
*Terre Haute Tribune	(E & S) 22,784	.06

*A. B. C. Publishers' Statement, Oct. 1, 1925.

†Government Statement, Oct. 1, 1925.

WOODBIDGE SPEAKS AT 7TH DISTRICT MEET

Associated Ad Clubs Spending \$750,000 Yearly for Truth in Advertising He Says at Oklahoma City

OKLAHOMA CITY, Nov. 24.—President C. King Woodbridge of the Associated Advertising Clubs of the World was guest of honor of the Seventh District convention of the Associated Clubs which closed here Tuesday night. In two addresses he discussed "Truth in Advertising" and "Problems and Results of Organized Advertising."

"This great world organization which I represent has two primary functions," he said. "One of them is the weeding out of statements in advertising that are misleading to the public."

"We are spending \$750,000 annually to protect the American public from the fake stock promoter and concerns that use fraudulent, misleading and deceptive statements in their advertising."

"We are doing this through our central office in New York and in co-operation with 54 better business bureaus throughout the United States."

"The other primary function of this great organization is to make the dollar spent for advertising perform the maximum of service for both the advertiser and the consumer who busy the product advertised."

Other speakers were James Andrews, president of the Oklahoma City Ad Club; J. A. McLeod, Pine Bluff, Ark.; Ed. Overholser, president and manager of the Oklahoma City Chamber of Commerce, R. Fullerton Place, St. Louis; Shelley Tracy, Southwestern Advertising Agency, Dallas; John Fields, Oklahoma City banker; Dr. C. S. Duncan, Washington; K. E. Kilby and Robert H. Timmons, Wichita, Kan.; Arthur Hallaman, University of Oklahoma School of Journalism; R. D. McManus, Chicago; Carl Williams, editor of the *Oklahoma*

WITNESSES FOR "FLYING COLONEL"



Texas newspaper men who testified recently at the Washington trial of Col. Wm. Mitchell included this group, who are (left to right, sitting): A. H. Yeager, *San Antonio Light*; Capt. B. V. Baucom and L. F. Recinos, *La Prensa*, San Antonio; (standing) Lloyd Gregory, Associated Press; Kenneth McCalla, *Houston Press*; Bascom Timmins and Harry McCleary, *San Antonio News*.

Farmer-Stockman and George A. Davis, Oklahoma City. Arthur O. Fuller, of Muskogee, Oklahoma, was elected chairman.

TWO CLUBS JOIN A. A. C. W.

Bayonne, N. J., and Aurora, Ill., Groups to Affiliate with National Body

Two recently organized advertising clubs have voted to affiliate with the Associated Advertising Clubs of the World, it was announced this week at A. A. C. W. general headquarters, New York. They are the Advertising Club of Bayonne, N. J., and the Advertising Club of Aurora, Ill.

William H. Marsh, *Roseville Tribune*, superintendent Motor Vehicle Department. George H. Rhodes, former Mendocino county publisher, State Board of Forestry. Harvey Johnson, *Banning Record*, Supervisor Riverside county. S. D. Merk, *Burlingame Advance*, member of State Board of Education. Oran A. King, *Jackson Ledger*, deputy Real Estate Commissioner. George D. Squires, attorney California Press Association, Redwood City, Railroad Commissioner. Justus F. Craemer, *Orange News*,

member of State Board of Agriculture. J. E. Olmsted, *Petaluma Argus*, member State Industrial Accident Commission.

John Baker, *Holtville Tribune*, Imperial county Supervisor.

A. E. Falch, *Los Gatos Mail-News*, State Building and Loan Commission.

H. L. Moody, *Redding Searchlight*, Supervisor Shasta county.

C. A. Storke, *Santa Barbara News*, member State Board of Education.

G. G. Radcliff, *Watsonville Pajaronian*, member State Board of Control.

Mrs. W. A. Fitzgerald, *Stockton Independent*, member State Public Welfare Commission.

J. B. Sanford, *Ukiah Dispatch-Democrat*, member State Harbor Commission.

R. M. Norton, *San Francisco Richmond Banner*, Notary Public.

F. W. Atkinson, *Watsonville Register*, member Redwood Park Commission.

Here

Joe Mitchell Chapple has returned from Spain where he had a lot of little talks with big people.

GET THIS NEW SERIES

Ask Us About It

Joe Mitchell Chapple Associates
"The Attic," Waldorf-Astoria, New York City, N.Y.

29 EDITORS APPOINTED TO STATE POSTS BY GOV. F. W. RICHARDSON

TWENTY-NINE California editors have been appointed to state posts by Gov. Friend W. Richardson, president of the California Press Association and former owner of the *San Bernardino Daily Times Index* and the *Berkeley Daily Gazette*, it was brought out at the semi-annual meeting of California editors in Sacramento, Nov. 13-15.

Following are the editors and the posts they occupy under Gov. Richardson's administration:

W. A. Shepard, *Auburn Herald*, Nevada Exposition Commission.

John E. King, *Hemet News*, State Printer.

M. F. Cochrane, *San Rafael Independent*, member State Harbor Commission.

David J. Reese, *Ventura Free Press*, president State Civil Service Commission.

W. F. Mixon, *Woodland Mail*, secretary of State Highway Commission.

F. J. O'Brien, *Chico Enterprise*,

member of the State Board of Control. J. R. Gabbert, *Riverside Enterprise*, Real Estate Commissioner.

F. D. McPherson, *Santa Cruz Sentinel*, member of State Redwood Park Commission.

H. R. Braden, Braden Printery Co., San Francisco, member of the State Board of Control.

Harry Lutgens, *Sebastopol Times*, private secretary to Governor.

J. O. Hayes, *San Jose Mercury*, regent University of California.

B. A. Forsterer, *Oakland Tribune*, member Veterans' Home Board.

— ONE OF A SERIES —

Letters That Speak For Themselves

The Register-Gazette

ROCKFORD, ILL.
The Advertising Checking Bureau, Inc.,
15-19 East 26th Street,
New York City, N. Y.

Gentlemen:
We have been subscribers to your service almost since its inception, and we have never for a moment regretted our inclusion in your list of patrons. We have, through your service, relieved ourselves not only of a considerable amount of confusion and detailed work, but we have given our national advertisers and the advertising agencies a more regular and prompt proof of service, and because of this we find that our national advertising bills are paid more promptly.

Yours very truly,
THE REGISTER-GAZETTE CO.,
Elliott S. Bartlett, Bus. Mgr.

Christmas

FEATURE PAGES, Dec. 6, 13, 20
X-MAS PICTURE (3, 4, 5 col.)
SHOPPING DATES
KIDDIE PAGES AND PUZZLES
GIFT-MAKING SUGGESTIONS

The International Syndicate
Baltimore, Md.

