



# EDITOR & PUBLISHER



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

Vol. 57

NEW YORK, AUGUST 30, 1924

No. 14

## Resor Announces A. A. A. Research Bureau As Progressive Advertising Step

### Association President Outlines Plans for New Body to Save Publishers' Money, Solve Agency Problems, and Make Qualitative Circulation Analysis—To Start By October

By PHILIP SCHUYLER

WHAT its creators claim is a "new and progressive step" in American advertising is about to be taken.

This was made plain this week, when, in an interview with Editor & Publisher, Stanley Resor, of the J. Walter Thompson Company, New York, and president of the American Association of Advertising Agencies, outlined plans for formation of what will be known as the "A. A. A. Research Department."

Mr. Resor, when interviewed, had just returned to New York from an extended trip to England and France, following the international A. A. C. W. convention, and was enthusiastic about results obtained from this meeting. Questioned, he also discussed the future of advertising in America and the present relations between advertising agencies and newspaper publishers.

Announcement of the proposed research department was first made several weeks ago exclusively in Editor & Publisher.

Now plans have advanced to such a stage that more detailed description of the contemplated organization is available. In fact, before the October meeting of the A. A. A. in Chicago, the department will be functioning, Mr. Resor said. Its conduct will probably be one of the central discussions at the convention sessions, some of which will be held jointly with the Audit Bureau of Circulations.

Salient features of the new idea in advertising, as outlined by Mr. Resor, are:

1.—The Research Department will make a "qualitative" analysis of newspaper and magazine circulations in the United States.

2.—It will in no sense be in competition with the Audit Bureau of Circulations, whose reports are primarily "quantitative" in regard to circulations.

3.—It will aim to be a saving to both advertising agencies and newspaper and magazine publishers in that duplication, now common because of the various existing information sources, will be avoided.

4.—Research work to be undertaken by the new department will seek to solve problems common to all advertising agencies. It will not be confined solely to analysis of circulations.

5.—Trade areas will be competently surveyed without bias.

6.—A high calibre research authority will be engaged by the A. A. A. to direct the department.

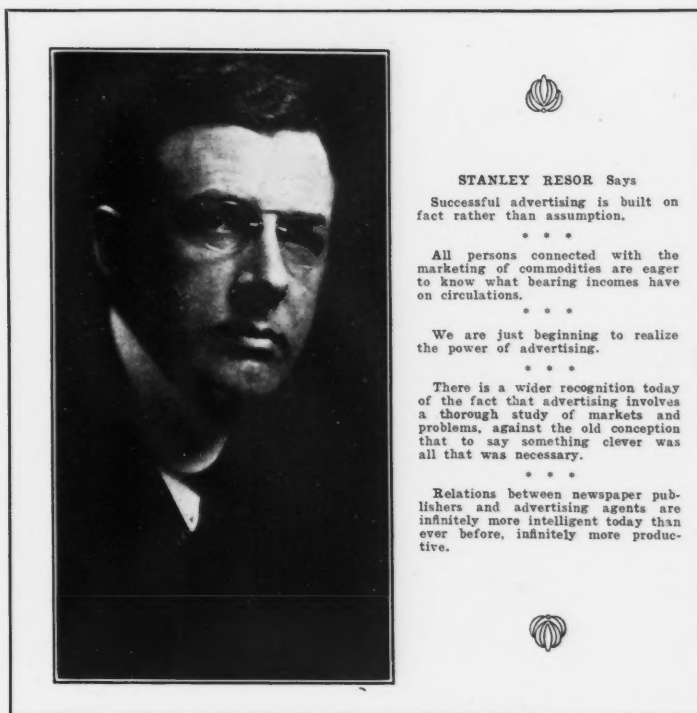
7.—Findings will not be restricted to members of the A. A. A. exclusively.

8.—Reports will be available at stated intervals for general inspection by agencies and client advertisers.

9.—Expense of maintaining the research department will be borne by the A. A. A.

Organization of the department was first reached and further discussed at A. A. A. executive committee meetings held in January and April and at a later session for the months of July and August.

Some time ago plans for interviewing men capable of handling the proposed or-



**STANLEY RESOR Says**

Successful advertising is built on fact rather than assumption.

\* \* \*

All persons connected with the marketing of commodities are eager to know what bearing incomes have on circulations.

\* \* \*

We are just beginning to realize the power of advertising.

\* \* \*

There is a wider recognition today of the fact that advertising involves a thorough study of markets and problems, against the old conception that to say something clever was all that was necessary.

\* \* \*

Relations between newspaper publishers and advertising agents are infinitely more intelligent today than ever before, infinitely more productive.

ganization were started. A list of 155 men, naturally prominent in work of this kind, was made up and is now being considered. Selections of the executive to fill the important post will be announced early next month, Mr. Resor said.

The writer was anxious to learn what effect the new department would have on established merchandising departments now being operated by many newspapers as aids to advertisers.

In answer to this question Mr. Resor said they were in hopes that in time this new work would help to greater effectiveness and substantial economy in this direction.

"It will save the publishers a great deal of annual expense and time in answering questions relative to their fields, as well as save the agencies by standardizing information and avoiding duplication," he said.

"We are not, however, going at this plan in an army system way. We mean to begin modestly and expand and develop later."

Report had it the idea for the new research department originated with President Resor of the A. A. A. Mr. Resor, however, was quick to deny this assumption.

"It was so speedily adopted without a

dissenting vote by association members," he declared, "that I am convinced formation of such a department has long been in the minds of many advertising men."

"Quite in line with the evolution of the advertising profession, we are seeking to uncover additional facts to work from in the placing and making of advertising. Successful advertising is built on fact rather than assumption.

"This fact-finding principle, and the effort to avoid duplication constitute the main purposes of the proposed research department.

"The department, to my mind, signalizes a new and progressive step in the advance, which advertising has been making in the past decade. During this period, the tendency all along the line has been to work more and more from a fact basis. The 'Truth in Advertising' movement instances a phase of this evolutionary process.

"This advance is particularly discernable in the circulation and publishing field. Ten or 15 years ago, there were publications that would not make their circulation figures public.

"Then the Audit Bureau of Circulations was established. Circulations were audited and authoritatively verified and analyzed in so far as they were broken up

into city, suburban and rural distribution.

"Now we propose to carry circulation analysis further.

"Our research into circulation figures will seek class rather than mass values. We will seek to discover the intellectual and financial differences between readers of the various media. All persons connected with the marketing of commodities are eager to know what bearing incomes have on circulations."

Turning from the subject of the new research department, Mr. Resor became most optimistic over the topic of the future of advertising in America.

"We are just beginning to realize the power of advertising," he said.

"Tremendous growth for the profession lies ahead. Ten years from now will show as great an improvement in advertising methods as that of the past 10 years.

"Relations between newspaper publishers and advertising agents are infinitely more intelligent and satisfactory today than ever before, infinitely more productive.

"This has proved an important impetus to advertising development."

Another impetus to advertising advancement, which Mr. Resor did not wish to overlook was that provided by the international A. A. C. W. convention in London last month.

"More than anything else, to my mind," he said, "this convention brought about wider recognition of the fact that advertising involves thorough study of markets and problems against the old conception that to say something clever about a product was all that was necessary."

James O'Shaughnessy, executive secretary of the A. A. A. who has been touring the Continent, following the A. A. C. W. convention, is due back in New York, Sept. 2. More detailed plans for the October meeting will then be made.

The new A. A. A. Research Department, is just one of the latest progressive advertising innovations for which this association has been responsible. In addition to Mr. Resor and Mr. O'Shaughnessy, officers and members of the executive committee, who directed its formation are:

Merle Sidener, of Sidener-Van Riper Advertising Company, Indianapolis, vice-president; S. A. Conover, of S. A. Conover Company, Boston, secretary; Roy S. Durstine, Barton Durstine & Osborn, Inc., New York; Jesse F. Matteson, Matteson-Fogarty-Jordan Company, Chicago; A. W. Erickson, the Erickson Company, Inc., New York; H. S. Gardner, Gardner-Glen Buck Company, St. Louis; John Benson, Benson, Gamble & Crowell, Chicago; C. D. Newell, Newell-Emmett Company, New York; David G. Evans, Evans & Barnhill, Inc., New York; Henry B. Humphrey, H. B. Humphrey Company, Boston; William L. Day, J. H. Cross Company, Philadelphia; Harry Dwight Smith, Fuller & Smith, Cleveland; and Morton Caldwell, the Chambers Agency, Inc., New Orleans.

# BANKERS' \$1,000,000 NEWSPAPER AD CAMPAIGN FIGURE FAR TOO HIGH

Editor & Publisher Research Shows 10,000-line campaign in 164 Dailies Would Cost But \$227,000—Buying 11,115,000 Circulation

DECIDED leanings toward the magazines as the proper media for an institutional advertising campaign by the Investment Bankers' Association of America are evident in the report of the association's publicity committee, which will be acted upon at the association's convention in Cleveland, Sept. 22-24.

This association, whose members place in daily newspapers practically all of their publication advertising intended to sell their wares and services, are advised by their committee report, prepared by Robert Stevenson, Jr., of Chicago, that a newspaper campaign for the association is a million-dollar proposition and that an adequate campaign in magazines can be handled for a fifth or at most a quarter of that sum.

No plans have yet been made for carrying out the committee's plan, which may or may not be followed by the convention, it was stated this week at the office of Albert Frank & Co., New York advertising agency. John W. Prentiss, president of the association, declined to comment on its intentions, referring all inquiries to Harry Rascovar, president of the agency.

Any newspaper advertising man with a stub pencil and the back of an envelope could have proven to Mr. Stevenson and his committee associates that million-dollar campaigns in the newspapers are rare birds and that expenditure of any such sum by the association would cast serious doubt on their qualifications to handle investment funds. A million dollars would buy 10,000 agate lines in every one of the 2,100 odd daily newspapers printed in English in the United States with a handsome allowance for production of the copy. Ten thousand lines may be called equal to four full pages, or sixteen quarter pages, or a 200-line advertisement on a week in every morning and every evening paper in the country. That is what a million dollars will buy in newspapers, if the advertiser has a bottomless purse and likes to see his name in print as often as possible.

But, no institutional campaign by investment bankers requires any such scope. Their membership is centered in 94 cities, with the bulk of it in the first ten according to population. Advertising directed at individuals beyond the territory these offices cover may produce scattering results, whose total will fall far short of balancing the advertising expenditure, it may be confidently stated. Advertising concentrated on prospects within the scope of members' offices touches the heart of the prospective market.

Daily newspapers alone can furnish that concentration. A morning and an evening paper in a U. S. city where the membership is represented—a total of 164 newspapers—would place the association's message in the home of practically every investor or prospective investor in the territory, and the cost—well, the following ten inches of type tell the story more clearly and completely than any words can put it:

City	Approximate circulation available	Cost of a 10,000-line campaign
Duluth, Minn. ....	63,000	2,100
Durham, N. C. ....	12,000	700
Erie, Pa. ....	49,000	1,500
Fort Wayne, Ind. ....	65,000	1,600
Grand Rapids, Mich. ....	117,000	2,500
Greensboro, N. C. ....	28,000	1,000
Hartford, Conn. ....	88,000	2,000
Houston, Tex. ....	100,000	2,600
Indianapolis, Ind. ....	220,000	4,100
Jackson, Tenn. ....	5,500	250
Johnstown, Pa. ....	50,000	1,000
Kansas City, Mo. ....	460,000	5,500
Lancaster, Pa. ....	42,000	1,400
Lexington, Ky. ....	33,000	1,000
Lincoln, Neb. ....	83,000	1,800
Los Angeles, Cal. ....	288,000	5,200
Louisville, Ky. ....	115,000	2,800
Macon, Ga. ....	42,000	1,300
Madison, Wis. ....	35,000	1,100
Memphis, Tenn. ....	160,000	3,200
Milwaukee, Wis. ....	162,000	3,500
Minneapolis, Minn. ....	252,000	4,800
Nashville, Tenn. ....	107,000	2,000
Newark, N. J. ....	150,000	3,100
New Bedford, Mass. ....	32,000	800
New Orleans, La. ....	135,000	3,100
New York ....	600,000	10,500
Oakland, Cal. ....	82,000	2,500
Ogden, Utah ....	10,000	600
Oklahoma City ....	113,000	2,800
Omaha, Neb. ....	92,000	2,000
Pasadena, Cal. ....	26,000	1,100
Paterson, N. J. ....	28,000	830
Philadelphia, Pa. ....	730,000	10,000
Pittsburgh, Pa. ....	270,000	4,600
Pocatello, Idaho ....	4,500	290
Portland, Me. ....	60,000	1,500
Portland, Ore. ....	175,000	3,400
Providence, R. I. ....	96,000	2,400
Reading, Pa. ....	50,000	1,400
Richmond, Va. ....	71,000	2,000
Rochester, N. Y. ....	125,000	3,600
Sacramento, Cal. ....	48,000	1,500
St. Joseph, Mo. ....	58,000	1,600
St. Louis, Mo. ....	400,000	7,200
St. Paul, Minn. ....	155,000	2,800
Salt Lake City, Utah. ....	78,000	1,700
San Antonio, Tex. ....	61,000	1,900
San Diego, Cal. ....	35,000	900
San Francisco, Cal. ....	250,000	5,700
Savannah, Ga. ....	37,000	1,100
Scranton, Pa. ....	70,000	2,000
Seattle, Wash. ....	133,000	3,500
Sharon, Pa. ....	11,000	420
Spokane, Wash. ....	82,000	2,100
Springfield, Mass. ....	61,000	1,500
Springfield, Ohio ....	32,000	850
Toledo, Ohio ....	132,000	3,100
Utica, N. Y. ....	55,000	1,500
Vicksburg, Miss. ....	8,000	400
Washington, D. C. ....	150,000	3,800
Wheeling, W. Va. ....	26,000	820
Wichita, Kan. ....	100,000	2,500
Wilkes-Barre, Pa. ....	44,000	1,000
Winona, Minn. ....	10,000	400
Winston-Salem, N. C. ....	25,000	900
Worcester, Mass. ....	80,000	1,500
Totals	11,115,000	\$227,740

There we have 11,115,000 circulation every day, which can be utilized in a 200-line advertisement appearing twice each week in each city at a cost of less than \$230,000. The amount advocated by the committee as necessary for a "very effective" campaign in the magazines was \$260,000.

This newspaper list can be curtailed appreciably, with a corresponding cut in cost without making it one whit less effective than the association's suggested series, which probably would comprise full pages once a month in the leading magazines.

The above newspaper list includes two papers in every city in which the association is represented, except where only one daily paper is published. Usually a morning and an evening paper were selected, but where no morning paper was published, two evening papers were used. Circulations, as the heading states, are approximate, exact figures being avoided

City	Approximate circulation available	Cost of a 10,000-line campaign
Albany, N. Y. ....	72,000	\$2,000
Atlanta, Ga. ....	128,000	2,700
Aurora, Ill. ....	16,000	600
Baltimore, Md. ....	238,000	4,000
Bangor, Me. ....	36,000	950
Birmingham, Ala. ....	105,000	2,300
Boston ....	306,000	7,000
Buffalo, N. Y. ....	165,000	3,100
Canton, Ohio ....	50,000	1,200
Charleston, S. C. ....	18,000	1,000
Charleston, W. Va. ....	31,000	1,100
Chicago, Ill. ....	900,000	14,500
Cincinnati, Ohio ....	225,000	3,300
Cleveland, Ohio ....	400,000	6,900
Columbus, Ohio ....	140,000	2,750
Davenport, Ia. ....	38,000	1,300
Dayton, Ohio ....	75,000	1,600
Denver, Colo. ....	170,000	3,400
Detroit, Mich. ....	435,000	7,300

because the writer does not presume to identify the newspapers concerned. Even allowing a generous amount for preparation of copy, the sum required for complete coverage of the association's territory through daily newspapers does not exceed the committee's estimate for "effective" work through the magazines. It is only one-fourth or less of the committee's estimate for a newspaper campaign, despite the confident assertion of the committee that "a million dollars a year is the usual and general answer to the question as to what such a campaign would cost."

Here is a chance for missionary work by newspaper men among the bankers in their home cities. The investment bankers as individuals have been convinced that the daily newspaper is best for their own advertising, but they still harbor the idea that the medium for a national institutional campaign is elsewhere. They constitute another group to be educated by the newspapers to the truth that "National Advertising is Newspaper Advertising."

### THESE TIPS WORKED

#### Allen Gives Ideas on Running Small Town Daily

Ninety per cent local news, 10 per cent wire is the best basis to use in making a small town daily, is the opinion of Crombie Allen, editor and publisher of the *Ontario (Cal.) Daily Report*, who is visiting New York this week.

Allen, who is also president of the Southern California Associated Dailies, has made a great success of his property in Ontario, a city of only 12,000 population.

"The reason why a great many country town dailies fail," he said, "is be-



CROMBIE ALLEN

cause they are so often run by men who have worked on metropolitan newspapers. Nine out of 10 want to do too much for the small town, and the people can't pay the price.

"What is needed is to make a good local paper. And of the local news, stories of interest to the women are by far the most important, I believe.

"Although 60 per cent of small town newspaper readers are women, news which would interest them is overlooked. Women reporters are a vital factor on the country press.

"Another thing, nagging editorials will always hurt a country paper.

"In advertising, I have found it best to sell on monthly rather than yearly contract basis. Now instead of trying to sell 6,000 inches a year at a special price, I sell 500 inches a month. Collecting the money is easier."

Mr. Allen has a staff of 25 men and women. He says they are able to do the work of 40, and explains it by a profit sharing system he has established.

The Pacific Coast publisher has not arrived at any definite profit sharing plan, and EDITOR & PUBLISHER would appreciate it if a newspaper owner who worked out a system would forward it.

# ARBITRATION PRINCIPLE STRESSED BY BERRY

President of Pressmen's Union, Chief Speaker at 13th Biennial Meet at Pressmen's Home, Tenn., This Week—Recommends Schools

"We have said, and in my judgment properly so, that when an employer agrees to accept the principle of collective bargaining, to conciliate, and to arbitrate when conciliation fails, he has gone as far as any sensible person could expect him to go and he is entitled as a consequence to the continuity in operation and the unstinted co-operation of organized labor and the public."

This assurance to newspaper publishers was given by Major George L. Berry, president of the International Printing Pressmen and Assistants' Union of North America in an address at the thirteenth biennial convention of the International Printing Pressmen and Assistants' Union of North America held at Pressmen's Home, Tenn., this week.

"We hold to this principle, and the genuineness of our adherence is best testified to by the existence of an International Arbitration contract with the American Newspaper Publishers' Association and an International Arbitration Contract with the International Joint Conference Council—the first covering the newspaper field and the second the commercial field of the printing industry of America. We shall engage in no strikes or industrial discords so long as the principle of arbitration can possibly be applied and that depends, insofar as we are concerned, upon the sole inclination of the employing printers and newspaper publishers of America. Thus, in my judgment, peace is assured so far as our organization is concerned; and that this policy is reasonably responsive to the newspaper publishers and employing printers is best manifested in the fact that there does not exist an industrial discord or a stoppage of business in America as it effects the printing department with which this convention and this International Union has to do."

Branch technical schools in geographical centers of the continent were also recommended by Major Berry in his address. "We seek through such schools," he said, "to make for prosperity and stability in the industry in order that all of the units engaged in industry may profit as a consequence."

Branch technical schools in geographical centers of the continent were also recommended by Major Berry in his address. "We seek through such schools," he said, "to make for prosperity and stability in the industry in order that all of the units engaged in industry may profit as a consequence."

### WOULD BREAK PUBLISHER'S WILL

#### Sixteen Cousins Seek to Benefit from Delavan Smith Estate

Sixteen cousins of the late Delavan Smith, Lake Forest, Ill., millionaire and publisher of the *Indianapolis News*, have filed at Waukegan, Ill., the first amendment to the amended bill to break his will so they might obtain what they claim as their share of the \$3,000,000 estate.

It is charged that a number of Smith's close friends and associates influenced him into disinheriting his next of kin, with the result that he distributed his wealth among charitable institutions and business associates who were his advisers in his last years.

### \$3,000 Photographic Prize Contest

The *Chicago Daily News* is offering \$3,000 in prizes in a photographic contest open to amateurs only. Ralph Clarkson, Chicago painter, Paul Wierum, former president of the Chicago Camera Club, and Jens Erickson, art editor of the *Daily News* comprise the committee of judges.

### Loan Group Finances 91 Homes

The Medill Building and Loan Association, organized by the *Chicago Tribune* for its workers, has financed the buying of 91 homes for Tribune employees, 38 of which were added during the past fiscal year.

Fresh ideas every week in EDITOR & PUBLISHER—Annual subscription \$4.

# "SURPRISING," SAYS MACFADDEN OF NEW DAILY

Physical Culturist Promises Startling, But Unrevealed, Innovations with Appearance of His N. Y. Evening Graphic, Sept. 15—Capitalized at \$2,000,000

"SURPRISING!"  
Such was the laconic answer of Bernarr Macfadden, when asked this week what would be the nature of his first daily newspaper venture, scheduled to appear in New York as the *Evening Graphic*, a picture tabloid, Sept. 15.

Expressing his journalistic views in answer to other questions propounded, this surprising publisher dealt out a deck of promises with aces enough in them to raise the eyebrows of the best poker-faces around the newspaper table.

His newspaper is to run 3 editions of 32 tabloid pages daily with a Saturday photogravure, at a possible 1 cent price, although this is not decided.

Crime news is taboo.

"Sensationalism" will be used, but at the same time his newspapers will be representative of "clean and constructive journalism."

Information without entertainment he considers "not fit to print."

These are four Macfadden aces. Other good cards are being withheld until the *Graphic* is out on New York streets and the readers can see them for themselves.

To begin with, Mr. Macfadden declared his belief that the majority of newspapers were not "unlike a factory brand of shoes; all alike, made in the same mold, controlled by the same old-time worn-out prejudices."

"Occasionally," he continued, "a man of force and originality has the courage to follow the bent of his inclinations. If he has business ability and mental balance in addition to a creative mind, he usually makes a big success. But newspaper publishers of this kind are rare."

"If a publisher has a stock of new ideas, he is usually impractical or short of capital, or both; or, if he has the capital he is afraid to take a chance."

"Therefore, many of our newspapers are so dull, dead and monotonous that they smell of the literary machine-shop, or the cemetery."

To correct this alleged odoriferous condition, Macfadden declared he will adopt "clean and constructive journalism," which, at the same time, will have a punch.

"Constructive journalism," he said, "has a building, developing influence upon its readers, and an influence of this sort is always clean. You cannot add to the character and ability of an individual through any constructive means without clean methods."

"I regard crime as a disease. You never hear of a healthy criminal—healthy in both mind and body. I don't believe in inoculation, and much of the so-called crime news only inoculates the public with the virus of crime."

"Sensationalism will be used where it serves a good purpose, but we will not confine our idea of news to murder, suicides, or divorce scandals. The name of an individual rarely appears in the newspaper unless he has evil tendencies. He must become a burglar, a bigamist, or an all-around crook."

"Extraordinary achievements in the lives of people should be just as interesting to the public as the details of crime and indiscretions."

"It is the editors who decide what should be called news. It is the editors who decide as to what will arouse the interest of the general public. But they are often greatly mistaken in their viewpoint."

"We do not expect to seek our circulation upon any particular level. In general we expect to sell to the masses and not to the classes. We do not expect to interest the 'high brows' unless sufficient intelligence is associated with this element to be interested in the great problems that affect all the people. We expect to sell to thinking people—to those



Promises Something New—BERNARR MACFADDEN

who are desirous of improving their condition in life. We do not expect our paper to be cast in the waste-basket as soon as it is read. We hope that much of the material contained therein will be saved—pasted on the wall—framed—and be made an inspiration and a guide in the lives of our readers."

"The publishing business is largely identical in its various phases. You have to know how to cater to the public to whom you appeal. You have to know what they want to read, and you have to dramatize the news and the features that you present in such a manner that it will not only interest your readers, but will have an uplifting influence, mentally, morally and spiritually."

"I am egotistical enough to believe that I can direct the making of a newspaper that will teem with life as it is being lived. I believe that such a paper can be made to appeal to the masses in their own language; that it can be made so human and real that it will penetrate the hearts and souls of the readers."

Macfadden told EDITOR & PUBLISHER he would not support any political party as a party with his new newspaper.

"My editorial policy will be independent, the same as it has been in the page editorials I write in each of my 10 magazines every month," he said. "They express more liberal social ideas than they do conservative."

Macfadden concluded the interview by indicating he contemplated a national distribution and would use his magazine distribution organization to accomplish this end.

And so, hiding his biggest tricks, behind the ejaculation of "surprising!" Macfadden shuffles his cards preparing for the hardest game of his life—preparing, it must be said, full of optimism and faith.

He wants \$2,000,000 in his purse to meet the ante. He has announced he will subscribe half this sum himself. The rest he desires to raise among those "willing to back" this enterprise.

To this end a corporation has been formed under New York laws with 200,000 Class A shares of the par value of \$10 each and 50,000 Class B shares without par value. Only 10 per cent cash is required from the purchasers.

The prospectus continues:

"All dividends are payable equally, share for share, to the holders of the Class A and Class B shares. In the event of dissolution, holders of the Class A shares are first entitled to a return of the par value of their shares, and the remaining assets of the corporation are then to be divided equally, share for share, among the shareholders of both classes. Voting and subscription rights are, except as otherwise required by law, vested in the holders of the Class B shares."

"I have agreed to purchase, for cash, all of the authorized shares and, with my associates, including Macfadden Publications, Inc., will pay in to the corporation \$500,000 for the 50,000 Class A shares to be retained by us; 35,000 Class B shares will be held by me and by those interested or associated with me in the management of the corporation, since it is essential, as all my friends will understand, that I retain control."

"The remaining 150,000 Class A shares and 15,000 Class B shares are offered for sale: Class A shares may be purchased at par in lots of one or more full shares, and each purchaser of ten or more Class A shares will be entitled to receive, without additional payment, one Class B share for each full ten Class A shares so purchased."

So great has been the response to this stock offer, according to claim, that this week a letter went out under the Macfadden signature to stock purchasers stating they need not take all the stock they had ordered because the issue was already over-subscribed.

Macfadden has notified shareholders he paid Frank Munsey more than \$500,000 for the old *New York Evening Mail* plant, from which the *Graphic* will be published.

The question of a name for the Macfadden newspaper baby caused a slight preliminary flurry. First it was advertised as the *New York Evening Truth*. For awhile *Macfadden's Graphic* was contemplated. Now the masthead is set to appear as "The New York Evening Graphic—A Macfadden Publication."

It was argued that the physical culturist "Macfaddenizes" all publications he touches. As an example the *Metropolitan Magazine* is pointed out.

Macfadden purchased this old newsstand favorite in January. This Septem-

ber issue is its last under the Metropolitan title. In October it will appear as *Fiction Lovers' Magazine*.

Why not, then, "Macfaddenize" the newspaper from the start? was one side of the argument.

At any rate, Macfadden will be the editor, the directing genius, behind the new daily. To assist he has Fulton Owsler, managing editor of all Macfadden publications; Emile Gauvreau, managing editor of the *Graphic*, and Arthur Leslie, a proven publicity expert, who will be liaison officer between the new newspaper, Macfadden Publications, Inc., and the public.

## NEGOTIATING FOR PAPER

Frank H. Gordon Makes Offer for Bangor (Me.) Commercial

Negotiations have been in progress for the sale of the *Bangor Daily Commercial*, evening paper, to Dr. Frank H. Gordon, of the Gordon Silver Black Fox Ranches of Maine and New Hampshire. A report that they had been concluded was called premature.

Albert E. Bass, nephew of late Joseph P. Bass, owns controlling interest in the paper. M. Robert Harrigan, business manager, Oliver L. Hall, managing editor, and Frank L. Bass, city editor, are other stockholders. The plant is said to be held at \$200,000. The Commercial was established 1870, by Marcellus Emery who for many years published a weekly called the *Democrat*.

## PLAN NEW BUFFALO DAILY

Newspaper Corporation Organized to Publish the Morning Herald

Buffalo is to have a third morning daily soon, the *Herald*, according to an announcement of the Buffalo Newspaper Corporation, just organized.

P. N. Noll, who organized the *San Francisco Illustrated Daily Herald* for Cornelius Vanderbilt, Jr., is conducting the affairs of the new company which has opened offices at 200 Pearl street. The new daily is to be a stock corporation.

Joseph Blethen, of the *San Francisco Illustrated Daily Herald*, in response to an inquiry from EDITOR & PUBLISHER, declared Mr. Noll is not acting for the Vanderbilt Newspapers, Inc.

## Patterson Deplores Tabloid Growth

Growth of the tabloid newspaper in the United States was deplored by Paul Patterson, president and executive editor of the *Baltimore Sun*, in an interview granted New York ship news men, just before he sailed for a trip abroad on the S. S. France, Aug. 27. He said the tabloid threatened to upset the entire merchandising situation, because it did not allow big stores enough room for proper advertising.

## No P.M. Edition of N. Y. News

Philip A. Payne, managing editor of the *New York Daily News*, this week denied he had engaged a staff looking towards establishment of an evening edition of the newspaper. He admitted the matter had been under discussion, but characterized as false a report that an evening edition would be started.

## Lord Beaverbrook Leaves U. S.

Lord Beaverbrook, British newspaper proprietor, sailed from New York for London, Aug. 27, on the S. S. Aquitania. He had been in New York since Aug. 21, coming here from Canada, where he had visited several weeks.

# MODERN ART MOTIF DISTINGUISHES PARIS DAILY'S NEW HOME

## Action, Motion, Speed Symbolized in Glass Windows of L'Intransigeant Plant—Bas-Reliefs Depict News Processes

By G. LANGELENN

(Paris Editor, EDITOR & PUBLISHER)

ACTION, motion, speed, the *sine qua non* of daily newspaper production everywhere, have been symbolized in the decorations of the new building of L'Intransigeant, the leading Paris evening paper. The new structure, which externally bears some resemblance to the New York Herald-Tribune's home plant in the Times Square district has incorporated in glass and stone works of art considerably more radical than even the striking embellishments of American plants, such as the Detroit News, Des Moines Register-Tribune, or Milwaukee Journal buildings which have been depicted in EDITOR & PUBLISHER.

The facade is bold and already carries with it the impression of labor and achievement. Its lines are simple but effective. A magnificent wrought-iron door, with a printing press worked in as a design, forms the principal entrance of the white stone frontage. The main supports of the building carry the eye up to two original bas-relief groups depicting news-gathering, with the reporter, dressed in an aviator's costume, the telephone operator and the stenographer; and news-printing, with linotype operator, proof-reader and machine minder (in American, pressman).

The interior of the building gives a first impression of straight lines and columns, and while there is no florid ornament, there is beauty in line, and an immediate sensation of utility and appropriateness.

The editorial room is the nerve center of the building. The news department is on the upper floors, and the news flows in by wire and down to the editorial room in the center of the building, whence copy is sent downwards to the basement.

The galleries are spacious, with no narrow doors where there ought to be wide ones. One is struck by the absence of people running about and into one another, as is so often the case with Continental newspaper offices. This absence of bustling messenger boys is due to an excellent system of copy distribution through a mile and half of compressed air tubes. All these tubes have a terminal in one small but light office in the center of the building. A carrier can be sent and returned in forty seconds from any one part of the building to any other.

The Intransigeant office can boast of

stained glass windows which are probably without equal. These are of silvered glass with the designs run into the body of the glass. The leaden divisions and bright colors of old stained glass work have given place to pure black and white designs traversed by straight or curved iron bars forming part of the designs.

Every design in the main staircase represents some part of news gathering or newspaper producing. The artist, M. Navarre, has used the best in impressionism to give by sweeping curves and straight lines a sensation of pulsating life, a something of that tense thrust and forward strive of news-gathering and newspaper production.

The small iron door leading to the printing works shows three cogged wheels working together, with a suggestion of flame behind them. Higher up the staircase is an airplane speeding through the air, but not still, quiet air, for one can see the eddies and currents and feel the strife and endeavor. Another window shows a motor car dashing along, and here again is the same movement suggested by sweeping curves.