Detroit

Fourth Largest City

Complete coverage with one paper.

The Detroit News
Offers advertisers unusual opportunities

Facts

The Dallas Journal has the largest A. B. C. circulation among Dallas evening newspapers.

Four-fifths of it is city and suburban.

The Journal is a clean, bright and aggressive paper that appeals to the more intelligent and prosperous classes of the city.

The average milline rate of The Journal is the lowest among Dallas evening papers.

The Dallas Journal

DO YOU NEED A TRAINED MAN?

The Personnel Bureau of Sigma Delta Chi, an organization of college trained newspaper, magazine and advertising men, wants to help you find him. The Bureau puts you in touch with experienced, energetic men — it saves you time by recommending only those who meet your requirements.

If you expect a vacancy, please write Robert B. Tarr, Director, Personnel Bureau of Sigma Delta Chi, 2929 Northwestern Ave., Detroit, Mich.

NO CHARGE TO EMPLOYERS.

first! in OHIO

17,363,857 Lines

Dispatch advertising record first ten months of 1925 exceeding other Columbus newspapers combined by 2,908,834 lines. For the first eight months 1925 The Dispatch paid ad-

vertising linage exceeded the second Ohio newspaper by 1,522,638 lines.

NET PAID CIRCULATION

CITY 54,651
SUBURBAN 26,637
COUNTRY 22,238

Total Circulation 103,526

Columbus Dispatch

OHIO'S GREATEST HOME DA LY



OUR OWN WORLD OF LETTERS

By JAMES MELVIN LEE

THE first issue of *Art & Publicity* edited by Goffrey Holme has made its bow to the public. Its editor hopes to make the publication an annual event. He has certainly made a good start.

The first volume opens with a resumé of the growth and development of advertising. The old advertisements reproduced by way of illustration will doubtless make the expert smile but they show the tremendous advance that has been made—especially in recent years.

It is the purpose of *Art and Publicity* to cover every field of advertising media—including the container for goods manufactured. The editor invites the submission of material and requests that the name and address of the following be given at the same time: the advertiser, the designer, the advertising agent, and the printer.

Specimens should be addressed to the editor of *Art and Publicity*, 44 Leicester Square, London, England. It should be noted, however, that he should receive nothing of which the sender is unable himself to authorize reproduction.

THE Committee on Economics of the National Advertising Commission of the Associated Advertising Clubs of the World has compiled a booklet "Facts Worth Knowing About Advertising Mediums." In very compact form it sets forth the advantages of almost every advertising medium.

The first section is devoted to daily and weekly newspapers. Emphasis is laid upon the fact that the inherent strength of newspaper advertising may be found in its exceptional flexibility. The advantages of newspaper advertising are listed under five main heads: Relatively small cost; Universal appeal; Timeliness; Frequency of publication; Localized circulation.

Other facts noted are the low cost of newspaper advertising, the ability to reinsert by telephone or by telegraph, and the quick-action results.

Other sections take up "General Magazines," "Business and Class Publications," "Agricultural Publications," "Direct Advertising," "Outdoor Advertising," "Car Cards," "Window Displays," "Theatre Programs," "Motion Pictures," "Specialties," "Radio," and "Reference Media."

The Committee on Economics responsible for the publication of the pamphlet consists of Frank L. Blanchard, of Henry L. Doherty & Co., New York; Homer J. Buckley of Buckley, Dement & Co., Chicago; C. H. Henderson, Union Trust Company, Cleveland; John Sullivan, New York; James O'Shaughnessy, American Association of Advertising Agencies, New York; and Julius Holl of the Link Belt Company, Chicago.

WILLIAM A. DILL, assistant professor of journalism at the University of Kansas, has compiled a graphic check list of periodicals published from 1690 to 1790 in what was to become the

fashions

ILLUSTRATED HOLIDAY FEATURE

Released Dec. 12. Timely for Gift Buying.

Write for Proof

FAIRCHILD Newspaper Services 8 East 13th St. New York

United States. In this list may be found the names of newspapers and magazines of the century covering—so far as they can be ascertained—the date of establishment, the name of the editor, and the "thirty" of the paper. As far as possible newspapers related—either by continuing with the name or with the serial number of another—have been grouped together. Otherwise the plan of grouping is alphabetically by states and towns and chronologically within each town listed. The pamphlet bears the title "The First Century of American Newspapers" and may be obtained upon application to the Department of Journalism, University of Kansas, Lawrence, Kansas.

THE charity organization department of The Russell Sage Foundation of New York City has just published a new edition of "What Social Workers Should Know About Their Own Communities" by Margaret F. Byington. For all practical purposes this pamphlet might have been entitled "What Newspaper Men Should Know About Their Communities." It is filled to the brim and overflowing with practical suggestions for newspaper workers who would know their communities better.

THE story of the first newspaper in Iowa is given somewhat in detail in *The Iowa Journalist* for November. This pioneer paper *The Dubuque Visitor* first appeared on May 11, 1836 at the Dubuque Lead Mines, then a part of Wisconsin territory. A facsimile of the first issue and an illustration of the press on which the paper was printed are also given.

Frederick J. Lazell, the editor, opens the issue with "Wherein Some Histories are Found Wanting." He finds these histories wanting in the part played by newspapers in the organization and development of the American republic. In evidence, he makes a strong case for the newspapers.

George H. Gallup follows with a discussion of "The Newspaper as Entertainer." The *Iowa Journalist* is published by the School of Journalism at the University of Iowa, Iowa City.

THE advertising department of the *New York Times* has published a booklet entitled "The Educational Value of the New York Times." It is a compendium of excerpts from letters of prominent American educators. Charles W. Eliot, president emeritus of Harvard University, heads the list.

Preceding the excerpts is a foreword. This brief for a more intelligent perusal of newspapers asks the reader the per-

N. BREWSTER MORSE

Has Created The Most Talked of Feature This Year

His Strip Picturization of Stevenson's "Treasure Island" is Appearing Daily in Leading Newspapers All Over the Country.

Write Us for Sample Strips Today

Wheeler-Nicholson, Inc. 15 West 44th Street, New York

tinent question, "What do you get out of your newspaper?" and then answers it for him as follows:

The news of course. But do you get out of it also—a knowledge of current history, a clear picture of the course of great events, a multitude of suggestions for building up your information, a stimulus to thought, a method of arriving at sound judgments—In short, does your newspaper contribute vitally to your education?

If it does not, you are getting only a small part of what the true newspaper can give you; for the time you spend on newspaper reading you are receiving only half a return.

This booklet is No. 21 of the series put out by the advertising department of the Times and may be obtained upon direct application to that department.

A SORT of reporters' Hall of Fame will be found in the article which O. O. McIntyre contributes to the current issue of *Hearst's International-Cosmopolitan* under the title "The Nose for News." Just why these reporters are entitled to their niches is given by Mr. McIntyre, but not until he has chatted for three or four paragraphs about the reporter and his job.

The newspaper reporter, according to Mr. McIntyre, strikes the highest note of excitement in the human scale and never willingly leaves his newspaper for a more lucrative position in another occupation.

The reason why so many skilled reporters seek other fields is because they are worth more than the newspapers pay them and when they find this fact out they quit romance for dollars—but always with regrets.

Mr. McIntyre insists that reporters have changed only outwardly; that they no longer liquor up between editions, that they are no longer out at elbows, but that inwardly, even though they may carry canes and wear spats, they are consumed by that same journalistic urge that propelled Stanley into the heart of Africa.

Among the men nominated by Mr. Mc-

Intyre for the Hall of Famous Reporters are Frank Ward O'Malley, Albert Payson Terhune, Jim Keeley, Irvin S. Cobb, Jersey Chamberlain—to distinguish him from the other Chamberlains that worked on the *New York Sun*, Arthur Brisbane, Will Irwin, John Vandercook, Richard Harding Davis, E. W. Howe, William Allen White, Alfred Segal, Thomas Millard, and Martin Green, called dean of Park Row reporters.

Possibly to emphasize the note struck in his opening paragraph Mr. McIntyre concludes his article with that Green said when given a dinner by his fellow workers, "I'd like to be starting out to-morrow on my first three-alarm fire."

THE official organ of Pi Delta Epsilon, the honorary collegiate journalism fraternity, is *The Epsilon*. It is edited by Robert Hooper McNeil of Colgate University, Hamilton, N. Y. The current issue contains a number of practical articles for those who are members of the editorial boards of undergraduate newspapers.

"SKIPPY"

By PERCY CROSBY

The best juvenile comic strip. Combines great humor, excellent drawing and emphatic adult appeal.

A feature you can't afford to miss

JOHNSON FEATURES, Inc. 1819 Broadway, New York, N. Y.

ROBERT QUILLEN

"World's Greatest Paragrapher"

The combined circulation of papers using Quillen's three features, PARAGRAPHS, AUNT HET and WILLIE WILLIS, is well over seven million daily.

Associated Editors, Inc. 440 S. Dearborn St., Chicago

REPUDIATION

No European Government, except Soviet Russia, has yet repudiated any part of its indebtedness to the United States.

When the United States was a debtor nation, however, eight American States repudiated their debts to Europe.

These debts, as has recently been brought out in the House of Commons, were contracted for industrial purposes, and not for war purposes.

Are European nations entitled to credits for these repudiated debts in the forthcoming funding operations?

This interesting subject is set out in full detail in our report of May 22.

EDITORIAL RESEARCH REPORTS

1425 G St., N. W., Washington, D. C.

FREE!

A WEEK'S RELEASE of RADIO DOINGS "NEWS FROM THE AIR"

To prove to you it's the liveliest and best radio feature of the season.

AN INSTANTANEOUS HIT!

No obligation Write or Wire

AUDIO SERVICE

30 N. Dearborn St., Chicago (More than 160 newspapers use our radio programs. Write for samples and prices.)

San Francisco Chronicle

PAYING circulation determines the logical choice of an advertising medium. In San Francisco and Northern California it is a recognized fact that The Chronicle following has the buying power.

National Representatives Williams, Lawrence & Cresmer Co. 350 N. Michigan Ave. Chicago 225 Fifth Ave. New York

"Classified" Means To-day's Opportunities

EDITOR & PUBLISHER

Classified Advertising Information

TRANSIENT RATES

SITUATIONS (Cash with Order)

- 1 Time — .40 per line
- 2 Times — .35 per line
- 3 Times — .30 per line

ALL OTHER CLASSIFICATIONS

(Cash with Order)

- 1 Time — .60 per line
- 4 Times — .55 per line

White space charge at same rate per line per insertion as earned by frequency of insertion. Special rates quoted for 13, 26 and 52 insertions. The Editor & Publisher reserves the right to classify, edit or reject any advertisement.

COUNT SIX WORDS TO LINE.

INDEX OF CLASSIFICATION

ADVERTISING

General Promotion
Special Editions Special Pages

BUSINESS OFFICE

Accounting Appraisers
Supplies Devices

BUSINESS OPPORTUNITIES

Brokers Newspapers Wanted
Newspapers For Sale

CIRCULATION

Promotion Distribution
Premiums

EDITORIAL

Business News Correspondents
Syndicate Features

EMPLOYMENT

Help Wanted Situations Wanted

MECHANICAL

Equipment For Sale Equipment Wanted

ADVERTISING

General Promotion

Advertising Promotion—If you want more business, communicate with the International Publications Service, Suite 1004, 1841 Broadway, New York City.

BUSINESS OFFICE

Appraisers

Appraisers—Recognized authority on Printing and Newspaper plant valuations. Standard Appraisal Company, 90 John St., New York.

BUSINESS OPPORTUNITIES

Brokers

Weekly and Job Plant, very desirable, occupying exclusive Eastern field, new modern building, splendid equipment; good circulation; earning handsome dividends. Only \$10,000 cash required, balance easy terms. J. B. Shale, Times Building, New York.

Newspapers For Sale

Evening Daily for sale. Established 1842 in cultured Southern city of 22,000. Exclusive territory. \$10,000 cash. Terms on balance. Owner has two other papers requiring his entire time. The South is enjoying unprecedented development in all lines and this proposition affords a wonderful opportunity for an experienced newspaper-man. A-989, Editor & Publisher.

CIRCULATION

Promotion

Circulation—When quick, additional circulation coverage becomes necessary, remember that our twenty years in this one line of endeavor is your proof against experimenting. Write or wire Pacific Coast Circulation Service, Bell Block, Cincinnati, Ohio.

EDITORIAL

Syndicate Features

Popular Radio News and Features from the Washington Radio News Service. Issued weekly. Write for samples and rates. Carl H. Butman, Mgr., 1422 F St., Washington, D. C.

EMPLOYMENT

Help Wanted

Advertising Salesman: Experienced, aggressive producer who can develop established accounts and knows how to sell new contracts. Good opportunity to right man. State experience and salary requirements first letter. Business Manager, Republican-American, Waterbury, Conn.

Circulation manager with organization and building ability. Must be able to direct street sales to increase same, in fact take complete charge circulation. Must also be able to take complete charge of mailing room if necessary. Boozers not considered and will not stay long on job. References required. A-990, Editor & Publisher.