The printing works in the basement, below the street level, and an arrangement similar to that for feeding big shells into naval guns, runs up the rolls of paper and puts them in position for feeding into the presses. A large garage extends beneath the whole of the building, and here are kept the forty cars that distribute the Intransigeant all over Paris. Each truck in turn is run onto an elevator platform and sent up into the yard at the back of the building with a few feet of an endless chain arrangement bringing the papers from the presses.

### JOURNALISM A PROFESSION

#### So Secretary Davis Rules in Admitting Italian Over Quota Law

Newspaper work is a profession, Secretary of Labor Davis decided last week when he ordered the admittance into the United States of Alfonso Ressa, associate editor of an Italian weekly newspaper in Philadelphia, who had been barred by the quota laws.

Ressa came to the United States in February, 1923. The quota fixed for



In the heart of busiest Paris, L'Intransigeant has located its new building, with six stories above the street level and three below. Near the upper left corner is shown a pediment which symbolizes news-gathering, the sculptor using the figures of the telephone operator, reporter and stenographer. The corresponding pediment shows in bas-relief the news-printing group—the compositor, proof-reader and pressman. At the lower left appears the main entrance, a large view of which is printed below.

Italy under the immigration laws was exhausted. He was ordered deported but was finally admitted to attend the School of Journalism of Columbia University, New York. On June 30, the government served notice on him that he would be deported.

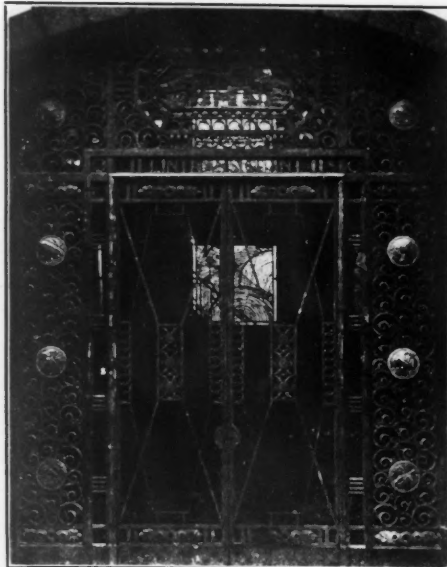
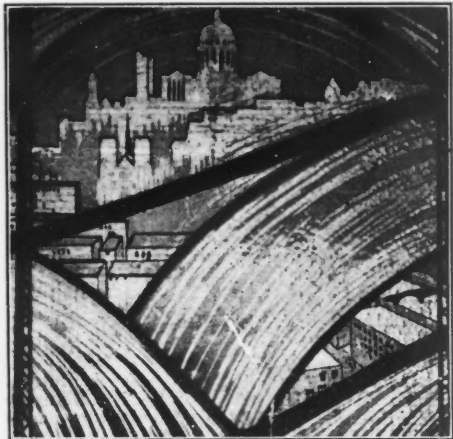
Counsel for Ressa opposed deportation on the ground journalism was a profession, making him exempt from quota

provisions. This contention was opposed by immigration authorities and the case was carried to Secretary Davis who decided in Ressa's favor.

#### Canadian Daily Back to Tri-Weekly

The Oshawa (Ont.) Telegram, which changed from a tri-weekly to a daily paper nine months ago, returned to tri-weekly publication, Aug. 25.

A printing press is worked into the wrought-iron design above the front entrance (central picture), and the medallions which flank the doors depict the agencies which give speed to news-gathering—the airplane, airship, dirigible balloon, mail steamship, railway locomotives, and racing automobiles. The panel which looms through the doorway in the staircase and gives the impression of a maze of telegraph lines feeding into



racing machinery wheels. At the right, a speeding motor car outdistances the birds in a stained-glass window on the main stairway. A particularly daring conception of the artist is found in one of the windows of the subscription hall, where amid his characteristic sweeping curves he has worked a view of Paris into his design.



# HAMMOND PRAISES PRESS OPPORTUNITIES

Famous Dramatic Critic of New York Herald Tribune Says Men on Newspapers Today "Can Have Everything They Want"—Discusses Play Reviewing

By PHILIP SCHUYLER

CAN you beat it, Maurice Kettner? I've discovered the newspaper man who never has had the ambition to "write his way out" of the profession.

Honest. Percy Hammond, who leads a topsy-turvy midnight life reviewing Broadway plays for the *New York Herald Tribune* and 75 out-of-town newspapers has always been, and still is, exclusively concerned with "writing his way in."

And very successful has he been, too. He is today undeniably one of the best of America's play reviewers. Mixing humor with sophisticated penetrating judgment, his stories of Broadway first nights, dashed off in 45 minutes to catch an edition, are little masterpieces of their kind. His daily column "Oddments and Reminders" is scintillating play-talk and opinion, good natured and witty. But the significant fact is, that above everything else Hammond is a newspaper man. Not forever looking outside the newspaper office for fame, he has found opportunities inside, has grasped them, made the very best of them, and always enjoyed his work.

"Perhaps this doesn't seem phenomenal to old veterans at the game (Hammond calls it game). Maybe it was merely the Hammond portliness that reminded me of Irvin S. Cobb who was always so everlastingly busy writing his way out, or the husky Heywood Broun, with his novel writing ambitions, or compact H. L. Mencken with his magazines. "I think newspaper work is great. It has a terrible attraction," said Hammond to me this week, when I interviewed him at the Century Club, New York.

"Because I thought I was talking to a humorist, I laughed. But my laughter proved a faux pas.

"No," the reviewer of Broadway failures and successes adjured me seriously. "I was born and brought up in newspaper work, and I wouldn't do anything else for—(His fee is far too extravagant).

"The tendency nowadays does seem to be an effort out and on instead of in and up in newspapering," he continued.

"Now so many fellows with inspiration become newspaper men to write short stories or the great American novel.

"And they seem so unhappy about it too.

"Yet newspaper work is drawing a far better class of men today than in the old days. It seems to me that nearly all the men around the *Herald Tribune* are wearing Phi Beta Kappa Keys.

"Well, the reason for this may be that unusual opportunities for success in satisfaction and in wealth are being offered news writers of today. If a boy on a newspaper is wide awake and thinks about it, he can get about anything he wants.

"Let him add some business instincts to his other qualities and he'll turn out a real financial success like Ring Lardner, Grantland Rice, Sid Smith, or Briggs."

The deflation of this big blue balloon came suddenly when Hammond admitted that his own son has become hanker instead of newspaper man, and when he admitted that he himself had once written a play collaborating with Bert Leston Taylor of the *Chicago Tribune*. He inflated the balloon again with a puff, however.

"The play—it was rotten," he said. Then he returned to the matter of opportunities on the present day press.

"Specialize on something" was his advice, "and at least once a month go down into the press room and watch the big presses running, printing your story of the day. There's sufficient inspiration for any newspaper man.

"Never forget the great experiences newspaper work offers. There's novelty in every department and many interesting contacts to be made."

Hammond has certainly lived his doctrine of specialization and experience.



"Always interested"—Fortunate PERCY HAMMOND.

Of his 28 years in active newspaper work he has spent 25 as dramatic critic. At the same time, he has found opportunity to cover World Series baseball games, big prize fights, national political conventions, and the biggest assignment of all—the Paris Peace Conference.

In the first place, as a clue to his fondness for the game, Hammond was born of newspaper people. His family still owns the *Chillicothe* (O.) *News-Advertiser* and the *Newark* (O.) *Advocate*. At 7, young Percy was setting type in the *News-Advertiser* office. By 10, instead of planning to become a policeman or a locomotive engineer, he had definitely made up his mind that he wanted to be a dramatic critic.

Chicago was his first pot of gold. He went there while still young and became a reporter on the *Post*. By 2 years, of "thinking about it hard," as he explains it, Hammond was promoted to the position of free pass professor, which he has held ever since. He remained 10 years with the *Post*, then spent the next 13 years on the *Chicago Tribune*. During most of this time, Julian S. Mason, now managing editor of the *New York Herald Tribune*, was with him on both of these newspapers. Mason came to New York first. Hammond followed him 3 years ago.

Hammond has made his biggest success in New York. He has the ability of taking you by the arm in his play reviews, and telling you all about it. From reading his first night descriptions, which appear on an average of 4 nights a week, 11 months a year, one learns that he has definite ideas about dramatic criticism. These ideas were sought.

In the first place, he does not call his work dramatic criticism, preferring "play reviewing." Anatole France is his idea of a real dramatic critic.

"A lot of people think it is the province of a play reviewer to tell the actors and actresses how to perform. I don't agree," he explained. "I consider it is my work to appraise results, rather than suggest methods."

"It is foolish to take the theater seriously. Ninety per cent of it is pure bunk. There's no more art in the average Broadway play than in a circus. But of

course certain types of plays should be considered seriously.

"When I started reviewing plays I was far too serious. Then I became cruel. After 2 or 3 lessons I stopped that.

"I remember a certain actress in a Jack Barrymore play that came to Chicago while I was on the *Tribune*. I panned her cruelly. After I had written the review, I went over to the Sherman Hotel. The girl came in. She was carrying a copy of the paper. First she ordered a big meal; then propped the paper against the sugar bowl, and commenced reading. When she reached the panning, tears came to her eyes. She got up and hurriedly left the hotel. That was sufficient lesson for me. After that I was often unkind, but never again cruel.

"After all, actresses and actors are as a rule very patient. It is remarkable what they stand.

"Because, it is true, a kindly reviewer is lost; a booster is absolutely no good; one has to be mean or one isn't read at all. And I have found that actors have much more admiration for a man who pans him than the man who pats him on the back too affectionately."

Hammond paid high tribute to John Anderson, young dramatic editor of the *New York Evening Post*, recently promoted to that position by Merritt Bond, managing editor.

"He has big opportunities ahead of him," he declared. "When I read his column this morning, I had to admit 'this chap is too good.'"

"He has the necessary sophistication and can skillfully penetrate bunk. He is patient and amused at everything, and never angry. These are qualities of successful dramatic reviewers, to my mind."

Hammond is certain that interest in the stage is increasing tremendously in the United States. Last year, he recalled, more interest seemed to be evinced than he has ever before known in his 25 years' experience.

"I receive an incredible number of letters from people out-of-town, asking me about plays in New York. These letters average 15 or 20 daily. And I answer them all."

Add this letter writing to the business

of attending first nights and only allowing about 45 minutes to write a review to catch an edition, and a play reviewer's life doesn't seem any too easy.

"But I don't get tired. I always manage to keep interested," Hammond will tell you—fortunate Percy Hammond.

## DRAMATIC EDITORS TO JUDGE PRIZE PLAYS

John Golden, Producer, Seeks Aid of Newspaper Men in National Contest Running from Sept. 1 to Dec. 31

Newspaper dramatic critics located in more than 150 cities throughout the United States have been chosen to act as judges in a national prize play contest which will be inaugurated Sept. 1, by John Golden, New York producer of plays, it was announced this week.

The contest will be known as the John Golden National Prize Play Contest. The sum of \$100,000 has been deposited in a New York bank to be used for productions, prizes, and the exploitation of the project.

Cash sums of \$2,000, \$1,000 and \$500 as advances on royalties are to be paid to the first, second, and third prize winners and their plays are guaranteed production.

The dramatic critics, for the purpose of the contest, have been formed into an organization known as the "Coterie of American Play Critics." Any dramatic critic serving on an English language daily in the United States can become a member of the Coterie by applying to the office of John Golden, New York. The contest is scheduled to end Dec. 31, 1924.

A plan has been arranged whereby certain members of the Coterie will receive as consideration for their services on each prize play a total of 25 per cent of the net profits.

Details of the contest were arranged by Mr. Golden with the assistance of Heywood Broun of the *New York World*, Percy Hammond, of the *New York Herald Tribune*, and Burns Mantle of the *New York Daily News*.

Having received the approval from these three New York critics, Mr. Golden broached his plan in letters sent out to 250 dramatic critics and dramatic editors throughout the country. Of the total 191 have agreed to become members of the Coterie.

## YOUNG ON N. Y. TIMES

Author Succeeds John Corbin as Dramatic Critic

Stark Young, author, has resigned from the editorial staff of the *New Republic* to become dramatic critic of the *New York Times*. He succeeds John Corbin, who, remaining on the *Times*' staff, left last week for Geneva to cover the sessions of the League of Nations.

Graduated with a B. A. degree from the University of Mississippi in 1901, Young was awarded a M. A. degree from Columbia the following year. He returned to the University of Mississippi as instructor in English, remaining there from 1904 until 1910. From 1911 until 1915 he was professor of general literature at the University of Texas. During the following 6 years, he was English professor at Amherst College.

Young is the author of "The Blind Man at the Window" (verse); "The Twilight Saint"; "The Seven Kings and the Wind"; "The Queen of Sheba"; "The Three Fountains"; and several one act plays.

## N. Y. PAPERS MUST PROOFREAD "BOGUS" BY NEW ARBITRATION RULING

Copy Over Local Dealer's Name Though Paid for by National Advertiser, Is Local, and Must Be Reset, George Gordon Battle Holds

SUCCESS cannot be said to have rewarded recent efforts of New York City publishers to lighten the burden imposed upon their organizations by the reproduction of local advertising supplied in mats or plates compelled by the laws of the typographical union. A local arbitration board, with George Gordon Battle, prominent lawyer, as chairman and arbitrator, last week held with the union on four of the six points submitted to him after fruitless discussions between the publishers and union representatives.

As most of the arbitrator's rulings were intended to interpret phrases of the local contract, these sections may best be quoted here, in the interests of clearness. They follow, with the disputed parts in italic type:

32. The practice of interchanging, exchanging, borrowing, lending or buying of matter previously used, either in form of type or matrices between newspapers or job offices not owned by the same individual, firm, or corporation and published in the same establishment, is unlawful, and shall not be allowed; provided that the reproduction of the original of such type, matrices, or plates, in type within four days of publication shall be deemed a compliance with this law.

33. All type matter in local advertisements, when matrices, cuts, type matter or plates are furnished the office, instead of copy, shall be reset as nearly like the original as possible within four working days of publication. A local advertisement is construed to be:

(a) The advertisement of any concern, firm, or corporation *distinctively a New York concern*, where such advertising is not identical with and a part of a general advertising campaign;

(b) The advertising of any New York retail concern, firm, or corporation (except a factory branch store) selling more than one sort of merchandise direct to the consumer. All advertising not answering this description shall be deemed out-of-town advertising and need not be reset.

(c) Type matter in local advertisements as determined above when reproduced by the photographers' processes must be reset. Provided, it shall not be necessary to reset hand-lettered portions of such advertisements, or rotogravure advertisements.

(d) Financial offerings of securities advertising other than local issues shall not be reset.

Mr. Battle, avoiding all discussion of the economic waste of the "bogus" practice which has been proclaimed often by publishers and admitted by officers of the typographical union, adhered strictly to the matters before him for adjustment.

Point one, the definition of a "distinctively New York concern" found him in agreement with the union contention that "any corporation doing a large part of its business in New York and closely associated in the public mind with New York is distinctively a New York concern." He disagreed with the publishers' argument that such a concern must be incorporated in New York State and could not be one incorporated in another state, even if a New York office was maintained.

On the second point, he threw out the union's claim that advertising to be exempt from resetting must be identical in every respect, word for word, with advertising of the same concern printed elsewhere. He cited several specimen advertisements submitted as evidence in which the only difference was the address of the local distributor and held that such a difference could not make the copy local and subject to reproduction. On the other hand, he did not uphold the publishers' point that where the import of the copy is the same in two cases, the advertising shall be considered identical. His ruling is that "any two advertisements relating to the same subject matter, containing substantially the same language, and having substantially the same form and setup, may be considered identical."

His definition of a "general advertising campaign" is not wholly satisfactory to either party, even though it does inform publishers and advertisers that no campaign can be considered "general" which does not include a substantial number of newspapers.

He refused sanction to the union idea

that a general advertising campaign must include at least twelve cities. He likewise relegated to subordinate place the publishers' claim that advertising in media other than newspapers should be considered evidence of the campaign's general scope.

"The chairman thinks," he stated "that there should be substantial amount of publication in daily newspapers outside of New York and he does not believe that any amount of publication in periodicals other than daily newspapers would be sufficient of itself to constitute a general advertising campaign. But if there is a substantial amount of publication outside of New York in daily newspapers, then the chairman thinks that the fact of additional publication in periodicals other than daily newspapers can be taken into consideration in determining whether or not there is a general advertising campaign."

In defining a "factory branch store," Mr. Battle found merit in the union claim that such a store, within the meaning of the clause, is a store owned and con-

trolled by a factory outside of New York, whose main office is outside of New York. The publishers argued that the words covered the branch store of any factory whether located in or out of New York. Mr. Battle held that a branch store like that described by the publishers would be a local concern, if the main factory was in New York.

Mr. Battle, in a lawyer-like paragraph, disagreed also with the publishers' broad definition of "merchandise"—as "anything which is capable of being advertised for sale, anything for the possession or acquisition or enjoyment of which one man is willing to pay or customarily pays another."

"The term 'merchandise,'" ruled the arbitrator, "as used in its ordinary significance, includes all those things which merchants usually sell, either wholesale or retail. These things so sold by merchants are the commodities in which merchants trade. They are the objects of commerce. They are the movables customarily bought and sold for profit, having ordinarily an intrinsic value in bulk, weight or measure. The term 'merchandise' does not, in the opinion of the chairman, include service as is rendered by telephone companies. It does not include bonds, nor would it include, as contended by the Publishers' Association, a cemetery lot. It includes, as the word signifies, articles which are usually traded in by merchants."

Mr. Battle's ruling on the only concrete dispute before him holds a several-sided interest for publishers. An advertisement of Brill Brothers, a large retail clothing firm, paid for by Kuppenheimer, a national advertiser, was submitted to the publishers as national advertising, exempt from resetting. The chairman agreed, holding that the advertising was inserted for and by Brill Brothers and that it was their advertising and not Kuppenheimer's and that the situation was not changed by Kuppenheimer's payment for the space.

This ruling has a vital bearing on the practice of national advertisers, especially those in the clothing lines, of buying newspaper space at local rates through local distributors, thereby saving themselves the usual differential between national and local rates. It is possible the general application of Mr. Battle's ruling may result in new rate schedules covering such cases, adding the cost of copy shipment to the existing charges, even though the copy reach the newspaper in metropolitan form.

Regret was general among the publishers that Mr. Battle had upheld the contention that "bogus" advertisements must be proofread. The publisher frankly stated that the accuracy of the reset advertising did not concern them as the matter was never seen by readers or advertisers after it was typed and its only destination was the "hell-hole." Nevertheless, Mr. Battle's legal mind did not construe liberally the requirement that the advertising be "reset as nearly like the original as possible" and upheld the union claim that the section implied, though it did not state, the necessity of a proofreader to see that the original be followed.

The net of all which appears to be that the New York publishers have been confirmed in their right to spend every penny an amount which would pay the salaries of several managing editors and business managers, for the purpose of solemnly composing and reading proof on "advertising" which fills no stores, sells no goods, brings in no revenue, and moves in a mimic, useless, profitless procession from linotype to melting pot and back again.

### Agree on New York Job Conciliation

Agreement was reached this week between New York employing printers and Typographical Union No. 6 that their respective conference committees would proceed in conciliation on the new working contract, and to arbitrate differences left unsettled by the committees. The present agreement expires Sept. 30.

### New City Editor on Houston Press

Webb C. Artz has resigned as city editor of the *San Antonio Evening News* to become city editor of the *Houston Press*, succeeding Burton Davis, who will write features for the Press. Gordon Shearer, assistant city editor, succeeds Artz on the News.

### F. P. A. Back Conducting

Saying "I ain't having any fun," Franklin Pierce Adams, conductor of the "Coming Tower" in the *New York World*, ended his summer holiday this week, returning to work before he was expected. He couldn't find anything to do, he said.

### Branham Gets New Orleans States

The John M. Branham Company will represent the *New Orleans States* after Sept. 6 in New York, Chicago, Detroit, Atlanta, St. Louis, Kansas City and San Francisco. The S. C. Beckwith Special Agency has represented this paper.

### News Writers Lunch with Dawes

Newspaper correspondents assigned to cover the Vice-Presidential campaign of Charles G. Dawes, were guests at luncheon in the Dawes home at Evanston, Ill., when "Hell and Maria" celebrated his 59th birthday.

### Frisco Compositors Get \$5 Increase

The basic wage scale for compositors in San Francisco commercial shops has been raised from \$46 to \$51 per week by a board of arbitration.

## CHEVALIER LOU HOLLAND



Character study in charcoal by London's famous cartoonist, Frank Leah, of Lou Holland, three times President of the Associated Advertising Clubs of the World, made exclusively for EDITOR & PUBLISHER, and signed by Mr. Holland immediately upon presentation at the closing session of the great International Advertising Convention at Wembley, over which Mr. Holland presided with grace and dignity, good judgment, fine tact and ability, and at which some twenty different nationalities were represented.

It will interest Mr. Holland's many friends to learn that President Doumergue of France on Wednesday named Mr. Holland a Chevalier of the Legion of Honor, the decoration being conferred on the suggestion of Premier Herriot at the urgent request of the Committee of the French Press, headed by Senator Paul Dupuy of Le Petit Parisien, which organized the reception for the advertising delegates in Paris.

# NEWSPAPER TYPOGRAPHY AND MAKE-UP

## Publishers Should Take More Care with Typography and Make-Up of Their Own Advertisements—Many Examples of Cobbler's Kids Going Barefoot—Ideals for the Newspaper Typographer

By H. FRANK SMITH  
Article XVII

NOTABLE among the many changes for the betterment of newspaper making during the past few years is the very marked improvement in the design and typography of the publisher's own advertising—whether this advertising appears in his own newspaper, or other mediums.

It used to be that publisher's announcements of the advantages of their newspapers were set up with little or no regard for appropriateness and harmony in the selection of type, borders, style of illustration, captions, margins, etc., not to mention the many other minor details that make for attractive typography and the effective presentation of a printed message.

In those days the "big idea" seemed to be to get the circulation figures in thick black type—and the wide solid mourning border was seldom left out. We are all familiar with the grotesque and ridiculous conceptions prevalent while this practice was in vogue—and even nowadays are occasionally shocked by reminders of the "dark age" of newspaper typography by the careless manner in which some busy newspaper executive permits his own advertising to "get by" without proper attention to typographic details.

Indeed, the examples of the cobbler's kids going barefoot are more numerous than they should be. If you do not believe this, just "take a look" at your own advertising in your own paper—and see for yourself. Whether your advertising appears in your own paper or some other medium, study it carefully—compare it with the typography of other advertisements—and see where you stand.

Newspapers co-operate very liberally with advertisers to attain high quality in general commercial advertising, and it is therefore reasonable to assume that the publisher's own advertising should have corresponding interest and attention. The fact that the newspaper's own advertising does not always average as high in typographic quality as that of other kinds of advertising and mediums cannot be charged to an effort to economize, because illustrations, specially-drawn decorative details and even color are used generously. There do not seem to be any conditions to excuse the lower typographic standards of the newspaper's own advertising; all the materials are there to work with; and all that seems neces-

### Ideals for Newspaper Typographers

IT is one thing to write a piece of good copy, but an entirely separate thing to transform it into an attractive printed page. And it is this transformation, which must take place before copy becomes advertising, that is the job of advertising typography.—EVERETT R. CURRIER.

THERE are no hard and fast rules for the selection of type faces. Personal tastes, the nature of the copy, illustrations and decorations, relative importance of type to illustrations, character of prospects, size of space, and many other factors enter into the selection.—S. D. WARREN CO.

IN typography, beauty is useless, decoration means nothing, unless that beauty or decoration serves to make the printed message more easily read.—BEN C. PITTS-FORD COMPANY.

GOOD writing, distinctive art work and appropriate typography are the golden trinity that make an advertisement a perfect ensemble.—WIENES TYPOGRAPHIC SERVICE.

TYPE was made to read.—MERGENTHALER LINOTYPE CO.

IT'S the type that puts your story over.—BAIRD CO.

LIKE words, type stands between the reader and the thought, and in proportion to its effectiveness makes for clarity and precision.—RICHARD B. FRANKEN.

NO price, within reason, is too high to pay for quality, originality, and distinctiveness in the physical dress of an advertisement.—W. LIVINGSTON LARNED.

THE supreme function of type is to deliver the message.—SHERBOW.

GOOD advertising is something more than mere typography, but good typography makes good advertising more effective.—CALKINS.

TYPE faces express the spirit of advertising as sincerely as the human face expresses the character of an individual.—PALMER & OLIVER, INC.

## Comment and Criticism

### A Review of Newspapers with the Idea of Making Friendly and Helpful Suggestions to Improve Typography and Make-Up

E. A. Blair, Times, Houlton, Me.—The Times has been commented upon so often that I should think you boys ought to be pretty near "fed up" on compliments. I cannot see anything that merits serious criticism, but there are many things about the typography and make-up that deserve much praise—not to mention the exceptional quality and abundance of the news. Your mast-head could be set more attractively, but all in all the Times is unquestionably one of the best-handled suburban weeklies in the world—and Houlton should be very proud of its newspaper, because it incorporates all the finest principles of country journalism.

Arthur C. Saunders, Daily Item, Portchester, N. Y.—The Item com-

pared very favorably with the best dailies published in the smaller communities. Think a larger head would improve items run in panels on front page; your masthead could be refined typographically (looks like an ad, now); use something besides 6 pt. solid rule for borders; presswork needs attention (ink looks smudgy); classified page very good; use larger heads on editorials; make-up first page fine. You folks know what to do; just keep after the little things, improving here and there, and you will keep the pages of the Item pepped up.

Milton C. Jones, Saturday Review, Bergenfield, N. J.—I wish we had space enough to reproduce each one of the fourteen pages in a recent issue of this enterprising and aggressive

weekly. It would be splitting hairs with a vengeance if we tried to make any suggestions to improve the typography and make-up of the Review. Every page, apparently, is a studied effort to attain the utmost attractiveness; and while there is a quiet dignity and simplicity about the paper—still every news item, editorial, feature, and ad stands out in an interesting and effective manner, and this is all accomplished without the use of any screaming type or funeral borders. As a splendid model of how a country weekly should be handled typographically, the Saturday Review cannot be improved upon. Bergenfield is indeed very fortunate to be represented by a paper so effectively conducted and attractively printed as its Review.

William P. Rose, Enterprise-News, Cambridge Springs, Pa.—Am sure if you opened your double-column sub-heads with a 2-point rule these heads would be more attractive; and if you set your editorials 2-point lead they would read easier. Your ads would look better if some different types of border were used, instead of so much 6-pt. solid rule. With these little refinements a lively, newsy paper would be greatly refined.

Jesse E. Long, News, McKeesport, Pa.—Your editorial page is laid out very nicely, but would be improved if you replaced the gothic with some more attractive type face for headline. Reset your masthead—it's battered and squee-gee looking. I believe your editorials would look better, if heads were set a size larger—and maybe in an italic, like Caslon Bold Italic or Bodoni Italic. The "Little Newslets" head is worn out—reset in new type and rules.

R. E. Lent, News, Passaic, N. J.—You fellows are making a pretty good job of your first and editorial pages—as you are with all the other pages. I would open the larger heads and sub-heads on front page with 2-point leads—they are too solid as now set. Subheads on inside pages should also be opened with 2-point leads. Ads and make-up on inside pages splendid; classified ought to "knock 'em over." Boys in composing room are making a fine job of it.



### The return of George Harvey

George Harvey—journalist, editor and diplomat, who last completed his service as American Ambassador to Great Britain—announced editorial director of The Washington Post on June 1.

The return of Colonel Harvey to public life in America is not only a source of widespread interest but also a source of widespread relief.

Colonel Harvey made a contribution to newspaper readers by some of the greatest columns he has written in the past few years.

"Maker of Presidents" is what newspaper business men call him. He helped secure and through his efforts the United States became a democracy.

Colonel Harvey will write twice a week for The Washington Post.

## The Washington Post

EDWARD McLEAN, EDITOR PUBLISHER

## KANSAS

'the Greatest Wheat State'

and Wheat is only 9% of Its Income

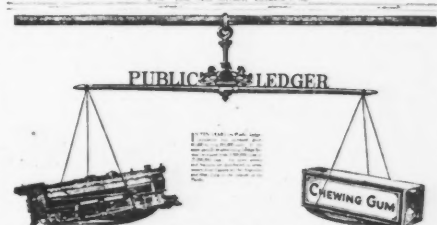
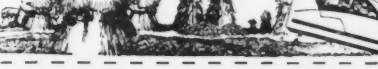
It is the wheat and stock of the State that have kept the people of Kansas from being a poor people. The wheat and stock industry is the backbone of the State. It is the industry that has made Kansas a great State. It is the industry that has made Kansas a land of opportunity. It is the industry that has made Kansas a land of hope. It is the industry that has made Kansas a land of promise.

How to Reach This Market  
The Kansas Daily Newspaper Association is the only organization in the State that can help you reach this market. It is the organization that can help you reach this market. It is the organization that can help you reach this market.

Manufacturers, Sales and Advertising Managers  
Get these FACTS!  
The Kansas Daily Newspaper Association is the only organization in the State that can help you reach this market. It is the organization that can help you reach this market. It is the organization that can help you reach this market.

Kansas Daily Newspaper Advertising Association  
The Kansas Daily Newspaper Association is the only organization in the State that can help you reach this market. It is the organization that can help you reach this market. It is the organization that can help you reach this market.

Get these FACTS!  
The Kansas Daily Newspaper Association is the only organization in the State that can help you reach this market. It is the organization that can help you reach this market. It is the organization that can help you reach this market.



Chewing Gum to Locomotives  
Whenever the product—if it has merit—if it has a market in the rich and populous city of Metropolitan Philadelphia—the Public Ledger will sell it. Not only effectively, but economically.  
With its morning and afternoon editions, the Ledger completely blankets this great territory. With its tremendous prestige and authority, it wields a buying influence that is incalculable.  
The Public Ledger for more than three-quarters of a century, has been the one morning newspaper read regularly by the business and professional men of Philadelphia and in the houses of influential well-to-do citizens.  
Its aggressive leadership in the promotion of local enterprise—its furtherance of great national and international movements—its unsurpassed world-wide news service—have won this distinction for the Morning Ledger.  
The Evening Public Ledger—with its popular feature—reaches the great industrial sections of Philadelphia, supplementing—not paralleling—the Ledger's morning circulation.  
That's why advertisers—whether their product sells for five cents or the price of a locomotive—use the Ledger in Philadelphia.

PUBLIC LEDGER  
Morning Evening Sunday  
INDEPENDENCE SQUARE, PHILADELPHIA  
Cyrus H. K. Curtis, Publisher

THREE SPLENDID EXAMPLES OF THE NEWSPAPERS' OWN ADVERTISING  
Each advertisement incorporates careful organization, good illustrations and design, and thoughtful use of type. Direct, clean-cut and business-like, these advertisements are worthy of careful study.

# FLO ZIEGFELD TELLS WHY HE BANNED BILLBOARDS FOR NEWSPAPER SPACE

Latter Far Superior in Attracting Attention of the Public, Says Famous "Follies" Producer—Signs Offend the Eye and Mar Natural Beauty

WILL the American theatre consign billboard advertising to the dump heap and hereafter rely exclusively on the newspapers?

Will advance agents of road shows leave more money with newspaper advertising managers and less signs cluttering landscapes surrounding cities of the country?

Florenz Ziegfeld Jr., world famous creator of the "Follies" this week answered "yes" to both of these questions, when they were asked him by EDITOR & PUBLISHER.



"FLO" ZIEGFELD, JR.

Ziegfeld, who has made a fortune "glorifying the American girl," thinks that by this time he knows what the public wants.

And, so he said to EDITOR & PUBLISHER, the public doesn't want unsightly billboards.

"I am convinced," Mr. Ziegfeld declared in an interview granted EDITOR & PUBLISHER "that newspaper advertising is far superior to any other form of attracting the attention of the public. And it can accomplish its purpose without defacing the landscape.

"Down with the billboards! I'll have no more of them."