Circulation Manager—Atlantic City's new daily newspaper requires an organizer and developer who can install and run a circulation department from beginning to end. One who will work on the street—and run office as well. Good salary and a bonus on business if he proves capable. Unquestionable references are required. Our organization is a live, virile crowd and we only want go-getters associated with us. G., News Publishing Co., Union National Bank Building, Atlantic City.

Circulation Solicitors wanted. Experienced men and women in the handling of a magazine-newspaper combination proposition, lucrative employment by addressing the Circulation Department, The Norristown Register Co., Norristown, Pa.

Circulation Assistant—Wanted: Man to promote and conduct subscription competitions on city carrier force and county boy agents. Penna. State age, experience and salary wanted. Permanent. B-519, Editor & Publisher.

Circulation Manager Wanted for small city daily; one with ability to handle carriers successfully in developing excellent field. Tribune, Royal Oak, Michigan.

Classified Manager for newspaper in middle western city over 200,000 population where classified is well developed. This newspaper does not have volume proportionate either to its standing display advertising or amount of circulation. To the applicant whose record proves he knows how to build classified, this opening offers unusual opportunity. Salary and bonus arrangement as start and unlimited future. Address detailed application to B-513, Editor & Publisher.

Combination Machinist and Proofreader wanted. Four machine plant. Models nine, fourteen, three and nineteen. A-967, Editor & Publisher.

Copy Writer wanted by leading Florida daily newspaper. Must be competent, experienced and efficient, one who is specially proficient in the preparation of attractive full page and double page advertisements. Steady position to right party. Applicants are requested to submit specimens of their work together with copies of written references, and to state salary expected by mail to B-515, Editor & Publisher, New York City.

Correspondents wanted in every part of the country. Apply Jewish Daily Bulletin, 621 Broadway, N. Y. C.

Newspaper Openings, all departments. Our commission—one week's salary. Investigate. Publishers' Placement Service, Seitz Bldg, Syracuse, N. Y.

Radio Editors interested in an attractive correspondence connection should write immediately to the Universal Trade Press Syndicate, T. A. Gallagher, News Editor, 522 Fifth Avenue, New York City.

Situations Wanted

Advertising Executive, newspaper and magazine experience; achieved successful record in developing men, writes good copy; capable of analyzing and planning promotion; retail or national campaigns. Forty years old, married, absolutely sober and reliable. Endorsements from important publishers. B-524, Editor & Publisher.

Advertising Man—Experienced daily paper ad solicitor, writer, familiar with making layouts, etc., desires position South. Address Box B-502, Editor & Publisher.

Advertising Man—Experienced newspaper, magazine, copy, layout. Salesman. B-916, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Advertising Manager or Assistant to Publisher, with thorough knowledge of every department of a newspaper, desires connection on daily in city over 100,000 population. 33 years old; married. Experience covers six years on reporter and nine years in local and national advertising field. Leaving recent connection because of sale of newspaper. B-523, Editor & Publisher.

Advertising Man, thoroughly experienced, clean cut, aggressive, resourceful, ambitious. Wants to make permanent connection with daily or weekly, Georgia, or Florida, preferred, but will go anywhere in the South. Married. Age 36, full of pep, can write features, editorials, assist publisher. No boozers. Available at once. Write, send paper and name salary. Address Box 291, Sebring, Florida.

Associate or Managing Editor—National press service executive; young, traveled, cultivated, former managing editor, long for action in newspaper office, desires connection in 30,000 to 100,000 city in position affording opportunity to exercise natural talent and zest for making newspaper liked in home. Send issues with offer. B-514, Editor & Publisher.

Circulation Builder, successful, seeks connection with paper that needs rejuvenating. Preferably a "second paper" which needs the intelligent, vigorous editorial direction I can supply. I build circulation and prestige on editorial merit and enterprise. Sixteen years' metropolitan experience. Want stock or profit-sharing proposition. Box B-518, Editor & Publisher.

Desk Man or Reporter, 25, married, reliable, references, 3 years' experience, university education. Write Box B-511, Editor & Publisher.

Editor—Newspaper executive now with one of the fastest growing dailies in America wants a position as managing or news editor where circulation building ability will be adequately rewarded. B-520, Editor & Publisher.

Executive's Assistant or Advertising Manager, now employed in executive capacity, Southwestern city of 65,000. Thoroughly experienced Local and National advertising and business office. Trained from composing room up. Five years present connection. Excellent record. Aggressive. Best references. Seeking change where opportunities are greater than immediate salary. Age 29, married. B-517, Editor & Publisher.

Composing Room Foreman or Superintendent is available to publishers willing to pay commensurate with results obtained. A-963, Editor & Publisher.

Mechanical Superintendent and Composing Room Executive with record of exceptional accomplishment, desires connection with publisher expecting unusual results. A-962, Editor & Publisher.

Newspaper Executive filling duties of editor and general manager of daily newspaper in metropolitan territory, desires similar situation. Open for immediate engagement. Present position with paper of 14,000 has shown increase of 300 per cent in circulation and 600 per cent in volume of business in ten years, in highly competitive field. Could fill place for publisher wishing to retire from active work or who may have other interests requiring his attention. Never sought a situation before and have personal reasons for making a change. Address B-509, Editor & Publisher.

Newspaper Man thoroughly experienced from devil to managing editor and business manager is open for proposition from publisher needing services of such a man. Married, sober, reliable. Prefer proposition to take complete charge good weekly or small daily somewhere in the south. Would buy or lease the right kind of property. A-991, Editor & Publisher.

News or Telegraph Editor wants permanent position. Competent, dependable. Age 33. Married. Address P. O. Box 594, Bridgeport, Conn.

Pressroom Foreman—Experienced on both Goss and Hoe presses, reels, wet and dry mats. Can print and give production. Box A-957, Editor & Publisher.

Reporter—General reporting work wanted by university graduate with one year's experience. Good at features. Daily in Eastern States preferred. B-522, Editor & Publisher.

Reporter, Rewrite Man, age 27. Wishes position on newspaper. Writes intelligent, vivid copy. Particularly adapted to special features or human-interest stories. Salary secondary to good opening. A-994, Editor & Publisher.

Reporter, experienced on weeklies. Also thorough editorial and makeup, daily advertising. Wants feature or reporting on daily, anywhere. A-982, Editor & Publisher.

MECHANICAL

Equipment For Sale

Job Presses, Paper Cutters, Wire Stitchers, etc.—A complete line. Overhauled and guaranteed machines at bargain prices. Easy terms. Hoffmann Type & Eng. Co., 114 E. 13th St., N. Y. City.

Large Scott Press, Model 8 Linotype, Sidney Folder, each alternating current motor. Will exchange for guaranteed preferred stock if corporation owns its own real estate. Reason, consolidation. Martin B. Trainor, Greenville, Ohio.

Linotype Bargains—We have many Model 1, 2, 4, 5, 8, K and L, some with electric pots. These machines will be sold very cheap for spot cash. We also have a number of used Linographs of various models, which will be sold cheap for cash. If you want a real bargain, write or wire, stating model preferred. Department A, The Linograph Company, Davenport, Iowa.

Model 14 Linotype in excellent condition, \$2,000. May be seen in operation. Evening Republican, Columbus, Ind.

New Duplex Double Steam Table 5' x 5' 8", with automatic boiler and attachments. Tucson (Arizona) Citizen. Best reasonable offer accepted.

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.

Re-conditioned Machinery—Your opportunity to procure printers, bookbinders and box makers reconditioned machinery at exceptional bargain prices, and upon most liberal terms. Our present stock contains 40 cylinder presses, over 100 job presses, (various makes, all sizes) automatic presses, 30 paper cutters, from 16 to 65 inches, folding machines, wire stitchers, perforators, punching machines, standing presses, cutting and creasing presses, box making and miscellaneous machines. Must be sold regardless of cost. Send for revised list. Conner Fendler Branch—A. T. F. Co., 96 Beekman Street, New York City.

Used Goss Mat Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 1535 So. Paulina St., Chicago, Ill.

Used Goss Mat Roller for wet mats only, also steam table, one steam boiler coal burner, one steam boiler gas burner. Price reasonable. Daily Standard, Watertown, N. Y.

WE CONNECT THE WIRES

EDITORIAL WRITER, fit and willing to take combination position, handling any desk in addition to his page. University degree, plus graduate course and foreign travel. Over 10 years, small and metropolitan dailies—street, all desks, editorials and column. "Brilliant," writes publisher. Since 1922, present position, \$55; wants more and worth it. Our No. 2649.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L BLD'G., SPRINGFIELD, MASS.

Sell New and Used Equipment through the Classified page

WE ARE EQUAL TO YOUR PROBLEM:

To Buy a Newspaper,
To Sell a Newspaper,
To Appraise a Newspaper.

**PALMER
DeWITT & PALMER**

For Thirty Years the Recognized
Leaders in

SALES—APPRAISALS
NEWSPAPER PROPERTIES

350 Madison Ave., New York

**Successful
Performance**

This firm has a record of almost
15 years of successful performance in
the difficult work of

**PURCHASE, CONSOLIDATION,
SALE AND APPRAISAL**
of newspaper and magazine properties
throughout the U. S.

HARWELL & CANNON
Times Bldg. New York

**Good 32-Page
Hoe Web Press**

At lower price than you expect.

Printing usual combinations up to 32
pages—7 columns 13 ems or 8 columns
12½ ems—has been printing tabloid
paper. Is four plates wide, right angle
design, so it does not require high
ceiling.

Complete with 50 h.p. motor with full
control and slow speed attachments.
Has Goss matrix roller, double steam
table with boiler, rocker casting box,
metal pot and pump, curved trimmer
and shaver with individual motors, fin-
ishing block, chases, roller stocks,
tools, etc.

Equipment all in first class condition,
standing where it can be easily invest-
igated.

Lease on building expires soon and a very
low price will take the whole outfit—
terms on part of the price.

Wire for details and price, mentioning
our number 644.

Baker Sales Company
200 Fifth Ave., New York City

USED NEWSPAPER PRESSES

Scott 16, 24 and 32-Page Presses
GOSS 24 and 28-page presses good for black
or color work.

HOE Quadruple, Sextuple, Sextuple color Press,
Octuple and Double Sextuple Presses.

DUPLEX Flat Bed Press—Prints 4, 6 or 8
pages. Also Duplex-Quadruple Stereotype Press,
Metropolitan Pattern.

POTTER—16 page stereotype press with stereo-
type machinery. Very good and very cheap
press.

Available For Early Delivery.

WALTER SCOTT & COMPANY

Main Office & Factory Plainfield, N. J.

New York Office Brokaw Bldg., 1457 Broadway

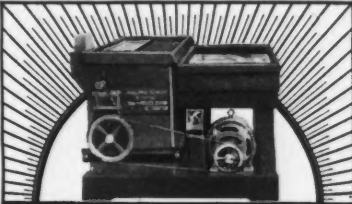
Chicago Office Monadnock Block

Keep a representative
in the office of every
publisher. Your mes-
sage in **EDITOR &
PUBLISHER** performs
this service efficiently
and economically.

Supplies and Equipment

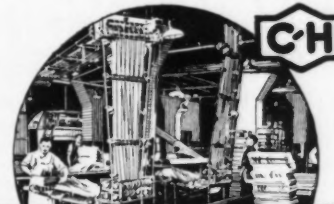
**MODERNIZE
your
COMPOSING ROOM
with
HAMILTON EQUIPMENT**

Made in both wood and steel.
Manufactured by
The Hamilton Mfg. Co.
Two Rivers, Wis.
For sale by all prominent Type
Founders and Dealers everywhere.



**THE APPROPRIATE
ETCHING DEVICE
FOR THE NEWSPAPER**
NEW PRICES:—
"MIGNON" \$ 625
"SIRIUS" \$ 890
"DIAMOND" \$1025
**AXEL HOLMSTROM
ETCHING MACHINE CO.**
328 Chestnut St., PHILADELPHIA, PA.

**Rebuilt
GOSS & HOE
PRESS
BARGAINS
ALL TYPES
SEND for LIST**
THE
GOSS PRINTING PRESS CO.
CHICAGO—NEW YORK—LONDON



Newspaper Conveyors
speed up the movement of papers to de-
livery room—without fuss or waste. Used
for years by hundreds of large and small
publishers throughout the country. Write
for details and typical installation views.
The Cutler-Hammer Mfg. Co.
Works: MILWAUKEE and NEW YORK
New York Cleveland Detroit
Chicago Cincinnati St. Louis
Pittsburgh Boston Buffalo
Philadelphia Milwaukee
San Francisco, Los Angeles, Portland,
Seattle, H. B. Squires Co.

CUTLER-HAMMER

**Want to Start a Daily
in Florida
or Elsewhere**

We supplied equipment for the
new Tampa daily, and now have
**TWO COMPLETE DAILY
PLANTS FOR SALE**

No. 719—Plant includes 8-pp. flat bed
web press, Cottrell drum cylinder
press, one Linotype, 12 x 18 Chandler
& Price job press, paper cutter,
cabinets, imposing stones, plenty of
type, etc., and office furniture—for
sale because of consolidation in Vir-
ginia.