To prove he meant his assertion, Mr. Ziegfeld stated that 64 billboard signs facing highways and railroads near New York and advertising the "Follies" and "Kid Boots" are now being destroyed. Contracts for similar forms of outdoor advertising have been cancelled, he said.

Simultaneously Ziegfeld has abandoned the electric light sign, one of the largest in New York, formerly maintained at an annual expense of \$50,000.

Both this sum and that saved by the abolition of the painted signs which cost \$75,000 annually will be devoted to increased advertising in newspapers, Ziegfeld said. Why?

"I don't think the theater can be satisfactorily advertised by means of the signboard" is the Ziegfeld answer. "At best a sign board can give little more than the name of the play, location and one or two brief facts.

"But such glittering generalities are not practical. No reader can gain an adequate idea of a play by speeding past a couple of painted lines at 20 miles an hour or more.

"Nor can the pedestrian pay careful attention to a sign at the side of him, when his eyes must lead him ahead.

"The sign board is good enough for frivolous phrases like, 'I'd Walk a Mile for a Camel'; 'Eventually, Why Not Now?'; 'Time to Retire' and similar slogans. But the dignity and worth of the theatre—an institution of art, cannot be maintained by such passing brevity. It

must have calm and careful attention and time if its merits are to be properly considered.

"From another angle, it is important to remember that the theatre requires quick change of copy. Bookings, players, theatres and titles are forever being changed and modified. Often, the sign board statement is stale or incorrect by the time that the painters can get round to change them. The public wants what it wants when it wants it.

"Then, too, the sign board is very frequently not read. It is something of an intrusion on the attention. It is aggressive, obtrusive and out of harmony with the cultural principles for which the theatre stands.

"In contrast, the newspaper is authoritative. It can be read or tossed aside, according to the inclinations of the reader. It has definite departments assigned to the theatre. It is given over to responsible critics and editors. It is up to the minute in the latest authentic information that has to do with the theatre. Certainly such substantial values completely discount the value of chance bits of brief information, erratically distributed and ruining the view."

Other important business organizations are following the lead of Mr. Ziegfeld.

"The Continental Oil Company was the first Colorado corporation to show an active interest in the anti-billboard campaign," he pointed out.

"That company has decided to take down its billboards wherever they mar the beauty of the prospect—which means that before long, all its billboards will be down. In Kansas City, just by way of showing which way the straws are blowing, the people turned out not long ago, saturated a large number of unsightly billboards with kerosene and applied matches. That aided materially in beautifying the landscape.

"There is no doubt," continued Mr. Ziegfeld, "that the movement started by the National Committee for the Restriction of Outdoor Advertising is gaining impetus; a great many firms have already agreed to co-operate with the committee to preserve the landscapes of America.

"Naturally, the billboard interests and those who depend largely on them for income are a little concerned, though the general belief is that when the situation simmers down and the billboard interests confine their activities to commercial locations, the income from this source will more than offset the loss caused by the abolition of many of the signs along the highways.

"As recently stated: 'Outdoor advertising seizes the most salient portion of the landscape, the rock, the field, the tree, the hill, the mountain, the stream, the waterfall, the spot to which the eye would naturally turn, and there emblazons the advertisement of some pickle, potion or pill.'

"Though the language is somewhat virulent, I believe that Forbes Magazine is correct when it says that billboard advertisers 'are murderers; they kill views.' America leads the world in advertising. But the universally directed activities of certain advertisers, particularly large corporations, have threatened to bring on a revolt, which might not be confined to the immediate cause of the revolt. The erecting of huge billboards here, there and everywhere has become such a nuisance that it has aroused the ire of more than the finicky and the fastidious.

"As a matter of fact, I have spent my entire life in trying to bring beauty into the lives of others. In the development of the 'Follies' and the presentation of 'Kid Boots,' 'Sally' and my other productions, I have made every possible effort to delight the eye, the ear and the imagination—to make beauty so

vivid that its memory would linger. So I'm not going to display the names of these plays, which are mediums of beauty, where they will arouse resent-

ment and mar the landscape. From my point of view, the newspaper is the legitimate place for the advertising of the theatre."

## ALL IN THE DAY'S WORK

Drawn exclusively for EDITOR & PUBLISHER

By CLIFFORD K. BERRYMAN

He Originated The Teddy Bear



CLIFFORD K. Berryman completed 38 years in Washington, on Aug. 4, and 33 years making cartoons for Washington newspapers. He is now with the *Evening Star*. He has drawn every politically famous man in the last three decades, many of them, such as Bryan, Roosevelt and Uncle Joe Cannon not once, but literally thousands of times.



C. K. BERRYMAN

Berryman is the only cartoonist who ever drew all the members of one Congress—the fifty-eighth. He belongs to the famous Gridiron Club, and for the past 15 years has done practically all the illustrating for that organization.

He is the originator of the Teddy Bear, that popular and well-behaved little animal with an appealing face, that has won the heart of every beholder. The creation of the Teddy Bear was a flash of inspiration, resulting from a hunting trip President Roosevelt made into Mississippi swamp lands. The game there must have been warned of the great hunter's ap-

proach, for he was unable to find a thing worth shooting, much to his disappointment. On the last day, one of his men dashed into camp with news of a real live bear outside. The President seized his gun and dashed out, to find a tall negro with a tiny bear cub on the end of a stout rope. Roosevelt laid down his gun.

"I draw the line. If I were to shoot that little fellow, I couldn't look my own children in the face again," he declared.

Berryman pictured this incident the next afternoon, and entitled his cartoon, "Drawing the Line in Miss." Letters from all sources began to reach him, requesting that he continue the little bear. The President was greatly pleased with his new namesake, which he always called, not the Teddy Bear, but the "Berryman Bear." But Teddy Bear it has been to everyone else, and has now become a steady trade-mark of the *Evening Star*.

Berryman gives "chalk talks," as he calls them, lectures which he punctuates with quick sketches; and he has illustrated numerous short stories and books, the most recent being "From Cornfield to Press Gallery" by Louis Ludlow, just published.

There is just one thing that interests "Cliff" more than his happily chosen profession, and that is, to make a long putt on the golf course.



# WASHINGTON PRESS ELECTS O. K. WOODY PRESIDENT AT SPOKANE MEET

## Combined Convention of Pacific Slope Associations Planned for 1926 at Portland—Spokane Dailies Hosts at Luncheon

MEMBERS of Washington Press Association meeting in Spokane, Aug. 22 and 23, abandoned the usual program of formal speeches and cut the entertainment features to the bone, putting in two days at round table discussions and personal experience talks in which all of the 125 editors and publishers attending took an active part. Advertising, circulation and news problems were included in the discussions.

O. K. Woody of the *Okanogan Independent* was unanimously elected president for the coming year. Roy G. Rosenthal of the *Montesano Vidette* was re-elected secretary, and S. H. Lewis of the *Lynden Tribune*, treasurer.

Chapin D. Foster, president of the association and editor of the *Grandview Herald*, presided at the meetings. On Friday the members were guests of the *Spokane Chronicle* and the *Spokesman-Review* at a luncheon in the Daveport hotel.

The association's annual banquet was held in the evening. At this time the only formal speech of the convention was delivered by N. W. Durham, editor emeritus of the *Spokesman-Review*.

The meeting opened with talks by Franklin A. Devoss of the *Omak Chronicle*, and Lincoln Launsberry of Washington State College at the round table discussion devoted to methods of convincing the small town merchant that advertising in the community paper pays.

Views on the small town editor's problems were expressed by Kay L. Thompson of the *Asotin Sentinel* and A. R. Nurlin of the *Sunnyside Times*.

A combined convention of the press associations in California, Oregon, Idaho, Montana and Washington was proposed for 1926 and Portland, Ore., was tentatively selected as the meeting place. Group meetings by states will follow the main convention if present plans materialize.

An entire forenoon was devoted to discussion of National Advertising under the leadership of Fred Kennedy, field manager of the association and professor of Journalism at the University of Washington. Use of mats instead of plates have reduced cost of this advertising 90 per cent he pointed out.

"To make the big advertisers come to you, you must use 100 per cent mat service," he told the country publishers. "I am going to hire the best salesman I can find, pay him \$100 a week if necessary, to go over the territory, co-operate with advertising agents, and show you how to advertise."

V. H. Honeyville of the *Eatonville Dispatch* declared that it is the local advertising that makes possible National Advertising which in turn sells goods for the local merchants.

Joe M. Stoddard of the *Waterville Empire Press* said editors must learn to understand the problems of every business in their communities and to solicit advertising with a feeling that they are doing a kindness to the advertiser and a service to the community.

During the entire meeting service to the public, development of citizenship, and the need for cohesion among country publishers were emphasized by speakers.

Robert Montgomery of the *Puyallup Tribune* advocated educational requirements for editors.

"The people should ascertain that those who are educating them through the newspapers have American standards and know the American genius," he declared.

On motion of R. D. Sawyer of the *Richland Advocate* the Association will have cards printed to send to companies sending out propaganda which will state that upon payment or promise of payment at advertising rates the material

will be printed. This plan has been in use for some time by Franklin A. Devoss of the *Omak Chronicle*.

Newspapers of the state do not pay enough attention to comment on local and state news, G. W. Dodds, managing editor of the *Spokane Spokesman-Review* said at a luncheon Friday in honor of the visitors given by his paper and the *Spokane Chronicle*.

Henry Rising, managing editor of the *Chronicle* also spoke.

intelligence, education, professional capacity and a keen sense of public responsibility.

"It the conception of the newspaper as a private business enterprise should become universal, and it should no longer be regarded as a public trust, I do not see how democratic government is to be carried on."

Dr. Cunliffe attributes to Dr. Talcott Williams, first Director of the School, the conviction that for a number of years the number of professional journalists in the United States has not increased.

### A Newspaper Romance

Frank Getty, member of the New York staff of the *United Press*, was married this week to Maxine Davis, author and head of the Women's National News Bureau, Washington, D. C. The couple met at the National Democratic Convention, in New York.

## SONGS OF THE CRAFT

(Copyright, 1924, by EDITOR & PUBLISHER)

By Henry Edward Warner  
THE CINCH

(As Seen by the Letter Writer.)

About the easiest job I know  
Of all vocations here below  
Is running  
A paper!  
You only have to get the news  
And air your editorial views,  
Then set 'em up and make a plate  
And put it on the press: . . . I'll state  
It is the cinch of all the cinches,  
To fill a column of twenty inches  
And then another, and another,  
And lock 'em in, each with its brother,  
And start the press, and get some boys  
To go outside with a heluva noise  
And sell 'em! . . .  
You tell 'em

Of all the easy things to make  
A wad, the one that takes the cake  
Is running  
A paper!  
Why, I can sit down any time  
And do a paragraph in rhyme,  
Or write a letter on anything  
Humorous-like, or with a sting!  
The Editor, he doesn't do  
A thing but read my letter through  
And send it up; I think that he  
Depends a little too much on me!  
I notice, when I'm out of town,  
His editorial tone falls down  
Like thunder!  
No wonder!

The hardest thing one has to do  
Is getting the proper point-of-view  
In running  
A paper.  
And that is where my stuff comes in!  
I catch him when he gets too thin  
And brace him up, and set him right,  
And help the Editor see the light!  
He pulls a bone. . . . I take my pen  
And get him started straight again,  
And when my stuff comes out, I note it  
Is just exactly as I wrote it!  
He doesn't dare to change a line  
In that important view of mine!  
It fills him  
And thrills him!

### PREDICTS FEWER NEWSPAPERS

#### Quality Will Increase as Numbers Dwindle Cunliffe Says

Fewer and better newspapers are predicted by Dr. J. W. Cunliffe, director of the School of Journalism, Columbia University, New York, in the annual report of the school made public last week.

"The pride of the journalist in his profession is not yet dead—very far from it—and this is a most valuable resource which ought to be encouraged and developed for the public advantage," says Dr. Cunliffe.

"Fewer newspapers we are almost certain to have and, with a larger income at their disposal, the survivors ought to be better newspapers. But they will only be better if the men conducting them have

### Chicago Daily Worker Raided

Offices of the *Chicago Daily Worker*, organ of the Workers' Party, was raided and papers seized Aug. 26, by post office inspectors seeking evidence in connection with an alleged lottery. No arrests were made, but Antonio Prosi, editor of *Il Lavoratore*, an Italian edition, and Alvaro Badillo, business manager, were questioned. Officers of the *Daily Worker* said the newspaper had no connection with the lottery.

### St. Regis Plans New Plant

Ground will be broken about Oct. 1 for a new plant of the St. Regis Pulp and Paper Company near Cape Rouge, Quebec. The ultimate expenditure it is estimated will be between \$3,000,000 and \$4,000,000.

## PENNSYLVANIA DAILY QUILTS PUBLICATION

### Doylestown (Pa.) Bucks County Daily News Suspends in 108th Year—Publisher Blames Politics—Asks Creditor Leniency

Under the caption, "Please Omit Flowers," the *Doylestown (Pa.) Bucks County Daily News* suspended publication Aug. 20.

Frederick Blair Jaekel, editor and publisher, printed the following announcement:

"We have done our best to put out a daily local newspaper of sufficient appeal to insure financial return at least equal to the expenditure. The project has failed. Poor business management in the early stages and politics, or lack of them on our part, have contributed the most to our journalistic demise. Our creditors will lose nothing by their leniency."

Mr. Jaekel became owner of the newspaper in January, 1921, when it was one of the influential Democratic organs of the State. Under his ownership the daily dropped the Democratic policy and became Independent.

The new ownership made many extensive improvements to the plant. Circulation was increased from 500 to 2,000, later dropping back to 1,100.

Up until 1816 the Democratic party had no organ in Bucks county, but in that year the *Doylestown Democrat*, progenitor of the *Daily News*, appeared under the ownership of Lewis Deffebach & Co. In 1822 it combined with another Democratic paper, the *Bucks County Messenger*, and Simon Cameron, famous politician, and Benjamin Mifflin were placed in charge. Mr. Cameron later became Secretary of War under Lincoln and Minister to Russia.

The following year the paper was bought by William T. Rogers, who in 1829 sold to M. H. Snyder. Two years later W. H. Powell became publisher, but in 1834 sold to John S. Bryan. Gen. Bryan in turn sold it in 1845 to Samuel J. Paxson, who in turn disposed of it in 1858 to Gen. W. H. H. Davis, in whose possession it remained until 1890, when the Doylestown Publishing Company bought it.

J. C. Dimm, of Juniata County, was the next owner, buying it in 1901, holding it a few years and then selling out to ex-Senator Webster Grim, from whom Mr. Jaekel purchased.

With passing of the *Daily News*, the town is left with but one daily newspaper, although for many years it had 3 dailies and 5 weeklies. The surviving paper is the *Intelligencer*, the oldest, which was founded in 1804.

### NEBRASKA PRESS OUTING

#### Serious Discussions Banned at Summer Session in Omaha

About 275 members of the Nebraska Press association and Western Iowa editors held their annual summer outing at Omaha, Aug. 21, 22 and 23. The summer meeting is for fun not business.

Mrs. Marie Weeks of the *Norfolk (Neh.) Press*, president, called a meeting of the executive committee to consider plans for a "Know Nebraska" campaign which the association is contemplating.

On Friday morning the editors inspected the new Technical high school, later attending a luncheon at which John R. Rogers, inventor of several improvements of the linotype, Mayor Dahlgren of Omaha, and Everett Buckingham of the Union Stock Yards were speakers.

Twelve past presidents of the association were present. They were: Charles Poole, Lincoln, 1913; H. A. Brainard, Lincoln, 1914; Horace Davis, Lincoln, 1915; H. G. Taylor, 1912; F. P. O'Furey, Hartington, 1922; J. S. Kroh, Ogallala, 1923; E. R. Purcell, Broken Bow, 1920; H. C. Richmond, Omaha, 1907; W. C. Israel, Havelock, 1919; Congressman Edgar Howard, *Columbus Telegraph*, 1898; Charles Hubner, Nebraska City, 1895, and Adam Breede, *Hastings Tribune*, 1903.



# NEW AND AUTHENTIC HISTORY OF THE HERALD OF THE BENNETTS

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

COPYRIGHT 1924 BY EDITOR & PUBLISHER—ALL RIGHTS, INCLUDING FOREIGN RIGHTS, PROTECTED.



(Continued from Last Issue)

The Graham case dragged until Mr. Bennett's lawyers forced action, and on March 20, 1851, John Graham and his brother, DeWitt were indicted by the Grand Jury. The indictments however were promptly pigeonholed, and strange to say, the accused were never brought to trial, whether due to their influence with the court, officials, or to Mr. Bennett's decision to drop the prosecution, cannot be definitely determined, suffice it to say that after the dust of nearly 7 long years had gathered on the papers, on Dec. 12, 1857, on motion of A. Oakey Hall, the then District Attorney, a nolle prosequi was entered on the indictments and the case then and there ended.

### Mr. Bennett and Wife Visit Cuba

On Nov. 26, 1850, Mr. and Mrs. Bennett sailed for Havana, leaving Mr. Hudson in charge as acting editor. They were welcomed by Captain General Lopez; were dined at the Palace and attended a grand ball. A Cuban newspaper man in a complimentary vein, wrote:

"We had the pleasure of admiring Mrs. Bennett of New York, so remarkable for her judgment, and whose manifest talents attracted the greatest interest. She was attired with perfect taste, and her exquisite dress was observed with the deepest attention."

Mr. Bennett had gradually placed more and more dependence on the abilities and sound judgment of Mr. Hudson, who was now installed as managing editor, and who relieved the proprietor of the daily routine of publication. During Mr. Bennett's absence in Cuba, Mr. Hudson penned an editorial review of the former's achievements, saying:

"Fifteen years ago the experiment of a new paper, upon a new, practical and comprehensive plan, was commenced in this city. The paper was the *New York Herald*—its permanent capital was tact, talent and enterprise; founded upon the penny system and cash payments. With that experiment a new era commenced in newspaper history. Success beyond example has crowned it—the system has triumphed over all opposition."

Reverting to Mr. Bennett's activities as a news gatherer, Mr. Hudson referred to his splendidly organized chain of correspondents throughout Europe.

"His first European tour was in 1838. In 1843 he made another; and in 1847 we find Mr. Bennett again upon the Continent, and it is only necessary to turn to the files of the *Herald* to note the accuracy with which he forecasted events. The revolutions of 1848 were foreshadowed by him, while at home he predicted the election of Zachary Taylor for President."

Mr. Hudson went on to tell of Mr. Bennett's political independence; mentioning how he had attacked President Taylor's Cabinet, due to the discovery of the illegal payment of claims to persons connected with the Government. Secretary of State Clayton had at that time offered Government patronage to the *Herald*; but as at all other times Mr. Bennett laughed at such attempts to gain the powerful support of his newspaper. On the contrary it only stimulated him to probe with a deeper scrutiny. Toward the President he expressed the kindest feeling, but against some of his advisers he was bitterly hostile.

Under Mr. Hudson's editorial guidance, the tone of the *Herald* was raised; its long leaders were dignified discussions of all important political, social and financial questions, and it had now become firmly entrenched as the great representative exponent of American journalism. Mr. Hudson had general control in other ways during Mr. Bennett's absence, and when a young Cuban pardoned by Captain General Lopez came to the *Herald* office with a startling story of his adventures. Mr. Hudson promptly paid him \$500 for it.

Another eminent journalist of those days was John Nugent, whom Mr. Bennett selected for his resident Washington correspondent. In the 'thirties, the newspapers of the capital arrogated to themselves the right to solely report the proceedings of Congress, and it was only after a long and arduous fight that the *Herald* obtained entrance to the reporters' gallery for its brilliant representative, Mr. Nugent. While genial as a colleague, yet he was both feared and detested by his fellow correspondents for his success in scoring big "beats" over them, and finally in 1848, he got in trouble and was "detained in custody," by order of the Senate for secretly obtaining copies of the treaty between the United States and Mexico and other documents before they had been officially given out to the press. The *Herald's* big "scoop" in printing these ahead of its rivals, caused a great outcry, and demand was made, especially by certain New York newspapers that Mr. Nugent be severely punished. Mr. Bennett hurried to Washington on his behalf and in a few days obtained his release, but his usefulness as a correspondent was

impaired and he returned to New York, where on April 30, 1849, a complimentary dinner was given him at Delmonico's. The company that assembled consisted chiefly of his associates in the *Herald* office, Mr. Bennett being present, and in his speech declared that "Mr. Nugent is a gentleman of great intelligence, literary acquirements and unswerving integrity."

### Death Removes Mr. Bennett's Worst Enemy

Mr. Bennett must have heaved a sigh of relief, when the decease of Mordecai M. Noah occurred on March 22, 1851. The death notice appeared in the *Herald*, but the great editor wisely refrained from publishing an obituary or making any editorial comment whatever on the event. The *Tribune* however in a half column article gave a laudatory sketch of Major Noah, who was a native of Philadelphia, and after serving as Consul at Timis for a short time, entered journalism in New York, later becoming connected with the old *Enquirer*, and thus made an intimate personal acquaintance with Mr. Bennett, whom he employed as an editorial writer. After many vicissitudes he established the *Evening Star*, which after a short career had to suspend. Later he founded the *Sunday Times*, continuing to edit it up to the time of his death.

### Parade of the New York Herald Guard

The young employees of the *Herald* had formed a military guard, fully equipped with uniforms, arms and accoutrements. Its first parade took place on March 24, 1851. Its officers were as follows: John Connery, Captain; William Marshall, John Falvy and James McGowan, First, Second and Third Lieutenants; John Smyth, Ensign; William Smyth, Orderly Sergeant; Thomas Price and Jacob H. Cohen, Guides. The Guards mustered at Centre Market and marched through Centre, Walker, the Bowery, Chatham, Nassau and Fulton streets, passing and saluting the *Herald* office, and thence on to Union Square, where at the Union Place Hotel, military compliments were paid to Mrs. James Gordon Bennett. They then proceeded to 109th street at Third avenue for target practice, the following gentlemen acting as judges: Major John Crawley, Major G. Dyckman, Capt. W. H. Underhill, Mr. H. Haywood and Mr. Richard Marshall. The prizes were awarded as follows: a massive silver tankard to Private C. McCusker; a gold watch to Private Scott; a silver watch to Private Stuart; a six barrel revolver to Private Gordon; and "elegant" spring Jenny Lind hats to R. Bevin, T. Bevin and T. Millett.

Dinner was subsequently served at Austin's, while on their return they partook of an "elegant" collation at the Union Hotel—provided by the order of Mrs. Bennett, and marching back to Nassau street, were also "substantially regaled" at Magary's restaurant. Shelton's band accompanied the Guards, and its conductor later composed a new march in their honor.

In the evening a ball was given at Niblos, "and was conducted with perfect decorum. The girls were the most beautiful at any ball of the season."

Mrs. Bennett was to have presented the colors (Mr. Bennett's personal gift), but being indisposed, Benjamin Galbraith, Esq., officiated and said: "I regret exceedingly that from the indisposition of Mrs. Bennett, and the consequent inability of Mr. Bennett to be present, it has developed upon me to address you. Mrs. Bennett has desired me to express the great pleasure that she felt in beholding the fine, manly and war-like appearance which the *Herald* Guard presented this day while passing the Union Square Hotel. She desires me also to present to you these colors, emblematic of your nationality and to express her hope that should a foreign foe at any future period, ever land on these shores, or should domestic feuds or discord ever disturb this peaceful country, you will array yourselves under this flag, for the country—for the Union—with the same vigor, spirit, bravery and undaunted courage that have characterized from its commencement, the *New York Herald*. Mrs. Bennett expresses through me, that the colors which she now presents will never be sullied nor parted with under your command, but that the *New York Herald* Guard may be foremost to defend the Stars and Stripes and support their unsullied glory."

Capt. John Connery returned thanks for the presentation of the flag; expressing his confidence that the colors would never be tarnished by a want of chivalry on the part of the *New York Herald* Guard.

(To Be Continued Next Week)

# The more **[people]** you tell, the more you'll sell! ★

**N**O one has ever discovered a substitute for circulation.

The Indianapolis News has the largest circulation in Indiana. It has more home-delivered circulation in Indianapolis than both its daily contemporaries combined.

The Indianapolis News also has 50,000 circulation in the Indianapolis Radius, the trading territory surrounding the city, dotted with prosperous Hoosier farm homes and rich industrial towns.

But The News offers advertisers more than the largest circulation of any Hoosier newspaper. It offers a reader interest and a reader affection

that are unique. It offers the prestige of Indiana's acknowledged favorite newspaper. It has an advertising endorsement greater by hundreds of thousands of lines of paid advertising than both its contemporaries combined.

The commonly offered substitutes for circulation are "coverage", "concentration", "class", "prestige", "advertising endorsement", and "reader interest". Forget that The News *has* the largest circulation in Indiana—it has all the rest. The News has circulation and all the substitutes for it, too.

\*Apologies to the "W. G. N."

## The Indianapolis News

Frank T. Carroll, Advertising Manager

New York Office:  
Dan A. Carroll  
110 E. 42d St.

Chicago Office:  
J. E. Lutz  
The Tower Bldg.

**NEWSPAPER MAKERS AT WORK**

By LUCILE BRIAN GILMORE



**JAMES P. BICKET**—He knows what sells papers.

**A**BILITY to enforce the discipline which gets copy to the linotypes on time but which involves no harshness—and seldom sternness—is the most typical of the many executive qualities owned by James P. Bicket, assistant managing editor of the *Chicago Evening American*. This is the impression gained by close observers of his 21 years in four positions of command on the Hearst evening paper of Chicago.

Mr. Bicket's desk is in the city room, and he is acquainted closely with all of the men, from cubs up. The manner in which his personality drives them always to do their best work is the envy of other newspaper executives who have worked with him. He has a reputation for dealing squarely always with his men, is popular among them and never finds it necessary even to approach

severely in order to get the job done, it is said.

"As lovable as a woman and as honorable as a Roman senator," is the sincere if somewhat grandiose manner in which a veteran of the American staff described Mr. Bicket.

As for other newspaper traits, his associates tell of Mr. Bicket's never-flagging energy, his unflinching sense of recognizing a good story instantly and his skill at playing it effectively. His 28 years in Chicago newspaper work have given him a fund of information of Chicago and Chicago people such as few men have been able to acquire, and he is a stickler for accuracy.

"His long years as city editor of the American gave M. Bicket an understanding of the task which has made him extremely helpful to the whole city

staff," said Edward R. Mahoney, city editor. "One of his fortes is boosting circulation. If there is a story that will sell papers to racetrack fans, he tips the circulation department to send a truckload of papers to the track at Hawthorne. If there's a big West Side story he suggests that extra papers be sent to the stands west of the river."

William Randolph Hearst sent Mr. Bicket a telegram last year congratulating him on the completion of 20 years in the Hearst organization and expressing the hope that he would be in the service another score of years. Other men high in the Hearst organization who honored Mr. Bicket on that occasion were William A. Carley, managing editor; Herman Black, publisher of the American; Roy D. Keelm and Victor H. Polachek.

Mr. Bicket joined the City News Bureau as a cub in June, 1896. Within a short while he became city editor, which post he held until 1903. In September, 1903, when the American was only 3 years old Mr. Bicket went to the paper as assistant city editor. Two years later he was promoted to the city editorship. He remained in that post for 10 years, then served 5 years as news editor and has been assistant managing editor for 4 years.

The Bickets have no children. They own a home in the South Shore district of Chicago and a farm in Iowa.

Newspaper work is Mr. Bicket's hobby and life, men who know him best say, although he plays billiards and golf, and pitches horseshoes with great skill on occasion. He is an active Mason, a past master of his Lodge and a Knight Templar.

**DAILY FIGHTS SLOT MACHINES**

**Shamokin (Pa.) News Will Test Law by Operating Machine in Office**

The *Shamokin (Pa.) Daily News* recently issued an advertisement in its columns for a slot machine in first class order and at the same time disclosed intention to operate the machine in its business office of the publication.

The *News* said it believes it has the same right to operate the gambling device as barber shops, saloons, pool rooms, etc. The publishers indicated they expected and would welcome arrests with the hope that the police could hardly close one machine without subjecting others in town to the same treatment.

The Shamokin newspaper's idea is being watched with tremendous interest throughout the coal fields where slot machines are numerous. The *News* is opposed to the machines because it believes they develop the gambling spirit in children. After the machine is installed the *News* says the proceeds will go to charity.

**G. K. C. Plays with London Journalists**

Gilbert K. Chesterton played the part of King Baluda in "St. Vanglia, the Witch of Fleet Street," a play by John Galsworthy, staged in the Drury Lane Theatre, London, Aug. 24. Cast of the play, which was impromptu, was composed entirely of newspaper men and women, the setting in a newspaper office, the plot about newspapers, and only journalists were admitted to view the production.

**MORNING PAPERS  
THE**

**GET ACTION  
SAME DAY**

**Fall  
Selling**

**T**HE "dog days" of July and August are over; the August Fur, Furniture, China and what-not half-price sales are fading from the picture. And in the merchant's mind comes the big selling season of the year: Fall.

Fall time is business time—where every activity is directed towards the selling and moving of merchandise. From manufacturer to merchant, floor-walker to cash girl, every fiber is tense, to do business. And advertising must do its bit.

In Cincinnati, the Cincinnati Enquirer offers the big tie-up between your dealers' customers and your product. That is the reason it is being scheduled so much for Fall business in this market.

L. A. KLEIN  
Chicago  
New York

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

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

**WORLD CHAMPION BILL TILDEN TO REPORT DAVIS CUP EVENTS**



**Final Round — Boston, Sept. 4-6**  
**Challenge Round—Phila., Sept. 11-13**

Take advantage of the world-wide publicity which Tilden has given to these international events, and feature his dispatches describing them.

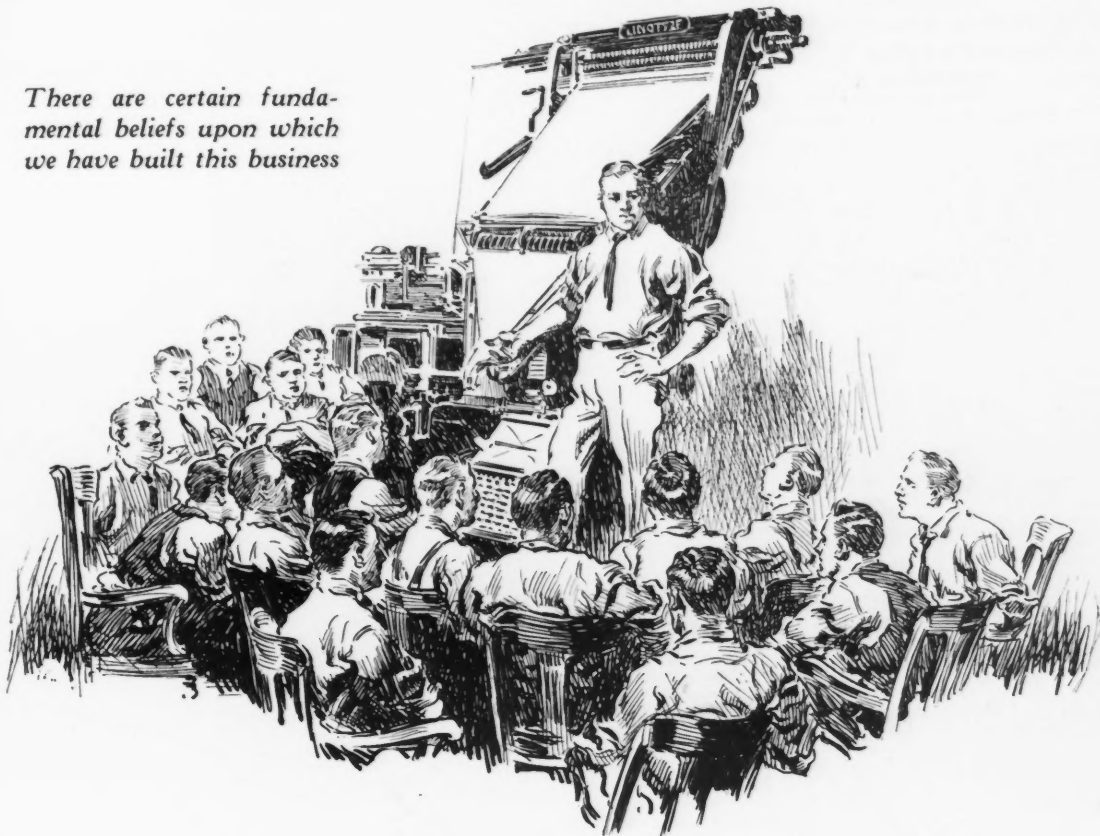
For Terms Wire

**LEDGERS SYNDICATE**

INDEPENDENCE SQUARE

PHILADELPHIA

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



## SCHOOLS

To maintain an adequate supply of competent operators we have for many years operated several schools of our own and have lent substantial aid to hundreds of schools conducted under other auspices.

TRADE **LINOTYPE** MARK

**MERGENTHALER LINOTYPE COMPANY**

*Brooklyn, New York*

SAN FRANCISCO

CHICAGO

NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

*Agencies in the Principal Cities of the World*

## ISSUE PROGRAM FOR LOS ANGELES BETTER BUSINESS BUREAU MEET

**Business Financing, Truth in Advertising and Stock Promotions  
To Be Discussed at Four-Day Convention  
September 2-5**

(By Telegraph to EDITOR & PUBLISHER)

ST. LOUIS, Aug. 27.—The program for the conference of the National Better Business Commission, composed of the Better Business Bureaus of the Associated Advertising Clubs of the World, which will be held at Los Angeles, Cal., Sept. 2-5 was made public here today by Harry W. Riehl, chairman of the program committee. Mr. Riehl is manager of the Better Business Bureau of the Advertising Club of St. Louis. The program follows:

### Tuesday (morning)

Organization of Conference.  
Address of Welcome—George E. Cryer, Mayor of Los Angeles.  
"Bureau financing"—Ferris R. Miller, Los Angeles.  
"Financing with paid solicitor"—Ferris R. Miller, Los Angeles.  
"Financing without paid solicitor"—Edward L. Greene, Boston.  
"Financing on trade group plant"—Harry W. Riehl, St. Louis.  
"A recapitulation of 'Total bureau income and Budget expenditure'"—Harry W. Riehl, St. Louis.  
"Relationship between National Committee and Bureau financing"—W. P. Green, New York.

### (Afternoon)

"Bureau Standardization"—Edward L. Greene, Boston.  
"As Applied to Furniture"—Kenneth W. Barnard, New York.  
"Scope of Bureau Activities"—Wm. P. Green, New York.  
"Discussion on 'Protecting the Public Against Worthless Publications'" led by Elliott Epstein of San Francisco.

### Wednesday (Morning)

"Bureau Publicity"—Elmer J. Hertel, Oakland.  
"Newspaper Publicity"—John N. Farver, Buffalo.  
"Paid Advertising"—Robert M. Snyder, Fort Wayne.  
"Official Contracts"—Ferris R. Miller, Los Angeles.  
"Civic Influences"—Edward L. Greene, Boston.  
"Printed Bulletins"—George M. Husser, Kansas City.  
"Preventing the Registration of Misleading Trade Names"—Frank R. Black, Springfield.

### Afternoon

"Advanced Methods of Handling Stock Promotions"—George Kahin, Seattle.  
"Educating and Protecting the Small Investor"—H. J. Kenner, New York.  
"The Etheridge Case"—Robert M. Mount, Portland.  
"The Martin Law"—John N. Garver, Buffalo, and H. J. Kenner, New York.

"Radio Advertising"—William P. Greene, New York.

### Thursday

Thursday will be devoted to four major trade groups discussions headed in each instance by a chairman and two associate chairmen. All bureau managers will be in attendance at each one of these discussions. The subject will be handled from two angles: The vice-chairman will present exhibits and give actual physical information, while the chairman will confine himself to the discussion of policies, methods of procedure and the actual handling of cases.

### Morning

"Women's Apparel"—Hugo Swan, Dallas, Chairman.  
Philip L. Baldwin, Cincinnati, Associate Chairman.  
Frank R. Black, Springfield, Associate Chairman.  
"Men's Apparel"—Fred Willson, Toledo, Chairman.  
Dale Brown, Cleveland, Associate Chairman.  
Alfred J. Pitts, Detroit, Associate Chairman.

### Afternoon

"Trade Practices and Customs"—John N. Garver, Buffalo, Chairman.  
Ralph W. Bales, Louisville, Associate Chairman.  
Robert M. Mount, Portland, Associate Chairman.  
"Advertising Schemes"—Elliot Epstein, Chairman.  
Robert M. Snyder, Fort Wayne, Associate Chairman.  
Lewis J. Utt, San Diego, Associate Chairman.

### Friday (Morning)

"A Special Accomplishment of My Bureau During the Last Year"—Harry W. Riehl, St. Louis, Chairman.  
Participated in by each Bureau Manager attending.  
"Comparative Price Ordinances"—George Kahin, Seattle.

### Afternoon

"National Administrative Problems"—Ferris R. Miller, Los Angeles.  
Report of committees; election of Board of Governors; adoption of resolutions; selection of conference city.

### New York "Special" Incorporates

Thomas F. Clark Company, publishers' representative, New York, has just received its incorporation papers and hereafter will conduct business under the heading of Thomas F. Clark Company, Inc. Officers of the company are: Thomas F. Clark, Sr., president; A. Clark, vice-president; and Thomas F. Clark, Jr., secretary and treasurer.

### GLOBE-TROTTER



Karl K. Kitchen, New York Sunday World writer, swings his sport-clad frame and cane jauntily along the Deauville boardwalk.

### German Daily in New Home

The *Wacchter und Anzeiger*, Cleveland's German daily newspaper, has moved to its new \$250,000 building recently completed. It is a three-story fireproof re-inforced concrete structure. All new mechanical equipment, including two Duplex Tubular Presses, has been installed. The *Wacchter und Anzeiger* is represented in the National field by C. L. Houser Company, New York, and by Franklin E. Wales, Chicago.

### Fire Wrecks Two Utah Papers

Plants of two Utah newspapers, the *Murray Eagle* and the *Bingham Press Bulletin* were destroyed by fire during the past week. The *Eagle*, published by P. K. Neilson for the past 35 years, suffered a loss of \$30,800, only \$12,000 of which was covered by insurance. The *Press-Bulletin* loss has not been estimated.

### Hearst Press Takes Presidential Poll

All Hearst newspapers are conducting a Presidential poll. Besides names of the three leading candidates, ballots printed list questions to be answered dealing with the voter's party enrollment and his own vote for President as between Coolidge and Harding in the 1920 election.

### M. E. Stone Celebrates Birthday

Melville E. Stone, counselor and former general manager of the Associated Press, celebrated his 76th birthday, Aug. 22. He spent the day quietly in his New York home acknowledging felicitations, many congratulatory messages being received by telegraph and cable.

### Mitchell Heads U. S. Lines Publicity

Leonard Mitchell has been appointed director of the press aid department of the United States Lines; 45 Broadway, New York.

## Newfoundland Power & Paper Co., Ltd.

The Company's new Mill at Corner Brook will commence the production of Newsprint in April. For the second half of 1925 we can give you both quality and service.

**THE BOWATER PAPER COMPANY, Inc.**  
342 Madison Ave., New York City

Sole distributors for the  
Newfoundland Power & Paper Co., Ltd.

## WHAT IS A SUBSCRIBER WORTH

# ?

A recent discussion, by experts, in *Editor & Publisher* fixed \$10 as the approximate value of a subscriber in estimating the worth of newspaper property.

**1000 New Subscribers Increases the Value  
of the Newspaper by \$10,000**

If you are interested in increasing the value of your plant to the extent of Ten Thousand to One Hundred Thousand Dollars wire for details of a simple, business-like, dignified plan.

We serve only one newspaper in a territory, but we serve that one seriously and successfully. Scores of signal successes prove what we can do to increase circulation.

**No Cash Investment—No Risks—No Contests—  
No Schemes—No Trickery.**

PIERCE  
BUILDING

**HICKEY-MITCHELL CO.**

ST. LOUIS  
MO.

(Builds and Holds Circulation)

## HOOVER CALLS RADIO CONFERENCE TO DISCUSS BROADCASTING PROBLEMS

Representatives from All Sections of the Field to Meet in Washington Sept. 30—Will Consider White Bill Revisions

By SAM BELL

(Washington Correspondent, EDITOR & PUBLISHER)

WASHINGTON, D. C., Aug. 27.—

Interconnection of radio broadcasting stations so that all sections of the country can hear programs and news events of national interest will be one of the major proposals to come up for consideration at the radio conference called by Secretary Hoover for Sept. 30.

Thus far, experiments in interconnection of the big stations in the broadcasting of political conventions and speeches has not included the Far West, because of the expense involved in the re-broadcasting which makes it possible for those with smaller receiving sets to listen in. In addition to the expense, there is shortage of wires across the mountains, but physically it can be done. Theoretically, broadcasting could be picked up by the local stations and the program re-broadcast in that way, but experience has shown that the use of wires for interconnection is desirable if satisfactory results are to be obtained.

Even with the best sets for radio reception, it is not always possible to get long range stations when desired or with clarity, officials say, and thus for the time being the local station must be relied upon to give either a program of its own composition or the re-broadcast of program that is of sufficient interest to warrant its transmission over the wires.

Realization by federal officials that the local station, at least in the present state of radio development, can give the greatest service will result in careful consideration on the part of the conference, of ways and means of protecting local stations now in the broadcasting business.

"One of the present problems, therefore, is to make the local stations as efficient as possible," said Secretary Hoover in commenting on the conference which also will consider such technical matters as:

Revision of the present frequency or wave length allocations, to reduce interference.

Use of high frequencies or short waves. Classification of broadcasting stations and possible discontinuance of Class C. stations.

Limitation of power; division of time; zoning of broadcasting stations.

Means for distinguishing the identity of amateur calls from foreign countries.

Interference by electrical devices other than radio transmitting stations.

Relations between government and commercial services, and such other topics as may be proposed by the conference.

The various groups in the radio field will be asked by the Government to name representatives to constitute the formal advisory committee of the conference. As planned at present those groups will be composed of listeners, marine service, broadcasting (one from each district), engineering, trans-oceanic communication, wire interconnections, manufacturers, amateurs, point-to-point communication, and government departments.

"The committee so constituted," said the Secretary of Commerce, "will hold public hearings and all persons and organizations having suggestions will be expected to present them."

In the absence of the radio legislation which the Department of Commerce for 3 years has been asking Congress to enact giving it proper authority to cope with the situation, the conference so far as Mr. Hoover is concerned is advisory and its conclusions as to matters not within the regulatory powers of the secretary, can only be made effective by voluntary action.

The White bill, which has been before Congress at the last two sessions, and by which the Department of Commerce

**FORESHADOWED EVENTS**

Sept. 5—Tennessee Press Assn., meeting, Jackson, Tenn.

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

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

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

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

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

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

would be given greater control over broadcasting, will be considered again by the conference and such changes to the measure as seem desirable in the light of the developments of recent months will be suggested. A revised draft of the bill will be presented to Congress at the December session.

**DR. E. P. COHEN ILL**

**Park Row Veteran Suffering from Heart Disease**

Dr. Esdaile Philip Cohen, well-known Park Row veteran and member of the staff of the *New York World* for nearly a quarter of a century, is seriously ill with heart disease in Broad Street Hospital, New York. He is 69 years old.

**New Paper Plant Ready**

The new plant of the Daily News Paper Corporation at Tonawanda, N. Y., will be in operation about Sept. 15. Nearly 1,000 men will be employed. Seven thousand cords of pulpwood have been delivered to the company's docks by lake steamers. The plant is planned primarily to produce paper for *Liberty*, the new *Chicago Tribune-New York Daily News*, weekly.

**San Francisco Veteran Dies**

Ernest C. Stock, 76, died in San Francisco, Aug. 12. For 54 years he was in the editorial department of the old *San Francisco Morning Call*. He was pensioned 10 years ago. Stock at the age of 16 was a reporter on the *Evening Examiner* which was later purchased by Senator Hearst, father of William Randolph Hearst.

**E. H. Cheney Dies at 92**

Elias H. Cheney, 92, editor of the *Lebanon (N. H.) Free Press*, died in Lebanon, Aug. 27. In addition to being connected with many New Hampshire publications, he had served 18 years in the United States consular service at Matanzas, Cuba, and Curacao, Dutch West Indies.

**New Boston Agency**

The firm of Seeley & Co., Inc., of Boston, Mass., recently incorporated under the laws of Massachusetts to do an advertising business, with a capital of \$75,000. The incorporators are Louis F. Buff, Beatrice C. Seeley and Henry A. Buff, all of Boston.

Another new feature that is

### What the People Want

For if entrancingly told what subject is more dear to the readers of this North American continent than

### Single Handed Success

An Account that Reads

### Like Adventurous Fiction

From Boy Wonder to World's Champion

### Willie Hoppe's Own Story

Illustrated. 3 Chapters Weekly 12 weeks. Each Chapter accompanied by a billiard lesson and diagram.

### Wide, General, Human

### Interest Punch

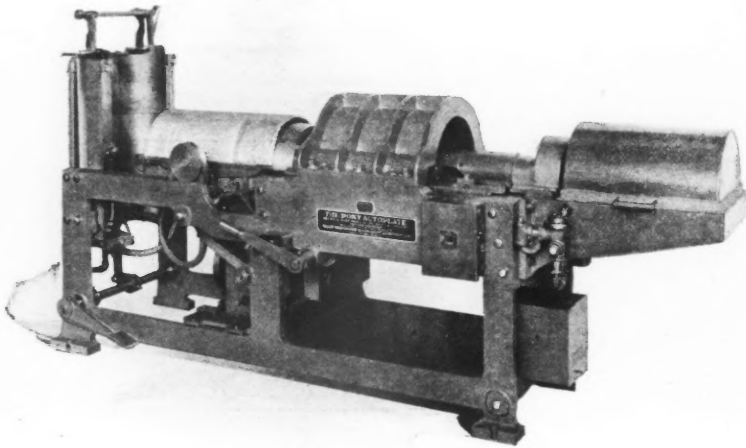
But additionally interesting to the millions of fans of the green baize tables.

### Release After Baseball Season

Wire for territorial reservation and advance samples

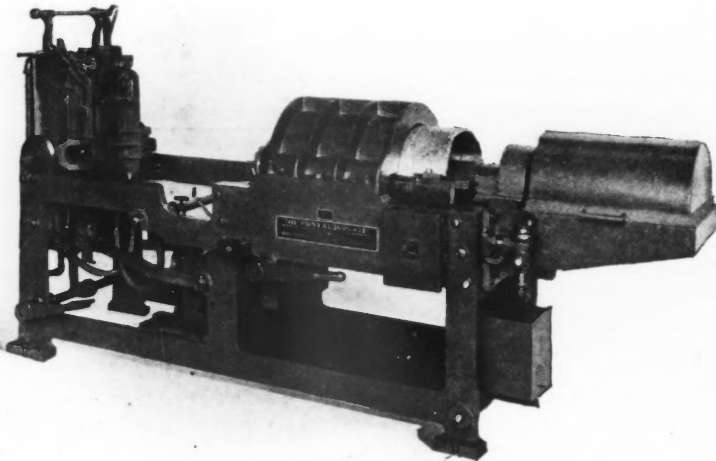
## METROPOLITAN NEWSPAPER SERVICE

MAXIMILIAN ELSER, Jr., General Manager  
150 Nassau St. New York, N. Y.



It Delivers the Cast.

The PONY AUTOPLATE MACHINE saves the lifting of 225 lbs. of deadweight in the making of every printing plate, as compared with hand worked plate-making apparatus.



It Shapes, Shaves, and Trims the Cast.

He  
PY  
**AUTOPLATE**  
Lit

Mr. Edward  
President, N  
Joliet, Ill:

"It is just the truth all y  
stereotypers cast in l  
with much less effort th  
used in casting half any

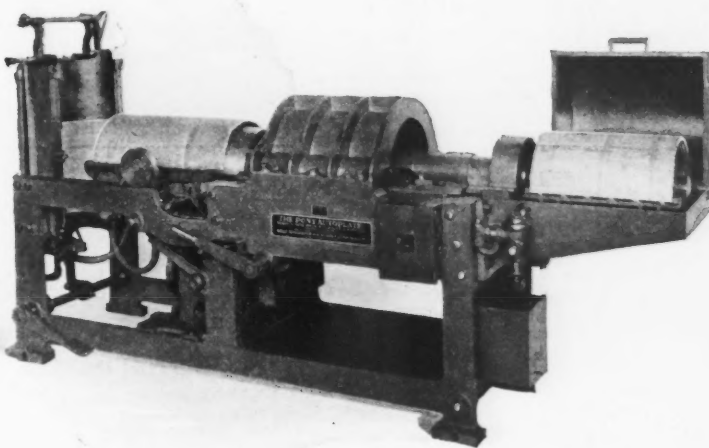
Why needlessly line  
in the making of dr

The PONY AUTOPL  
had at a moderate price  
payment. If you make  
for our ten purchase pl

WOOD NEWSPAPER M  
501 Fifth Avenue

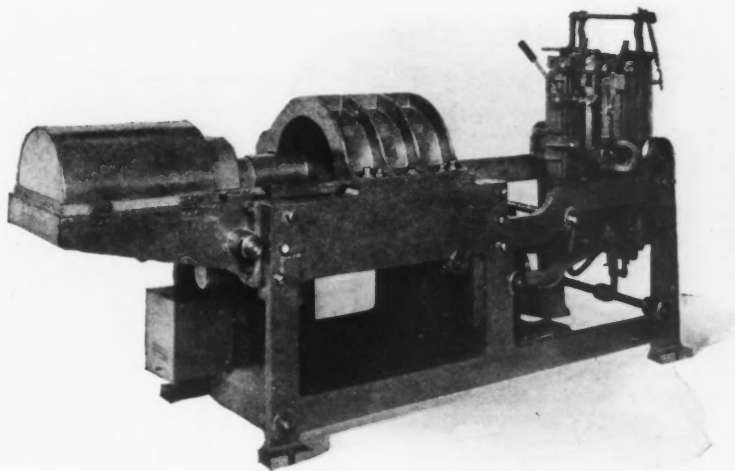


# The PONY AUTO-PLATE MACHINE



It Cools a Finished Plate While the Second Cast Is Being Delivered.

In making a single dress of 16 plates the PONY AUTO-PLATE MACHINE saves the lifting and carrying by hand of deadweight equal to a motor car weighing thirty-six hundred pounds.



Note Its Strength and Simplicity.

r. Edw. Orlett,  
President, News  
Joliet, Ill.

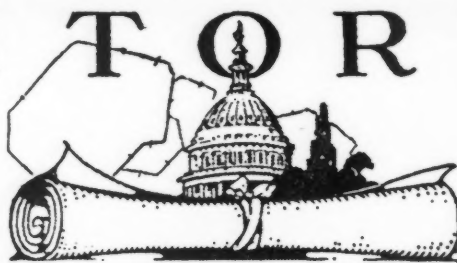
"The truth is all you that our  
cast in less time and  
less effort than they formerly  
ing half as many."

essly like a heavy motor car  
g of a dress of plates?

OP-PLATE MACHINE may be  
e price upon easy terms of  
make plates, or more, send  
ase please

ER MACHINERY CORPORATION  
n Avenue New York City

# EDITORIAL



## DRASTIC, BUT DESERVED

ONE can picture the elder Bennett, tongue in cheek, disdainfully exposing in the *Herald*, the *Sun's* "Moon Hoax" some 80 years ago. The fake gave him just one of many opportunities to back at the structure of a competitor, while directing public attention to the strength of his own edifice. We rather doubt that his moral sense was shocked. Nor is it of record that the *Sun* was disturbed, either in conscience or in public favor, by Bennett's revelations. The newspaper man of 1840 could safely believe that morals' place was in the home.

That a stricter creed prevails today has been evidenced often during the past 10 years, but never more forcefully than by the *Herald-Tribune's* "dishonorable dismissal" of a faking reporter and its public announcement of that fact.

The penalty is Draconian, but it could not have been milder. The reporter was ordered to verify a tip that a floating "rum palace," anchored off Long Island, beyond the 12-mile limit, was serving liquor to all comers. The rumor is almost as old as the prohibition law, but this time it came from an unusually reliable source. Mr. Reporter spent two days on Long Island, reported to the office that he had visited the ship, watched the revelry, and had a "whale" of a story. He was directed to write it. Page One, a by-line, and a copyright slug were his, over a story whose wealth of detail and "eye-witness" notes struck distress to the heart of every city editor and prohibition officer in the district. The story had the ring of true metal. It shaped up like a candidate for a Pulitzer prize. It was picked up by every New York paper and carried on press association wires as big news.

Second-day stories brought the test. Reporters of other dailies swept the coast from Atlantic City to Montauk Point. They came back seasick and empty-handed. Navy aviators circled over a wide area of ocean. Only lumber schooners and coal tows met their view. Prohibition officials ceased praying and took another look over the busy traffic lanes where the joy-ship was said to lie—and they remained to scoff. The *Herald-Tribune* reporter, instructed to exploit his great heat, sent his superiors' eye-brows up several thousandths of an inch by the meagre yarns he produced. Theory was meeting fact with the usual tragedy resulting.

Confronted at last with evidence that his fake had been detected, the reporter confessed, resigned, and left town. Most newspapers would have dropped the matter there, rejoicing that no libel suit remained as a souvenir. No law compelled the *Herald-Tribune* to acknowledge its fault and to send forth branded the man who had mislaid his decency and common sense. That the newspaper did both is worthy of highest commendation, and does, as Heywood Brown somewhat flippantly observes in the *World*, preserve the ethics of journalism.

Mr. Brown will find it hard to defend his belief that, while faking cannot be condoned, this faker receives too severe a sentence. He cites the 1914 dispatches from Belgium that the German army was being slaughtered, the curious news received from Russia since the war, including the many deaths Lenin died before his final summons. These, says Mr. Brown, are fakes whose authors went unnamed and unpunished. No doubt he could have recalled others, but in the cases he mentioned, there is at least the presumption that the reporters were trying to get the truth under extraordinary conditions of war and censorship and that they had to take what information they could get when they could get it. Thin as this presumption is, not even it exists for the former *Herald-Tribune* man.

He was no untried eub, facing discharge if he reported "no story." He was experienced in New York and other cities and had been with the *Tribune* for almost two years. He must have known that his fabrication could serve no public good and that its inevitable detection would do himself, his newspaper and the profession untold harm.

If editors are to tolerate or palliate deliberate faking, they may as well forget their codes of professional conduct. Pipe dreams don't belong in newspapers which bar even the semblance of untruth from their advertising columns.

## ST. MARK

### CHAPTER VII. 15

There is nothing from without a man, that entering into him can defile him: but the things which come out of him, those are they that defile the man.

## THE DERELICT

NEARLY 25 years ago we worked desk to desk in the little three-story brick *Sun* office, corner of Park Row and Frankfort street, with a live-wire news man. The "boss" had brought him in from an up-state town because he liked his mail copy.

Happy, keen and a great hustler, he made rapid strides. He had a warm sentimental side and we well recall his talk of his mother and sister and his frequent week-end trips to see them. He was a gentleman in his dealings with associates. Newspaper work to him was a public service. He was essentially an idealist.

Changing newspaper tides swept us apart and we had not seen or even heard of the man for more than 20 years—until last week.

He came up through Frankfort street and turned north toward the Bowery. Although his face was red and bloated, we recognized him instantly. His blue Irish eye signalled a friendly "hello"—and then quickly turned aside. He shuffled on. He saw him pause, for an instant, as if to return and speak, but a hasty decision to the contrary drove him into the crowds at Brooklyn Bridge and we saw him no more.

He did not need to return to tell us his bitter story. Every line of his broken body proclaimed him a victim of booze. His shattered garments, sour with age and exposure and filthy contamination, marked him as just another "bum" on Park Row.

What demon is this which enters so fine a structure, eats away all that is good and then parades the hideous wreck!

Thank God, civilized man has decided to banish it from the earth.

Keep abreast of the swiftly-changing newspaper tides by studying journalistic theory and general experience in the pages of EDITOR & PUBLISHER! The professional man cannot throw away his books when he hangs out his shingle.

August 30, 1924

Volume 57, No. 14

### EDITOR & PUBLISHER

Published Weekly by

THE EDITOR & PUBLISHER CO.,

1115 World Building, 63 Park Row, New York

Marlen E. Pew, Editor

Arthur T. Robb, Jr., Managing Editor

Associate Editors,

Warren L. Bassett

Philip N. Schwyler

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

Washington: Sam Bell, 26 Jackson Place.

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

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

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

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

Tokyo: John R. Morris, Japan Advertiser.

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

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

## LOCAL NEWSPAPERS

LONDON newspapers command circulation and a population of 40,000,000. Density of European population is about 700 to the square mile. United States density of population is 31 to the square mile.

So-called "daily" (meaning morning) newspapers in England have a combined circulation of 9,500,000. Evening papers have 6,500,000; Sunday papers between 11,000,000 and 12,000,000.

Among the London daily and Sunday papers are several with circulations running from 700,000 to 3,000,000.

It was long ago predicted that when airplanes came as thick in the air as flivvers on the roads, American metropolitan dailies would obtain circulations in the millions. But there is no sign of this present. Various obvious economic obstacles are the way and the basic fact is that our "provincials" do not need to look to the great cities for competing newspapers, for every first and second-class city in America possesses newspapers which not only meet the local news need, but also contain features of a par with the best published in any city.

Those who would turn back to the "good old days" in journalism, in order to avoid syndicate standardization, would have the people of the small cities of America reading cheap "grape-vine" or making double investment in local and metropolitan papers.

Correct your errors, in full justice to readers, but don't retract by publishing critical letters from persons who merely want your ground for their own use.

## SENSATIONALISM

G. K. CHESTERTON says that the worst "sensationalism" is not merely publishing reports of crime. We all like that kind of sensationalism, he declares, and points to the great murder stories of "Hamlet" and "Macbeth" as evidences of the popularity of tragic description.

The worst journalism, according to the brilliant English writer, is that which prevents people from thinking. It does not stimulate, but rather inhibits thought. The right kind of newspaper teaches the reader how to use his mind, whereas the wrong kind enervates the mental machine, causing the reader's emotional and sentimental faculties to run wild and lose control of muscular powers which ought to control the mind.

"Have something to say and say it," is Brabant's complete formula.

## INFORMED SALESMEN

THE publisher sends a salesman into the field to represent his publication. Is he prepared by reason of sound knowledge of plans and policies, to speak truly and convincingly? If he is a new man is he permitted to stumble about, at the expense of clients' time and patience, until he finds his way? If he is an old employee, is he permitted to go repeating old mistakes? Is there any standardized and approved sales argument which such men might learn, by attending a staff meeting or by having an occasional intimate talk with the publisher?

In big organizations the plan of issuing sales manuals for the guidance of salesmen is becoming more and more popular. For instance, in the *Herald-Tribune* organization there are standard sales manuals for local, classified and foreign advertising and for circulation solicitors, containing the essential points which naturally arise in the ordinary sales talk.

One advertising manager known to us, has for years made it a practice to call his staff into his private office on occasion for rehearsal. A salesman is asked to give his talk to his superior as he would speak it before an advertising prospect. This performance is in good humor, is truly constructive and the entire staff consequently works in harmony and with unusual effectiveness.

The worst sort of mismanagement is that which permits of misrepresentation because of an uninformed or a misinformed salesman.

PERSONALS

A. DOLPH S. OCHS, publisher of the New York Times, who has been vacationing at his estate on Lake George, N. Y., will return to New York next week.

Bernard H. Ridder, publisher of the New York Staats Zeitung, German language daily, who has been visiting in Germany, returned to New York this week on the S. S. Albert Ballin.

W. H. Dodge, president of Allied Newspapers, Inc., will return from abroad Sept. 1, on the Leviathan, with Mrs. Dodge. Mr. and Mrs. Dodge attended the advertising convention in London and later toured the continent.

John H. Fahy, publisher of the Worcester (Mass.) Evening Post and Manchester (N. H.) Daily Mirror, and George F. Booth, former publisher of the Worcester (Mass.) Evening Gazette, are members of the advisory council of the newly established New England School of Accounting, Worcester.

Mrs. Zell Hart Deming, owner and publisher of the Warren (O.) Tribune-Chronicle, spent a vacation at Watkins Glen, N. Y.

W. J. Conners, owner of the Buffalo Courier and Enquirer, is spending a few weeks at his summer home in that city.

IN THE BUSINESS OFFICE

LOUIS WILEY, business manager of the New York Times, who has been traveling on the Continent following the International A. A. C. W. convention in London last July, will return to New York on the S. S. Leviathan, Sept. 1.

Deward Poyner of the sales department of the United Iron Works, Joplin, Mo., has joined the advertising staff of the Joplin News Herald and Globe.

IN THE EDITORIAL ROOMS

DWIGHT PERRIN, city editor of the New York Herald Tribune, is spending his vacation on an automobile tour through eastern Canada. He is expected back in New York, Sept. 1.

Frederick B. Edwards, special writer on the New York Herald Tribune, has returned from his vacation at St. Catharines, Ont.

Osmund Phillips, city editor of the New York Times, will return to New York next week from Whitefields, N. H., where he spent his summer vacation.

Marc A. Rose, managing editor of the Buffalo Evening News, is back at the desk after a two weeks' tour of the Adirondacks.

Paul Bellamy, managing editor of the Cleveland Plain Dealer, is spending his vacation in Boston.

Harry Hoey, formerly managing editor of the Boston Herald, and later with other Boston papers, has joined the copy desk of the Boston Telegram.

Ruel P. Smith, Sunday news editor of the New York World, returned this week from a vacation spent at his summer home in Martha's Vineyard.

W. Avery Carr, night editor of the New York World, has returned from a holiday spent at Blue Lake in the Adirondacks.

James W. Barrett, day city editor of the New York World, and Joseph Canavan, night city editor, are on vacations, their desks being filled by Arthur N. Chamberlain, assistant city editor, and James E. Dever respectively. Barrett is "bronco-busting" a new automobile at Cranford, N. J., while Canavan is in the upper Catskills.

Charles E. Still, assistant city editor of the New York Sun, is on vacation at Schroon Lake, New York.

Peter A. Dolan, news editor of the New York Sun, is spending his two weeks' holiday at Oyster Bay, L. I.

Edward B. Yeaton, police and court reporter on the Lynn (Mass.) Daily Item,

has been spending the past two weeks at Harrison, Me., on his vacation.

Thomas B. Wheeler, formerly on the St. Louis Globe-Democrat and more recently with the Worcester (Mass.) Telegram, has joined the copy desk of the Lynn (Mass.) Telegram-News.

Daniel Moriarty, of the Lynn (Mass.) Daily Item reportorial staff, has returned from a two weeks' vacation passed at Manchester, Mass.

Walter S. Adams, managing editor of the Pomona (Cal.) Progress, is making an extensive visit in the East, stopping in New York, Hartford, Conn., Raleigh, N. C., and Jacksonville, Fla.

Joe G. Davis recently celebrated his 25th year as golf editor of the Chicago Tribune.

Mrs. Tina May Hilburn, formerly Webb City reporter for the Joplin News Herald, in newspaper work in Kansas City.

P. B. Maxon, formerly news writer on the Detroit Free Press and Portland (Me.) Express-Advertiser, has been appointed resident manager of the Salem Theatre, Salem, Mass. He formerly was publicity representative for the A. S. Black circuit of theatres in New England.

Harry Miller, managing editor of the Bloomington (Ill.) Bulletin, has resigned to become director of the Local Intelligence Division of the Sears-Roebuck Agricultural Foundation, Chicago.

Arthur Weil, real estate editor of the Buffalo Evening News has been granted an indefinite leave of absence to regain his health.

Joseph F. Travers, for more than half a century connected with the Boston Courier, observed his 81st birthday on Aug. 20. In his honor a birthday luncheon was given.

John Grassfield, editor of the DeWitt (Ia.) Observer, has resigned to accept a position as teacher in the Clinton, Ia., high schools.

Herbert Cecil, formerly of the Indianapolis Star, has joined the staff of the Fort Wayne News-Sentinel.