No. 729—Plant includes 16-pp. Hoe web
press, with complete stereotype equip-
ment, four Linotypes, one Ludlow out-
fit, Miller saw trimmer, type cabinets,
type, imposing stones, in short a com-
plete plant to produce a daily paper—
for sale because of consolidation in
Pennsylvania.

Immediate possession can be had.
Both plants may be seen by those in-
terested. These plants are idle and
"eating their heads off"—their owners
are anxious to sell.

Wire or write for details and
prices

BAKER SALES COMPANY
200 Fifth Ave. 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 Sys-
tem." References gladly furnished.



Eliminates the Metal Furnace
Printers Manufacturing Co.
1109-17 Transportation Bldg.
Chicago Illinois
World Bldg., New York City



Some outstanding and exclusive
features of The Goss Combination
Wet and Dry Matrix Roller: Pat-
ented stretching roller produces
dry mats without a wrinkle. Both
ends of cylinder are set at same
time. Heavy cast-iron cylinders
with forged steel shafts. Extra
heavy bed—no racks—large enough
to run chase with columns cross-
wise. Rolls wet mats in 11¼ sec-
onds; dry mats in 22½ seconds.
Write for complete catalog of
Goss Stereotyping Machinery.

**THE GOSS PRINTING
PRESS CO., CHICAGO**

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 St., N. Y. City
7 South Dearborn Street, CHICAGO, ILL. Also at DUNELLEN, N. J. 7 Water Street. BOSTON, MASS.

DOLLAR \$ \$

\$ \$ **PULLERS**

BUSINESS TICKLERS

ONE DOLLAR
WILL BE
PAID
FOR EACH
IDEA
PUBLISHED

"WINTER Sports News" was the heading of a special page in a Canadian daily recently. A general outline of what was planned in basketball, ice hockey, bowling, badminton and other winter sports was printed in the centre of the page. Advertising from sporting concerns which handled various makes of equipment was sufficient to make the effort worth while.—J. A. G., Vancouver.

"100 Ways to Make Money" is the title of a series of boxes on the front page of the *Calgary (Canada) Albertan* which each day shows one way to make money by using the classified section.—C. M. L.

Christmas club savings amount to thousands in your community each year. Why not prepare a special page featuring Christmas cuts and the total figure to be released from local banks this year.—D. O. V. *Frankford (Ind.) News*.

The banner of the "wet wash" or "family wash" keeps marching on. More and more people are sending their washing to the laundries. Get the laundries to come in on a page of ads devoted to the purpose of getting more family washing customers.—Frank H. Williams.

A good "reminder" stunt is to print some blotters with the wording, "We cannot write the little check that is necessary to renew your subscription for the coming year, but we'll provide the blotter." Mail these with expiration notices.—H. J. Whitacre, Lindsay, Neb.

Recently we published an "Information for the motorists" page. At the top of the page we used a cut of a speeding motor car and the words "Information for the motorist"—in the center we picked out some of the most common and important state laws for motorists with this heading "Do You Know These State Motor Laws"—on the outside and at bottom were ads from automobile dealers, tire dealers, automobile painters, automobile insurance agents, etc. The fact that we used the state motor laws in the center created unusual reader interest in this page, for so few people have a chance or rather know where to get them.—M. L. Wilson.

Right after Christmas the banks should welcome an opportunity to finance a series of cooperative advertisements offering prizes for letters telling how individuals or families saved up the money for a happy holiday season by starting early in the year with a savings account.—Fremont Kutnewsky.

A series of full pages with a strong general selling message on the radio set as an ideal family Christmas gift would be a good thing for radio dealers, who could have their advertisements grouped

WIRE
NEWS

For Evening and Sunday Newspapers

International News Service
World Building, New York

around the general display.—Fremont Kutnewsky.

Where does the large volume of classified advertising in the newspapers come from? It would be interesting to pick out a hundred average ads and find out how many of these advertisers had ever before used the classified columns, how many had picked out the paper because of the recommendations of friends who had previously used the classified columns and how many came to the paper because they liked its appearance. A story along this line would go far toward enhancing the prestige and standing of the paper's classified pages.—F. H. Williams.

HUNCHES

ONE DOLLAR
WILL BE PAID
FOR EACH
"HUNCH"
PUBLISHED

ONE of the most valuable features that a newspaper can run is the "snapper" feature which introduces the competitive idea among readers. While some newspapers have stirred up interest by running "snapper" contests on who has the collar button or razor that has been in the longest continuous use, E. C. Pulliam, editor of the *Lebanon (Ind.) Reporter*, is conducting a contest to find the oldest newspaper in his county. The oldest paper so far discovered is a copy of the *Massachusetts Sun*, issued July 17, 1776, at Worcester, Mass.—Norman J. Radder, Bloomington, Indiana.

The *Denver Post* has inaugurated a feature which plays upon the intense interest manifest in religion at this time and is proving surpassingly popular. "If people won't go to church, let's take the church to the people," the *Post* urges and invites ministers and laymen alike to write short sermons, two of which—one from the clergy and one from laymen—are printed side by side each Sunday. These sermons are limited to 400 words each and because of the wallop that representatives from both sides of the pulpit manage to pack into this brief space, the feature, in three weeks time, has come to be widely followed.—M. S. M., Denver.

Each day a minister of one of the Seattle churches selects the text for the

YOUNGSTERS SET RECORD

Exonian Editors Issue "Extra" 13 Minutes After Game

Young newspaper men at school showed their metal recently when an "extra" of the *Exonian*, semi-weekly paper of the Phillips Exeter Academy, Exeter, N. H., was put on the streets 13 minutes after a tie game between that "prep" and its old rival Andover. Nearly 1,000 copies of the "extra" were sold at the regular 10 cent price.

Author of the football story was Geoffrey Parsons, Jr., who is editor-in-chief of the *Exonian*. Parsons' father is assistant editor of the *New York Herald Tribune*. Also on the staff of the school paper is John Darling, son of J. N. "Ding" Darling, star cartoonist of the *New York Herald Tribune* Syndicate.

A number of sons of newspaper men are preparing for college at Exeter, including Arthur G. Draper, son of Arthur S. Draper, foreign editor of the *Herald Tribune*; Ralph Pulitzer, Jr., son of the editor of the *New York World*, and Roy Howard, Jr., son of the president of the Scripps-Howard Newspapers.

Year's resolution in 300 words and then use the winning resolution on New Year's day, or the day before and get them talking.—B. A. T., Springfield, O.