Robert B. Hanna, civic editor, Fort Wayne (Ind.) News-Sentinel, was elected president of the Indiana State City Plan Association at its annual meeting at Purdue university.

William C. Morgan, city editor of the Beverly (Mass.) Evening Times, has resumed his duties after a three weeks' vacation.

Clarence L. Moody, city editor of the Lynn (Mass.) Telegram-News, and Mrs. Moody have returned from a vacation at the Bay of Naples, Me.

George L. Sprague, of the Lynn (Mass.) Telegram-News editorial staff, has been on a tour of duty with the Massachusetts National Guard Aero Squadron at Mitchel Field, Mineola, Long Island, N. Y.

Capt. Guy Frost, of the Lynn (Mass.) Daily Item reportorial staff, has returned from a tour of duty with his company, Battery I, Mass. National Guard, at Camp Devens, Mass.

C. A. Murphy, a member of the news staff of the Astoria (Ore.) Evening Budget, has been appointed chief of police of Astoria. He is an over-seas veteran and a lieutenant-colonel in the reserves.

Albert B. Thompson, Sunday editor of the Trenton Times, is spending several weeks at Wildwood, N. J.

John W. Cochran, Oregon newspaper man, has been named secretary of the Republican committee in that state. Clark H. Williams has left the Portland Oregonian's reportorial staff to take charge of Republican publicity in the state.

MARRIED

HARVEY SETHMAN, of the Denver Rocky Mountain News and Times staff, to Miss Ina Marjorie McCoy, of Portland, Ore., Aug. 14.

Fred C. Baucom, mechanical department, Springfield (Ill.) Illinois State-Register, to Miss Mattie Webb, Aug. 16.

Harold P. Prink to Miss Ida Christine, both of the staff of the Rockford (Ill.) Star, Aug. 20.

FOLKS WORTH KNOWING

J. W. SANGER, since 1917 trade commissioner of the United States Department of Commerce, has resigned from Government service and on Sept. 1, will assume the duties of vice-president of the Foreign Advertising & Service Bureau, Inc., New York.



J. W. SANGER

Starting his business career as a manufacturer with the Kemper-Thomas Company, Cincinnati, Mr. Sanger in 1910 organized and headed his own advertising agency in Los Angeles, known as the Sanger Advertising Service Company. He remained in this work 7 years and then joined the United States Department of Commerce.

As trade commissioner, Mr. Sanger had only recently returned to this country from a visit to Australia, where he studied conditions with a view to promote the sale of American manufactures on that continent. He specialized for the government in advertising, merchandising, and newspaper investigations, and in this connection also made a survey of South American countries including Bolivia, Argentina, Uruguay, and Brazil.

CHANGES OF OWNERSHIP

GEORGE SCHAAF, of Des Moines, Ia., at various times with the Chicago Record, Herald, Omaha Bee and Montgomery (Ala.) Journal, has purchased the De Witt (Ia.) Observer.

A. E. Koen, formerly of Dallas, is the new owner of the Oregon City (Ore.) Banner-Courier, semi-weekly.

W. S. Spotts, former president of the Texas Press Association and veteran publisher of the Bonham (Tex.) Daily Favorite, has purchased an interest in the Harben-Spotts Publishing Company, of Richardson and Dallas, and moved from Bonham to Dallas. C. R. English will succeed Spotts as business manager of the Favorite.

SPECIAL EDITIONS

CONNERSVILLE (Ind.) News-Examiner, a 16-page Harvest tabloid supplement, Aug. 6.

Clarksburg (W. Va.) Exponent, a 32-page special edition welcoming John W.

Davis, Democratic Presidential candidate, home, Aug. 11.

Evanson (Ill.) News-Index, 32-page edition marking Dawes Day in Evanson, Aug. 19.

Austin (Minn.) Mower County News, 28-page County Fair edition, Aug. 14.

Gold Beach (Ore.) Curry County Reporter, 44-page Roosevelt Highway number, Aug. 7.

Peoria (Ill.) Star, 40-page Dollar Day edition, Aug. 19.

Sioux City, (Ia.) Tribune first annual Morningside edition, Aug. 5.

HOLDING NEW POSTS

NEAL MONAHAN, from editorial staff, Boston Telegram, to staff, New York Evening Bulletin.

Paul Ed. Barron, from copy desk, Lynn (Mass.) Telegram-News, to New York Evening Bulletin editorial staff.

Herriek Brown, from copy desk to assistant make-up editor, New York Sun.

ON THE MECHANICAL SIDE

OTTO A. DIRKES, secretary, Spokane Falls Typographical Union No. 193 has filed his candidacy for state auditor on the Republican ticket.

Thomas J. McCloskey has been made superintendent in charge of the entire mechanical departments of both the newspaper and the commercial printing plants of the Morristown (N. J.) Jerseyman.

NEW PLANTS AND EQUIPMENT

PHILADELPHIA INQUIRER recently placed in service 5 C-T Electric Trucks for use in delivering papers to stands and customers.

High Point (N. C.) Enterprise, recently installed a new 32-page Goss rotary press.

Harrisburg Ill. Daily Register will begin erection of a new building in the near future.

Shamokin (Pa.) Dispatch has completed the remodeling of its plant.

SCHOOLS

DEAN WALTER WILLIAMS, of the University of Missouri School of Journalism, Columbia, Mo., is seriously ill in a local hospital.

J. L. O'Sullivan, formerly of the United Press, will join the Marquette University College of Journalism Sept. 1, as professor of journalism and manager of the university press.

Dean H. M. Harrington of the Medill School of Journalism, Chicago, will return home next week after the summer spent abroad.

Tell Your People How Uncle Sam Works for Them

A patriotic citizen in Chicago has purchased 14,000 copies of "The American Government" for presentation to every public and parochial school teacher in that city.

This is a suggestion for other public-spirited people of means to do likewise, and for employers to give the books to their employees.

The voter who has thorough information on the size and importance of the Federal Government will make a better decision on Election Day.

The author of this famous book will make extremely low rates for large bulk sales for gift purposes.

Address FREDERIC J. HASKIN, Washington, D. C.

CLIMBING

IT has taken Edwin Blanchard, classified advertising manager of the *Utica* (N. Y.) *Daily Press*, only 5 years to climb to his present position, to which he was recently promoted.



EDWIN BLANCHARD

Five years ago, Blanchard started as an office boy in the display department of the Albany (N. Y.) *Knickerbocker Press*. He worked in this department 2 years, when he decided the classified field was his advantage and made the change. Soon he was sent to the Troy office of the Knickerbocker Press and did so well that in 1923 he was promoted to assistant classified advertising manager.

Blanchard a short while ago learned the *Utica Press* had no classified manager. He wrote a letter of application and within 4 weeks landed the job.

PRESS ASSOCIATION NOTES

**E. BARRY FARIS**, associate editor of the International News Service has returned to the New York office, following a trip to the Pacific Coast.

William Hillman who has been in the Philadelphia office of the Associated Press, is now in the New York office of Universal Service.

Winder R. Harris is taking the place of James R. Nourse, managing editor of the Washington bureau of Universal Service, who is on vacation.

John T. Lambert, editor of the Universal Washington bureau is on vacation.

ASSOCIATIONS

**NATIONAL PUBLISHERS ASSOCIATION** will hold its fifth annual meeting at Briarcliff Lodge, Briarcliff Manor, N. Y., Oct. 7 and 8. The association was recently advised that its application for membership in the Associated Advertising Clubs of the World had been acted upon favorably by that body.

**Livingston County (N. Y.) Press Club**, held its annual reunion at Geneseo, as guests of Walter B. Sanders, of the *Nunda News*. The host was elected president for the ensuing year and H. T. Jennings, of the *Livingston Republican*, was chosen secretary and treasurer.

**Advertising Specialty Association** will hold its annual convention Sept. 20-25 at the Hotel Sherman, Chicago. Departmental meetings of the association members will be held on the Tuesday during the convention. The annual banquet will take place the following evening.

WHAT'S WHAT IN THE FEATURE FIELD

**LOWELL THOMAS**, former newspaper man, traveller and lecturer, is writing a series of articles on his experi-



LOWELL THOMAS

ences with Colonel Lawrence in Arabia for the McClure Newspaper Syndicate, New York. The articles tell how the Colonel, a young Oxford graduate, transformed desert tribesmen into an army, defeating the Turks.

Thomas' own life has been full of action. Born in a little Ohio town, his father joined the "Pike's Peak or Bust" gold rush to Cripple Creek, Col. and the boy grew up surrounded by hardships. He worked his way through Valparaiso University as janitor, cook in a short-order restaurant, real estate and book agent. Then he spent a year in newspaper work on the *Cripple Creek* (Col.) *Times* and other Colorado newspapers.

During the war, Thomas with his assistants took thousands of photographs along the Western front. He went into Jerusalem with Allenby, followed by his adventures with Lawrence.

**JOSEPH CONRAD** was writing an article for newspapers of the United States and Canada the day before he died. Before he went on the motor ride during which he was fatally stricken he brought the article to its present form. With editor's notes of how it was being written, and with a facsimile of the concluding paragraph in Mr. Conrad's hand and a facsimile of his signature, the article is to be syndicated by the Metropolitan Newspaper Service.

Max Elserf, Jr., of the Metropolitan Service had concluded arrangements in London for the article on July 29. Mr. Conrad having stated that he expected to have it finished "in a few days." On Aug. 2, Mr. Conrad rose from his desk where he had written the last part of the article. He went motoring. He was seized with his fatal illness, and died the next day.

Eric Pinker, Mr. Conrad's literary agent, and the son of James B. Pinker, who "discovered" and financed Conrad years ago, cabled the article to Metropolitan and then sent the manuscript and signature facsimile for reproduction. The article deals with heroism at sea. In New York it will be published by the *Times*.

V. V. McNitt, president of the McNaught Newspaper Syndicate, plans to return to New York Sept. 2 from his summer home in Palmer, Mass., and will start next week making up a schedule

of new fall features. Considerable material is now on hand from which a selection will be made.

When Russ Westover, creator of "Tillie the Toiler," arrived in San Francisco with Mrs. Westover for a visit recently, he confessed all sorts of things to newspaper men who interviewed him for the "Frisco dailies."

In the first place Russ admitted "Tillie" would never marry. He said she would always be the same old flapper, wearing out her nose with powder.

"How does Tillie dress that way on a stenog's slender salary? Ah, that—that is the mystery. How does she do it? But you know, some girls can make ten dollars go as far as fifty."

"No, she doesn't wear homemade clothes. They haven't the snap—the snap that she demands. But she has the benefit of Mrs. Westover's style ideas, and then—my office overlooks Broadway. "She's developing all the time—perhaps in a little while she'll be quite different. "They say she is exaggerated, that girls don't powder their noses so much and 'doll up.' Well, I don't know—I get most of my ideas about girls from Mrs. Westover. I don't know much about them."

Mrs. Westover is said to be the model for Tillie.

Fred R. Marvin, editor of the Searchlight Department of the *New York Commercial*, has written a series of articles on "La Folletteism Is Socialism" for the Interstate Commercial News Service, New York.

Time to think about—  
**"CURRENT RADIO"**

The latest radio developments from the best minds, six days a week with mat illustrations.

**FORTY-THREE**

of the nation's leading dailies are regular subscribers.

A radio feature upon which you can stake your paper's reputation for accuracy.

For information and samples wire NOW to

**American Radio Relay League, Inc.**  
Hartford, Conn.



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

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

Ken Kling, creator of Joe and Asbestos, is at Saratoga to get the red racing dope and incorporate it in his strip. This comic by the way is a new idea in the field. Starting with a message "tenner," Joe and his colored buddy have, by careful adhesion to the right dope, run their combined fortunes up to an imposing five hundred odd simoleans. Racing fans all over are enthusiastic over the varying fortunes of the pair.

Earle J. Hadley, vice-president of the Metropolitan Newspaper Service, New York, spent August on vacation near Southampton, L. I.

Al Posen, creator of "Jingle Belles," a comic strip, is on vacation near Edinburg, N. Y., where he is drawing his cartoons in fields near his summer home.

Nanette Kutner will be one of the feature writers for the new Macclure Newspaper Syndicate. She will contribute a column on the *New York Evening Graphic* also.

Willie Hoppe, world's champion billiards, has sold his life story to the Metropolitan Newspaper Service, New York, for syndication.

**New Haven Register**  
is New Haven's Dominant Paper  
Circulation over 40,000 Average  
Bought every night by More New Haven people than buy any other TWO New Haven papers COMBINED.  
**New Haven Register**  
The Julius Mathews Special Agency  
Boston—New York—Detroit—Chicago

**first**  
IN CENTRAL OHIO  
COLUMBUS  
IN CIRCULATION & ADVERTISING  
**94,150**

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

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

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

204 exclusive national advertisers first 6 mo. 1924	215 exclusive local display advertisers first 6 mo. 1924
---	--

**MAKE CENTRAL OHIO YOUR TEST MARKET**  
**The Columbus Dispatch**  
OHIO'S GREATEST HOME DAILY

FOR PROMPT SERVICE

**TYPE · BORDERS · ORNAMENTS**  
**BRASS RULE**  
Printers' Supplies · Presses · Paper Cutters  
**Hamilton Wood & Steel Equipment**  
including our  
**AMERICAN CUT-COST EQUIPMENT**  
Carried in Stock for Prompt Shipment

**American Type Founders Company**

Boston Baltimore Buffalo Detroit St. Louis Denver Portland  
New York Richmond Pittsburgh Chicago Minneapolis Los Angeles Spokane  
Philadelphia Atlanta Cleveland Cincinnati Kansas City San Francisco Winnipeg

WHAT THEY ARE SAYING

THE ECLIPSE OF JOSEPH

AND Joseph died, and there arose a new king in Egypt which knew not Joseph.

"I submit, gentlemen, that this is one of the most staggering lines which has ever been written in a business biography. Here was a man so famous that everybody knew him and presto, a few people die, a few new ones are born, and nobody knows him. The tide of human life has moved on; the king who exalted the friends of Joseph is followed by a king who makes them slaves; all the advertising that the name 'Joseph' had enjoyed in one generation is futile and of no avail, because that generation is gone. \* \* \* Cultivating good-will is a day-by-day and hour-by-hour business, gentlemen. Every day and every hour the 'king' dies and there arises a new 'king' to whom you and all your works mean absolutely nothing."—Bruce Barton.

CHURCHES SHOULD ADVERTISE

EVERY church should have a fund for purchasing space in the newspapers and should advertise in the daily or weekly newspapers regularly, persistently and consistently. Many churches have editors, writers and advertising experts who could be used in preparing news or advertising for the newspapers. It pays to advertise, as hundreds of preachers and churches have demonstrated by increased attendance and larger collections, as well as larger publicity. Churches should not 'sponge' on the newspapers. The space in the newspapers must be sold to pay the running expenses of the paper and the churches should advertise their war as earnestly and as systematically as the business man."—Rev. J. T. Brabner Smith of Chicago, before Garrett Biblical Institute, Summer School, Evanston, Ill.

NEWSPAPERS MUST SERVE THE PUBLIC

NEWSPAPERS that do not serve the public and labor for the public good are doomed to failure, even though they may have great financial or political groups behind them. It has been proved over and over again that unless a paper serves the common good rather than special interests, it cannot succeed. Newspapers must stand for better schools, better homes, better opportunities for the young, better parks, better streets, a better everything, if they are to live up to their opportunities for usefulness, and if they are to succeed ultimately."—D. D. Moore, Publisher, Fort Worth Record, before Fort Worth Lions Club.

SHAW NOW BUSINESS MANAGER

New York State Press Secretary Joins Middletown Times-Press

JAY W. SHAW, general secretary of the New York State Press Association, has been appointed business manager of the Middletown (N. Y.) Times-Press. John D. Schultz will continue in charge of the advertising department and Elmer E. Decker will remain as head of the subscription department.

Shaw started newspaper work with the Syracuse Herald, leaving later to become editor of the Geneva Daily Times. From Geneva he went to the Elmira Advertiser and from there to the Binghamton Republican.

On leaving the Republican Mr. Shaw began specializing in circulation work. He built up an extensive organization to carry on this work and operated in many states. During these years, he bought and reorganized and sold two weekly newspaper properties.

In the early part of 1918, Shaw went to Bloomsburg, Pa., to reorganize the Daily Sentinel. It was while with that newspaper that some capitalists in Geneva persuaded him to take the management of the new daily there—the Daily News. This he did, building what was thought to be the best small city daily in the state within a few months. He remained with the Geneva property until the merger of the Times and News. After a brief rest, Mr. Shaw again took up newspaper work in 1920, adding advertising features to his circulation activities.

In 1922, the New York State Press Association named Mr. Shaw as its general secretary, and he assumed executive control of the organization.

Philadelphia Agency Moves

H. J. Kleinman Advertising Agency has moved its headquarters office from 1215 Filbert street, Philadelphia, to 1211 Chestnut street.

Obituary

JOHN MORRISSY, publisher of the Newcastle (N. B.) Leader, and former member of the Canadian parliament, died at his home, Aug. 1.

ROBERT A. N. JARVIS, 33, of the staff of the Newcastle (N. B.) Leader, died in Newcastle, Aug. 6.

WALTER J. LEE, editor of the Westfield (N. J.) Weekly Leader, died suddenly while spending his vacation at Intervale, N. H., Aug. 20.

JOHN W. CLARK, Jr., four year old son of John W. Clark, reporter on the Springfield (Mass.) Daily News, was fatally injured when struck by an automobile while crossing a street at his home in Ware. He died an hour later.

ISAIAH A. SMALL, district reporter of the Boston (Mass.) Globe, died at his home in Provincetown, Mass., Aug. 16.

ALLAN W. HOVEY, for 25 years connected with the mechanical department of the old Boston Journal, and later with the Boston Post, died recently at his home in Boston.

A. E. SCOTT, 56, for 14 years owner and editor of the Forest Grove (Ore.) Washington County News-Times, died in a Portland hospital, Aug. 14.

JAMES C. McGRATH, 68, veteran advertising man of the Rockford (Ill.) Register-Gazette, died Aug. 17, after four months' illness. He had been in the newspaper field in Rockford since 1882.

THOMAS M. HUMBLE, 63, special writer for the Toronto Evening Telegram, died Aug. 20. In early life he followed a mercantile career, then entered the advertising profession and for several years represented Montreal La Presse in Toronto.

JOHN B. FLANAGAN, 48, for 10 years editor of the Parker (Ariz.) Post, died at his home in Los Angeles, Aug. 13.

JOSEPH H. HUGHES, 20, employed by the San Diego (Cal.) Union, was drowned recently while in bathing.

New York "Special" Expands

A. E. Clayden, Inc., New York, has purchased all the interests and the list of daily newspapers of John W. Hunter, special representative in Chicago. The transfer became effective Aug. 25.

The Rochester

(New York)

Democrat Chronicle

(PUBLISHED EVERY MORNING IN THE YEAR)

LEADS

IN THE ROCHESTER TRADING AREA IN

1. Circulation
2. Home Delivered Circulation
3. Total Advertising Lineage
4. Classified Advertising
5. Automobile Advertising
6. Financial Advertising
7. Reader Interest

And In Proven Results to Advertisers

The supremacy of the DEMOCRAT AND CHRONICLE in the Rochester Trading Area has been achieved through exceptional Reader Interest and continual productive results for its local and national advertisers. Also, a Service Department that gives real co-operation.

Law Block Inc.

NEW YORK BOSTON CHICAGO DETROIT

**PREPARING PROGRAM FOR INLAND MEET**

**Perry of Adrian Telegram Will Discuss Misuse of Contempt Power by Judges at Chicago Convention Oct. 14-15**

Topics of vital interest to the newspaper publisher are on the program for discussion at the October meeting of the Inland Daily Press Association at Chicago, on Oct. 14-15. The meeting is expected to be unusually well attended because it is to be immediately followed by the annual sessions of the A. B. C. and the A. A. A. A., and many editors and publishers are planning to take advantage of the opportunity of attending all three.

One of the most important subjects to be discussed concerns the growing misuse of contempt of court power by judges. Stuart H. Perry of the *Adrian* (Mich.) *Telegram* will take up the matter both from the standpoint of the newspaper and also the law.

Former Governor Frank O. Lowden of Illinois will be the guest of honor at luncheon on Oct. 15, and will speak on the "Relation of the Newspaper to the New Farm Era."

Other speakers scheduled to appear before the meeting are John Sullivan, secretary and treasurer of the A. N. A., Frank T. Carroll, president of the Newspaper Advertising Executives Association, H. L. Williams, secretary of the Illinois State Press Association and Prof. William G. Bleyer of the University of Wisconsin.

**TYPOGRAPHY AND MAKE-UP**

(Continued from page 9)

sary is the supervision of someone who is interested enough to sit on the job and see to it that all the advertising details are properly organized in the form of a striking layout—and then into an effective piece of composition.

These suggestions are offered to publishers as an urgent request to see that all advertisements of newspapers (whether appearing in the newspaper's own columns or other mediums) average above, rather than below, the uniformly high standards of commercial products. At least, the newspaper's own advertising should equal in typographic quality the general standards of competing mediums.

There are reproduced three specimens of newspaper advertising which are splendid examples of fine practical use of type and design. It would be very difficult to suggest any improvement. Each advertisement incorporates careful organization, good illustrations and design, and thoughtful use of type.

Accompanying this installment are expressions from master typographers emphasizing the importance of typography in advertising. A careful reading of these "ideals" will surely encourage a greater appreciation of type on the part of newspaper executives responsible for the typography of their papers, and ought to inspire a more sincere effort to improve newspaper typography and make-up.

SMITH ON TYPOGRAPHY—Monthly in EDITOR & PUBLISHER—\$4.00 a year.

Unexcelled as a Food Medium.  
4 to 6 food pages every Thursday.

**TRENTON (N.J.) TIMES**

**KELLY-SMITH CO.**  
National Representatives  
Marbridge Bldg. Lytton Bldg.  
New York Chicago

**FLASHES**

Now that Paris divorces are so easy, what this country needs is a "Who's Whose in America."—*Richmond Times-Dispatch*.

If there is such a thing as appreciation in this world the paragaphers' votes will go to the Prince of Wales.—*J. R. W. in Milwaukee Journal*.

A camper is a man who burns a forest and later wonders why lumber is high.—*New York Telegram and Evening Mail*.

Don't envy the traveler. The home bill boards are equal to any he sees.—*Peoria (Ill.) Star*.

If we ever do hear from Mars, the first question will doubtless be, "What-ever became of the new union depot project?"—*Pittsburgh Gazette-Times*.

People don't drink enough water. Note to composing room:—Please don't erase the word "water."—*New York Telegram and Evening Mail*.

It is said automobiles of the future will weigh only 100 pounds. This will give the average pedestrian better than an even break.—*New York American*.

No longer spirited chargers bear noble knights on their backs. In these days they are all keeping summer hotels.—*New York Herald Tribune*.

One of the mysteries of life is that wherever the vacationer goes, the fish are biting better somewhere else.—*Alexandria Gazette*.

"How do you find marriage, Fritz?" "During courtship I talked and she listened. After marriage she talked and I listened. Now we both talk and the neighbors listen."—*Boston Transcript*.

One should pity the blind, but it is hard to do if the rascal is an umpire.—*Altoona Tribune*.

No man is master of his home if he insists that all correspondence be sent to his office address.—*Little Rock Arkansas Democrat*.

One thing the Bible fails to tell us is whether Delilah had had her own hair bobbed but she certainly acted like it.—*Ohio State Journal*.

Father sells sheets to the k eagles,  
Mother makes masks for their kin;  
Sister sells hosses  
And fiery crosses—  
My gosh, how the money rolls in!  
—H. I. PHILLIPS, in *New York Sun*.

The hand that rocked the cradle socked the Klan.—*Neal O'Hara in New York World*.

**ASSOCIATION CHIEFS**

**"FISHING** and trying to do something to help the country press."

These are the hobbies of Paul Scarborough, editor of the *Franklin (Va.) Tidewater News*. Since he is now serving his second term as president of the Virginia Press Association, his success at the second hobby is apparent. Now about fishing—but that is another story.



PAUL SCARBOROUGH

Scarborough was born in Wake Forest, N. C., in 1882. He was graduated from Wake Forest College in 1903, and, following some post-graduate work at Johns Hopkins University, Baltimore, he began newspaper work in 1905, establishing the *Murfreesboro* (N. C.) *Hartford Herald*.

Not being superstitious, Scarborough moved to Franklin, Va., on Friday, Oct. 13, 1905, to establish and edit the *Tidewater News*. He has been there ever since. From 1917 to 1921 he was post-master at Franklin, and in addition his position on the Virginia Press Association, is also president of the local Rotary Club. He is married and has two boys, 17 and 13 years old.

**Teskey Joins New York Special**

W. Warren Teskey, for a number of years with the D'Arcy Advertising Agency of St. Louis and more recently with the Alfred Wallerstein Agency and Dorland Agency of New York has joined the soliciting staff of Gilman, Nicoll & Rutlman's New York office.

**A SERIAL THAT WILL MAKE CIRCULATION**

We have taken over from the Publishers **The Outstanding Fiction Success of the Year—**

**SO BIG**

By Edna Ferber

Listed Among the Best Sellers Month After Month Since Publication.

Capitalize the extensive advertising given this story by running it serially.

Wire for Copy and Option.

**WILLIAM GERARD CHAPMAN**

**INTERNATIONAL PRESS BUREAU**

(Established 1903)  
118 No. La Salle St. Chicago, Ill.

**The Sun Leads**

*New York Evening Newspapers*

in

National Advertising

Automobile Advertising

Radio Advertising

Financial Advertising

and in many other classifications.

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

**The Sun**

New York

Average daily net paid circulation more than 250,000

**COVERING H. R. H.**

**New York News Men Make Plans to Greet Royal Visitor**

How to get news of the Prince of Wales while he is on his holiday trip to this country was bothering New York newspaper men this week.

His Royal Highness has let it be known that he does not care to have the gentlemen of the press dogging his heels, and the estate on Long Island, where he plans to stay is placed miles from everywhere. Press Association representatives and New York newspaper men were to meet Thursday night with Major Solbert, U. S. A., assigned to the Prince's staff by the U. S. government to make arrangements for daily press contact.

Newspaper men assigned to cover His Highness when he arrives in New York included: Frank Getty, United Press; Roland Krebs, International News Service; Oliver H. P. Garrett, *New York World*; and Fred B. Edwards, of the *New York Tribune*.

Hayden Talbot of the London bureau of the Universal Service, sailed for the Berengaria with the Prince. A group of London newspaper men were also aboard the liner, among them being Trevor C. Wiggall, of the *London Daily Mail* and George Smith of the London Press Association.

**MOST NEWS**

The largest morning daily circulation in Pittsburgh

**The Pittsburgh Post MORNING AND SUNDAY**

Daily Circulation....118,000  
Sunday Circulation...175,000

Member A. B. C.

**AMERICA'S LINKS with HOLLAND**

The American visitor to Europe should not overlook the historical link which exists between Holland and his own country. It was to Amsterdam that, in 1608, John Robinson, the Puritan divine, fled from Norwich to escape persecution. He later became pastor of a church at Leyden, where he formed the idea of a Puritan Colony in America, and it was largely owing to his efforts that the Pilgrim Fathers sailed, though he himself remained behind. Robinson, therefore, has a very strong claim upon all patriotic Americans, and to visit the old-world cities of Holland is a pleasant pilgrimage which has much to recommend it over and above the satisfaction it brings of having paid tribute to the memory of the man who was the "father" of the Pilgrim Fathers.

**The London & North Eastern Railway Route to the Continent**

VIA HARWICH-HOOK OF HOLLAND Daily Service (Sundays excepted)

Apply for free booklet describing ALL YOU OUGHT TO SEE IN BRITAIN

**H. J. KETCHAM**  
General Agent

LONDON & NORTH EASTERN RAILWAY, 311 Fifth Avenue (at Thirty-Second St.), New York

**1 Economy OF THE LUDLOW**

**T**HE Ludlow will absolutely eliminate the composing time that is now wasted running around in circles hunting for sorts, because it always provides a plentiful supply of new, clear-cut type on slugs as you need it, in a size range from small six point to big sixty point, including bold and extended faces.

**Ludlow Typograph Co.**

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

LUDLOW QUALITY COMPOSITION

### NEW NORTH CAROLINA DAILY APPEARS

Hendersonville Times Edited by John Temple Graves Issued Recently— Leroy Sargent, Florida Millionaire, Is Publisher

As a 6-column 8-page newspaper, the Hendersonville (N. C.) Times made its first appearance as a daily on Aug. 17. Leroy Sargent, Florida millionaire, is publisher; John Temple Graves, retired Hearst veteran, is editor, and Morris A. Bealle is managing editor, as previously exclusively announced in EDITOR & PUBLISHER.

A modern printing press has been purchased from the Walter Scott Company, Plainfield, N. J., and the Mergenthaler Linotype Company has shipped one of its latest models from its Brooklyn factory.

When these are received, according to a signed announcement written by Bealle in the first edition, size of the paper will be increased from 6 to 7 or 8 columns.

The Times will appear every morning except Monday. Universal Service and the Brisbane "Today" editorials have been contracted for.

In the first issue more than two columns of congratulatory messages were printed, including ones from John W. Davis, Democratic Presidential candidate; Arthur Brisbane; Angus Wilton McLean, former Assistant Secretary of the Treasury; Congressman William D. Ephaw, of Atlanta, Ga.; Josephus Daniels, editor and publisher of the Raleigh News and Observer; Secretary of State Charles E. Hughes; Lew B. Brown, owner and editor of the St. Petersburg (Fla.) Evening Independent, and W. L. Straub, publisher of the St. Petersburg Times.

#### Widsoe Heads Mormon Papers

Hereafter the four foreign language newspapers published in Salt Lake City by the Mormon or Latter-day Saint Church, are to be conducted under the supervision of a general committee with John A. Widsoe, former president of the University of Utah and the Agricultural College of Utah, as director of the editorial policy. The editors of the papers will, however, remain the same.

#### Columbus News Agency Organized

The Columbus (O.) News Distributing Agency has been incorporated with a capital of \$25,000 for the purpose of handling magazines and newspapers in the central Ohio field. Charles S. Wilson, J. Edgar Butler, G. M. Fruehwald, Leland Hiss and John A. Kelley are the organizers.

#### Editors' Sons Return

Two editors' sons who crossed the Atlantic on the S. S. Albert Ballin as members of the crew, returned to New York this week. They were Wayne Bond, son of Merritt Bond, managing editor of the New York Evening Post, and John C. Holme, Jr., son of John C. Holme, automobile editor of the New York Morning Telegraph. Bond is a student at the Pennsylvania Military College, Chester, Pa.

#### To Advertise Cape District

The Cape Cod, Nantucket and Marthas Vineyard Hotel Association and the Cape Chamber of Commerce have formulated plans for an extensive campaign to advertise the special features of the Cape District of Massachusetts throughout the United States. The merchants, manufacturers, business and professional men of the Cape are co-operating with the two organizations.

#### Air Mail Will Aid Reporters

To enable the newspaper men and photographers covering the arrival of the American world fliers at Boston to dispatch their mail stories, photographs and news more quickly, a branch of the air mail service will be set up during the

fliers' stay. A tent will be erected to provide all the facilities of a regular branch. A temporary developing room also will be established for photographers. Trucks will be stationed at the airport to carry to the central post office all mail matter arriving by plane. Lieut. Moffet, Theodore G. Holcombe and Postmaster Baker comprise the committee in charge of the arrangements.

#### Tuttle Given A. P. A. Recognition

Tuttle, advertising agency of Greensboro, N. C., has been granted recognition by the Agricultural Publishers' Association.

#### Monument for Homer Davenport

A monument to Homer Davenport, the cartoonist, will soon be erected over his grave at Silverton, Ore. A memorial committee, headed by McKinley Mitchell of Portland, now has \$1,200 on hand in addition to outstanding pledges.

#### Weekly Section for School Children

Beginning Sept. 10, the New York East Side Home News will begin publication of the Junior Citizen, weekly, for children in the public schools. Americanization work will be stressed. Harry H. Schlacht is owner and publisher of the News.

#### H. L. Bridgman on Cadet Cruise

H. L. Bridgman, business manager of the Brooklyn Standard-Union, who is with the U. S. S. Newport, merchant marine training ship on its annual North Atlantic cruise, is contributing a series of articles for his newspaper on the voyage.

#### Varley Organizes Own Agency

Harry Varley has resigned as Vice-President and director of W. L. Brann, Inc. He has organized an advertising agency under his own name at 19 East 47th street, New York.

# Three Great Features For The Coming Year!

**MRS. J. ROSITA FORBES** is going to Arabia. She is going to visit the land of the Queen of Sheba and other remote parts of Arabia that have never before been visited by white people. Lord Burnham, proprietor of the London Telegraph, is financing her expedition. Mrs. J. Rosita Forbes will write a series of articles totaling approximately ninety thousand words in length, about her adventures in this romantic country. The articles will be profusely illustrated with photographs.

**DR. CARLETON SIMON**, Special Deputy Police Commissioner of the Narcotics Division, is writing the first authentic inside story of drugs, the drug rings, and the traffic in narcotics. This will be a series of 20 weekly articles illustrated with heretofore unobtainable photographs of raids, addicts, and seizures. Dr. Carleton Simon is recognized as the world's foremost authority on narcotics. He has spent his life fighting the terrors of drugs throughout the world, and this series, that reads like a tale from the Arabian Nights, contains the high spots of a life time.

**MITCHELL HEDGES**, the well known archeologist, is leading an expedition to the lost city of Maya in Honduras. He is being accompanied by Lady Richmond Brown and Dr. Gann. This expedition is under the auspices of the British Museum and has been accorded government protection. They are equipped with sufficient finances to assure them of success, and we are sure you appreciate the tremendous value of the discoveries they will probably make.

*At the present moment, we are not in a position to submit copy to you on any one of these features, though we are able to supply you with further and more detailed information about anyone that you may be interested in. As territory is already closing very rapidly on all these features, we suggest that you wire your option to us immediately to avoid disappointment.*

## Readers' Syndicate, Inc.

799 Broadway New York City

## FRENCH MARKET WAITS DEVELOPMENT BY AMERICAN MANUFACTURERS

But Local Customs and Buying Habits Should Be Thoroughly Studied to Forestall Failures, Agency Man Declares

By WALTER S. MAAS

Director of the Dorland Agency, Paris.

ADVERTISING problems in France are so different from those encountered in America that no American producer should enter the French field without first consulting expert advertising specialists with a thorough knowledge of French advertising. Not to do so is to court failure, and even if the campaign succeeds in spite of all it will succeed only after an excessive expenditure of time and money.

The first thing that the American advertiser must ascertain before attempting to place his product upon a foreign market is whether a demand can really be created for it. There are many commodities which are in daily use in the United States, but for which no amount of advertising could create a demand in Europe, because customs and traditions are so different here. Frenchmen, for instance, except the poorer classes, insist on tailor-made clothes, and manufacturers of ready-made clothes would have great difficulty in entering the French market on a large scale. Despite the great advertising given chewing gum during the war by American soldiers, and a determined campaign on the part of American manufacturers since, it is very doubtful if the French can be induced to become a nation of gum chewers.

Many American products fail to become popular abroad because of equally insurmountable difficulties. In many cases it is prohibitive tariff duties which make it impossible for the American producers to compete, no matter how low their cost of production. The bulk of certain articles is a permanent bar to their extensive exportation. Americans seeking a market abroad should first obtain a complete market investigation from a reliable source. The amount of time and money the Dorland Agency spends on such investigation is considerable.

France, especially since the war, likes American products and demands them in ever increasing quantities and there are a thousand and one products which could be successfully marketed in France by judicious advertising.

The success of American kodaks, fountain pens, patent pencils, razors and other articles amply proves this fact. So successfully have these American products penetrated the French field that they are generally given preference over the home-made articles. Of course more extensive and continuous advertising is required to make the great mass of French people use fountain pens in preference to ordinary pens, adopt patent pencils for every day use or shave with safety razors.

Many American products fill a want already existing in France and other European countries and have only to be offered attractively to be in instant demand. There is a great opportunity, for American producers and advertisers open in this direction, which if they do not seize will be lost by the fact that for-

ign manufacturers have already met the demand.

Take the matter of the multitude of labor-saving devices for housewives. Since the war France, and in fact all Europe has been suffering from an acute housing crisis. Large apartments are unobtainable except at exorbitant prices. Servants are almost as scarce. Housewives have therefore only to be made acquainted with the many devices in common use in American homes and manufactured superiorly in America to buy them. Electric irons, vacuum and patent cleaners, patent mops, space-saving furniture, and the multitude of other economical, rapid and labor-saving devices are lacking to most Europeans and could be easily sold abroad.

Since the war American cigarettes and tobaccos have been very popular abroad. The doughboys created a market which the big manufacturers are only beginning to utilize. The demand has only to be developed by advertising. The same applies to American candies and chocolates, although these will encounter a keener competition.

American canned foods would find a great market abroad if properly advertised, as canning in France and other countries is undeveloped as an industry. There are few well-known French brands of condensed milk, and there is no reason why American manufacturers should not share the market with the Swiss producers. A market might also be created for certain brands of millers' products and flours.

A considerable demand for high-grade American shoes has been developed in France, but there is no reason why American manufacturers of cheap and medium grade shoes should not compete more with British and other foreign makers who furnish a large percentage of the shoes worn in France.

A demand is open for underwear and artificial and pure silk stockings, only to mention two of the many articles of clothing that might be sold in France.

I do not understand why American manufacturers of trunks, who certainly produce as good an article as most French products, have not entered the French market. There is a great opportunity for many other articles used by tourists.

I believe that sales of American farm implements and machinery of all kinds could be increased by more extensive advertising, and the same would apply to building materials and supplies. I might go on, but have said sufficient, I believe, to prove that the French field is both wide and fertile.

### WHAT'S WHAT?

EDITOR & PUBLISHER will gladly answer questions relating to the Syndicate Field addressed to the Syndicate Editor:

1116 World Bldg., New York

### NINTH DISTRICT CLUBS HOLD TENT MEETING

R. E. Shannon Named President at Washington, Ia., Meet, Aug. 25-27  
—Carl Hunt, J. W. Fisk, J. A. Austin Among Speakers

An innovation in advertising meetings was recorded this week when members of the Ninth District, A. A. C. W., held their annual convention in a large auditorium tent at Washington, Ia., and "camped out" during the sessions in smaller tents nearby equipped with running water, and electric lights.

The meeting was opened Monday night with a smoker and stunt program. Every delegate was given a cob pipe made from Iowa's tall corn and a package of tobacco. A boxing match and vaudeville sketches occupied the evening.

R. E. Shannon of Washington, Ia., was named district president in the election held Wednesday. Graham Stuart of Des Moines was elected vice-president and I. Rothchild of Iowa City secretary and treasurer.

Tuesday's sessions were opened by an address of welcome by Mayor Alberson, which was responded to by Victor Martin, district president during the past year. The first speaker on the program was Carl Hunt, New York, general manager of the A. A. C. W., who spoke of the progress of the Association and sketched briefly the high lights of the recent London convention. He was followed by

Fred. P. Mann of Devils Lake, N. D., the afternoon James A. Austin, advertising manager of the Omaha Bee discussed newspaper advertising. J. W. Fisk, of the merchandising counsel department of the Milwaukee Journal talked on merchandising.

In the evening J. W. Coverdale, national secretary of the Farm Bureau, on farm conditions and explained the recent grain merger will mean to grain growers of the middle west.

At the opening session Wednesday message from Lou Holland, president of the A. A. C. W. was read. Immediately following W. H. Nelson, president of Iowa Dry Goods and Apparel Association spoke on "Organization," from the tailor's standpoint.

John Blaul, one of Iowa's foremost wholesale grocers talked on the advantages of the lake to gulf waterway.

Among the afternoon speakers Frank H. French of the French Advertising Agency, Cedar Rapids.

The convention closed with a banquet Wednesday night.

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

The Plain Dealer  
ONE Medium—ONE Cost—ALONE

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

Woodward & Loeb  
350 N. Mich. Bldg.  
CHICAGO

THERE is only one universally read Newspaper in Dallas and the Dallas territory

The  
Dallas  
Morning  
News

Supreme in Texas

### "FIRST IN PUBLIC SERVICE"

The World.

The World and the Evening World have a combined circulation daily, of 750,000 for \$1.20 per aggregate line gross, subject to contract discounts. These two papers are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

The Evening World

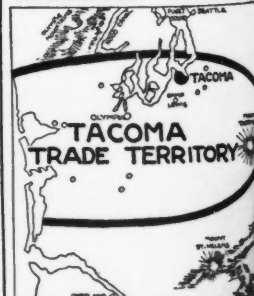
Pulitzer Building, New York  
Mallers Bldg. Chicago  
General Motors Bldg. Detroit

### A Stable Market

THE Milwaukee-Wisconsin market offers your most dependable sales opportunity in 1924! The first city of diversified industries located in the world's richest dairying center—an unbeatable combination—thoroughly covered by one advertising medium—

The Milwaukee Journal  
FIRST—by Merit

### THE TACOMA NEWS TRIBUNE



Frank S. Baker  
President

Charles B. Wald  
Editor and Gen. Mgr.

ADVERTISING REPRESENTATIVES

David J. Randall, 341 Fifth Ave., New York City  
Ford, Parsons Co., 360 No. Michigan, Chicago, Ill.  
R. J. Bidwell & Co., San Francisco and Los Angeles, Cal.

### The Desert News

SALT LAKE CITY UTAH

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

Foreign Representatives  
CONE, HUNTON & WOODMAN  
New York Chicago Detroit  
Kansas City St. Louis Atlanta  
Pacific Coast Representatives  
CONGER & JOHNSTON  
Los Angeles San Francisco  
30,000 FAMILIES READ  
THE "NEWS" DAILY



# NEWSPAPER CODE OF ETHICS APPLIES TO MOVIE PRESS AGENTS—HAYS

## And Editors Shouldn't Be Deceived by False Publicity Claims, Says Dictator—Salacious Advertising Condemned

CHARACTERIZING the motion picture as "the younger brother of the press" and declaring that those connected with the picture industry had quite as much responsibility to the public as have the reporters and editors and publishers of newspapers, Will H. Hays, advisor to the motion picture industry, gave a talk on the subject of clean publicity and advertising at the ninth annual meeting of the Associated Motion Picture Advertisers at the Cafe Boulevard Thursday. The affair was in the form of a luncheon and was attended by the publicity and advertising men who make up the Association and by a number of picture producers. Arthur Brisbane was another guest of honor. About 200 were present.

Mr. Hays declared that the movie publicity men—most of whom are former newspaper men—should have in their stories offered for publication the same degree of truth and intelligence as they put into their stories when they were staff writers on daily journals. He said they should hold themselves to the same code of ethics that are demanded of newspaper men, even though the newspapers have achieved their present high status only after 300 years of existence, while the movies are only a little more than 20 years old.

He pointed out that a recent census of the picture industry revealed the fact that there are more than 700 former newspaper men and women engaged in writing, producing, directing and publicizing pictures, some of them in executive positions of high responsibility.

Almost unanimously, he said, the press of the United States has been a real "big brother" to the movies, has stood beside them when their just liberties were attacked and has encouraged them nobly in both their commercial and artistic development.

Those who make, who publicize and who exhibit pictures owe a definite debt of gratitude to the press, he pointed out, and since all these elements had promised the newspapers that pictures should continually be better and cleaner, it was up to them to square their performances with their promises.

Pictures themselves are in the main devoid of salaciousness and unwholesome atmosphere, Mr. Hays told his hearers, but frequently the advertising and publicity accompanying them sought to give another impression. Of 600 pictures of feature length made last year, only about 50 might be criticized at all and only about 6 were downright bad, he said; but there were many cases where salacious titles and salacious advertising gave the false impression that the pictures they accompanied were of an evil nature. This was not only morally wrong, he added, but was downright dishonest, as it was obtaining money under false pretenses from those who thought they were going to see racy pictures, and then didn't see them.

Publicity of the "big money" type, although it is not so prevalent now as it was formerly, is dangerous and damaging to the industry, he told the press agents. Within the past year a story was sent out and carried by newspapers

to the effect that Baby Peggy, a child star, was to receive a salary of \$1,000,000. This was regarded as a great publicity stunt, even though it was untrue. The result was that a certain State, which needed revenue, immediately imposed taxation upon the movie interests, saying "If they can afford to give a child a million dollars, they can afford to kick in toward our expenses."

Newspapers should not fall for stories that stars are getting immense salaries or that productions are costing millions of dollars, Mr. Hays advised. He said he felt that news concerning pictures and those who appear in them is legitimate news and well worthy of a place in any newspaper's columns, since the movies are an accepted part of the everyday lives of our American people. But it should be genuine news and not bunk.

He told his audience that the producers of pictures belonging to his Association, the Motion Picture Producers and Distributors of America, had pledged themselves to refrain from using salacious titles and to refrain from making pictures based upon unwholesome themes. At the same time, it was not intended that punch and pep should be taken out of pictures or that they should all be adapted to the 14 year old child. But suggestiveness and filth would most certainly be kept out, he declared.

"Every effort is being made," said Mr. Hays, "to see to it that the more or less prevalent type of novel or stage play does not become the prevalent type of motion picture. It may do no harm for the sophisticates, who hold to the ultra-modern beliefs and practices, but our pictures go to everyone in the country— to 60,000,000 weekly and these include not only the sophisticates but the plain folks, who are in the great majority and who hold firmly to the decent and conventional things of life."

Mr. Brisbane declared that Mr. Hays was right and that the truth in advertising and in newspaper publication was the only element that could lead to permanent success.

At the end of the meeting, the members of the A. M. P. A. passed a resolution unanimously endorsing Mr. Hays' stand and pledging to him their cooperation individually and collectively.

### Jewish Monthly Expands

Beginning with the October issue, the first time in the 38 years of its existence, *B'nai Brith Magazine*, Jewish monthly of Chicago, will carry advertising for the and will become a general magazine. Heretofore it has been an organ of B'nai Brith, Jewish fraternal order. The magazine was founded by Benjamin F. Peixette, one time editor of the *Cleveland Plain Dealer*.

### ILLINOIS DAILY BUILDS

#### Rock Island Argus Begins Construction of \$300,000 Home

Ground was broken Aug. 23, for the new \$300,000 home of the *Rock Island (Ill.) Argus*, of which John W. Potter is publisher. The new plant will be completed and ready for occupancy by May 1, next.

The *Argus* has had a new home under contemplation for several years, having long outgrown its present quarters. The building now being erected will be the first plant the newspaper has had for its exclusive use in the 73 years of its existence.

The building will be two stories high, of pressed brick with Bedford stone facings, standing on a lot measuring 77 by 170 feet.

A \$60,000 press is now under construction for the *Argus* at the factory of the Duplex Printing Press Company, Battle Creek, Mich. The contract calls for delivery early next spring.

### TO ADD TO CHAIN

#### Enwright Says He Plans Purchase of N. Y. Evening Daily

Frederick W. Enwright, publisher of the *New York Evening Bulletin*, the *Boston Telegram*, and the *Lynn (Mass.) Telegram News*, is planning formation of a corporation with a view to purchasing three new dailies to add to his chain, he announced this week.

Although he refused to make names of the newspapers public, he stated one was a New York evening paper and the other two were dailies in small Massachusetts towns.

The new company will have as officers in addition to Mr. Enwright, Mrs. Eleanor M. Enwright, his wife, and Walter H. T. Enwright, his brother. It will be capitalized at \$3,500,000, Mr. Enwright said.

Rumor in New York had 't the *New*

*York Evening Telegram and Mail* was the evening newspaper for which Mr. Enwright was negotiating. This was immediately denied on the return of Frank A. Munsey, who arrived from abroad on the *Homeric*, Aug. 27.

Fred A. Walker, publisher of the *Telegram-Mail*, who went down to Quarantine to meet Mr. Munsey, was emphatic in his denial of the rumor and even expressed doubt that there was any New York evening newspaper that Mr. Enwright could buy. Certainly, Mr. Walker said, there were no negotiations on or in prospect with any one for the purchase of the *Telegram-Mail*.

Mr. Munsey said briefly that he had no intention of selling the *Telegram-Mail*.

### Marquis Enters the Campaign

Don Marquis is back boosting the campaign of Aunt Prudence Heckelberry for President, through his column, "The Lantern" in the *New York Herald Tribune*.

On and after September 6th, 1924

## The New Orleans States

Will be represented in the East and West by the JOHN M. BRANHAM COMPANY

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

### Ahead on its Merits

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

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

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

### THE PASSAIC DAILY NEWS

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

TRADING POPULATION 167,395

NEW JERSEY NEWSPAPERS, INC.

National Advertising Representatives (New Jersey Newspapers Exclusively) New York Chicago Philadelphia Newark

Over— 200,000 CIRCULATION in less than 3 years. —because Detroiters want it.

## DETROIT TIMES

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

## The Indianapolis NEWS

### Los Angeles Times

The only great morning newspaper in the Pacific Southwest whose ownership, control, direction and whole interests are in the territory which it serves.

World Leader in Advertising for Three Consecutive Years

In New Orleans it's THE ITEM

# HOME TOWN DAILY SMILES AS BIG CITY PAPERS "WILD 'EM UP"

## Mysteries Bloom and Personalities Grow Vivid When Small City Story Hits Front Page of Metropolitan Press —Sensations "Made-to-Order"

By HAROLD ROBINSON

SMALL city newspapers especially ones within the shadow of large cities have many problems to solve that are seldom given much thought or consideration by the public in general. One of these problems is the handling of news stories that are "played up" by the big city newspapers much to the embarrassment of the newspaper and the editor where the story originates. The big city newspaper carries the story with streamer headlines—makes a sensation where there are little or no grounds for so doing. If there is a girl in the case of course she is beautiful, accomplished, vivacious and teeming with personality. If her father is an ordinary citizen holding perhaps a small appointed office, he is played up in the big city newspaper as a prominent and wealthy politician.

"Put the story over in a big way regardless of facts, regardless of how foolish the story will read to those few in the small city who will know better, make the story readable to the majority who know little of the facts in the case." That seems to be the sort of a mind the big city editor has, also the correspondent who wires stories to the big city newspapers.

Get "good news stories" is a good policy but why encourage the reporters and correspondents to wild 'em up just to make the stories salable both to editors and readers?

An incident along this line was recently demonstrated in Western Pennsylvania. A young couple in McKeesport, Pa., Herbert Cooley and Alicia Tobin, were quietly married on July 22, at the home of the bride's parents. None but members of the two families witnessed the ceremony. The couple departed that evening for a honeymoon trip in a two-passenger Ford car. In less than a week's time the young bride decided that she had made a mistake in getting married, and while in the Lawrence Hotel at Erie, Pa., she wrote a letter to her husband telling him just why she was leaving him. There was much of a private and personal message yet she made it plain that without love there could be no permanent happiness, and that she was going away to seek employment, and asked that her parents be so notified and urged them not to worry about her.

Such has been the case with hundreds of ordinary couples and no great fuss was made of it.

But the big city newspapers from New York to Chicago played the story to death. Some of the dreamers wrote that she had dropped completely out of sight, some intimated that she had met with foul play, others that she vanished from the bridal suite without any knowledge of her husband, one newspaper in New York printed that she was amnesia victim, another that she had deserted her husband of five days to join a former sweetheart in Florida while on another day a newspaper story said she had been drowned in Conneaut Lake, Pa., and on another day she was positively identified as the young woman who attempted to buy carbolic

acid at a drug store in Franklin, Pa. But back in her home city the McKeesport Daily News handled the story entirely along different lines. Printing on its first page, on the same day the story first broke in the big city newspapers in a sensational item, the Daily News had a three line head on a two stick story giving all the facts. Of course the story lacked such features as detailing her wedding as one of the largest and most fashionable ever held in the city. It wasn't. It didn't say that her father was one of the most prominent and wealthy politicians of the city because its readers would have known better. It didn't say that she had vanished from the hotel and the young husband had become frantic waiting for her to return and that he feared foul play, because the young husband had shown the editor of the McKeesport paper the letter he had received in his hotel room five minutes after she had made up her mind to leave him. He was disturbed, of course, so were her parents. Both the father and the young husband were making an effort to locate her. They knew just why the young bride had deserted her husband. It wasn't a case of mysterious disappearance as the big city newspapers printed. It was a clean cut case of desertion as was printed in the couple's home city newspaper.

But the correspondents had a new dream each day, as to the cause of her disappearance. Out-of-town newspapers printed wild stories and because the McKeesport newspaper did not wild up the sensational features it caused many to think that the local newspaper was shielding somebody. That was not the case. The home newspaper had and printed the facts. There wasn't any more to it until she could be found or heard from.

On Aug. 18, two letters came to McKeesport from the young bride—one to her husband and the other to her father. Immediately both letters were placed in the hands of the editor of the McKeesport newspaper. Both were personal messages to the ones addressed. But there was big news in them, outside the matter of a private and personal nature. It was the fact that she did just what she said in her letter left for the young husband on the day she left him. It told where she had been all the time and that her mind had not changed one iota and that without love there could be no mar-

riage and happiness, that she had not met with foul play and that there was no other man in the case, and she begged that the police and private detectives be called off and that she be let alone to live her own idea of life and that she was past 24 years of age and capable of making her own living.

These facts were printed in her home city newspaper twelve hours ahead of the big city newspapers who had been playing the case for over a week from every sensational angle possible.

Of course there was much other information in the letter she wrote to her husband and parents. But when shown to the editor of the McKeesport newspaper he treated the situation the same as any professional man should a client. He picked out of the letters what was news, what his readers were entitled to know, and printed it, but this time with a three column head because at this stage the other newspapers had printed so much piffle that when real news came and came to the local newspaper exclusively, it was a bigger story than when first printed.

Jess E. Long, editor of the McKeesport Daily News in discussing the matter said:

"A small city newspaper editor occupies a position somewhat different from the big city newspaper editor. First of all he is known by perhaps 75 per cent of his readers. He is consulted by all sorts of people on all sorts of questions. He carries more confidences of the people of his community than any other person. Small city newspaper editors usually know more secrets and more people make a confidant of them on business, political, social and personal matters than any man in the community. And why not? Why shouldn't the people of a small city go to their editor with confidential matters? Lawyers and doctors have professional confidences with their clients, the editor's readers are his clients, and mean much more to him than the average client does to any other professional man. When the people of any community lose confidence in the editor of their newspaper that editor is done and the newspaper fails to serve as it should in a community. When other newspapers printed sensational 'stories' in connection with the Tobin-Cooley case the Daily News did not because we knew the facts. The principals in the case did like people will in most communities where they have the right sort of feeling toward the newspaper and its editor. They trust him. Have confidence in him. And a good newspaper editor will go the limit, even

at times to allow his own newspaper get 'scoped' before he will break confidence of a fellow man."

### N. Y. TIMES ISSUES BOOKLET "The Making of a Great Newspaper Gives Interesting Statistics"

The New York Times has published a pamphlet entitled "The Making of a Great Newspaper."

After a brief resume of the beginning of that paper the pamphlet gives very interesting statistics as to the print paper used, the ink consumed, annual cost of distribution, the number of employees engaged, the weekly production of the earnings, and the cost of the city news.

Publishers who are interested in the erection of a newspaper plant will find the concluding pages the technical details of the construction of the new home of the New York Times.

### "GOOD FOR WHAT AILS YOU"

If you have hare-lip, eyes crossed, flapping ears, brain-fag, falling hair or rising temperature, then consult a doctor.

But if you're normal, a regular advertisement in the BROOKLYN STANDARD UNION will steady your business, increase it and make you feel like another man—and you'll probably have to get another man to help you take care of the prosperous business which comes to those who advertise in a paper that is alive and well.

Poor Bob's Almanac

### The BEAUMONT ENTERPRISE

### The BEAUMONT JOURNAL

together with the other State papers cover the State of Texas. They should be on every list.

Ask Beckwith—He Knows

### Mr. Publisher or Business Manager

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

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

### Peoria Star Co. Peoria, Ill.

The Pittsburgh Press  
A Scripps-Howard Newspaper  
Daily and Sunday  
Has the Largest CIRCULATION IN PITTSBURGH MEMBER A. B. C.  
Foreign Advertising Representatives ALLIED NEWSPAPERS, INC.  
New York Office—52 Vanderbilt Ave.  
Chicago Office—5 North Wabash Ave.  
San Francisco—Cleveland—Cincinnati

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

LOS ANGELES  
EVENING HERALD  
Los Angeles, Calif.  
Gained 7,249 Daily Average Circulation. Sworn Government Statement. Six Months Ending March 31, 1923, 106,300 Daily. Six Months Ending March 31, 1924, 113,549 Daily. Increase in Daily Average Circulation, 7,249.  
IT COVERS THE FIELD COMPLETELY  
REPRESENTATIVES:  
H. W. Moloney, 604 Times Bldg., New York.  
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.  
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

The most successful of all newspaper consolidations.

### THE NEW YORK HERALD New York Tribune

WIRE NEWS  
For Evening and Sunday Newspapers  
International News Service  
21 Spruce St., New York

## NEWSPAPERS BOOSTING RADIO WHILE MAGAZINES GET AD BUDGETS

Dailies Urged to Regard Radio As Big Advertising Producer Rather Than News Competitor—Now \$400,000,000 Industry

By H. S. WOODMAN

A PROMINENT radio manufacturer asked recently, "What's the matter with newspapers and radio? Are they afraid of it?"

The answer is not a direct affirmative, but it might be said that in general the question of the radio as a competitor of the newspaper has been given more attention than the question of radio as a new and liberal producer of newspaper advertising. There are many outstanding exceptions, of course.

Many publishers have long since recognized that in radio a new baby has been born to newspapers which promises to become one of the greatest producers of advertising since automobiles. The founding is on the very doorstep waiting to be taken in. Some are already nursing it well.

Let us examine the vital statistics of this "baby."

Latest available figures show that in the United States there are today:

2,954 radio manufacturers; 2,690 distributors and jobbers; 300 manufacturers' agents; 32 exporters; 21 importers; 20,060 retail dealers.

There are 1,456 dealers in Illinois, 1,000 in California, 1,822 in Pennsylvania, 965 in Massachusetts, and 1,272 in New York City alone.

An unconfirmed report has it that there are over 3,000 dealers in New York City.

It is said by eminent authority that more than 200,000 people derive their living from radio.

Babson estimates that seventy-five cents out of every dollar spent on musical instruments goes into radio. It is believed that in 1924 \$400,000,000 will be spent on radio equipment. Secretary Hoover has further stated that the radio is one of the greatest of human developments and that within a few years at most every American home except the very poorest will have some form of radio receiver.

Now consider the marketing of over four hundred millions of dollars' worth of equipment. Advertising will be the greatest single force in this undertaking. What are the newspapers going to do about it?

The magazines are on the job. There are many new publications, both weekly and monthly, devoted solely to radio. There are many trade papers also. Then there are the general magazines many of which are soliciting the business vigorously.

What are the newspapers going to say

about the selection this fall of a long list of general magazines for an account involving thousands of dollars when those magazines have done nothing to boost radio? What are they going to say about dumping an appropriation of \$80,000 into practically one magazine? This very thing was done last year and there is a good chance of the performance being repeated.

It is true the magazines are on the job. And what are they doing? They are selling the advertiser on the theory that they cover your city, Mr. Newspaper Publisher, and they are getting away with it.

Newspapers and radio have a natural affinity for each other. This affinity is analogous to that which exists between newspapers and financial markets. No magazine has ever successfully entered the field of finance. That is not to say that there are not successful financial magazines. There are. But no magazine has ever entered financial markets and carried away the largest share of the money spent by financial houses in marketing their stocks and bonds or selling their services as brokers. Witness that one great newspaper carried 2,371,000 lines of financial advertising in 1923, representing \$1,775,000. Witness that the magazine, sometimes spoken of as the greatest, does not carry a line of financial advertising. The reason is simple. News of financial markets is a day to day proposition. A weekly magazine is out of the running and a monthly is as useless as frictionless brakelining in the big things of finance.

Now the same element of news which makes the newspaper of primary importance in financial markets is found in radio. There are few businesses in which this is true. It is the daily radio programs which make it so. And there is where the newspaper takes the floor. "What's on the air tonight?" is the first thing a "fan" asks as he picks up his newspaper. The radio manufacturers know this. The dealers know it better still. The public knows it. There are some newspaper publishers who know it. One of the wise ones carried in a single issue last spring more than 30,000 lines of radio advertising. There are many which will carry a volume of business this fall. But my manufacturer friend who asked the opening question of this article believes that the great American press has not yet taken the radio "baby" in, and that is why so many of them are not "sold" on newspapers as primary advertising mediums.

6,485,280 PEOPLE ~ ~  
5,092,382 NATIVE WHITE

THIRD IN POPULATION

# ILLINOIS

STANDS

First in packing industry

Second in value of all farm property

Third in value of farm crops

Third in manufactures

ILLINOIS is an ideal tryout territory for nationally advertised merchandise.

Illinois has a wonderful balance in the proportion of its urban and rural population, in the wealth and variety of agriculture and manufacture.

Illinois is an extremely attractive state for advertisers. The tremendous circulation of the many newspapers in this state present a total number of buyers that should appeal to all national advertisers.

The people are here, money is here, and newspapers are here. All depends on your advertising message.

## Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

### Daily Features

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

### Fiction

LET US BUILD YOUR CIRCULATION Famous stories by famous authors. Service for Authors, 33 W. 42d St., New York.

### General Features

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

### Radio

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

### Religious Features

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

### Serial

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

### Weekly Pages

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

		Rates for	Rates for
		2,500 Lines	10,000 Lines
***Aurora Beacon-News	(E)	16,982	.06 .06
†††Chicago Herald & Examiner	(M)	335,747	.55 .55
†††Chicago Herald & Examiner	(S)	1,050,949	1.10 1.10
†††Chicago Daily Journal	(E)	120,449	.26 .24
***La Salle Tribune	(E)	3,162	.025 .025
***Moline Dispatch	(E)	10,569	.045 .045
***Peoria Star	(E)	29,102	.075 .06
***Rock Island Argus	(E)	10,513	.045 .045
***Sterling Gazette	(E)	5,921	.04 .04

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

†††Government Statement, April 1, 1924.



# OUR OWN WORLD OF LETTERS

By JAMES MELVIN LEE

SEPTEMBER seems to be a journalism month so far as the magazines are concerned. Special articles relating to the newspaper press, for example, will be found in the *World's Work*, *Scribner's*, and the *Century*. Because of the amount of material published in the periodical press this month I shall have to publish my comments in installments.

THE cartoon entitled "He Wouldn't Advertise" in the *Saturday Evening Post* for August 23, ought to be given the "once-over" by every advertising man. It shows in a very picturesque way the man who made the best mousetrap and then waited for the world to make a beaten path to his door. The cobwebs over the door, the grass growing between the boards of his stoop, and the brambles blocking his path all tell an interesting story in a wordless editorial.

CARL DICKEY begins in the *World's Work* for September a series of articles "The Truth about the Newspapers." The opening one is entitled "Independence of the American Press," and from it I quote the following paragraph that the reader may know in Mr. Dickey's own words about the scope and purpose of the series:

I do not mean to say that American journalism does not have its "rot spots," its corners where ideals are detached, where influence is sold, where news is twisted and distorted, and where newspapers have no souls. In these articles I will describe some of these journals and editors whose misdeeds are so often cited as general indictments of all newspapers, good and bad alike. These "rot spots" are more likely to be found in the smaller cities and in states of smaller population, where varied industries have not yet been developed; though reprehensible sheets do exist in the larger cities, but without any large measure of patronage or influence.

In his comment about Mr. Hearst, Mr. Dickey refers to the series of questions recently asked that newspaper publisher by EDITOR & PUBLISHER. He sketches the *Times* under Mr. Ochs, pays a fine tribute to the late Frank I. Cobb of the *New York World*, quotes E. Lansing Ray, editor and publisher of the *St. Louis Globe-Democrat*, criticizes the newspaper fashions found in Omaha, Neb., and, of course, comments about Frank A. Munsey.