Department store detectives are always good sources of news as well as features. In the larger cities these stores have woman detectives who watch especially for women shoplifters. Maybe there are many of these petty criminals in your city and maybe they are so few that it will make even a better story.—G. Smedal, Jr.

Thanksgiving and Christmas are the two big turkey eating days of the year. A Boston paper recently featured an article on turkeys, where and how they were raised, killed, packed, shipped, etc. It also gave the reasons for the prices on different ones. The article was interesting and timely.—C. E. Pellissier, Boston.

*In Making Your Plans
for the New Year
Remember*

**"THE METROPOLITAN
FOR FICTION"**

*Allure—Distinction—
Enjoyment*

Weekly Short Stories
Served as Setting Copy,
With Mats of Illustrations,
Or as Full-Page Mats.

**Metropolitan Newspaper
Service**

Maximilian Elser, Jr., General Manager
150 Nassau Street, New York City

head of the editorial page of the *Seattle (Wash.) Post Intelligencer*. The name of the minister selecting the text, as well as his church is used. At the same time the name of the Minister who will pick the text for the following day is announced.—C. M. L.

Offer an award for the best New

*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.

4 page ready-print color comics.
Write for samples and rates

NEA SERVICE INC.
1200 W. 3RD STREET,
CLEVELAND, OHIO

The
1925
Wonder-Serial

SANDY

By ELENORE MEHERIN
Author of "Chickie" and Other
Popular Hits

Get the best-selling news-
paper serial of the year—
Ready for release—Wire NOW!

KING FEATURES
SYNDICATE, Inc.

241 West 58th Street
New York City

11 Stupendous Weeks ! !

"THE GOLDEN
BUTTERFLY"

By
**A. M.
WILLIAMSON**

Romance !
Intrigue !
Action !
Thrills !

READY FOR IMMEDIATE RELEASE
THE BELL SYNDICATE
154 Nassau Street New York City
JOHN N. WHEELER, Pres.

BY UNITED PRESS

AROUND THE WORLD
AROUND THE CLOCK

UNITED PRESS ASSOCIATIONS
World Building New York

■ Stealing through dark streets . . .
■ . . . his knife ready . . .
■ he thought himself an instrument
of the vengeance of God.

"The Lodger"

by
Mrs. BELLOC LOWNDES

The Greatest Mystery Story
Of Them All

DAILY INSTALMENTS
with
Illustrations

Never Before Offered to Newspapers

Ask for Samples

■ The McClure Newspaper Syndicate
■ 373 Fourth Avenue, New York City

Your National Advertising in NEW ENGLAND Is Local to Dealer and Consumer

The success of a National Advertising campaign is based on the cooperation of the jobbers and retailers in the territory covered, and the extent of their interest in your product depends entirely on the consumer demand that your advertising creates.

This consumer demand is assured through the greater cooperation of the newspapers, embracing as it does information on territorial facts such as marketing and transportation conditions, density and purchasing power of population and the actual requirements of the inhabitants.

Advertising is the most essential part of carefully planned merchandising, and there is no better medium for National Advertising—to bring the message of manufacturer directly to consumer—than the daily newspaper.

New England, industrious and prosperous, with a great variety of manufactured products and an enormous fishing industry, is an ideal tryout territory for distribution and sales promotion.

The one sure way to reach the New Englander is through his daily newspaper. More than two million people read the newspapers every day in New England.

These daily newspapers offer
merchandising cooperation
to National Advertisers

MASSACHUSETTS—Population, 2,352,356

	Circulation	2,500	10,000
	line	line	line
*Attleboro Sun(E)	5,778	.03	.03
*Boston Globe(M&S)	284,318	.50	.50
*Boston Globe(S)	331,239	.55	.55
*Boston Transcript(E)	31,978	.20	.20
†Boston Post(M)	878,597	.60	.60
†Boston Post(S)	342,318	.55	.55
*Fall River Herald(E)	16,245	.06	.06
*Fitchburg Sentinel(E)	11,603	.06	.045
*Haverhill Gazette(E)	15,729	.065	.05
*Lynn Item(E)	16,437	.06	.045
†Lowell Courier-Citizen and Evening Leader(M&E)	21,194	.07	.07
*New Bedford Standard Mercury(M&E)	32,111	.10	.10
*New Bedford Sunday Standard(S)	27,392	.10	.10
*North Adams Transcript.....(E)	9,717	.04	.035
*Salem News(E)	21,199	.09	.07
*Taunton Gazette(E)	8,970	.05	.035
*Worcester Telegram-Gazette(M&E)	91,768	.26	.23
*Worcester Sunday Telegram (S)	50,079	.19	.16

MAINE—Population, 768,014

*Augusta Kennebec Journal (M)	11,466	.05	.05
†Bangor Daily Commercial (E)	19,487	.08	.05

NEW HAMPSHIRE—Population, 443,683

	Circulation	2,500	10,000
	line	line	line
*Portland Press-Herald and Express(E) (M&E)	66,546	.20	.16
*Portland Telegram(S) (Sunday Edition Express)	31,083	.10	.09

RHODE ISLAND—Population, 604,397

*Concord Monitor-Patriot.....(E)	5,041	.0375	.025
†Keene Sentinel(E)	3,508	.036	.023
†Manchester Union Leader(M&E)	29,422	.18	.10
†Newport Daily News.....(E)	6,460	.0336	.0293
†Pawtucket Times(E)	26,612	.07	.07
*Providence Bulletin(E)	66,403	.17 (B).23	.17 (B).23
*Providence Journal(M)	37,839	.10 (B).23	.10 (B).23
*Providence Journal(S)	65,304	.17	.17
*Providence News(E)	29,421	.08	.08
†Providence Tribune(E)	22,049	.10	.09
*Westerly Sun(E&S)	4,476	.026	.026
*Woonsocket Call(E)	19,959	.05	.05

VERMONT—Population, 352,428

*Barre Times(E)	7,131	.03	.025
†Bennington Banner(E)	3,132	.0125	.0125
*Burlington Free Press.....(M)	12,914	.05	.05
*Rutland Herald(M)	11,038	.04	.04

	Circulation	2,500	10,000
	line	line	line
St. Johnsbury Caledonian-Record(E)	4,046	.0214	.018

CONNECTICUT—Population, 1,380,631

*Bridgeport Post-Telegram(E&M)	43,008	.15	.15
*Bridgeport Post(S)	20,827	.10	.10
*Hartford Courant(M)	37,412	.06	.06
*Hartford Courant(S)	54,067	.11	.11
†Hartford Times(E)	50,354	.13	.13
*Meriden Record(M)	7,640	.045	.06
*Middletown Press(E)	8,214	.0325	.06
†New Haven Register.....(E&S)	44,496	.13	.13
*New London Day(E)	12,339	.07	.045
†Norwich Bulletin(M)	12,797	.06	.05
*Norwalk Hour(E)	6,069	.04	.04
†South Norwalk Sentinel... (E)	4,873	.025	.025
*Stamford Advocate(E)	10,033	.05	.04
*Waterbury Republican American(M&E)	23,856	.08	.06
*Waterbury Republican ... (S)	15,284	.06	.06

*A. B. C. Publishers' Statement, September 30, 1925.
†Government Statement, September 30, 1925.
(B) Combination rate Daily Journal and Eve. Bulletin.