I quote the following paragraph for the sake of comparison with what Herbert Bayard Swope said on the same subject in his address, "Journalism: An Instrument of Civilization" at Hobart College:

The power and influence of the press as a whole has not decreased. The press has merely changed its course and is now exerting its influence in a more calm, detached and impartial manner. It is trying less to force its own opinions and policies upon its readers than in the days of Greeley and the personal journalists, and is seeking more and more to mould a sounder public opinion by printing the news and views on both sides of political and governmental questions and then seeking to give its own interpretations.

AWAY back when Ike Russell was "cubbing" on the *Salt Lake City Deseret News*, in 1905, Senator Clark of Montana built a railroad from Salt Lake to Los Angeles and said he'd take the trail blazers of that route over the road for a free ride. Ike drew the assignment to find out who the trail blazers really were. Some arose out of about every mountain gulch in the Wasatch and Uintah ranges, and finding out proved a greater job than could be "mopped up" in one sitting.

A probe was started that lasted nearly 20 years when "Hidden Heroes of the Rockies" emerged as a tribute from Ike to the real pathfinders. All of them he had placed forty or more years back of all the claimants he had dealt with and his book is an effort to rescue the real pathfinders from an oblivion that began when the settlers came in covered wagons to take the places of those who knew no "Covered Wagon" and came with rifle alone, and subsisted off it for several

decades while taming the Indian and making the country ready for the settler.

JOHN A. STEVENSON, vice-president of the Equitable Life Assurance Company, in an article in the *Nation's Business* for September gives the editorial writer several leads which, if properly developed, would make good copy for the editorial page. But I mention this article by Mr. Stevenson chiefly for the purpose of quoting his remark that sometime ago there appeared a criticism of the American press which stated that "the average editor over-estimates the public information, but under-estimates its intelligence." I, for one, would like to know where this criticism first appeared.

NO JOB office is now directly affiliated with the *Baltimore Sun*. Years ago, like most newspapers, it did have one but the late Charles H. Grasty, just before his retirement as business manager of the *Sun*, sold it to J. W. Magers. The latter, when he left Philadelphia, sold it in turn to a company headed by Frederick W. Strow who is general manager. At the time of the first sale there was some question about the right to use the name of the *Sun* in connection with the job plant but it was finally retained.

I mention this fact because it was not the job office of the *Sun*, but the Sun Book and Job Printing Office, Inc., with no newspaper connection, that published in booklet form the poems of Henry Edward Warner about which I made a few comments some time ago in this department.

IN RESPONSE to an inquiry I would say that one of the best discussions of newspaper ethics is the address which J. St. Loe Strachey, editor of the *London Spectator*, delivered at the Pan-Anglican conference. It has been printed in pamphlet form under the title "The Ethics of Journalism."

E. O. DEAN was for something like 25 years a newspaper man in New York City. Ten of these years he spent on the staff of the *Evening Post*. He is now chief editorial writer on the *Providence (R. I.) News*. In a recent issue of that paper under the running head of "Random Remarks" he says some very pertinent things about how the *Post* began to weaken under Mr. Villard and was not braced up by Mr. Lamont, in spite of the money the latter put into the *Post*.

At first glance it would seem that Mr. Dean writes with a picric pen, but the second reading shows an absence of personal animosity as the following quotation will prove:

So Professor Edwin F. Gay, dean of the

## R K T'S COLUMN

is a special feature presenting daily the most important features of the stock market with relation of the stock transactions to specific developments in industry.

### R. K. TREVOR

in this column sets forth day after day the biggest developments in the great metamorphosis which is coming over American industry. The part which American companies are playing in the world struggle for industrial and financial supremacy is clearly dealt with.

Ready 7 p. m. f. o. b. night press toll wire—write or wire for sample and rates for your city.

INTERSTATE COMMERCIAL NEWS SERVICE 38 Park Row New York

Harvard School of Business Administration, took charge. Personally, no more lovable and kindly and gentlemanly man ever lived than Dr. Gay, a very able man, too; he was simply out of his element. Right away old-timers in the "game" shook their heads. They saw the rocks looming on the horizon.

The good doctor hired promoters, vice-presidents, assistants to executives, specialty men, syndicate heads, feature editors, magazine editors, art editors, literary editors, book reviewers and a lot of nondescripts whose ostensible duties nobody seemed to know anything about. The editorial rooms and business offices swarmed with "four-flushers" drawing high salaries.

I would not be quite fair to Mr. Dean unless I added that his "Random Remarks" mention other Manhattan newspapers, not only those now published but also those about to be started. The remarks about the *Times* and the *World* are especially illuminating. His story will find a place in many a newspaper scrapbook because of the frank way in which he has set forth his personal opinion about New York newspapers and newspaper men.

HOBART College at Geneva, New York, has just issued in official form the Phi Beta Kappa address, "Journalism: An Instrument of Civilization" which Herbert Bayard Swope, executive editor of the *New York World*, delivered at that institution on Commencement Day. This pamphlet, which may be obtained gratis upon application, deserves a careful reading because of the able manner in which Mr. Swope has presented several new points of view on modern journalism.

Mr. Swope frankly confesses that there never has been a really satisfactory definition of news, but offers as a substitute this apothegm, "any statement possessing

interest, importance, truth, and timeliness."

The paragraph to which I wish to draw special attention is that in which Mr. Swope answers so clearly and succinctly the charge that the power of the press has waned in recent years. His comment is quoted in full below:

When true to itself, Journalism is in its best justification. It is a commonplace to say that the power of the press has waned. The statement is erroneous. The reverse is true. The power of the press is greater than ever before. The fallacy arises from a narrow judgment point. Those affirming this measure with a political yardstick. They look back to other days when power was reckoned in accordance with the success achieved in special pleading for a particular editorial formula; when a rigid partisanship prevailed the so-called golden day of the editorial. This may be a lessening of the influence of the editorial page, measured in terms of direct political action, but this can be attributed to a difference in method as much as to any loss of influence. Today the first duty of an editorial is to stimulate thought, not to command slavish adhesion. If the expression of opinion succeeds in making a man think, more has been done for humanity than would be if it had been able to compel a blind following.

FIRST edition copies of "London Please!" by Ernest Elmo Callahan are now being reserved by The Atlantic Monthly Press. The title doubtless comes from "The Technique of Deal." Another charming sketch which is included in the volume, and which also appeared first in *The Atlantic*, is "A Small Boy's Reading." In a whimsical but pungent style Mr. Callahan traces his career from the time that he was an amateur printer in a small Midwestern town down to the present, when he is one of the foremost advertising experts in the country. Publication of this book has been set for September, 1924.

# They Like The New Price

Tested copy of high standard for cooperative church advertising campaigns is available to papers at the extremely low price of 3 cents per thousand circulation per week.

Announcement of the new series, No. 6, of 52 ads, made three weeks ago in Editor and Publisher brought orders at once.

Perhaps your paper can use these ads. Series No. 6 will be ready in a day or two.

These are non-denominational helpful suggestions to the men of your city who go to no church, about 250 words each. If the price of 3 cents per thousand per week is too much for your paper—set your own price. We are anxious to serve at the lowest possible cost to everybody concerned.

These ads sold to one paper in a town. Reserve territory for Series 6 at once to Herbert H. Smith, 723 Witherspoon Bldg., Philadelphia, Pa.

## CHURCH ADVERTISING DEPARTMENT

A. A. C. W.

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



Associated Advertising 383 Madison Ave.

Clubs of the World New York City

BRITIS T Highm Austr A Londo LONDON, matter of Britain sin Empire E despite the commoditie overseas pa there is no they can England. The poi London W Charles H the Empir British sho "They a one is tol there is o be success it is timm produced Dominions Canada co were prop "Why s tries folle the Govern every 1000 is earmar posses onl money an of tea-gr \$500,000 in this w and the v grown in The Jap proposing for the sa Subsequ London National Trades scheme si in regard charged t cost of excellen NEWSPR Canadian July ex Canada, dian Pu amounted 93,563, a 57,045,655 paper ex 57,695,670 gup drop ed in va For the ports of ns valu with 643, or same 53,190,23 ns valu with 480, 1923. Dail Throug Daily Sta onal E August 2 ion of ving the performe star are Empl Employ recentl William the Time

**BRITISH COLONIES TOLD TO ADVERTISE**

**Higham Declares Rich Market Awaits Their Products in England—Australian Federation Adopts Advertising Tax Plan**

By HERBERT C. RIDOUT

(London Editor, EDITOR & PUBLISHER)

LONDON, Aug. 18.—It has been a matter of general comment in Great Britain since the opening of the British Empire Exhibition at Wembley that despite the many thousands of different commodities shown there as samples of overseas productions and manufactures, there is no evidence of whether and where they can be purchased at any place in England.

The point came to the front in the *London Westminster Gazette*, and Sir Charles Higham was invited to say why the Empire goods were not stocked by British shopkeepers. Sir Charles's reply was pertinent.

"They are simply dumped here. No one is told about them" he said. "If there is one line of goods which could be successfully exploited in Great Britain it is timed fruits and fish, which are produced in excellent quality in all the Dominions. I believe Australia and Canada could sell all their goods if they were properly advertised."

"Why should not the overseas countries follow the examples of India. There the Government collects fivepence on every 100 pounds of tea sold, and this is earmarked by law for publicity purposes only. The Government collects the money and hands it back to a committee of tea-growers, to be spent. More than \$500,000 a year is raised and spent in this way. This is why Great Britain and the world never forgets that tea is grown in India."

The Japanese tea-growers, he added are proposing to raise \$5,000,000 in this way for the same purpose.

Subsequently an Australian official in London stated that the Australian National Federation of Fruit and Potato Trades Associations had adopted a scheme similar to that obtaining in India in regard to tea. A halfpenny a case is charged to each importer to cover the cost of advertising the products, with excellent results.

**NEWSPRINT PRODUCTION HEAVY**

**Canadian 1924 Export Figures Well Above 1923**

July exports of newsprint paper from Canada, according to bulletin of Canadian Pulp and Paper Association, amounted to 105,133 tons valued at \$7,663,563, as against 92,959 tons valued at \$7,045,653 in July, 1923. Value of all paper exported was \$8,614,350, against \$7,695,670.

On other hand exports of pulp dropped from 83,924 to 52,232 tons and in value from \$4,371,141 to \$2,751,091.

For the first 7 months of the year exports of newsprint amounted to 710,418 tons valued at \$53,528,417, as compared with 643,724 tons valued at \$48,471,271 for same months of 1923. Value of all paper exported was \$58,465,630, against \$53,190,231. Pulp exports totaled 407,297 tons valued at \$22,022,817, as compared with 480,157 tons valued at \$26,435,367 in 1923.

**Daily Using Sky Advertising**

Through the enterprise of the *Toronto Daily Star*, visitors to the Canadian National Exhibition, which opened on August 23, are being given a demonstration of sky-writing by aeroplane, this being the first time for this stunt to be performed in Canada. The words *Daily Star* are being used.

**Employs Honor Publisher's Son**

Employees of the *Scranton* (Pa.) *Times* recently tendered a dinner in honor of William R. Lynett, son of the owner of the *Times*, whose appointment as assist-

ant to the publisher went into effect several weeks ago. Mr. Lynett has been connected with the news department of the *Times* for a number of years and at the last session of Congress was *Times* correspondent in Washington. It was decided at the dinner to hold annual outings for the *Times* "family."

**AD-TIPS**

**Aubrey & Moore, Inc.**, 20 East Ohio street, Chicago. Has secured the accounts of Johansen Bros. Shoe Company and the Hedstrom Schenck Coal Company.

**Chambers Advertising Agency**, Chicago. Distributing contracts at the Star Products Company generally throughout the southwestern territory.

**Nelson, Chesman & Company**, 50 N. Dearborn street, Chicago. Middle west and eastern papers are to receive copy schedules approximating 800 to 1,000 lines on the Frank Harris Sons Company, Chicago.

**Samuel C. Croot Company**, 28 West 44th street, New York. Placing account of Eberhard Faber, Brooklyn, manufacturers pencils, penholders, erasers, rubber bands, etc.

**Dake Advertising Agency**, Chicago. Contracts for newspapers in the Louisiana territory are being sent out on the Radium Appliance Company, Chicago.

**Gardner & Wells Company, Inc.**, 150 Madison avenue, New York. Will place account of the Kelly-Springfield Tire Company, New York, manufacturers of pneumatic and truck tires.

**A. A. Gray & Company**, 133 West Washington street, Chicago. Handling accounts of the National Transformer Manufacturing Company, Chicago, manufacturers of radio transformers; Yaxley Manufacturing Company, Chicago, manufacturers of radio parts and the Beryman Oil Burner Company, Chicago.

**Eastman & Company**, 53 West Jackson boulevard, Chicago. Has secured the following accounts: Sheet Steel Products Company, Michigan City, Indiana, builders of Durabuilt steel cabs for motor trucks; James B. Berry's Sons Company, petroleum marketers and Edward White Sales Company, equipment sales agency.

**Erwin, Wasey & Company**, 844 Rush street, Chicago. Copy schedules are being sent to Ohio newspapers on the U. S. Gypsum Company, Chicago. Only those towns in which there is a distributor are being selected.

**Charles H. Fuller Company**, 629 S. Walsh avenue, Chicago. Issuing contracts and orders generally on the Cooper Pharmaceutical Company, and the O'Ceard Mop Company, both of Chicago.

**Hoops Advertising Agency**, 9 E. Huron street, Chicago. Contracts being issued to a general list of papers on the Paige-Detroit Company, Detroit.

**Arnold Joerns Company**, 25 E. Huron street, Chicago. Will use a general list of newspapers for advertising of the Pasche Air Brush Company, Chicago. Five hundred-line copy will be furnished small town papers, while 1000-line copy will be sent larger city papers.

**H. W. Kaator & Sons Company, Inc.**, 14 East Jackson boulevard, Chicago. Placing account of the Joseph & Feiss Company, Cleveland, manufacturers of "Clothcraft" clothes for men and young men.

**R. E. Lovelkin Corporation**, Eighteenth and Market streets, Philadelphia. Has secured the accounts of the S. & S. Corrugated Paper Machinery Company, Brooklyn; J. S. Patten Engineering Company, marine oil burning systems, New York; Refractories Department, E. J. Lavino & Company, Philadelphia, chrome refractory brick, chrome refractory high temperature cement.

**McManus, Inc.**, Chicago. Issuing contracts on the Hupp Motor Car Corporation, Detroit.

**O'Connell-Ingalls Advertising Agency**, 100 Boylston street, Boston. Now handling the following accounts: Elliott Addressing Machine Company, Cambridge, Mass.; Smith & Dove Manufacturing Company, linen thread, Andover, Mass.; Bilt-In Foot Regulator Company, Boston; F. A. Foster Company, crotches, Boston; and the John Hancock Mutual Life Insurance Company, Boston.

**Irvin F. Paschall**, McCormick Building, Chicago. Now handling account of the John Bachmann Company, Chicago, manufacturers of the Herald B pipe.

**Pratt-Moore Company**, Ford Building, Detroit. Will place account of the Zenith-Detroit Corporation, Detroit, manufacturers "Zenith" cigarettes.

**Roberts & MacAvinche**, 30 N. Dearborn street, Chicago. Contracts being issued generally on the Schaeffer Pen Company, Fort Madison, Iowa.

**J. Walter Thompson Company**, 14 E. Jackson boulevard, Chicago. A list of newspapers is being prepared on the Aunt Jemima Mills Company (Pancake flour), St. Joseph, Missouri. The list has been considerably shortened this year.

**Wade Advertising Agency**, 130 N. Wells street, Chicago. Contracts are being issued to small eastern newspapers on the Para Paint & Varnish Company, Cleveland.

**Williams & Cunyngham, Inc.**, 6 North Michigan avenue, Chicago. Handling account of the Morton Salt Company, Chicago.

A State of Activities—  
Of Great Natural Resources—  
Of Splendid Possibilities—  
Of Corking Good Daily Newspapers—

**West Virginia**

daily newspapers go into the homes of West Virginia, and are read from the first page to the last.

West Virginians understand what an advertiser is trying to tell them about his product, because they believe in their daily newspapers, and if you get the facts before them, it is pretty close to making sales.

Minerals, in which this state ranks second, timber reserves, natural gas, petroleum, water power, a rich soil and excellent transportation facilities reveal the fact that West Virginia compares favorably with any locality in the United States in wealth, purchasing power and resources.

Manufacturers,—put your goods in these cities—put your advertising in these daily newspapers.

Through the columns of these publications you are able to create immediate demand for your merchandise.

	Rate for Circulation 5,000	Rate for Circulation 5,000 lines
<b>Bluefield</b>		
***Telegraph (M) 11,073 .65		
(S) 14,259 .66		
<b>Charleston</b>		
***Gazette (M) 20,057 .66		
***Gazette (S) 24,932 .67		
<b>Clarksburg</b>		
***Telegram (E) 9,479 .64		
***Telegram (S) 11,797 .645		
<b>Fairmont</b>		
***Times (M) 7,675 .63		
<b>Huntington</b>		
***Advertiser (E) 11,176 .635		
***Herald-Dispatch (M) 13,750 .635		
***Herald-Dispatch (S) 13,637 .64		
<b>Martinsburg</b>		
***Journal (E) 4,542 .63		
<b>Parkersburg</b>		
***News (M) 7,185 .625		
***News (S) 8,759 .625		
***Sentinel (E) 7,641 .63		
<b>Wheeling</b>		
***Intelligencer (M) 11,912 .6325		
***News (E) 15,012 .65		
***News (S) 19,966 .67		

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

# DOLLAR \$\$ \$\$ PULLERS

ONE DOLLAR  
WILL BE  
PAID  
FOR EACH  
IDEA  
PUBLISHED

## BUSINESS TICKLER



**LABOR DAY**—and then good-bye business slump. Chase it. Get your local merchants working on special sales covering low-priced goods. That will crowd the store aisles and there's nothing like a bargain

crush to make people untie the wallet. Pound the coalmen. If people's bins are empty advertising had better fill them now, for cold weather is going to start early.

How about storm-doors, weather strips, oil, gas, and coal heaters, steam-heating plants?

And the youngsters are going to play lots of football after a week or two.

**ONE** newspaper induced several local beauty parlors to share the cost of a general campaign of educating the public to greater use of beauty shops. The campaign ran six months, using a quarter page once each week.—Bert A. Teeters, Springfield (O.) News.

The Long Beach (Cal.) Press recently inaugurated a "Long Beach Merchants' Combined August Clearance Sale." A separate section containing nothing but store advertisements was published in connection with the regular issue. On the first page of the special section were listed all of the merchants whose ads were on the inside together with special mention of certain bargains offered by each advertiser. The regular advertisements did not appear in this special section unless the stores were in the group participating in the Combined August Clearance. Additional advertising to the extent of fifteen full pages was added by this innovation.—H. J. Ashe, Long Beach, Cal.

Hooking up advertising with news stories could be promoted more extensively with good profit. A southern Indiana newspaper carried a story of a Saturday night robbery in which a safe was stolen. The next day the story was lifted and made a part of an ad carried by a bank, which keeps open on Saturday nights to accommodate the merchants of the city. The story of the Lorain, O., disaster was lifted and made a part of an insurance ad. Many stories can be used in this way.—Yandell C. Cline, Columbus (Ind.) Republican.

During the farm auction sale season it is a good plan to feature some occasional boosts for the classified department. Many good sized classifieds can be brought in by some good copy built around the idea, "Not enough items for an auction—sell them at small expense

## America's Best Magazine Pages

Daily and Sunday

## Newspaper Feature Service

241 WEST 58TH STREET  
New York City

through the classified columns."—W. Webb McCall, Mt. Pleasant (Mich.) Times.

"Four Wheel Brakes!" is the caption of a 100-inch advertisement run by the San Luis Obispo (Cal.) Herald and Telegram to bring up the advertising volume on a light day. The copy in the advertisement went on to tell of the safety of the four-wheel brakes, their value, etc. Underneath, in a double row of boxes appeared the names of San Luis Obispo automobile dealers that sold automobiles equipped with such brakes. The advertisement is sold on the co-operative basis, the cost being prorated among the dealers who advertise. The advertisement may be sold to appear on a day on which there is ordinarily less advertising than usual, and it has no effect on the dealers' regular schedules.—A. B., Berkeley, Cal.

Schools of all kinds are about to open their doors for the 1924-1925 term, making the time ripe for a concerted advertising effort among them. The Scranton (Pa.) Republican did this with good success, getting in space from the Y. M. C. A. evening school, music schools, business colleges, night schools, correspondence schools, music teachers and colleges. College and school news filled the pages which made up a comprehensive and profitable "School and College" section.—Robert L. Beard, Fort Wayne, Ind.

A Cincinnati department store recently devoted nearly three columns of a page display ad to "Classified Clearances." This section contained about 75 classified ads which were made up in regular classified style with such heads as Wearable, For Homes, Yard Goods, Art Goods, Men's Wear, For Boys, Girl—Tots, Gloves, Neckwear, Miscellaneous, etc. Each ad was a bargain.—R. B. Miller.

Several enterprising daily newspapers recently have sponsored "Test Your Brakes" campaigns. The editors induce the local police to assign a squad of traffic officers to examine all automobile brakes during a certain week, obtaining the co-operation of the local safety council, motor club, chamber of commerce, etc. The advertising managers find no difficulty in securing a couple of additional full pages of paid ads, which are run by the local automotive jobbers, service stations, garages, brake experts, automobile dealers, etc., who call the attention of the motoring public to the fact that during the brake inspection campaign they will be glad to examine and adjust brakes

## Million Dollar Hearst Features

The World's Greatest Circulation  
Builders

International  
Feature Service, Inc.  
New York

free of charge. This advertising brings motorists, who, while having the control apparatus of their vehicles fixed up, usually purchase some replacement part or accessory for their cars.—Arnold A. Mowbray, Brooklyn, N. Y.

Where in keeping with advertising policy newspaper men find selling a bottom page streamer—one or two inch ad—an easy proposition. Several eight-column two-inch ads recently appeared in the Clinton (Ia.) Advertiser. They look good and appeal to the casual advertiser much better than a two-column 4- or 5-inch ad.—L. J. Jellison, Dubuque, Ia.

Druggists and stores handling toilet articles can increase their summer sales by advertising perfumes and elixirs prepared especially for hot weather use. Discriminating women make a change in the use of these articles as soon as the weather becomes warm. The practice can be spread by a bit of educational advertising. Have an advertising man call on the druggists to show them a way to boost their summer business.—A. C. Regli, Eau Claire, Wis.

Portland, Me., is the gateway to the many summer resorts of the State. A page stunt that we have put over with wonderful results for two years is the "Tourists' Handy Guide to Portland Shops." A map of the business center of the city was drawn and around the edge of this some 20 two-inch boxes were laid out. As each space was sold a line was drawn from the advertisement to the advertiser's position on the map. This page is run during the summer tourist season, and advertisers report very favorable tourist trade from their weekly insertions.—Tim Ward, Portland (Me.) Express.

### Chicago Paper to Broadcast

Monday of this week Foster & McDonnell, publishers of the Chicago Southtown Economist, contracted for the erection of a 500-watt radiocasting set.

## Over ONE-THIRD added

to the circulation of The Rochester (N. Y.) Herald by a Hollister plan campaign, just completed,—the gain being all paid-in-advance subscriptions.

### New Evidence of the Supremacy of

## HOLLISTER'S

CIRCULATION ORGANIZATION  
717-718 Commercial Exchange Bldg.  
LOS ANGELES, CAL.

## The Washington Herald Largest Sunday Circulation Any Washington Paper

## The Washington Herald morning and

## The Washington Times evening

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

G. Logan Payne  
Publisher and Gen. Mgr.

### Mathews Account With Paul Teas

Ralph Leavenworth, of the staff of Paul Teas, industrial advertising agency, Cleveland, has announced that this agency is now handling the advertising of the Mathews Conveyor Company, formerly the Mathews Gravity Carrier Company, Ellwood City, Pa.

### Springfield Republican 100 Years Old

Present and former members of the Springfield (Mass.) Republican staff will attend a dinner at Hotel Kimball, Springfield, Monday evening, Sept. 8, in celebration of the 100th anniversary of the founding of that paper.

### Stork Greeted with Special Edition

Ralph Huffaker, editor of the Collinsville (Tex.) Times, recently issued a special edition in honor of the arrival of a 10-pound son at his home.

### Our Features:

Irvin S. Cobb  
Samuel G. Blythe  
R. L. Goldberg  
Roe Fulkerson  
Don Herold  
Ed Hughes  
O. O. McIntyre  
Penrod and Sam  
Nellie Revelle  
Will Rogers  
H. J. Tuthill  
Albert Payson Terhune  
and others

The McNaught Syndicate, Inc.  
Times Building, New York

## A Security Market

with complete newspaper financial service.

Buffalo offers a promising market for high grade securities. The Buffalo Evening News financial and business pages are complete, interesting, prompt; carrying TO-DAY'S news of activities in commerce and markets TO-DAY.

The News, with its effective coverage and responsive reader interest, offers the financial advertiser the complete audience in the Buffalo territory. A. B. C. Sept. 30, 1923, \*119,754 total net paid

Cover the Buffalo Market with the

## BUFFALO EVENING NEWS

\*Present average circulation 128,788  
Edward H. Butler, Editor and Publisher  
Kelly-Smith Company, Representatives  
Marbridge Bldg. Lytton Bldg.  
New York, N. Y. Chicago, Ill.

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

THE

## Salt Lake Tribune

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

FOREIGN REPRESENTATIVES

The S. C. Beckwith  
Special Agency

New York—Chicago—Detroit—St. Louis  
—Kansas City—Atlanta.

PACIFIC COAST REPRESENTATIVE

M. C. Mogensen & Co.,  
Inc.

Los Angeles—San Francisco—Seattle

# ADVERTISING INSURANCE OFFERED THROUGH NEW YORK STATE DAILY NEWSPAPERS

WITH the approach of fall, New York State is ready for new merchandise.

New York State merchants everywhere are preparing for their greatest season. Even considering economical conditions and summer months, business has been good—and the future is merely a matter of having the merchandise.

This is the kind of a market worth going into.

The greatest number of the richest people in America are looking for your goods.

What New York wants and says is "O. K."—the nation accepts as the best. What New York rejects, the nation will eventually turn down. Therefore, Mr. Advertiser, you win or lose on the example of New York State.

Each city represented in this list has huge possibilities for you. Each one, being a separate community, has local pride, local interests, local institutions and local newspapers.

These local daily newspapers keep the local people supplied with news every day.

They tell what is happening everywhere and they are the guide posts, directing people where to go to buy what they buy.

These listed dailies completely cover the state.

Win New York State with an honest product properly advertised and you can win America.

	Circulation	2,500 Lines	10,000 Lines		Circulation	2,500 Lines	10,000 Lines
***Albany Evening News (E)	13,746	.08	.05	***Middletown Times-Press (E)	6,434	.03	.03
***Albany Knickerbocker Press (M)	30,537	.10	.10	***Mount Vernon Daily Argus (E)	9,490	.05	.05
***Albany Knickerbocker Press (S)	52,354	.13	.13	***Newburgh Daily News (E)	11,594	.05	.05
***Anburn Citizen (E)	6,423	.04	.045	***New Rochelle Standard-Star (E)	7,000	.04	.04
***Batavia Daily News (E)	8,728	.04	.04	***The Sun, New York (E)	260,026	.60	.54
***Brooklyn Daily Eagle (E)	66,079	.22	.22	***New York Times (M)	345,149	.70	.888
***Brooklyn Daily Eagle (S)	76,284	.22	.22	***New York Times (S)	578,321	.85	.833
***Buffalo Courier and Enquirer (M&E)	78,058	.18	.18	***New York Herald-Tribune (M)	276,340	.594	.578
***Buffalo Courier (S)	118,603	.25	.22	***New York Herald-Tribune (S)	332,921	.6935	.824
***Buffalo Evening News (E)	123,832	.25	.25	***New York World (M)	360,908	.595	.58
***Buffalo Evening Times (E)	100,238	.18	.18	***New York World (S)	575,672	.595	.58
***Buffalo Sunday Times (S)	100,005	.18	.18	***New York Evening World (E)	271,114	.595	.58
***Buffalo Express (M)	48,019	.14	.12	***Niagara Falls Gazette (E)	17,582	.055	.055
***Buffalo Express (S)	55,407	.18	.14	***Port Chester Item (E)	4,428	.03	.03
***Corning Evening Leader (E)	8,307	.04	.04	***Poughkeepsie Star and Enterprise (E)	12,058	.05	.05
***Elmira Star-Gazette Advertiser (E&M)	32,915	.11	.11	***Rochester Times-Union (E)	68,574	.20	.18
***Elmira Daily Times (E)	5,587	.04	.04	***Syracuse Journal (E)	42,103	.14	.14
***Geneva Falls Post-Star (E)	9,065	.035	.035	***Troy Record (M&E)	23,568	.05	.05
***Geneva Falls Post-Star (M)	6,877	.035	.035				
***Gloversville Leader Republican (E)	5,827	.03	.03				
***Gloversville Morning Herald (M)	5,587	.04	.04				
***Ithaca Journal-News (E)	7,308	.04	.04				
***Jamestown Morning Post (M)	10,515	.04	.035				

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

### LONDON TIMES PLACED BEYOND SPECULATION

#### Committee of 5 Named to Pass On Prospective Purchasers of Stock Eliminating Possibility of Buying for Personal Ambition

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

LONDON, Aug. 18.—The London Times has always seemed to be something more than a mere newspaper. It is an institution, not simply of Britain, but of world history. At one period, at least, it seemed in danger of being commercialized in the popular sense, but the present proprietors, Major John Astor, M.P., and John Walters have gradually brought the paper back to its former independent greatness without sacrificing any of the true improvements effected by the former proprietors.

It is now announced that steps have been taken by which the famous newspaper shall be rendered, as far as human judgment can effect it, immune from speculative or other purchase or control. For some time the movement has been under consideration, and now a Committee has been established for the special purpose of safeguarding future transfers of the controlling shares in the Times. These shares, it should be explained, are those of The Times Holding Company, Ltd. and are all held by Major John Astor, M.P., and by John Walter, who together constitute the chief proprietors of the Times.

The Committee has no other responsibilities so far as the Times is concerned. It is not in any sense identified either with the management or with the editorial policy. The sole object underlying its appointment is to ensure, so far as is possible, that the ownership of the Times shall never be regarded as a mere matter of commerce to be transferred without regard to any other circumstance to the highest bidder, or fall, so far as can be foreseen, into unworthy hands.

With this object in view, it has been thought desirable that the members of the Committee should act ex-officio, that they should be precluded by their position from active party politics, and that they should represent various elements—judicial, academic, scientific and financial—in the national life. The following, therefore, have consented to serve—

The Lord Chief Justice of England.  
The Warden of All Souls College, Oxford.

The President of the Royal Society.  
The President of the Institute of Chartered Accountants.

The Governor of the Bank of England.  
They cannot, of course, bind their successors; but in the event of any one or

### Used Newspaper Presses

Scott 24-page press, prints 4 to 12 pages 2400 and 16, 20 or 24 pages, collected 12000 per hour, length page 23 9/16, 8 columns to page.

Hoe Right Angle Quadruple Press with two tapeless folders, now printing Chattanooga Times, length page 22 3/4 inches, 8 columns to page.

Available for Early Delivery

Walter Scott & Co.  
PLAINFIELD, NEW JERSEY

44t Monadnock Block CHICAGO 145t Broadway NEW YORK

## N. Y. DAILY NEWS

HALF-TONES  
Best in the World  
Made by  
**POWERS**  
NEW PROCESS

more of the future holders of their offices declining to act, or being incapable of acting, provision has been made for the appointment of members to the Committee in substitution for them.

The Committee will be constituted under the Articles of Association of The Times Holding Company Limited, and the following extract from the Articles to be adopted for this purpose defines the principles which are laid down for its guidance in the event of any projected sale of the Ordinary (that is, the controlling) shares:—

In coming to their decision whether any proposed transferee is a proper person to hold Ordinary shares of the company, the Committee shall have an absolute discretion and may give or withhold their approval on any ground whatever which they may think fit and proper, and without their being bound to give any reason therefor, it being the intention and an instruction to the Committee that inasmuch as the Company holds the absolute voting control in the Times Publishing Company, Limited, which owns the Times newspaper, the Committee, in coming to their decision, shall have regard to the importance of (a) maintaining the best traditions and political independence of the Times newspaper, and national rather than personal interests, and (b) eliminating as far as reasonably possible questions of personal ambition or personal profit.