Follow the Leaders!

Here is a group of prominent National Advertisers who use THE NEW YORK TELEGRAM — There are *others*.

Admiration Cigars . Wrigley
General Cigar Co. . Forhan's
Hecker's . Prince Albert Tobacco
Fatima Cigarettes . . . Auto Strop Razor
B. T. Babbitt Co. . Lucky Strike
General Cigar Company
Hartley's Marmalade . Salada Tea
White Rose Tea . Camel Cigarettes
Royal Typewriter Co. . Listerine
Walter Baker & Co., Ltd.
Chesterfield Cigarettes
H. J. Heinz Co. . La Palina Cigars
Standard Oil Company
Victor Talking Machine Co.
American Cranberry Exchange

OUTSTANDING
Reader Interest Features
of THE NEW YORK TELEGRAM



FLORENCE SMITH VINCENT
Editor Women's Page

ELIZABETH HALLAM BOHN
Telegram Food Bureau

JANE DIXON *Women's Topics*

BETTY BRAINERD *Feature Writer*

BILL WATHEY *Authority on Sports*

FRANK VREELAND
Dramatic Editor

NAT FLEISCHER *Sports Editor*

S. JAY KAUFMAN *Round the Town*

JAMES E. DUFFY *Maritime News*

ED HUGHES *Famous Sport Cartoonist*

*Each month shows substantial increases in national advertising—
OCTOBER is no exception.*

The New York Telegram

Circulation 200,000

Publication Office: Telegram Square, New York City

DAN A. CARROLL—*Eastern Representative*
110 East 42nd Street, New York City

J. E. LUTZ—*Western Representative*
Tower Building, Chicago, Ill.

TO STATE

EDITOR AND PUBLISHER

Authentic data in condensed form surveying the general trade markets in 1257 cities and towns of the United States and Canada where daily newspapers are published. An exclusive information service for national advertisers and the distributors of commodities.

SPACE BUYERS' GUIDE NUMBER FOR 1925

Vol. 58. No. 27 TWO SECTIONS SECTION TWO NEW YORK, SATURDAY, NOVEMBER 28, 1925 By Mail in Advance \$4, U. S. A.; \$4.50, Can.; \$5, Foreign 10c Per Copy

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Regional Advertising at Regional Rates



To the National Advertiser whose product has only Regional Distribution—

To the Agency representing such Accounts—

“Regional Advertising at Regional Rates” is well worth your early attention.

*Ask Any Monitor Advertising Office
for Full Information*

The Christian Science Monitor

ADVERTISING OFFICES

BOSTON
NEW YORK
PHILADELPHIA

CHICAGO
CLEVELAND
DETROIT
KANSAS CITY

SAN FRANCISCO
LOS ANGELES
SEATTLE
PORTLAND

LONDON
PARIS
FLORENCE

An International Daily Newspaper Publishing SELECTED ADVERTISING

4



THE WORLD (daily)
 October 8, 1925
 Carried 200 columns of advertising, the largest volume in its 65 years of existence.

THE EVENING WORLD
 October 16, 1925
 Printed 262 columns of advertising, the largest volume in its 38 years of existence.

THE SUNDAY WORLD
 October 11, 1925
 Carried 673 columns of advertising, the largest volume ever printed in a regular Sunday issue.

Three Records Broken in Eight Days . . .

IT requires no better indication of the trend of advertising in New York than the three records noted above.

That these "peaks" were recorded within eight days by three papers under one direction constitutes a record in advertising that establishes once and for all the virility, the productiveness and effectiveness of THE WORLD and THE EVENING WORLD in serving those advertisers facing the problem of covering the New York market.

These three papers have a combined circulation of 1,162,000 copies. About 80% of this, or approximately 900,000 copies, is distributed in greater New York, within immediate reach of the retail establishments of the city.

It is natural, therefore, that many of the most successful local merchants think first of THE WORLD and THE EVENING WORLD when the question of advertising arises.

The importance of this to the national advertiser is obvious. It is through these very local stores that he secures his best distribution and his greatest volume of sales.

The service represented by these papers constitutes one of the indispensable units of New York advertising. In other words, it is a business fallacy to depend upon covering New York adequately without using *World Service*.

As factors in effecting distribution in this market, THE WORLD and THE EVENING WORLD have long exerted an influence among retailers distinctively their own, as evidenced by the result of a survey which indicated that 65% of New York retailers in all lines of business were readers of one or both of these papers.

There are many equally as sound reasons for the marked trend of advertising toward the papers comprising THE WORLD GROUP.



Pulitzer Building, New York

Tribune Tower, Chicago

**The Newspaper of Today Is the Most Direct,
Acceptable, Completely Covering, Readily
Available, Economical and Resultful
Advertising Medium Ever Known**



Newspaper advertising now, more than ever, demonstrates its immediate availability, its instant adaptability, and its speedy responsiveness. You may talk to every nook and corner of this broad land tomorrow if you like, or you may select your spots and sections, a score, a hundred, a thousand cities and towns, as you desire, or as manufacturing and transportation conditions advise.

We are the National Advertising Representatives of Twenty Progressive Newspapers in that many fine cities of the United States.

Our several offices are the offices of each of those publications, where complete files and data of all kinds concerning both field and publication are in readiness for anyone interested. Our traveling representatives are thoroughly familiar with the publications and the fields in which they circulate.

We are at all times prepared—in conjunction with their respective service departments—to provide valuable and useful merchandise surveys and information reports that will assist the manufacturer of any commodity, either in opening up the territory, or in extending trade already under way.

We bring to the advertising agency an intimate, complete and down-to-the-minute knowledge of market conditions and possibilities and of publicity outlets in the fields we cover, that will enable it to act with the decision, speed and assurance so largely contributing to satisfactory and successful service to its clients.



THE JOHN BUDD COMPANY

National Advertising Representatives of Newspapers

9 East 37th Street
NEW YORK

Tribune Tower
CHICAGO

Chemical Building
ST. LOUIS

Healey Building
ATLANTA

Sharon Building
SAN FRANCISCO

Higgins Building
LOS ANGELES