### EDITORS COMPLETE TOUR

#### Wisconsin Press Feted by Dailies During Annual Motor Trip

Three Badger State newspapers—the Milwaukee Journal, the Janesville Gazette and the Burlington Standard Democrat—banquetted members of the Wisconsin Press Association, on their fourth annual motor tour through Wisconsin, Aug. 23, 24 and 25.

The editors, starting from Milwaukee 166 strong in 44 automobiles, visited Mukwonago, East Troy, Elkhorn, Fort Atkinson, Janesville, Delavan, Whitewater, the Yerkes observatory at Williams Bay, Lake Geneva and Burlington. Upon their return to Milwaukee they visited the state fair, where the association had an exhibit and published a newspaper daily the week of the fair.

President John A. Kuypers of the De Pere Journal-Democrat and Secretary Louis Zimmerman were congratulated for arranging the largest and most successful tour.

### Stereotype Chases

Our Electric-Welded Steel Stereotype Chases are guaranteed for strength and accuracy. Plain chases converted for Autoplate Casting or made larger or smaller. All kinds of chase alterations and repairs. Write for prices.

American Steel Chase Co.  
122 Centre St.  
New York

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business builder for you.

## BURRELLE

145 Lafayette St., N. Y. City  
Established a Quarter of a Century

Speakers at the dinners were the president and the secretary, Editor Stephen Bolles and Publisher H. H. Bliss of the Janesville Gazette, W. H. Bridgman of the Stanley Republican, Managing Editor Marvin H. Creager, Automobile Editor W. W. "Brownie" Rowland, William Cuddy and John R. Wolf of the Milwaukee Journal.

The event concluded with a house-

warming party at the new \$200,000 building of the Milwaukee Journal, which will be occupied during September.

#### Buffalo Agency Changes Name

Manning-Kay & Company, Buffalo, advertising and merchandising concern, have changed their name to the Manning-Kay Company. Fred Manning has been drawn from the firm.

## SUPPLIES AND EQUIPMENT FOR NEWSPAPER MAKING

### FOR SALE

6c a word for advertisements under this classification. Cash with order.

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.

For Sale.  
12-Page Hoe Web Press. Carefully overhauled with new rollers and new blankets, etc. with complete stereotype outfit, etc. necessary to produce a handsome newspaper. 4, 6, 8, or 12 pages, at high speed—22 3/4 inches long. For particulars and prices or write, mentioning our No. 533, Bulletin Company, 200 Fifth Avenue, New York.

## For Quick Sale. A Bargain

### Fully Equipped Daily News Paper and Job Plant

Duplex 8-page Press, 3 Linotypes, Stereotyping Equipment, Mangle, Saw, Slug Caster, Ample Display and Body Type, etc., 2 Job and 1 Flat Presses, 2 Cutters, Staplers, Motors, plenty of material for all job needs. Plenty of Job Work available. Town of 20,000; community of 50,000. Large shopping center.

J. HARRY CAREY, Trustee,  
Pottstown (Pa.) Ledger

## Don't "Pig" Metal It Wastes Money

Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.

# MONOMELT

SLUG FEEDER

Eliminates the Metal Furnace

Printers Manufacturing Co.  
709-719 Palace Bldg.,  
Minneapolis Minn.




The easiest operated, fastest, most accurate and durable flat casting box is the Goss. Self-balanced. Positive, quick, lockup at four points on box with one lever movement. Casts, shells, bases and type high. Write for complete catalog of Goss Stereotyping machinery. The Goss Printing Press Co., Chicago

# GOSS

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

USED BY THE  
**BUFFALO NEWS**  
Buffalo, N. Y.

We refer you to them for their opinion



MAIN OFFICE: FISHER BUILDING, 343 S. Dearborn St. CHICAGO  
EASTERN OFFICE: MARBRIDGE BUILDING, Broadway at 34th St. NEW YORK

## Used Presses at Attractive Prices

GOSS 16-page Two-Plate-Web Press, Page length 23-9/16".

GOSS Straight-Line Sextuple Press, Page length 21.60".

GOSS Straight-Line Sextuple Press, Page length 23-9/16".

DUPLEX 8-page Angle-Flat-Bed Press, Single Drive, Page length 22 3/4".

WOOD Octuple Press, Page length 22 3/4".

WOOD Sextuple Press, Page length 23-9/16".

WOOD Sextuple Press, Page length 23-9/16".

**R. HOE & CO.**  
564-520 Grand Street, New York City  
7 South Dearborn Street, CHICAGO, ILL.  
7 Water Street, BOSTON, MASS.



# THE MARKET PLACE OF THE NEWSPAPER

per word per insertion, cash with order, for advertisements under the classification of "Situations Wanted."

per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

per word per insertion, cash with order, for advertisements under any other classification.

per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

## SITUATIONS WANTED

### Advertising or Business Manager

both desires good connection. 16 years' experience, best references, good habits, married. Address T. R. Van Durnum, 236 Blaine Ave., Canton, Ohio.

### Advertising Executive

thoroughly experienced Scotch advertising executive desires to locate in the United States. Age 34, married, good appearance and physique. Twenty years' experience including circulation development and management of advertising department for an influential newspaper of Scotland. Will consider newspaper connection or position in advisory capacity with agency desiring first-hand knowledge of advertising and marketing conditions in England, Scotland and Ireland. Address Box B-780, Editor & Publisher.

### Advertising Manager

successful Advertising Manager, thirty-five, married, protestant, 12 years' experience, clean record; wants connection with daily in 5,000 class or over. Seasoned layout man and copy writer. Know departmental routine, merchandising and successful promotion both displaying and classified. Title, salary, secondary, willing to prove by actual demonstration first, available Sept. 1st. Address "Enterprise," c/o St. Rochester, Indiana.

### Advertising Manager

employed on small paper wishes to connect with good afternoon daily. Can write copy, layout, solicit advertising and direct department. Reliable and energetic. Successful present position. Address Box B-781, Editor & Publisher.

### Advertising Solicitor

American Hebrew, 7 1/2 years' classified experience, desires a connection with metropolitan newspaper, city or traveling capacity. See wire, available at once, for particulars. Address Box B-701, Editor & Publisher.

### All Round Newspaper Man

thoroughly equipped newspaper man, 17 years in present position, wishes to form connection with daily or strong weekly where an opportunity is presented for constructive development work. Trenchant writer, independent in views, well versed in all industrial affairs, knows every branch of newspaper business. Seeks permanent position in good southern town. Address B-777, care Editor & Publisher.

### Business Manager or Assistant to Publisher

thoroughly trained executive, understands business office and mechanical end, former manager. B-772, Editor & Publisher.

### Cartoonist

editorial or political seeks connection with newspaper in small, or fair size town. Samples. Box B-763.

### Cartoonist Plus

so experienced in retouching, layouts, advertising art, desires change, where there's a future he works for it. B-741, Editor & Publisher.

### Circulation Manager

15 years' experience on Morning, Evening, Sunday and combination papers; at liberty to go anywhere. Address Box B-770, care Editor & Publisher.

### Circulation Manager

With 15 years' experience seeks position on established daily where the possibilities are good; here a keen knowledge of the game, coupled with the fighting spirit plus hard work, are necessary. Central states preferred. Interview. Box B-765, Editor & Publisher.

### Circulation Manager

15 years' experience on morning and evening papers; capable, resourceful and thoroughly familiar with all detail. Prefer city where one hundred thousand; any location. Address Box B-775, care Editor & Publisher.

### Classified Advertising Manager

Best Smith System trained) 12 years' newspaper experience, last five in New York City serving two leading metropolitan dailies. Exceptional record for efficient, economical and aggressive management. Desire permanent connection with newspaper promising a worth while future to a man willing to work for the best credentials. Address B-779, Editor & Publisher.

### Desk Man

employed; thorough, capable; metropolitan and small city experience; married. Box B-764, Editor & Publisher.

## Situations Wanted

### Classified Manager

Desires connection with live paper, 25,000-50,000 circulation where he can prove that persistent effort will increase Classified revenue. Can furnish A-1 references. Successfully held Assistant Classified Manager's position on one of leading Classified mediums of the country. Available immediately. Would go anywhere, prefer middle west. Write Box B-749, care Editor & Publisher.

### Classified Manager

Past two years on large daily as assistant (Smith System) willing to work as well as direct; young married man; no objection to second paper; prefer New England or Eastern City; references from present employers. Address Box B-783, Editor & Publisher.

### Editor

Now employed in morning field seeks change to afternoon paper. Age 30, university graduate, linguist, wide experience with large and small dailies. Capable editorial, news and feature writer and copy reader. Would expect initial salary about \$3,500. Available on short notice. Box B-759, Editor & Publisher.

### Editorial Department Organizer

Provide against getting started wrong if you are about to launch a newspaper. Let me organize your editorial department. I do everything from selecting the type and originating the style of "heads" and "make-up" to getting the right man for each position, working always for your best interests, economically and otherwise. I will start you off with a perfect organization and stay with you until your newspaper gets safely over all rough places. B-768, Editor & Publisher.

### Editorial Writer

executive, with record of satisfactory service, seeks desirable connection with sane, progressive newspaper. Now in good standing with large nationally known publisher. Box B-725, care Editor & Publisher.

### Editorial Writer

who can increase circulation desires connection with first class democratic or independent newspaper, east of Mississippi. Box B-769, Editor & Publisher.

### General Manager

Business Manager at present engaged is available for daily of 5,000 to 10,000 circulation; age 31, married, strong personality, thorough practical training to assume complete authority and responsibility if desired. Have unusually large knowledge of methods for increasing revenue and standing of paper in its community. Sound experience to successfully operate mechanical departments on reduced costs and smaller investments. Varied successful training; manager of daily, agency connection; sales manager nationally known manufacturer, whose advertising I supervised. Box B-782, Editor & Publisher.

### Journalist

University graduate in journalism, 29, two years' practical newspaper work, responsible and dependable, capable of editing special column and handle department, an experienced publicity man having necessary professional equipment, desires permanent connection with an established concern or newspaper in New York City or environs. Special qualifications and references by letter or in person. Arnold Alless, 285 Henry st., Brooklyn, N. Y.

### Mechanical Superintendent or Assistant to Publisher

There is a large Metropolitan Newspaper, possibly a Newspaper Syndicate, which has a place on its staff for an aggressive, forceful, young, all-around practical man, well versed in all mechanical departments. Am going to make a change as soon as I can find the opportunity where there is an unlimited chance for advancement. Served as printer, operator, machinist, pressman, composing room foreman, reporter, and traveled on the road selling printing machinery. Want connection where ability, reliability, ambition, loyalty and honesty mean something. Union; ex-service man. Main object for seeking this change is to be where my past varied experience will be of value to my employers. Present connection with Chicago daily. Box B-737, Editor & Publisher.

### Newspaper Artist

Married man, experienced in all forms of newspaper art work. Cartoons, ads, layouts, retouching and posters. Have been out of the game for three years in other business, but want to get back. Engraving house, commercial studio, and comic strip experience. Prefer West or South West, but will go elsewhere. Samples and references on request. Box B-753, Editor & Publisher.

### Publishers

Some publisher wants A-1 circulation man and I want job. Married, not floater. On last job 3 1/2 years. Fourteen years' experience in circulation game, five years as circulation manager. Know every angle of game and am a producer. If you are interested, write Box B-773, Editor & Publisher.

### Reporter

Young man, 25, sec. 1's position as reporter on daily in city of about 10,000. Willing to start at moderate salary if there is opportunity for advancement. Available at once. Box B-776, Editor & Publisher.

## Situations Wanted

### Salesman

Capable experienced in all lines of newspaper and newspaper production. Past experience has taken him to all parts of U. S. and Canada and associated him with most editors and publishers. Travel anywhere. Box B-734, Editor & Publisher.

### Sports or Dramatic Editor

12 years same New York City newspaper. Can handle either desk; experienced reviewer; 32, married, temperate. Highest references. Reasonable salary. Will go anywhere. Box No. B-766, Editor & Publisher.

### Superintendent or Foreman

Of composing room wishes position on morning or afternoon daily. Have had experience in charge of several composing rooms; superintendent in one place over 12 years. Am capable and efficient; can give reference. Now located in Middle West, but willing to go any place. B-746, Editor & Publisher.

### Superintendent or Foreman

Mechanical department or composing room, afternoon paper, 22 years at game, including foremanship and owner. Can give reference. B-771, Editor & Publisher.

### Syndicate Salesman

High powered go getter. Past sales never less than two thousand dollars a week. Enjoys confidence of editors and publishers all over. Travel U. S. and Canada; anywhere; state your proposition in first letter. Box B-733, Editor & Publisher.

### Telegraph Editor

desk man, 23, handled full A. P., U. P. reports. Now editor small Ohio daily. Experienced, capable, Ohio, Michigan or Indiana preferred. Box B-774, Editor & Publisher.

### Telephone Solicitor

3 1/2 years' experience leading New York paper wants position in Jersey or vicinity; energetic, ambitious and industrious; take charge or organize classified department; salary secondary. Box B-730, Editor & Publisher.

### Writer to Find

Owner of small daily needing a junior partner, who can qualify as publisher and may ultimately buy. Thirty-five years old, married and now located in the Middle West. Can furnish references. Address Box B-752, Editor & Publisher.

### Winner Take All

I make good, you pay. I fail, I pay. Married, 34, 12 years in news room. Prefer sports, but would accept city or telegraph desk, or combination of sports and reporting. Never fired. Ace high references. Submit your proposition to Box B-785, care Editor & Publisher.

## HELP WANTED

### Advertising Manager

Leading morning paper in city of 11,000 wants advertising manager. Must be able to sell, write copy and get the business. State age, experience, salary wanted, reference. Address B-767, care Editor & Publisher.

### Advertising Manager

wanted for new illustrated society-sport weekly in one of the fastest growing cities in Florida. Must be an experienced advertising man, reliable, energetic, good mixer, and efficient. Give details regarding experience, etc. J. Clifford Macdonald, P. O. Box 2032, Tampa, Fla.

### Circulation Manager

Leading morning paper in city of 11,000 wants circulation manager. Must be able to sell, write copy and get the business. State age, experience, salary wanted, reference. Address B-767, care Editor & Publisher.

### Copy Writer and Solicitor

Wanted immediately, experienced man willing to place ability against opportunity. Must be aggressive, efficient and reliable. A versatile advertising man of the go-getter type will find an unusual opening where advancement will be commensurate with results obtained. Straight salary. Address L. M. Wickersham, News-Journal Company, Wilmington, Delaware.

### Reporter and Office Man

Wanted by small town newspaper; steady employment; salary up to \$40 to right man. Address Box B-778, Editor & Publisher.

# Sales Appraisals

NEWSPAPER PROPERTIES

## PALMER, DEWITT & PALMER

350 Madison Ave., New York  
Pacific Coast Representative  
M. C. MOORE 515 Canon Drive  
Beverly Hills, Calif.

## Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of PURCHASE, CONSOLIDATION, SALE AND APPRAISAL of newspaper and magazine properties throughout the U. S.

## HARWELL & CANNON

Times Bldg. New York

## WE CONNECT THE WIRES

CAN YOU SELL display advertising space and create retail copy and lay-outs? If you have newspaper experience in this line and are ready for new connection at around \$40-50 we have openings that will interest you. Tell us your story. Ask for our free registration terms. You make money—or we make nothing.

FERNALD'S EXCHANGE, INC.  
THIRD NAT'L BLD'G., SPRINGFIELD, MASS.

## MAILING LISTS

National Newspaper Reading Service compiles mailing lists of births, deaths, engagements or marriages from original press clippings. Four Terrace, Buffalo, N. Y.

## BOOKS, ETC.

Breaking Into the Magazines is easy if you let The Writer's Digest, America's leading magazine for writers, tell you how. Filled with brass-tack articles on writing and selling photoplays, stories, poems, songs, feature articles, etc., by America's foremost writers. Write today for free sample copy. Writer's Digest, 830 Butler Building, Cincinnati, Ohio.

## BUSINESS OPPORTUNITIES

Printers and Publishers of magazines and papers. Write us for price on handling your publication or on other printing requirements. Ledger Publishing Co., Columbiana, Ohio.

South Florida Weekly, which with proper management could be made pay for itself and turned into daily within comparatively short time, can be bought for twenty thousand cash. No competition. Town and paper prosperous. Need of money only reason for selling. Full particulars will be furnished only upon receipt of references as to financial responsibility. Address, "Owner," Box B-764, Editor & Publisher.

## HELP WANTED

### Desk Man

Southern Daily wants man with desk experience, 30 or younger, who can develop into high class city editor. Must be man of imagination and energy who can write 75 to 100 assignments a day and follow them up. We don't want to hear from tourists or high salaried men. Neither is as good as he thinks he is. Tell everything first letter, salary, experience, etc. Address No. B-786, Editor & Publisher.

### Reporters

Two bright, young reporters for district work. Must have had some experience in the collection of local news. Daily Star, Long Island City, L. I., N. Y.

# HUNCHES

ONE DOLLAR  
WILL BE PAID  
FOR EACH  
"HUNCH"  
PUBLISHED

THE *Cleveland Press* has developed with great success a weekly school page. The stories and art are direct contributions from pupils. Authorship is featured and full credit given in "By-lines," etc. This is a big circulation builder and in towns and cities where high schools and grade schools have no weekly newspapers of their own should be especially good as a stimulator of both readers and news sources. For the amount of space used I believe this school feature attracts and holds more readers than any similar feature. Now is the time to start the feature—right with the opening of schools.—CELIA M. STRIEGEL, Cleveland, O.


Smokers are very sensitive about their likes and dislikes, and a nice little Sunday feature could be dug up, by talking over these foibles with the clerks of the leading cigar stores in your city. Quote some of the peculiarities and beliefs of your leading men, in their smoking habits. Incidentally, the business office could hook-up this page with a smoker's feature page of advertising.—ERIC GIBBERT, Chicago.

What roads in and out of your city are most frequented by the citizen off for a spin in his auto with his family; at what hours and on what days is traffic of these pleasure cars heaviest? By having a reporter investigate local conditions and give schedule of crowded and less crowded roads and hours, it will be possible to serve public by informing average man when he may expect to motor without getting into the thickest congestion.—C. M. LITTLEJOHN, Washington, D. C.

Many papers now send copies to the larger cities of the country where the papers are offered for sale by "Get Papers from Your Old Home Town" stands. It would make an interesting story to tell what cities have copies of your paper on sale in this way and which of these cities has the greatest sale of your papers regularly.—FRANK H. WILLIAMS, Fort Wayne, Ind.

"Helping the Blind to Help Themselves" was the title of a recent *Fort Wayne News-Sentinel* magazine section feature, illustrated with photos of the blind weaving rugs, making baskets, chair bottoms, etc. Scarcely a city but what has an organization aiding the blind and a story of how the sightless overcome their handicap and make a living in spite of it is interesting.—ROBERT L. BEARD, Fort Wayne (Ind.) *News-Sentinel*.

Did you ever print a story telling of the number of dwellings, stores and business houses in your city? It gives a good chance for a booster article for your community. Emphasize the increase over last year, 5 and 10 years ago. Figures are interesting to many persons and here is a chance to deal in figures of a community interest. Public records will give the necessary information.—A. C. REGEL, Eau Claire, Wis.

 Summer Static on its last legs  
Radio Readers take new interest!

Give them:—  
"Listening in on the United States"

by Robert D. Heinl  
REG. U. S. PAT. OFFICE Washington, D. C.

Many papers carry news from schools, but few have, I venture to say, gone into it on the scale we have for the past two years. Circulating in a rural community, we are always on the lookout for the things which interest our farmer readers. The school news is one department in which their interest never lags. There are about one hundred rural schools in our territory, and we have found it good business to furnish each teacher with correspondence materials and invite her to send in a report for each month. These reports give attendance records, scholarship awards, accounts of special programs, etc., and mention many pupils' names. Reports of many neighborhood happenings and social events also come in through this channel. The schools vary some in respect to the date of their report, so our school department is fairly well divided through the various issues. It works out as a sure fire feature for rural readers.—W. WEBB McCALL, Mt. Pleasant (Mich.) *Times*.

## WHAT OUR READERS SAY

### Is It Legitimate?

McALESTER, Okla., August 13, 1924.  
TO EDITOR & PUBLISHER:—Some 45 years ago the *Detroit Commercial Advertiser* built up a (then) big subscription list through use of a lottery plan, giving many thousands of dollars in cash prizes to its readers each year. The capital prize was \$10,000 and fully \$50,000 was supposed to be distributed annually. Toward the close of its career the *Commercial Advertiser* was compelled to hold its drawings on board a steamboat in the middle of the Detroit river, between the U. S. and Canada. When finally the postoffice department compelled abandonment of the lottery feature, the circulation dropped almost immediately to a negligible point.

Another unique subscription-getting plan which originates in Detroit is that of the *Dearborn Independent*. Each Ford agency is allotted a stated number of subscriptions per month, depending upon the standing of the agency, we suppose. In your issue of Aug. 2, mention is made of which was obtained by Ford agents on a liberal commission. And as the publishers are equipped to turn out 1,000,000 copies per week, the "saturation point" of which we hear so much of late with regard to automobile selling, must not have been reached.

The plan is unique. But the writer feels skeptical about those commissions earned. Are they actually EARNED,

or is this assessment allowed simply as an easy way of "getting by" an unpleasant situation, the agency being sufficiently profitable to "stand the gaff"? No agency of this kind would voluntarily mess with solicitation of subscriptions to a monthly or weekly periodical—that stands to reason. It is "out of their line." And I happen to know of a number of subscriptions for which not one penny was paid by "ye subscriber."

No doubt this will pass the postoffice department unless someone makes strenuous objection. But is it any more legitimate than the voting contest plan, and some others?

Yours truly,  
OLD TIMER.

## AD RESOLUTION ADOPTED

### Public Utilities Association Outlines Its Advertising Duty

The Public Utilities Advertising Association this week made public a resolution recently adopted which is to the effect that advertising is not only a wise policy on the part of public utilities but is actually a duty to both customers and stock holders.

The resolution follows:

1. That it is as important to advertise the services which public utilities can render to the community as it is to advertise the goods of firms which have no monopoly rights of supply;
2. That goodwill, based upon equitable policy and 'service-first' principles, is essential to the permanent prosperity and persistent progress of public utility undertakings;
3. That advertising is essential to the establishment and maintenance of such goodwill;
4. That fully educated, efficient salesmen are equally essential; and
5. That the possession of a monopoly, whether by a company or a municipality, imposes on its administrators the duty of a policy of progressive business methods, in the interests of consumers as well as of stockholders."

## A Feature Page for the Price of a Single Feature

Comics — Fashions — Verses —  
Short Stories and Inspirational  
Talks.

Mat Form

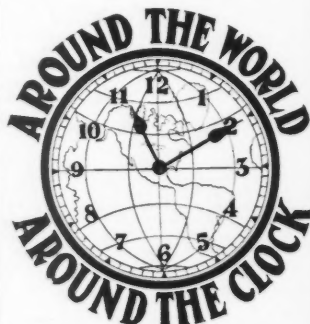
Features May Be Used Separately

One, Two or Three Times a  
Week

Write for Samples.

The McClure Newspaper Syndicate  
373 Fourth Avenue, New York City

BY UNITED PRESS



UNITED PRESS ASSOCIATIONS  
World Building New York

Thomas W.  
**Briggs**  
Company  
Memphis, Tenn.  
Originators of the  
*Permanent*  
Weekly Business  
Review Page

Look us up in  
Dun or Bradstreet's

## RADIO AD DATA COMPILATION

N. Y. Advertising Agency Publishes  
54-Page Book

A "Radio Advertisers' Data Book" compiled and published by the department of Arthur Rosenbergs, Inc., advertising agents, 110 West 34th street, New York, is now ready for distribution. It was announced that the 54-page book includes data regarding more than 300 newspapers and print radio news, programs, or features arranged by states, towns and cities giving circulation data, and radio news.

It also contains the advertising circulation, mechanical requirements and other data regarding all the radio consumer and trade publications as well as general magazines which feature radio information including: a radio trade directory; survey of the export market of the United States; review of the industry; survey of the export market; an analysis of radio in the rural sector; and a discussion of important problems confronting the radio manufacturer.

## WHAT DO YOU DO FOR THE BUSINESS MEN OF YOUR TOWN?

A Financial Page which consists solely of stock and bond tables and Wall Street gossip is not enough. John T. Flynn's *Daily Business Reviews* deal with fundamental business conditions of vital interest to every merchant and every other business man in your community. They are backed by the greatest business news collecting organization in America. The United Publishers Corporation, publishers of Iron Age, Dry Goods Economist and a score of other nationally known business publications.

Write for Particulars to

Edward F. Roberts, Editorial Director  
U. P. C. NEWS SERVICE, INC.  
243 West 39th Street, N. Y. C.

## AUTOMOBILE FEATURES

Touring — Camping — Traffic — Gasoline — Upkeep — Roads — Legislation — Taxation — Insurance — Garaging — Used Car Buying and Selling and all the other

BIG SUBJECTS OF MOTORING COVERED IN A BIG WAY

The Ullman Feature Service  
Home Life Bldg., Washington, D. C.



WITH special writers and photographers covering all parts of the world, NEA furnishes Full Service clients the best of news pictures and news feature stories.

Write for samples and rates



NEA SERVICE, INC.  
1200 W. 3RD STREET  
CLEVELAND, OHIO

# "Little Nemo In Slumberland"

By WINSOR McCAY

## IS A SATISFYING SUNDAY COMIC

McCay's page embodies all the fine essentials necessary to a newspaper feature. It has originality, beauty, and humor of a sort that cannot be duplicated.

It provides the paper buying it with an exclusive feature that has compelling circulation value.

It attracts the child and interests the parent. It is fine in motif and exquisite in draftsmanship.

Mr. McCay's list—the page was released for publication beginning August 3—includes many of America's most successful papers.

NEW YORK HERALD  
TRIBUNE  
BOSTON POST  
PITTSBURGH POST  
WASHINGTON POST  
MINNEAPOLIS JOURNAL  
MILWAUKEE JOURNAL  
DETROIT NEWS

ATLANTA CONSTITUTION  
NEW ORLEANS ITEM  
MEMPHIS COMMERCIAL  
APPEAL  
RICHMOND TIMES DISPATCH  
DALLAS NEWS  
HOUSTON POST  
SAN FRANCISCO BULLETIN



WINSOR McCAY  
Creator of Little Nemo

"THE arresting quality of Mr. McCay's work is the imaginative knack, although it should be called something more than that, for it is the result of the creative spirit of the real artist. This is the trait that distinguishes the work of Mr. McCay from that of so many other persons in the so-called comics.

It is comic, but is something more than comic, because it appeals to that order of the imagination which is so evident in the work of Lord Dunsany.

Lord Dunsany builds dream cities and populates them with the sort of characters who dwell in dreams.

Winsor McCay, in company with Maxfield Parrish, has something of this same faculty; he leads one into a kind of fairyland, where the beautiful and the mirthful are forever struggling for supremacy. His comedy is the comedy of dreams."

DON MARQUIS

*Wire Now for Exclusive Territory*

# New York Herald Tribune Syndicate

225 West 40th Street

New York City

# What have you to sell the half-million housekeepers in Philadelphia?

Imagine if you can the needs of half a million separate homes.

The food, clothing, shoes, furniture, soaps, toilet articles, household appliances, etc.

And all of these homes conveniently reached through thousands of dealer outlets.

Regular advertisers in the paper that goes into nearly every home in Philadelphia and vicinity say they get very satisfactory results and constant increase in sales volume.

## Dominate Philadelphia

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

# The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

Net paid circulation for six months ending March 31,  
1924—

**512,445 copies a day**

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

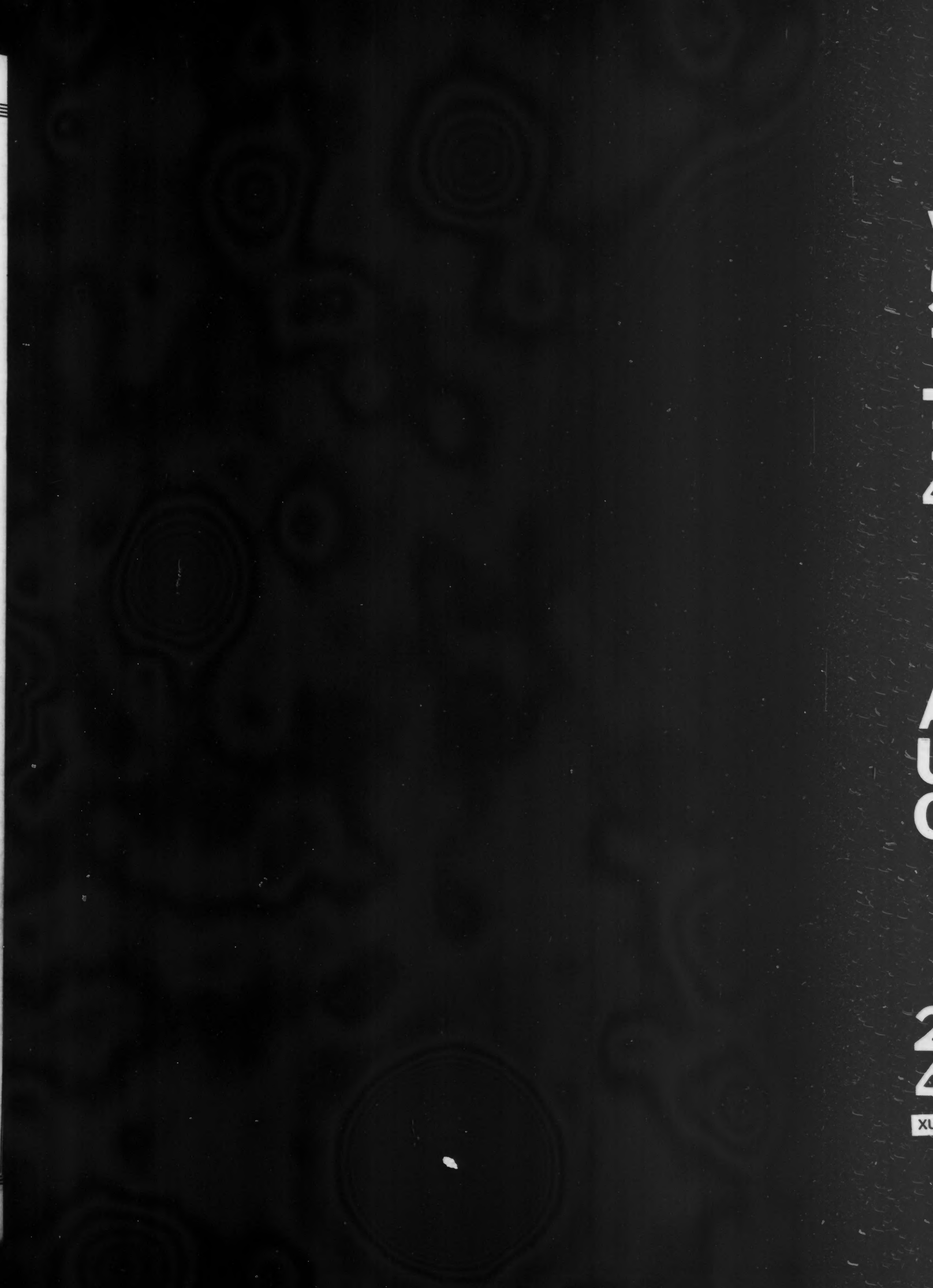


NEW YORK—814 Park-Lexington Bldg. (46th and Park Ave.)

CHICAGO—Verree & Conklin, Inc., 28 East Jackson Boulevard.

DETROIT—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Blvd.

SAN FRANCISCO—Harry J. Wittschen, Verree & Conklin, Inc., 681 Market St.



A  
U  
C  
2  
2  
XU